COMMUNITY SATISFACTON SURVEY 2022 – ANALYSIS REPORT

May 2022

nf: 9888-ks/pi/slp

newfocus

city of Victor Harbor

Contents

Background and objectives

Background

The City of Victor Harbor is a coastal municipality located on South Australia's Fleurieu Peninsula that is approximately 80 kilometres south of Adelaide. Victor Harbor enjoys a high standard of living and is regarded as an excellent place to live, work, invest and do business.

The City of Victor Harbor sought to understand the community's perception relating to its service delivery performance and seeks input from the community on services it can improve, add or remove from its portfolio. The Council also sought to invite comment from residents on both current service delivery and priorities for the future.

The Community Survey aimed to provide Council with relevant, timely and statistically valid information on the community's awareness of Council-delivered services and associated satisfaction levels. It also provided for an assessment of Council's service delivery performance to serve as a baseline for benchmarking against future rounds of the research.

The inaugural 2022 Community Survey will act as a benchmark for future surveys. The primary objective of the research this research was to understand City of Victor Harbor residents' and customers' preferences and their satisfaction with current services and desire for additional services.

Objectives

- Understand the community's perception relating to its service delivery performance
- Ascertain residents' channel preferences
- Establish future communication requirements and trends
- Measure current channel usage and effectiveness
- Explore services improvements, additions, or reductions in its portfolio

Methodology

Mixed modal

Computer Assisted Telephone Interview (CATI)

Online survey (Social media)

Residents

- Randomly selected CATI sample (n=300) of adult residents of the City of Victor Harbor area
- Top up sample (n=50) of younger aged adult residents via social media online survey
- CATI sample sourced from publicly available databases, a mix of landline and mobile phones
- All CATI interviews conducted in-house by new**focus'** team of field interviewers under supervised conditions
  - A total of 11 interviewers were used and 10% of interviews were validated by a field supervisor
- Resident surveys were conduced from March 3rd to March 23rd 2022
- Average survey length was 15 minutes for CATI and 10 minutes for Social media

Businesses

- Randomly selected CATI sample of (n=100) businesses within City of Victor Harbor area
- Sourced from lists supplied by the City of Victor Harbor Council
- All CATI interviews conducted in-house by new**focus'** team of field interviewers under supervised conditions
- A total of seven interviewers were used and 10% of interviews were validated by a field supervisor
- Business surveys were conduced from March 29th to March 11th 2022
- Average business survey length was 15 minutes

Non-resident Ratepayers

- 4,500 Non-resident ratepayers were sent a flyer (by Council) via post to letterboxes, were a QR code could be scanned for the respondent to fill out an online version of the survey. After leaving open for two weeks and receiving 26 responses, Council and new**focus** made the decision to close off sampling to proceed with reporting.
- Non-resident ratepayer surveys were conducted from March 28th to April 12th 2022
- Average survey length was 15 minutes

All research was conducted to ISO:20252 industry standards

Sample achieved and sampling accuracy

Sample

- A total sample of n=488 City of Victor Harbor customers was achieved
  - Resident CATI sample of n=300 and resident social media sample of n=62
  - Business CATI sample of n=100
  - Non-resident ratepayer sample of n=26

Sample weighting to population for residents

The resident sample was weighted by age and gender based on ABS 2016 Census figures. Targets were nevertheless set by age and gender to ensure a good distribution of residents between gender categories and across age cohorts, with final weighting within 3% of the raw sample for age and 1% for gender.

The table to the right provides a breakdown of the achieved sample and associated weighting where applicable.

Sampling accuracy (residents)

Sampling accuracy at 95% Confidence interval for a sample of n=362 residents from the City of Victor Harbor adult population of 12,759 (population figures based on ABS Census 2016 figures):

One point in time* ±5.08%

Over time** ±7.19%

Resident sample***	CATI		Online		Total		Weighting	
	n	%	n	%	n	%	n	%
Gender								
Male	144	48%	23	37%	167	46%	170	47%
Female	156	52%	38	61%	194	54%	191	53%
Age								
18-34	25	8%	25	40%	50	14%	51	14%
35-49	36	12%	20	32%	56	15%	51	14%
50-59	39	12%	16	26%	55	15%	54	15%
60-69	75	13%	-	-	75	21%	87	24%
70+	125	25%	-	-	125	35%	119	33%
Total	**300**	**100%**	**62**	**100%**	**362**	**100%**	**362**	**100%**

Business Sample	CATI	
	n	%
Gender		
Male	58	58%
Female	42	42%
Age		
18-34	17	17%
35-49	28	28%
50-59	24	24%
60-69	26	26%
70+	5	5%
Total	**100**	**100%**

Non-resident ratepayer sample	Online	
	n	%
Gender		
Male	13	50%
Female	12	46%
Age		
18-34	-	-
35-49	6	23%
50-59	6	23%
60-69	11	42%
70+	3	12%
Total	**26**	**100%**

*Refers to confidence that the true result (i.e., if one was to survey ALL Victor Harbor adult residents) would fall within + or – 5.08% of the sample result
**Refers to the degree of change needed between results at two different points in time to reach statistical significance

How to read reported data

Tables and charts are reported in percentage results. Due to rounding some scores may range from 99% to 101%.

n = value

The n= value in the tables and charts represents the total number of respondents included in the study and the number of respondents that answered a specific question (including ‘don’t know’ responses except where noted).

Statistical significance indicators

↑ and ↓ labels on charts indicate statistically significant differences between categories (segment, gender, age) at the 95% confidence level, with ↑ denoting a higher result and ↓ denoting a lower result. On tables the same categories are shown with green highlighted figures indicating a higher result and red highlighted figures a lower result

Executive summary of results

Importance vs satisfaction – planning and infrastructure services:

- Greater importance was placed on aspects related to road, traffic and mobility, followed closely by maintenance of parks, gardens, reserves and sporting facilities
- Council, however, is perceived to have performed better on services related to maintenance of parks etc. and recreation opportunities than on (the relatively more important) roads, traffic and mobility-related service areas
- Importance and satisfaction ratings for planning and infrastructure services were reasonably similar by resident and businesses in 2022. Some variance was seen for non-resident ratepayers, with lower and higher importance on recreational opportunities and more planning and building services, respectively - this is likely a function of the non-resident ratepayers being property-type investors in the area

Importance vs satisfaction – community services:

- In 2022, the community placed greater importance on health and social community services than services related to arts and culture, the latter of which was rated as important by only 58%
- Council appear to have met, if not exceeded, community expectations regarding library services via satisfaction being higher than importance (81% vs. 69%, respectively)
- For the remaining eight community services tested, satisfaction scores were lower than associated importance ratings, indicating that gaps exist for Council to work towards reducing over time (here, the largest gap was seen for local business support, followed by resident services for families, youth, and children).
- Businesses surveyed placed greater importance on providing support for local businesses and economic development/tourism services, but also appear less satisfied than residents for these two areas, suggesting that scope exists for Council to focus on local business support and economic development/tourism going forward
- Non-resident ratepayers often provided “don’t know” responses, suggesting lack of awareness and engagement on these topics

Importance vs satisfaction – environmental services:

- Providing waste management and costal protection were deemed more important by the overall community (94% and 88% respectively) than pest and animal management (73%)
- Satisfaction regarding these three areas was modest and largely homogeneous, falling between 49%-54%
- Residents and businesses placed similar level of importance on the three environmental services surveyed, however, businesses appear noticeably less satisfied regarding waste management and recycling services (37% compared to 55% for residents)

Satisfaction with Council performance

- At benchmark, satisfaction with Council’s performance was moderate at 45% (22% dissatisfied and 33% neutral)
- Resident and business results on this metric were similar, whereas non-resident ratepayers were more critical of Council via lower satisfaction (27%) and higher dissatisfaction (36%)
- Specific metrics tied to Council performance also returned moderate satisfaction ratings (via many being neutral or dissatisfied)
- Whilst currently at a moderate-to-low level, Council is perceived to perform best on providing the community with opportunities to have their say, followed by operating in a financially responsible manner.
- Residents appear happier regarding having the opportunity to have their say on community consultation and engagement, whereas businesses appear happier on monetary-related performance measures, like operating in a financially responsible manner and rate fairness
- There currently appears to be a high level of dissatisfaction amongst non-resident ratepayers, especially for around the perception that rates are fair and reasonable (54% dissatisfied), and that Council decisions are in the interest of the community (38% dissatisfied). There is as such opportunity to engage with this cohort to ensure that they feel they receive the service they pay for.

Executive summary of results (continued)

Council communications – methods of contact

- 52% recalled having contact with Council in the last 12 months, which was similar for residents (51%) and businesses (54%) and higher for non-resident ratepayers (68%)
- Phone contact (61%) and in person contact (45%) appear to be the predominant channels used to contact Council, however non-resident ratepayers have relatively reduced reliance on face-to-face (in person) contact, which is not surprising due to this cohort residing outside the geographic area.

Council communications – satisfaction with communications

- Of those who had contact with Council, 71% were satisfied with the customer service overall. Satisfaction levels for methods available and helpfulness / knowledge of the staff were moderately high (72%), with somewhat lower satisfaction concerning response times (67%)
- Businesses reported a higher level of dissatisfaction than residents on overall customer service (19% vs 13%) with the largest disparity in dissatisfaction concerning response times (23% vs 16%)
- There appears to currently exist a high level of dissatisfaction amongst non-resident ratepayers (primarily around response times and less to do with methods available to liaise with Council).
- Consideration could therefore be given to further explore service journeys of customers – especially business and non-resident rate payers.

Council communications – recall and methods received / preferred

- Recall of Council related information was quite high at 71%, with methods of obtaining said information mixed, with preference skewing more to direct communications through social media, email, and/or the letterbox
- Business appear more digitally-inclined in their use and preferences than residents (e.g. 58% prefer email vs. 35% for residents).
- Residents stand to benefit from greater targeting via email and/or direct paper mail by virtue of currently being reached by these channels less often than they desire (for businesses, the only notable equivalent ‘gap’ concerned email).

Suggested areas for improvement

- Civil planning (such as improvement of roads, footpaths, and area maintenance) was the main area of suggested improvement amongst the community
- Other suggested areas for improvement included tourism (adding activities or further promotion to attract people to the area, improving Main street), and financial management and community engagement, such as greater efficiency with finances and increasing engagement with the community through more planning meetings
- Business and resident respondents were relatively consistent in their suggestions for improvement, however residents held more focus on financial management and community engagement, whereas, businesses placed a higher emphasis tourism-related improvements (to draw patronage)

Importance of development areas

- 7 in 10 appear to support Council developing a precinct dedicated to community sport and recreation, followed by 6 in 10 for McKinlay Street car parking and 5 in 10 for multi-purpose boating facilities
- For the most part, the overall community feel that a library redevelopment would not be necessary
- The business community placed higher importance on a new precinct for community sport and recreation and a multi-purpose boating facility than residents (possibly because this infrastructure has the potential to attract visitors/patrons to the area).
- Residents, whilst still placing the highest importance on a sports and recreation precinct, also showed some demand for development of a car parking facility on McKinlay Street.
- Non-resident ratepayers placed highest importance on a multi-purpose boating facility (higher than businesses and residents), followed by an arts and cultural centre (again, this was higher than for residents and businesses).
- When asked to choose the most important project out of the five development projects, a precinct for community sport and recreation had highest preference among residents and (especially) businesses, whereas non-resident ratepayers most-favoured a new arts and cultural centre.

Conclusions, recommendations and considerations

1. Planning and Infrastructure Services: greatest importance was placed on aspects relating to roads, traffic and mobility; however, these presented the largest gaps to satisfaction. Council may wish to focus on these services aspects going forward.

2. Council Environmental Services: The higher importance placed on both waste management and recycling services suggest these have broader community interest than animal and pest management (which may be more a secondary issue for the broader community).

3. Council Community Services: The higher satisfaction with library services suggests community needs with this service are widely being met. Also as a positive are relatively good satisfaction with services for older residents. In contrast satisfaction levels supporting local businesses and economic development/tourism appear an area in need of focus – where the gap is largest amongst the business community. Although lower levels of importance were placed on arts and culture, and assuming these are of strategic importance to Council, consideration could be given on how to raise the importance of these within the community *(i.e. an option may be to demonstrate how arts & culture initiatives enhance tourism, contribute to local economy and add to community wellbeing – researchers suggestion only).*

4. Results suggest residents in mid-life stage have lower satisfaction across many aspects of council services. Council may wish to consider exploratory research to better understand the factors that may be impacting this (ie external factors such employment / pending retirement changes, health changes, home dynamic changes, etc) and how Council could assist through direct services or related information.

5. Approximately 1:2 surveyed had contact with Council in the past 12 months where generally a good level of service was being provided. The service aspect most in need for Council to review appears response times – and more so by business and non-resident rate payers.

6. There was a good level of recall of Council communications (amongst residents and business). Whilst there was a broad range of channels used, the four main channels were those in public domain (newspaper and social media) followed by those directed to the individual (email and printed material to letterbox). The preference however was the reverse - more for direct to individual and especially for email by business and non-resident rate payers. Given this, Council may wish to explore options for more direct communications - whilst allowing for the type of recipient (business, non-residents and residents) and the generational differences for traditional print vs digital communications.

Conclusions, recommendations and considerations…continued

7. Satisfaction with Council's overall performance was moderate with less than 50% satisfied in all sub-groups and at least 1:5 dissatisfied. Amongst the corporate aspects tested, higher satisfaction was given to opportunities to have a say and least satisfaction provided to rates being fair and reasonable. Similar patterns were seen across all subgroups.

8. Key areas to improve as suggested by respondents tended to follow the satisfaction ratings previously outlined – with most often cited improvements needed related to roads, traffic and mobility followed by aspects to enhance tourism in the area.

9. When presented specific areas for further council development the most important was Community Sport and Recreation precinct (which had broad appeal across all groups) – followed by the McKinlay Street Car Park (more so by residents and in keeping with lower satisfaction with traffic aspects) and the Multi-purpose boating facilities (more so by business and non-resident rate payers and in keeping with their desire to enhance tourism aspects). Least important for Council to progress across all groups was Library redevelopment (this is in keeping with the good satisfaction that already exists).

10. Note: About non-resident ratepayers surveyed: The overall sample of non-resident ratepayers was small and care is needed in interpretation of results as the lower levels of satisfaction may reflect a disgruntled subgroup rather than the broader non-resident ratepayer community. Given the preferences for communication channels to be used by non-resident ratepayers, Council may wish to explore options to increase use of emails to reach this cohort to communicate to and to engage with – including to engage with for future research.

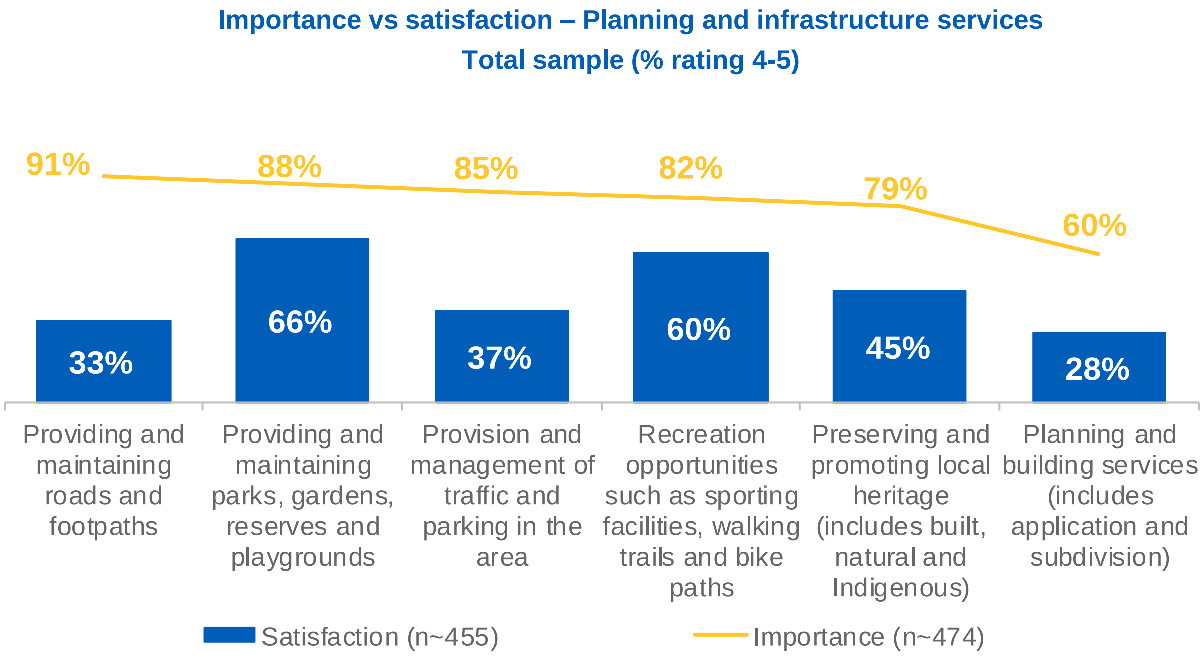
IMPORTANCE VS SATISFACTION OF COUNCIL SERVICES, FACILITIES AND PROGRAMS

Section 1

The community as a whole place greater importance on aspects related to roads, traffic and mobility

- followed by those related to parks, gardens, reserves & sporting facilities

But Council is perceived as performing much better on services relating to maintenance of parks, gardens, reserves and recreation opportunities than on services relating to roads, traffic and mobility.



Planning and building services as more of a functional process have lesser importance and with fewer satisfied than other planning and infrastructure aspects.

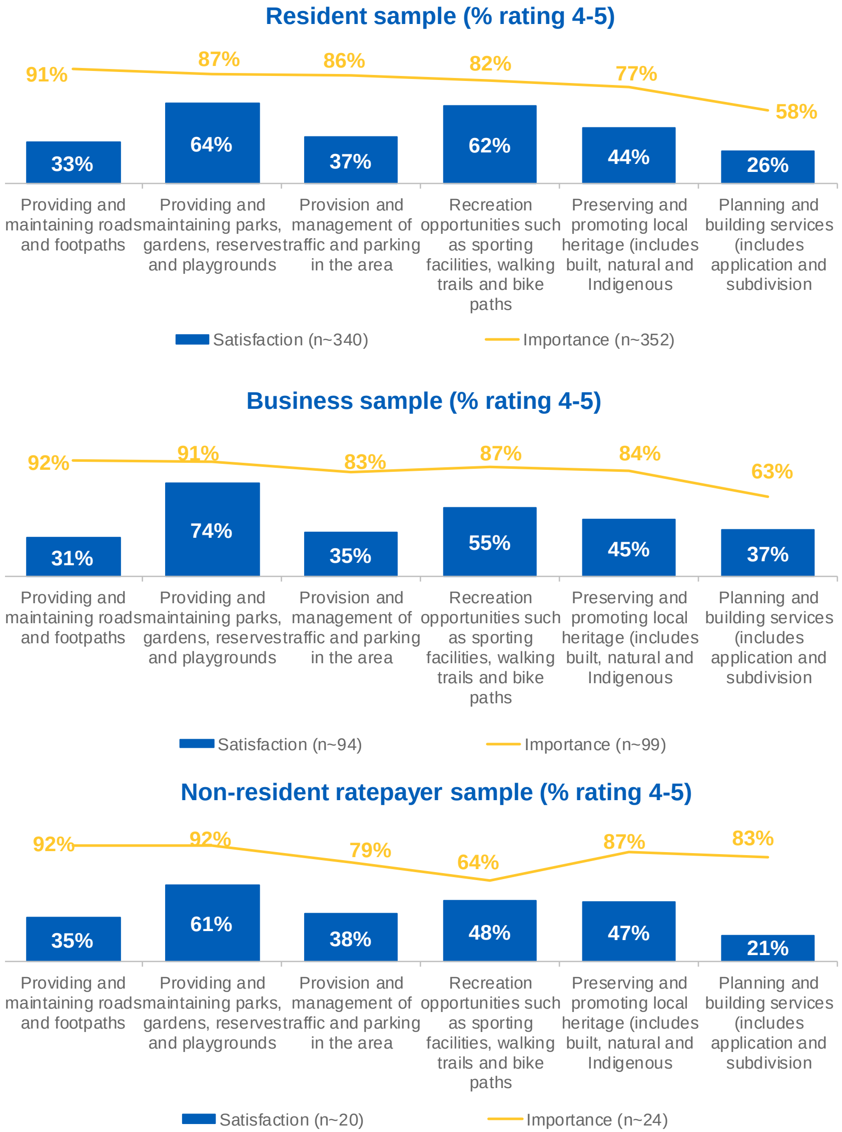
Q1a - In relation to planning and infrastructure services provided by Council, how important is each service to you (using the scale 1 = Not important to 5 = Very Important) and how satisfied are you with each service (using the scale 1 = Very dissatisfied to 5 = Very satisfied). Don't know response excluded

Importance vs satisfaction – Planning and infrastructure services

Importance and satisfaction ratings for planning and infrastructure services were reasonably similar by resident and businesses in 2022 (see right).

Some variance in importance for non-resident ratepayers was seen compared to the above two cohorts, with lower importance placed on recreational opportunities, but more importance placed on planning and building services.

This is likely a function of the non-resident ratepayers being property-type investors in the area (caution; small samples apply).



Q1a - In relation to planning and infrastructure services provided by Council, how important is each service to you (using the scale 1 = Not important to 5 = Very Important) and how satisfied are you with each service (using the scale 1 = Very dissatisfied to 5 = Very satisfied)
Don't know response excluded

In 2022, residents aged 50 to 59 placed relatively high importance on providing and maintaining roads and footpaths (98%), whereas this was relatively low among 35 to 49 y.o (82%). The latter age group also were less likely to place importance on provision and management of traffic. Older residents aged 70+, by virtue of their age, placed relatively lower importance on recreation opportunities (but were the most satisfied on this aspect compared to other age groups). 70+ y.o. were also significantly more likely to be satisfied with maintenance of parks, gardens, reserves and playgrounds (73%). Finally, the 18-34 y.o. age group were significantly more likely to be satisfied with promoting of local heritage and planning and building services.

While differences by gender were seldom seen, females were significantly more likely to place importance on preserving and promotion of local heritage than males.

Importance vs satisfaction – Planning and infrastructure services

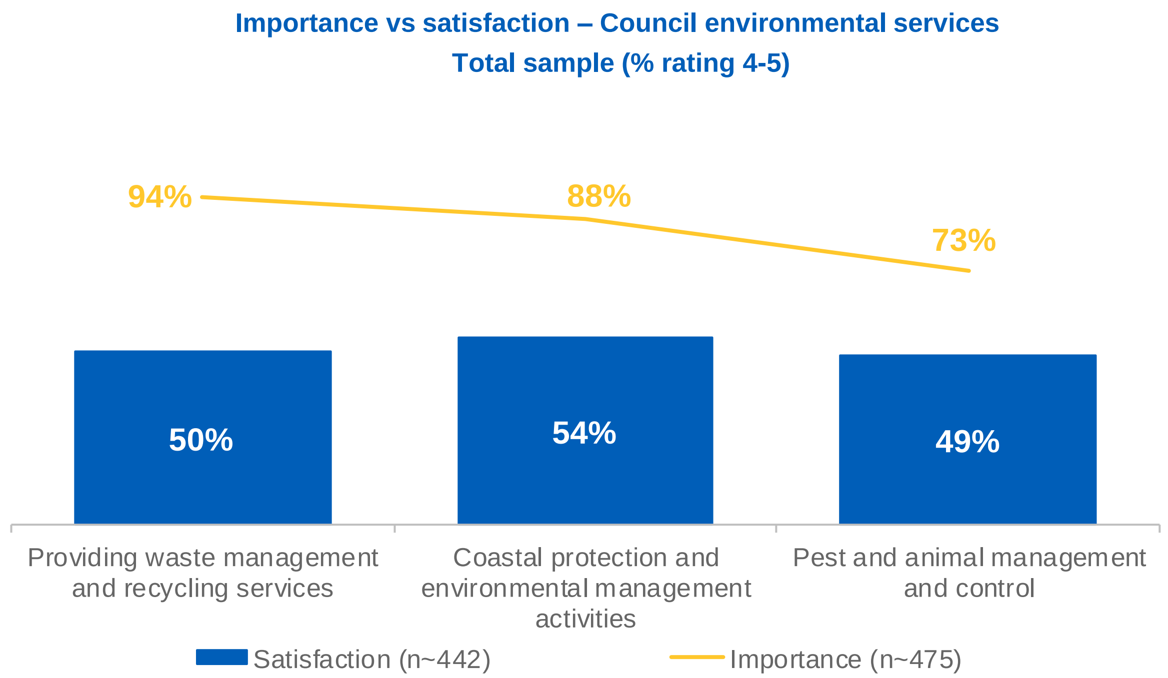
(Resident sample)

	18 to 34		35 to 49		50 to 59		60 to 69		70+		Male		Female	
	IMP (n~49)	SAT (n~46)	IMP (n~49)	SAT (n~49)	IMP (n~52)	SAT (n~52)	IMP (n~87)	SAT (n~84)	IMP (n~116)	SAT (n~109)	IMP (n~167)	SAT (n~162)	IMP (n~184)	SAT (n~178)
Providing and maintaining roads and footpaths	90%	45%	82%	41%	98%	31%	92%	24%	90%	32%	90%	29%	91%	37%
Providing and maintaining parks, gardens, reserves and playgrounds	85%	59%	93%	70%	83%	60%	88%	56%	88%	73%	85%	61%	90%	68%
Provision and management of traffic and parking in the area	87%	42%	77%	41%	88%	31%	91%	28%	85%	44%	83%	37%	89%	37%
Recreation opportunities such as sporting facilities, walking trails and bike paths	84%	60%	90%	47%	81%	54%	88%	63%	75%	72%	80%	62%	84%	61%
Preserving and promoting local heritage (includes built, natural and Indigenous	67%	63%	83%	51%	83%	32%	76%	37%	77%	46%	70%	43%	83%	46%
Planning and building services (includes application and subdivision)	51%	45%	58%	32%	65%	24%	66%	17%	53%	24%	53%	27%	63%	25%

Q1a - In relation to planning and infrastructure services provided by Council, how important is each service to you (using the scale 1 = Not important to 5 = Very Important) and how satisfied are you with each service (using the scale 1 = Very dissatisfied to 5 = Very satisfied)
Don't know response excluded. Prefer not to say response excluded from Age.

From an environmental perspective, providing waste management and coastal protection were deemed somewhat more important than pest and animal management

Satisfaction levels were relatively comparable on Council performance on each of the three environmental-related services (ranging from 49%-54%).

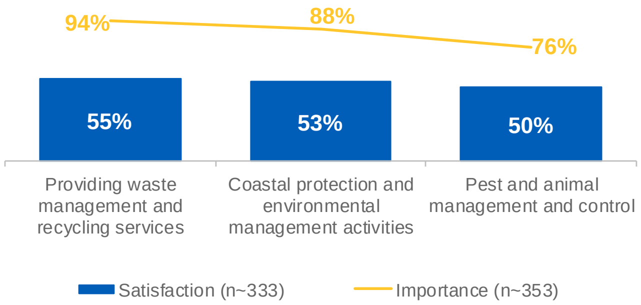


Q1b - On a scale of 1 = Not important to 5 = Very Important and 1 = Very dissatisfied to 5 = Very satisfied, how important and how satisfied are you with the following in relation to Council environmental services?
Don't know response excluded

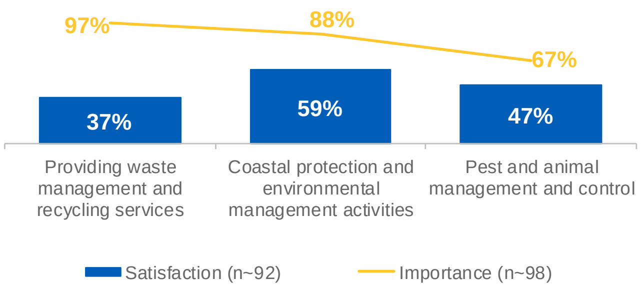
Residents and businesses placed similar level of importance on the three environmental services surveyed, however, businesses appear noticeably less satisfied regarding waste management and recycling services (37% compared to 55% for residents).

Satisfaction levels for the remaining two environmental services were largely comparable between the two cohorts.

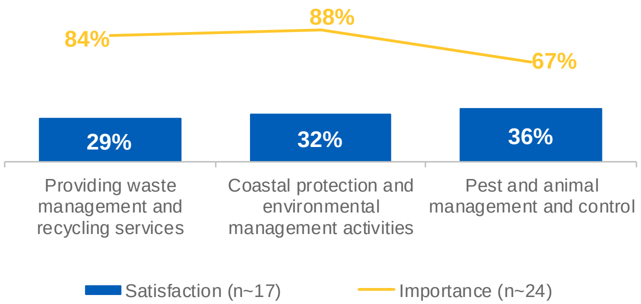
Importance vs satisfaction –
Council environmental services
Resident sample (% rating 4-5)



Business sample (% rating 4-5)



Non-resident ratepayer sample (% rating 4-5)



Non-resident ratepayers surveyed were less satisfied on environmental service aspects, attributed to an inflated proportion of neutral responses, as well as a reasonable amount who provided a don't know response, suggesting less engagement or perceived relevance than the other cohorts that live and/or do business in the municipality.

Q1b - On a scale of 1 = Not important to 5 = Very Important and 1 = Very dissatisfied to 5 = Very satisfied, how important and how satisfied are you with the following in relation to Council environmental services?
Don't know response excluded

Females placed a higher level of importance on each environmental aspects than males (statistically significant for both waste and coastal protection), yet showed comparable levels of satisfaction

Variation by importance, whilst tending to be most important to older groups, were mostly minor, but in terms of satisfaction, the older age groups (70+ y.o.) were more satisfied on Council services regarding waste and coastal protection, whereas Council's pest and animal control services appear to not be meeting the expectations of 50-59 y.o. residents in particular.

Importance vs satisfaction – Environmental services (Resident sample)

	18 to 34		35 to 49		50 to 59		60 to 69		70+		Male		Female	
	IMP (n~50)	SAT (n~44)	IMP (n~50)	SAT (n~49)	IMP (n~51)	SAT (n~48)	IMP (n~85)	SAT (n~80)	IMP (n~111)	SAT (n~111)	IMP (n~166)	SAT (n~159)	IMP (n~186)	SAT (n~173)
Providing waste management and recycling services	96%	47%	91%	37%	93%	38%	97%	60%	94%	70%	92%	55%	97%	55%
Coastal protection and environmental management activities	88%	53%	82%	55%	84%	47%	90%	41%	92%	64%	82%	52%	94%	55%
Pest and animal management and control	70%	58%	70%	53%	65%	36%	79%	43%	83%	57%	71%	45%	80%	54%

Q1b - On a scale of 1 = Not important to 5 = Very Important and 1 = Very dissatisfied to 5 = Very satisfied, how important and how satisfied are you with the following in relation to Council environmental services?

In 2022, the community placed greater importance on health and social community services than services related to arts and culture

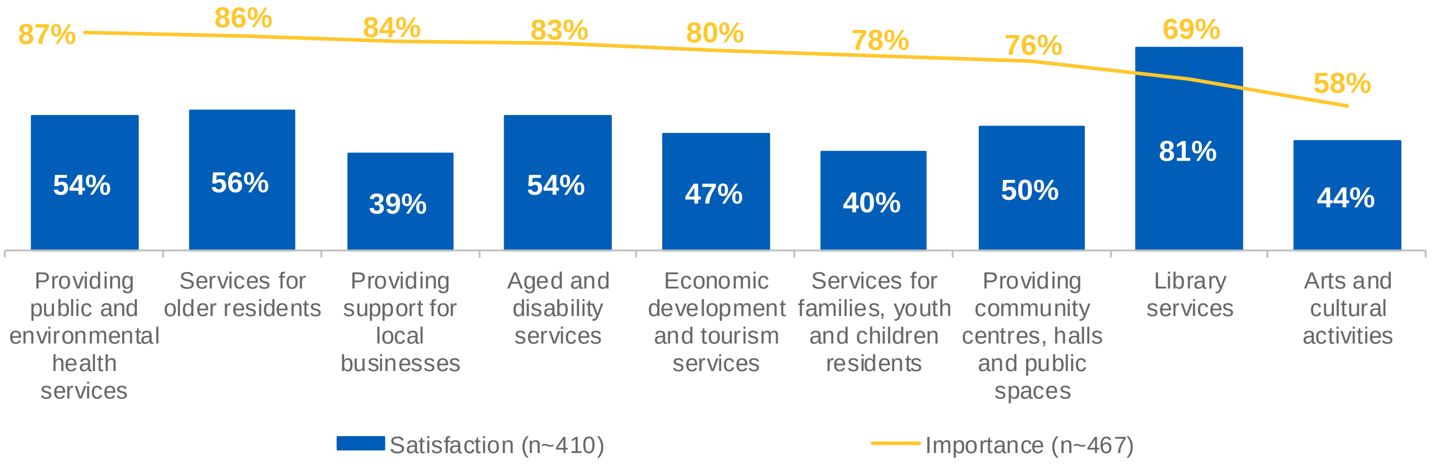
Council appear to have met, if not exceeded, community expectations in regards to library services.

Gaps, however, appear to exist for the remaining community services (see chart below), with the largest disparity between importance and satisfaction concerning local business support (45% gap), followed by resident services for families, youth and children (38% gap).

Arts and cultural activities were deemed the least important out of all community services tested (and by a noticeable margin).

Importance vs satisfaction – Council community services

Total sample (% rating 4-5)



Is there a clear linkage between arts/culture and the local economy?

Opportunity may exist in communicating how current arts and cultural activities enhance the economy and local business.

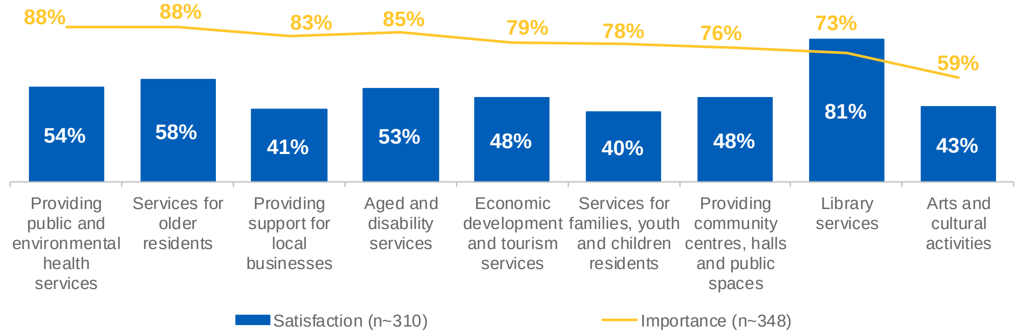
Q1c - On a scale of 1 = Not important to 5 = Very Important and 1 = Very dissatisfied to 5 = Very satisfied, how important and how satisfied are you with the following in relation to Council community services?

Not unexpectedly, businesses surveyed placed greater importance on providing support for local businesses and economic development/tourism services, but also appear less satisfied than residents for these two areas, suggesting that scope exists for Council to focus on local business support and economic development/tourism going forward.

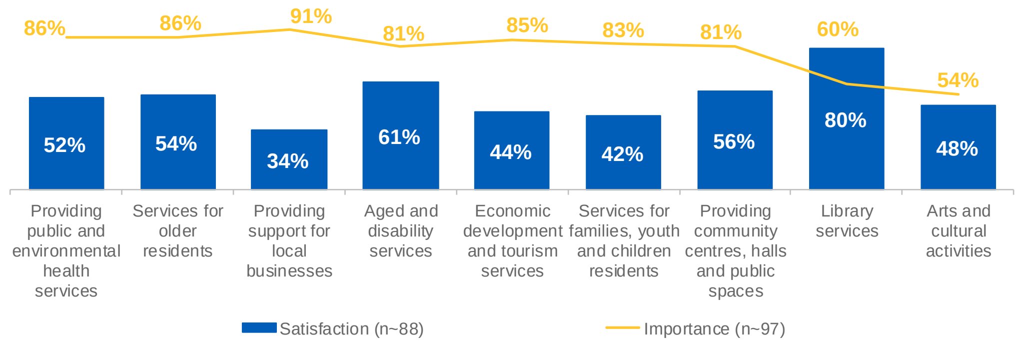
Non-resident ratepayers often provided “don’t know” responses on these metrics, suggesting lack of awareness, familiarity and engagement on these topics.

Importance vs satisfaction – Council community services

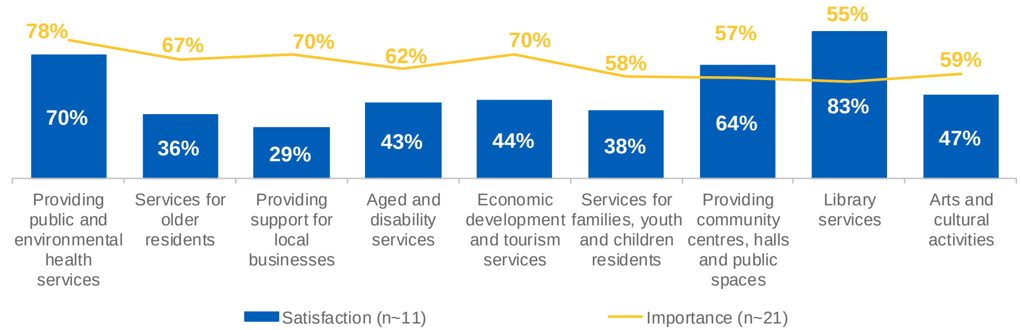
Resident sample (% rating 4-5)



Business sample (% rating 4-5)



Non-resident ratepayer sample (% rating 4-5)



Q1c - On a scale of 1 = Not important to 5 = Very Important and 1 = Very dissatisfied to 5 = Very satisfied, how important and how satisfied are you with the following in relation to Council environmental services?
Don’t know response excluded. Caution; small sample size for non-resident ratepayer sample.

18 to 34 y.o surveyed placed lesser importance on community services, with many reaching statistical significance. Importance tended to increase with age.

In terms of satisfaction, highest endorsement tended to be by the oldest 70 y.o. age group and least by the 60 to 69 y.o. group. These satisfaction ratings may reflect life stage differences in near and post-retirement.

Females tended to place somewhat greater importance on each of the aspect over males, most notably for local business support, resident services for families/youth/children, library services, and arts/cultural activities.

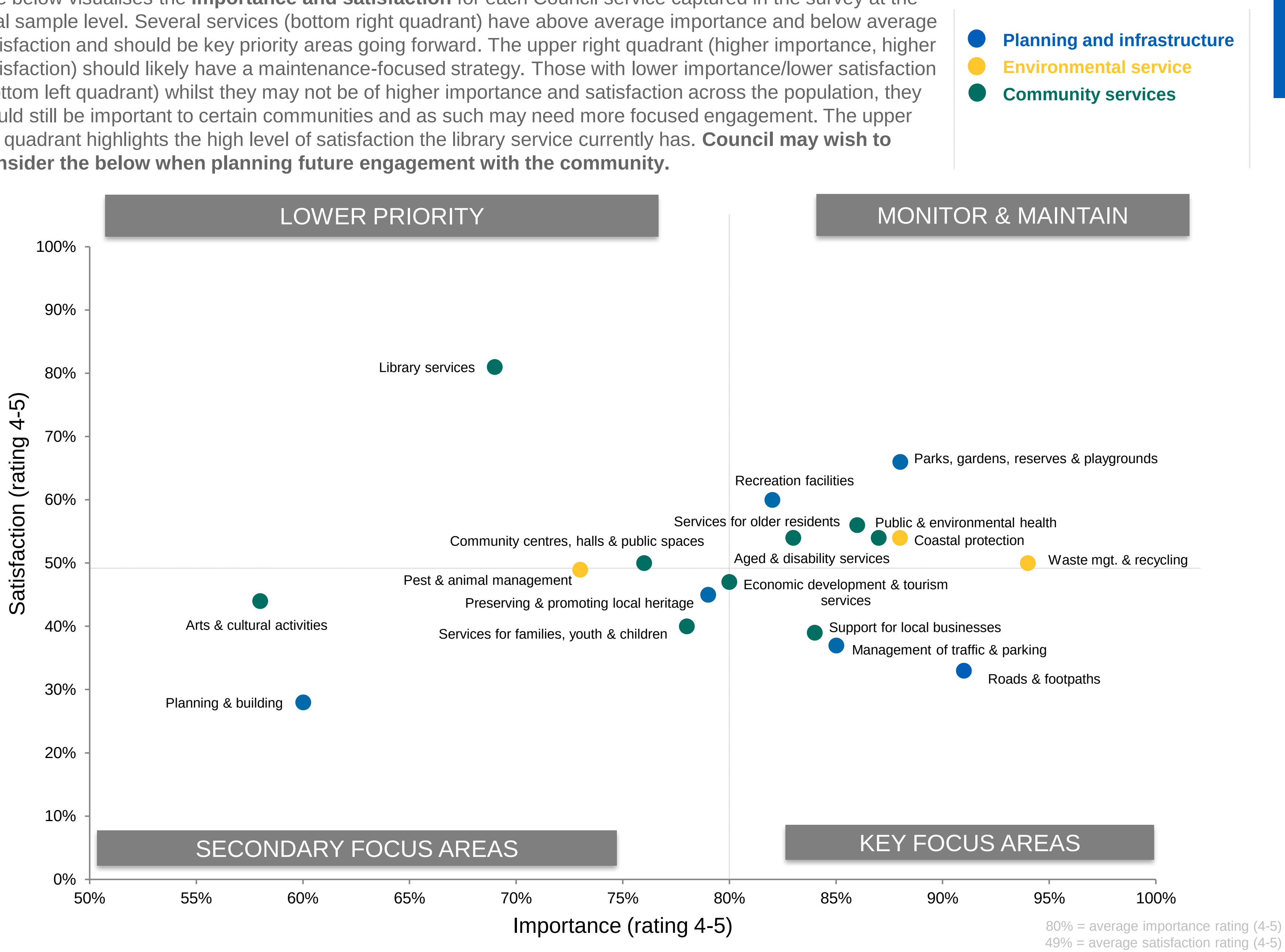
Library services appear to be meeting the needs of the community, with satisfaction higher than stated importance across all age groups and both gender cohorts. Opportunity may exist in exploring options for attracting more males to arts and culture activities that may be appealing to this gender, with 38% currently satisfied vs. 49% for females.

	18 to 34		35 to 49		50 to 59		60 to 69		70+		Male		Female	
	IMP (n~49)	SAT (n~41)	IMP (n~49)	SAT (n~46)	IMP (n~52)	SAT (n~47)	IMP (n~85)	SAT (n~75)	IMP (n~114)	SAT (n~99)	IMP (n~165)	SAT (n~148	IMP (n~183)	SAT (n~161)
Providing public and environmental health services	79%	50%	82%	47%	86%	48%	94%	44%	91%	69%	86%	53%	90%	55%
Services for older residents	77%	74%	79%	53%	86%	48%	90%	42%	94%	71%	86%	62%	90%	55%
Providing support for local businesses	88%	53%	79%	47%	81%	29%	90%	32%	79%	47%	78%	42%	88%	40%
Aged and disability services	74%	65%	80%	44%	85%	49%	84%	36%	92%	67%	82%	56%	88%	50%
Economic development and tourism services	68%	54%	85%	54%	71%	50%	84%	38%	80%	51%	75%	43%	83%	54%
Services for families, youth and children residents	89%	51%	92%	36%	81%	38%	74%	31%	68%	46%	68%	41%	87%	40%
Providing community centres, halls and public spaces	64%	48%	78%	42%	77%	37%	83%	48%	75%	56%	72%	48%	80%	48%
Library services	62%	81%	75%	76%	74%	81%	71%	82%	77%	84%	62%	76%	83%	86%
Arts and cultural activities	56%	37%	60%	50%	60%	40%	60%	40%	57%	48%	47%	38%	69%	49%

Q1c - On a scale of 1 = Not important to 5 = Very Important and 1 = Very dissatisfied to 5 = Very satisfied, how important and how satisfied are you with the following in relation to Council environmental services?

Importance vs satisfaction regarding Council services

The below visualises the **importance and satisfaction** for each Council service captured in the survey at the total sample level. Several services (bottom right quadrant) have above average importance and below average satisfaction and should be key priority areas going forward. The upper right quadrant (higher importance, higher satisfaction) should likely have a maintenance-focused strategy. Those with lower importance/lower satisfaction (bottom left quadrant) whilst they may not be of higher importance and satisfaction across the population, they would still be important to certain communities and as such may need more focused engagement. The upper left quadrant highlights the high level of satisfaction the library service currently has. **Council may wish to consider the below when planning future engagement with the community.**



COUNCIL COMMUNICATIONS

Section 2

1 in 2 have had contact with Council in the last 12 months
- phone, followed by in person and e-mail are predominant methods

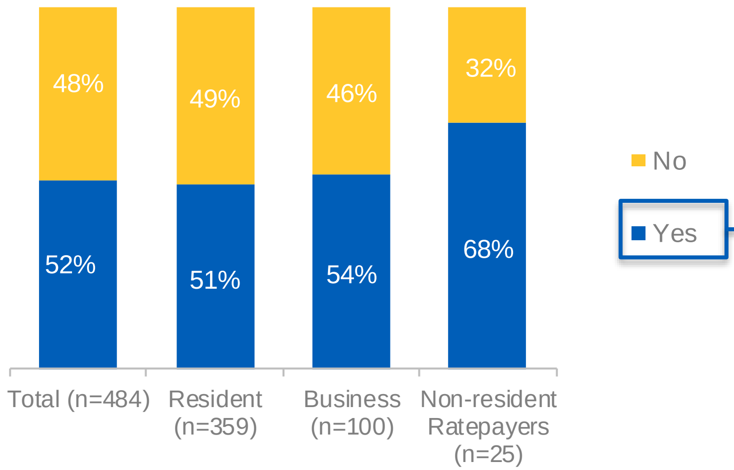
Resident and businesses surveyed reported similar level of contact with Council in the past 12 months.

Incidence of contact was higher for non-resident ratepayers surveyed (68% vs 51%-54%).

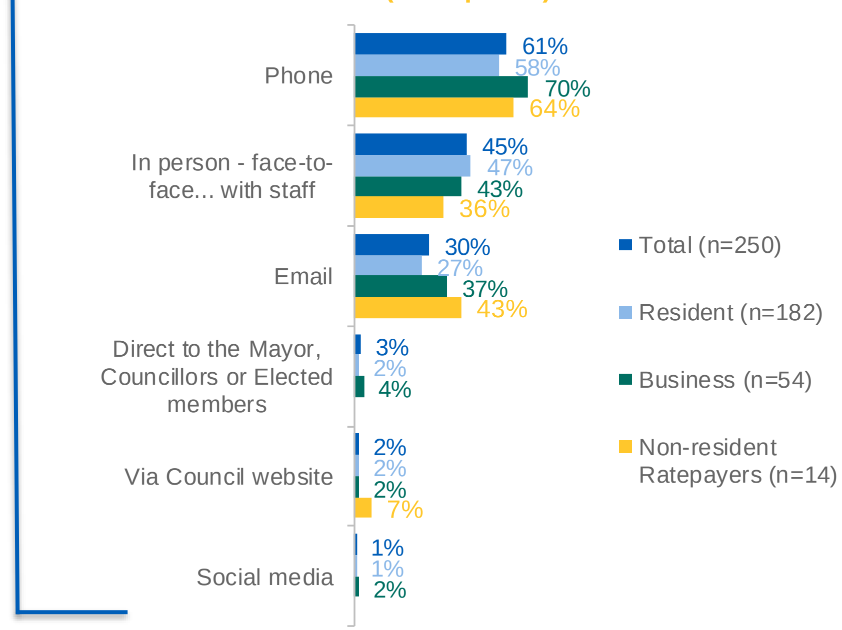
Resident and business had similar incidence of channels used for contact with Council.

Non-resident ratepayers' channels of contact were less likely to involve face-to-face (not surprising considering that they do not reside within the geographic area).

Had contact with Council in the past 12 months



Method of contact in the last 12 months (% response)

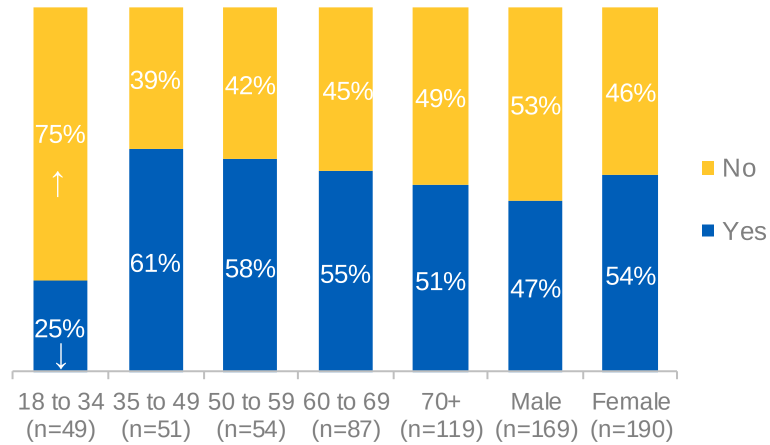


Q2 - Have you contacted the Council for any reason by any means within the last 12 months?
Q3 - How did you have contact with Council in the last 12 months?
Q3 only asked of those who said they had contacted Council by any means in the last 12 months
Caution: low sample numbers for non-resident ratepayers at Q3

35 to 49 y.o. had the highest incidence of contact (61%) in the past 12 months, with 18 to 34 y.o. having the lowest (25% - statistically significantly lower than other age groups).

Females were more likely than males to have had contact with Council (54% vs. 47%, respectively).

Had contact with Council in the past 12 months
(Resident sample)



For age, of those who had contact, phone was the most utilised method for 35 to 69 y.o..

18 to 49 y.o were significantly less likely to engage with Council in person (where incidence increased with age). The youngest 18 to 24 group were most likely to use email (where incidence declined more with age).

By gender, females were statistically significantly more likely to have had contact via the phone than males whereas males were significantly more likely to have face-to-face contact with Council staff.

These indicate some generational differences in channels used to engage with Council, where only telephone is a constant.

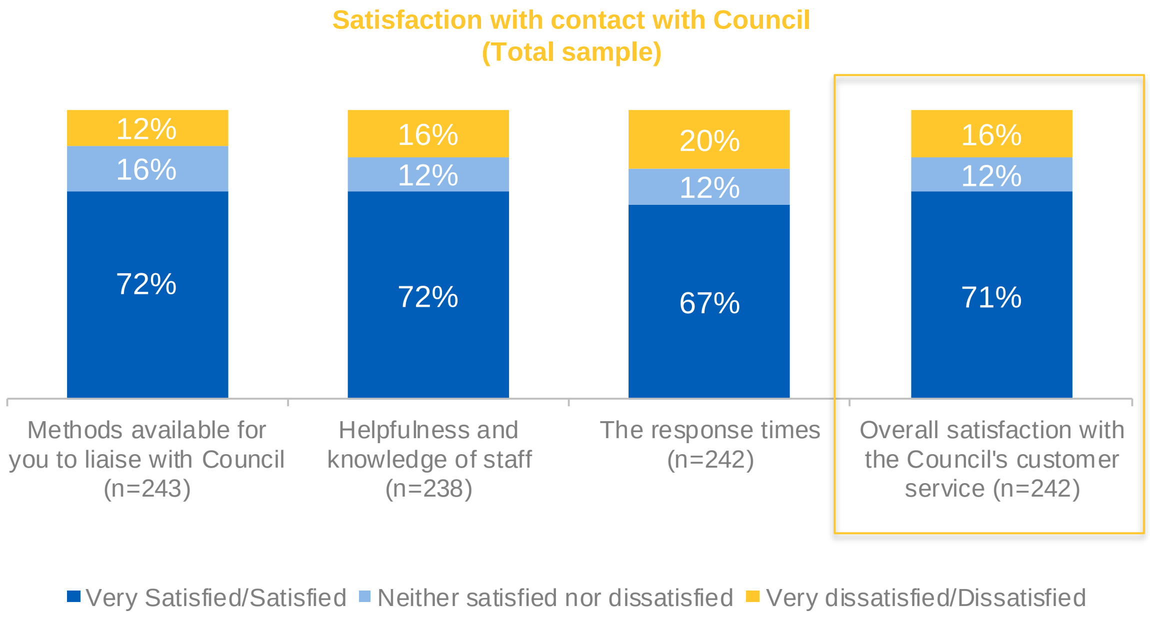
Method of contact in the last 12 months
(Resident sample)

	18 to 34 (n=49)	35 to 49 (n=51)	50 to 59 (n=54)	60 to 69 (n=87)	70+ (n=119)	Male (n=169)	Female (n=190)
Phone	50%	73%	53%	61%	51%	46%	67%
In person - face-to-face... with staff	25%	29%	38%	56%	56%	56%	40%
Email	58%	35%	37%	29%	9%	22%	31%
Direct to the Mayor, Councillors or Elected members	-	-	-	7%	2%	4%	1%
Via Council website	17%	3%	3%	-	-	4%	1%
Direct mail	-	3%	-	2%	2%	2%	1%
Social media	-	-	3%	-	-	-	1%

Q2 - Have you contacted the Council for any reason by any means within the last 12 months?
Q3 - How did you have contact with Council in the last 12 months?
Q3 only asked of those who said they had contacted Council by any means in the last 12 months
Prefer not to say excluded from Age

Overall, 71% of the community who had contact with Council were satisfied with the customer service.

Satisfaction levels for methods available to liaise with Council and the helpfulness and knowledge of staff were moderately high in 2022 at 72% each, but response times may be an area to prioritise going forward by virtue of somewhat lower satisfaction being reported by the community (67%).



Of note, 1 in 6 were dissatisfied with the service provided overall.

Q4 - Overall, thinking about your contact with Council in the past 12 months and using a scale 1 = very dissatisfied to 5 = very satisfied, how satisfied were you with…?
Q4 only asked of those who said they had contacted Council by any means in the last 12 months

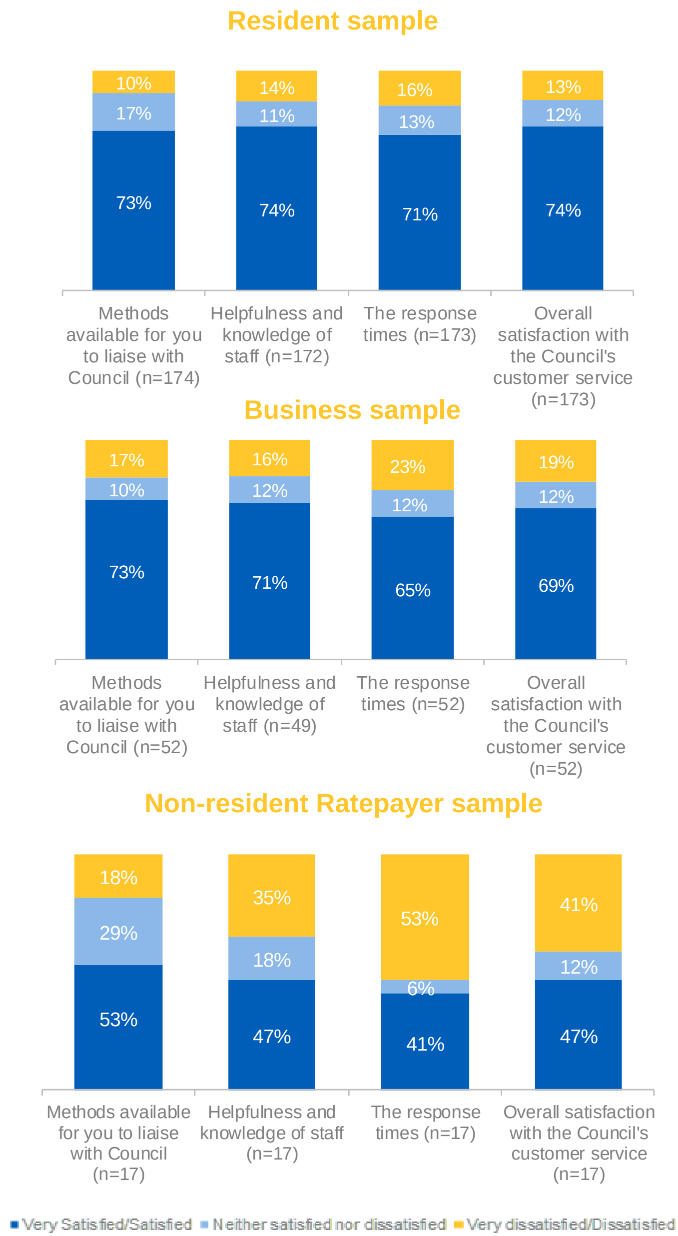
Consideration could be given to further explore service journeys of customers – especially business and non-resident rate payers.

Residents overall were more satisfied with all aspects of Council contact - all four metrics above 70% satisfaction.

Business were less satisfied than residents, most notably for response times, were almost one in four expressed dissatisfaction.

Although small samples apply (exacerbated by large proportions of “don’t know” responses), there appears to be a high level of dissatisfaction amongst non-resident ratepayers, which primarily concern staff helpfulness/knowledgeability and response times.

Satisfaction with contact with Council



Q4 - Overall, thinking about your contact with Council in the past 12 months and using a scale 1 = very dissatisfied to 5 = very satisfied, how satisfied were you with…?
Q4 only asked of those who said they had contacted Council by any means in the last 12 months
Caution: low sample numbers for non-resident ratepayers

While differences were minimal and did not reach statistical significance, females were positive on service satisfaction, most notably for response times, suggesting that males may be less patient when waiting to hear back from Council and/or that the nature of their queries benefit from more expedient follow up.

Overall satisfaction with Council contact was lower among 60-69 y.o. and especially 50-59 y.o., whereas those aged 70+ reported very high satisfaction at 87%.

These trends on satisfaction suggest some life-stage factors may be impacting expectations as people age (i.e., as they approach and then move into retirement).

Satisfaction with contact with Council (% very satisfied / satisfied)

	18 to 34 (n=22)	35 to 49 (n=30)	50 to 59 (n=31)	60 to 69 (n~45)	70+ (n~57)	Male (n~75)	Female (n=98)
Methods available for you to liaise with Council	73%	73%	59%	71%	82%	71%	74%
Helpfulness and knowledge of staff	73%	70%	58%	74%	86%	73%	76%
The response times	73%	82%	59%	62%	78%	66%	74%
Overall satisfaction with the Council's customer service	73%	76%	58%	69%	87%	72%	76%

Q4 - Overall, thinking about your contact with Council in the past 12 months and using a scale 1 = very dissatisfied to 5 = very satisfied, how satisfied were you with…?
Q4 only asked of those who said they had contacted Council by any means in the last 12 months
Don't know response excluded

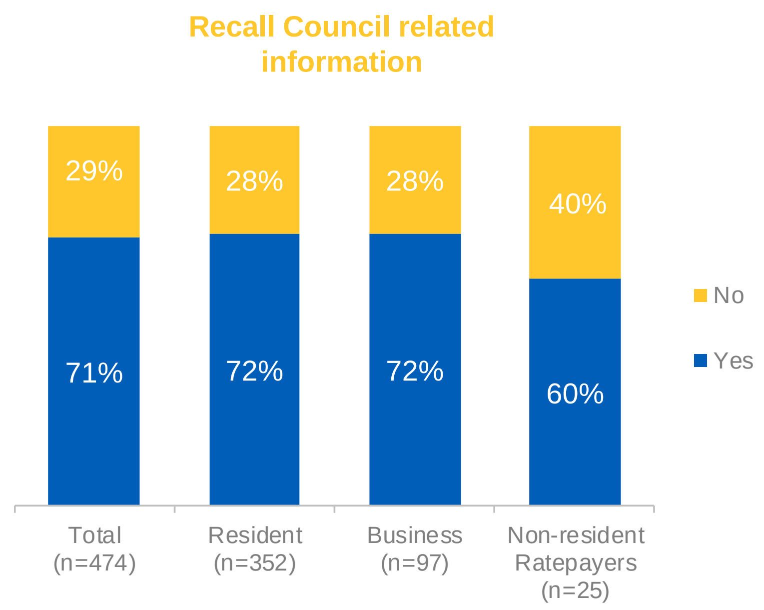
Recall of Council-related communications was quite high in 2022

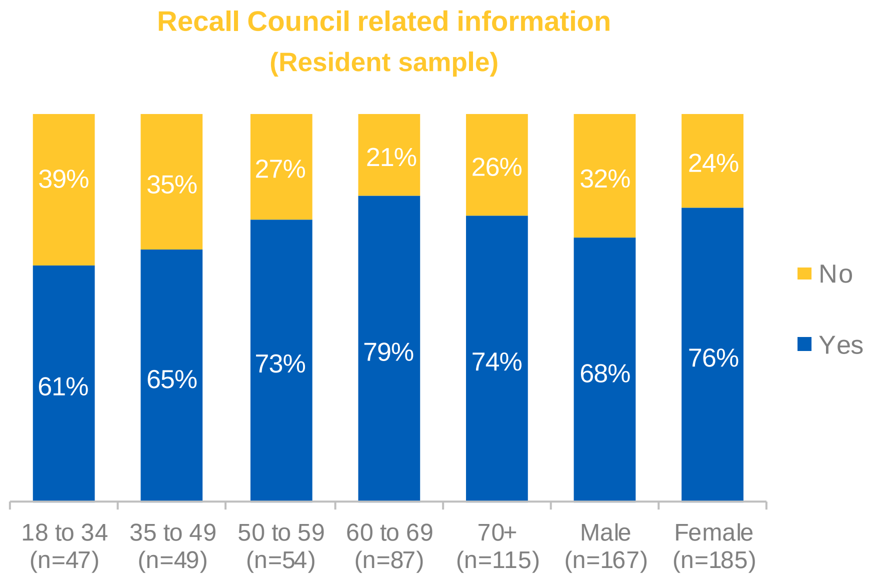
Council appears to be reaching residents and businesses to an equal extent, with around 7 in 10 recalling communications.

Non-resident ratepayers had slightly less recall than the other cohorts and Council may wish to review how communicating to non-resident ratepayers could be enhanced (see later).

Females appear easier to reach than males via the former having higher recall of communications (76% vs 68%), suggesting that they may have higher engagement.

Around 3 in 4 residents aged 50 and over recalled receiving Council-related information, suggesting reasonably good reach for these older age groups, but room for improvement likely exists for reaching younger constituents, especially those aged 18-34.

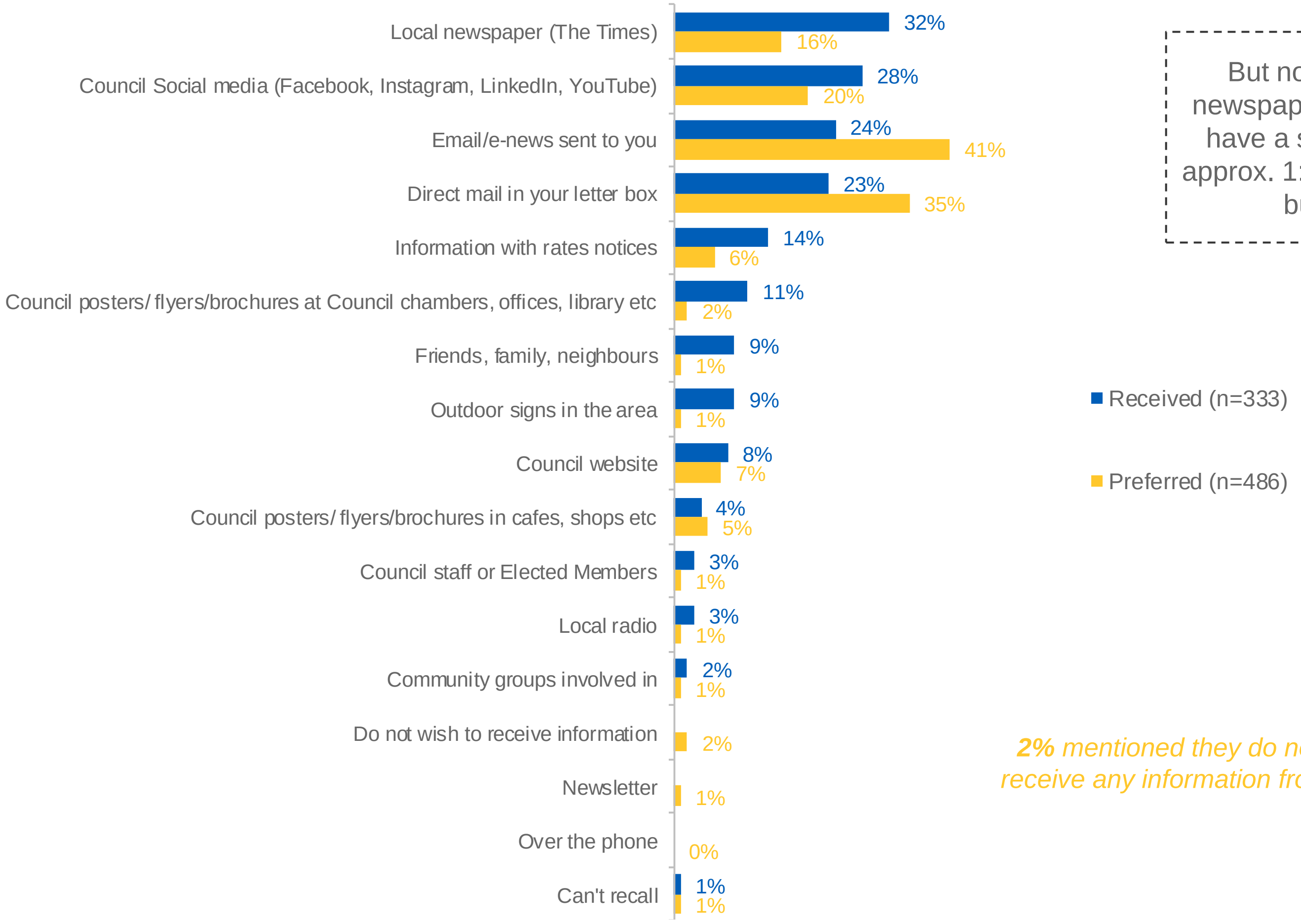




Q5 - Do you recall receiving, seeing, reading, or hearing ANY information about Council activities, projects, services or events through any means in the past 12 months?

The community obtains information about Council from diverse sources, but with a skew to receive (and prefer) direct communications through email, direct mail to letterbox, and/or social media.

Received vs preferred methods of receiving information about Council (Total sample)



But note that local newspapers continue to have a say and reach approx. 1:3 residents and business

***2%** mentioned they do not wish to receive any information from Council*

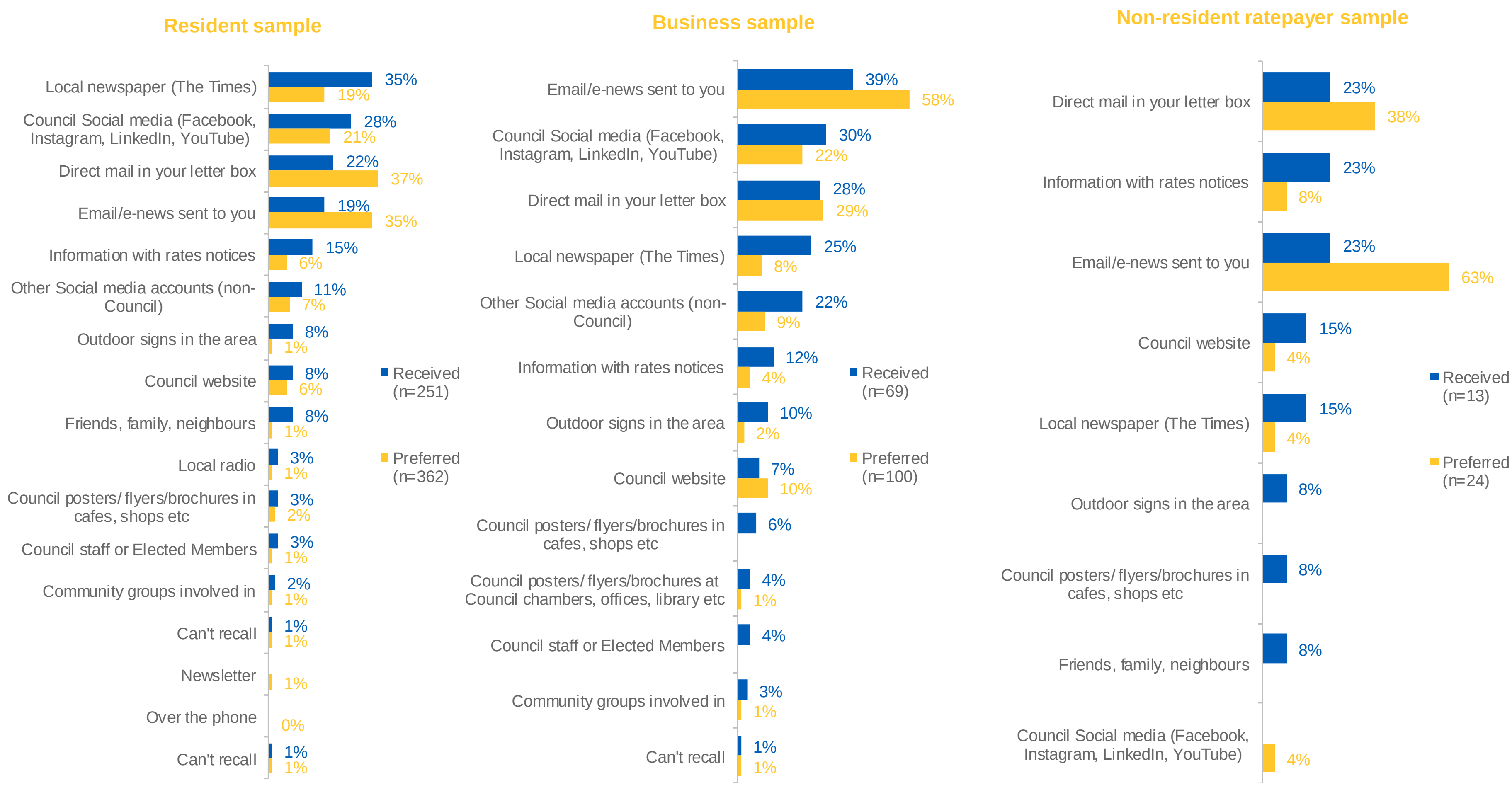
Q6 - Where do you recall seeing, reading, or hearing information about Council activities, projects, services or events in the past 12 months? (Select all that apply).
Q7 - In what ways would you prefer to receive information about Council activities, projects, services or events?
Q6 – Only asked of those who recall seeing, reading or hearing information about Council in the past 12 months
0% represents n=1

Business appear more digitally-inclined in their use and preferences than residents. Residents stand to benefit from greater receipt/awareness of receipt via email contact and/or direct paper mail, whereas for businesses the only notable equivalent ‘gap’ concerned email.

Though small samples apply, non-resident ratepayers appear to have high appetite for delivery via email/electronic newsletter that is not currently being satiated (and vice versa for info in rates notices).

If rates notices are a primary source of communication to non-resident ratepayers, based on the small samples, the message might not be getting through, nor is it a method they prefer.

Received vs perceived methods of receive information about Council



Q6 - Where do you recall seeing, reading, or hearing information about Council activities, projects, services or events in the past 12 months? (Select all that apply).
Q7 - In what ways would you prefer to receive information about Council activities, projects, services or events?
Q6 – Only asked of those who recall seeing, reading or hearing information about Council in the past 12 months

As seen previously and relating to methods of contact, recall and methods of receiving information was seen to have a more digital focus for younger age groups versus physical/traditional print-based for older age groups. Gender differences were minimal.

The largest gap between actual and preferred channel of receipt for Council information was email/e-news among 50-59 y.o. residents, where 13% recalled communications via this channel; noticeably lower than the 40% preference figure returned (note: similar, albeit less pronounced, gaps were seen across all other age/gender cohorts apart from 35-49 y.o.).

Methods of receiving / recalling information about Council (Resident sample)

	18 to 34 (n=28)	35 to 49 (n=32)	50 to 59 (n=38)	60 to 69 (n=68)	70+ (n=84)	Male (n=111)	Female (n=139)
Council website	7%	14%	-	12%	7%	10%	7%
Council Social media (Facebook, Instagram, LinkedIn, YouTube)	57%	63%	33%	24%	8%	24%	32%
Other Social media accounts (non-Council)	11%	20%	18%	10%	7%	9%	13%
Local newspaper (The Times)	14%	31%	25%	35%	47%	32%	37%
Local radio	-	3%	5%	3%	3%	5%	2%
Direct mail in your letter box	18%	14%	21%	20%	29%	25%	20%
Information with rates notices	4%	9%	10%	22%	17%	18%	12%
Email/e-news sent to you	14%	26%	13%	25%	17%	16%	22%
Outdoor signs in the area	7%	11%	8%	15%	2%	8%	9%
Council posters/ flyers/brochures at Council chambers, offices, library etc	4%	11%	10%	17%	16%	9%	16%
Council posters/ flyers/brochures in cafes, shops etc	11%	6%	-	3%	-	4%	2%
Council staff or Elected Members	-	3%	-	3%	5%	6%	1%
Community groups involved in	-	-	-	3%	5%	5%	1%
Friends, family, neighbours	7%	8%	8%	7%	8%	7%	8%
Can't recall	-	-	3%	2%	-	1%	1%

Preferred methods of receiving information about Council (Resident sample)

	18 to 34 (n=51)	35 to 49 (n=51)	50 to 59 (n=54)	60 to 69 (n=87)	70+ (n=119)	Male (n=170)	Female (n=191)
Council website	4%	11%	6%	7%	5%	8%	5%
Council Social media (Facebook, Instagram, LinkedIn, YouTube)	46%	41%	16%	20%	4%	19%	23%
Other Social media accounts (non-Council)	8%	14%	7%	7%	5%	5%	9%
Local newspaper (The Times)	2%	13%	16%	20%	30%	20%	18%
Local radio	-	-	2%	3%	2%	2%	1%
Direct mail in your letter box	32%	27%	36%	33%	46%	35%	38%
Information with rates notices	-	2%	4%	11%	8%	8%	4%
Email/e-news sent to you	32%	32%	40%	41%	30%	30%	40%
Outdoor signs in the area	-	2%	-	1%	1%	1%	1%
Council posters/ flyers/brochures at Council chambers, offices, library etc	4%	7%	6%	8%	6%	5%	7%
Council posters/ flyers/brochures in cafes, shops etc	2%	-	2%	7%	-	1%	3%
Council staff or Elected Members	-	-	-	3%	1%	1%	1%
Community groups involved in	-	-	2%	1%	-	1%	1%
Friends, family, neighbours	2%	-	-	-	2%	1%	2%
Can't recall	2%	2%	2%	3%	-	1%	2%

Q6 - Where do you recall seeing, reading, or hearing information about Council activities, projects, services or events in the past 12 months? (Select all that apply).
Q7 - In what ways would you prefer to receive information about Council activities, projects, services or events?
Q6 – Only asked of those who recall seeing, reading or hearing information about Council in the past 12 months

COUNCIL CORPORATE PERFORMANCE

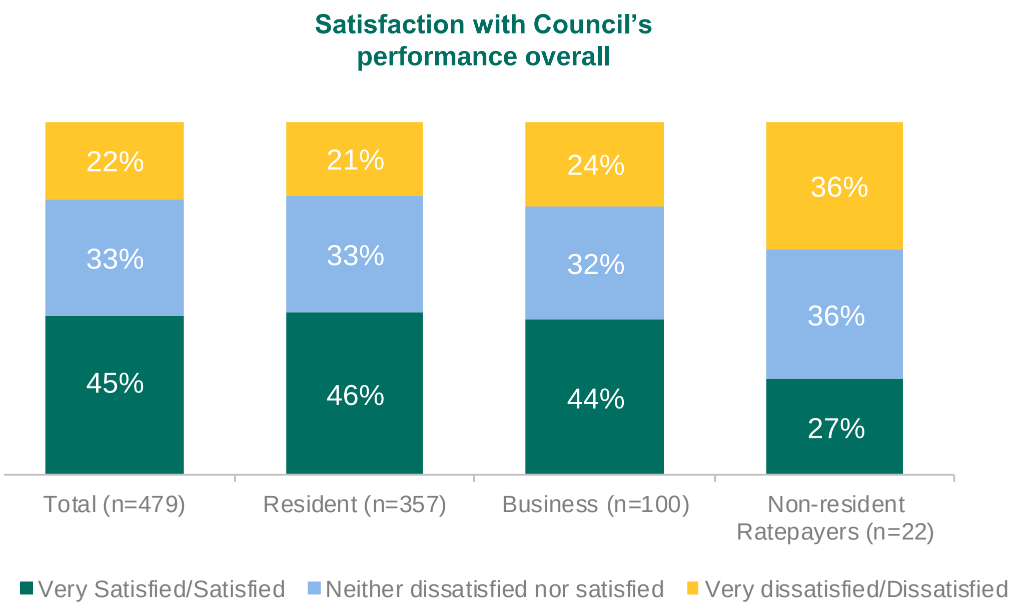
Section 3

Satisfaction with Council's performance was moderate at 45%
- with 1 in 3 neutral and over 1 in 5 dissatisfied

Resident and business results on this metric were similar, whereas non-resident ratepayers were more critical of Council via lower satisfaction and higher dissatisfaction.

Therefore, while not a desirable result for non-resident ratepayers, it is worth noting that dissatisfied individuals in this cohort may have been more motivated to complete the survey than other non-resident ratepayers.

Nevertheless, these results (for residents, businesses, and non-resident ratepayers) align with modest satisfaction with various Council services reported earlier in Section 1 (49%) and form a benchmark for Council to improve on going forward.



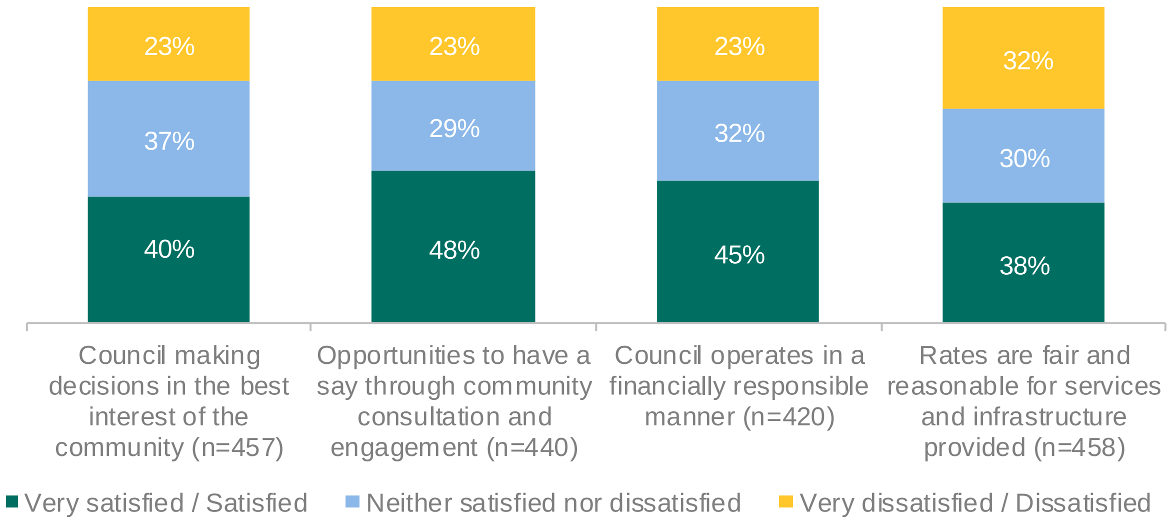
Q9 - And on the same scale of 1 to 5 where 1 = Very dissatisfied to 5 = Very satisfied, how satisfied are you with Council's performance overall?
Don't know response excluded

Specific metrics tied to Council performance also returned moderate satisfaction ratings (via many being neutral or dissatisfied)

Whilst currently at a moderate-to-low level, Council is perceived to perform best on providing the community with opportunities to have their say, followed by operating in a financially responsible manner.

In 2022, the community were the least satisfied with rates being fair and reasonable for the services and infrastructure provided within the Council area, with 32% dissatisfied and 30% neutral.

Satisfaction with Council performance on… (Total sample)

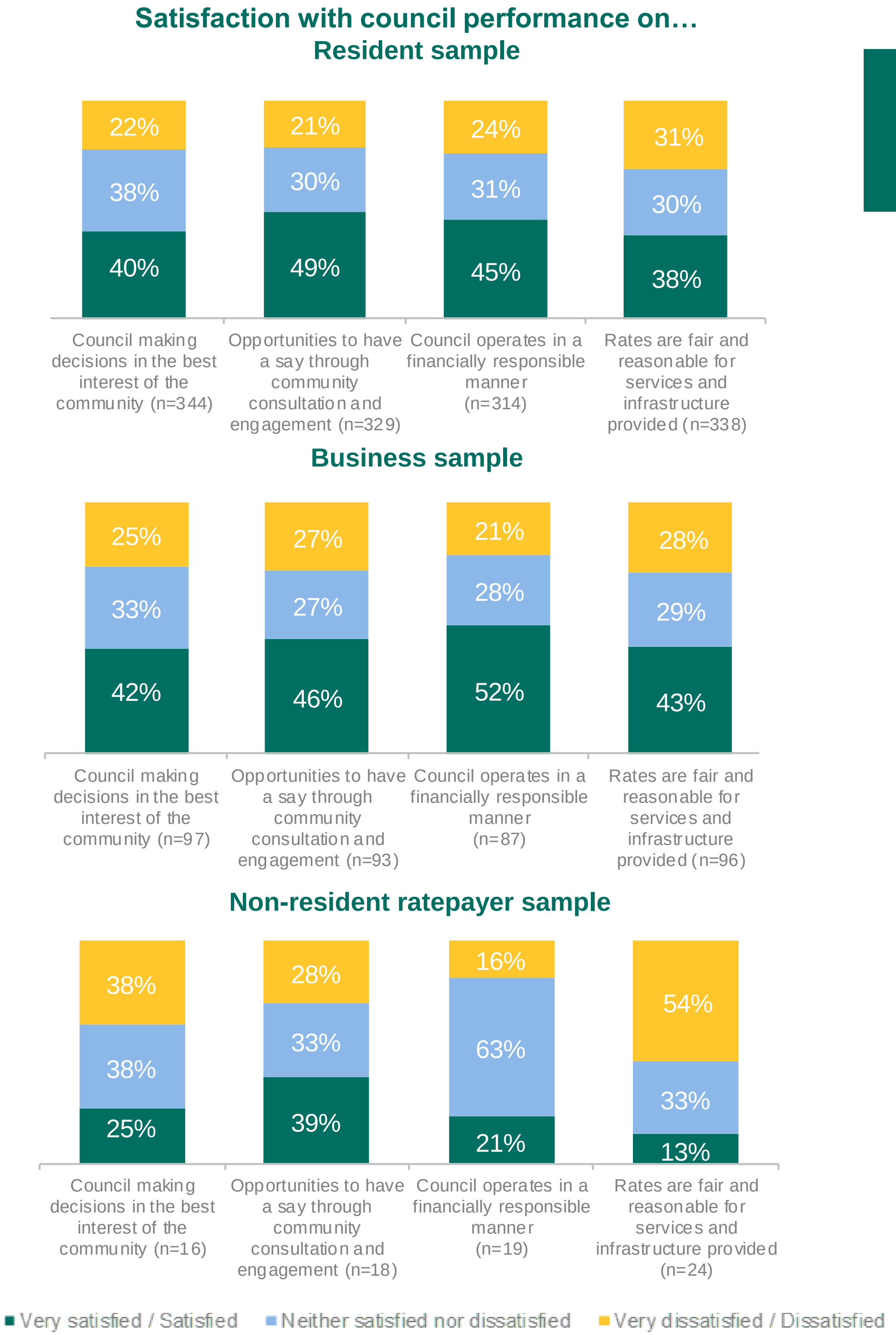


Q8 - On a scale of 1 to 5 where 1 = Very dissatisfied to 5 = Very satisfied, overall, how satisfied are you with the Council's performance in regard to: Don't know response excluded

Satisfaction with Council performance was largely comparable between residents and businesses, however the former appear happier regarding having the opportunity to have their say on community consultation and engagement, whereas businesses appear happier on monetary-related performance measures, like operating in a financially responsible manner and rate fairness.

There currently appears to be a high level of dissatisfaction amongst non-resident ratepayers, especially for around the perception that rates are fair and reasonable, and that Council decisions are in the interest of the community.

There is as such opportunity to engage with this cohort to ensure that they feel they receive the service they pay for.



Q8 - On a scale of 1 to 5 where 1 = Very dissatisfied to 5 = Very satisfied, overall, how satisfied are you with the Council's performance in regard to:
Don't know response excluded
Caution: low sample numbers for non-resident ratepayers

50 to 59 y.o. residents surveyed were the most critical of Council's overall performance, with just 31% satisfied or very satisfied (vs. 42%-51% in other age groups).

Satisfaction with Council's performance overall (Resident sample)

	18 to 34 (n=48)	35 to 49 (n=51)	50 to 59 (n=53)	60 to 69 (n=85)	70+ (n=119)	Male (n=167)	Female (n=188)
% Very satisfied / Satisfied	51%	50%	31%	42%	52%	48%	45%

Similar to overall satisfaction, and other trends seen through the report, satisfaction for specific performance areas (see right) tended to be lower among 50-59 y.o. and higher among those 70+.

The only notable gender-based difference on these metrics concerned Council's decisions being in the community's best interest, with endorsement higher for females (43%) than males (36%).

Satisfaction with council performance on… (Resident sample)

	18 to 34 (n~45)	35 to 49 (n~47)	50 to 59 (n~51)	60 to 69 (n~81)	70+ (n~107)	Male (n~156)	Female (n~174)
Council making decisions in the best interest of the community	50%	41%	28%	30%	49%	36%	43%
Opportunities to have a say through community consultation and engagement	49%	49%	41%	44%	56%	49%	48%
Council operates in a financially responsible manner	46%	53%	34%	39%	50%	45%	45%
Rates are fair and reasonable for services and infrastructure provided	39%	36%	23%	35%	49%	39%	38%

Given the differences in satisfaction by age, Council may wish to consider further exploratory research to better understand the factors impacting lower satisfaction by mid-life stage residents.

Q8 - On a scale of 1 to 5 where 1 = Very dissatisfied to 5 = Very satisfied, overall, how satisfied are you with the Council's performance in regard to:
Q9 - And on the same scale of 1 to 5 where 1 = Very dissatisfied to 5 = Very satisfied, how satisfied are you with Council's performance overall?
Don't know response excluded

Suggestions for improvement often related to civil planning:
- such as improvement to roads, footpaths, and area maintenance

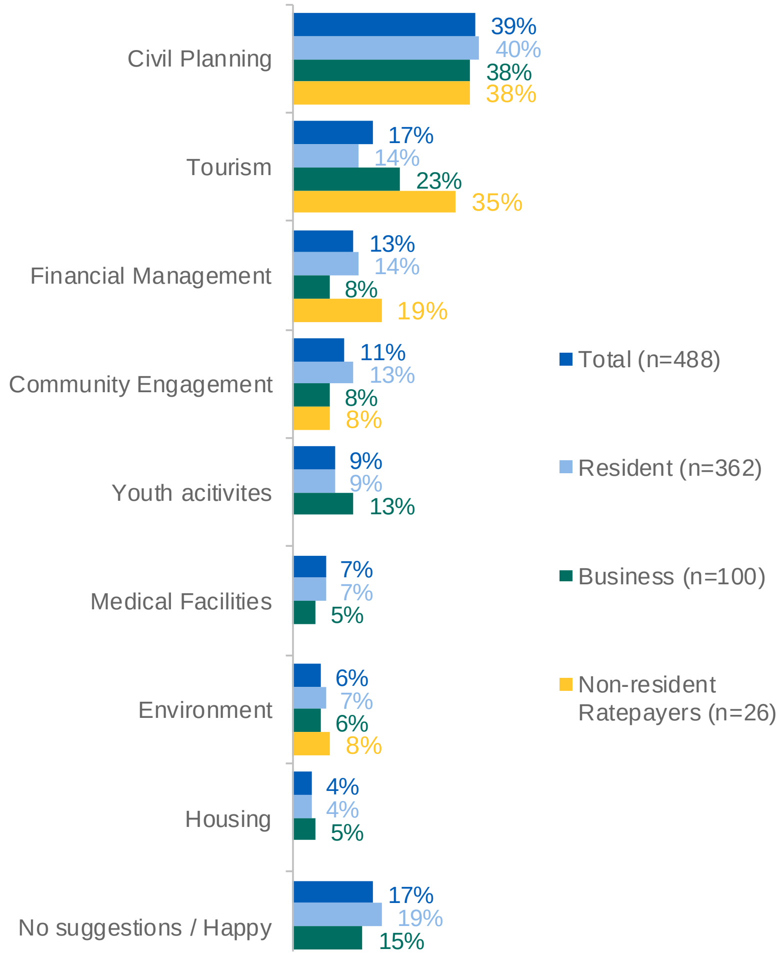
Other suggested areas for improvement included

- Tourism related areas (adding activities or further promotion to attract people to the area, improving Main street)
- Financial management (more efficiency with finances)
- Community engagement (increase engagement with the community through more planning meetings)

Business and resident respondents were largely consistent in their suggestions for improvement, however residents held somewhat more focus on financial management and community engagement, whereas business placed a higher emphasis on tourism-related improvements (to draw patronage).

Non-resident ratepayers' focus was around civil planning and tourism-related areas; matters that would impact their investment(s) in Victor Harbor.

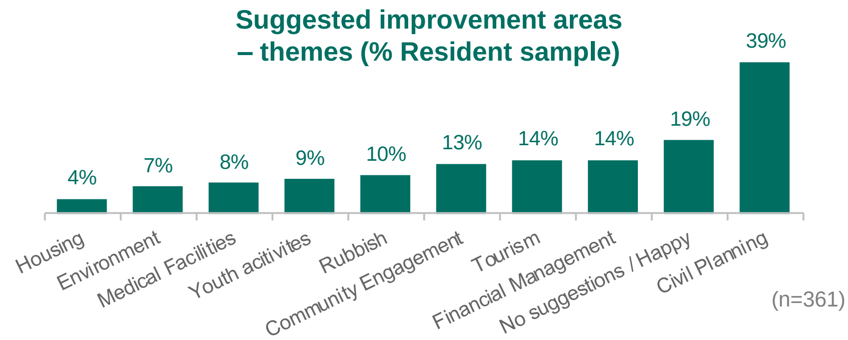
Suggested Improvement Areas – Themes (Total sample)



Q10 - Overall, what are the main areas you believe Council needs to focus on to improve the Victor Harbor area or how Council performs?
Responses 2% or less excluded from Themes Breakdown table

Suggested improvement areas (% breakdown by themes)		Total (n=488)	Resident (n=362)	Business (n=100)	Non-resident Ratepayer (n=26)
Civil Planning	Repair roads	10%	10%	12%	12%
	Improve parking in all areas (specifically main street)	10%	9%	15%	12%
	Improve/add footpaths	10%	11%	6%	4%
	Better traffic management (through better road planning/structure)	4%	1%	1%	8%
	Improve street scaping	3%	4%	-	4%
	Better bus/public transport service (in VH as well as to/from Adl)	3%	4%	-	-
Tourism	Add activities that make people stay here	7%	6%	13%	4%
	Improve Mainstreet	4%	4%	4%	8%
	More promotion for the area	3%	1%	4%	19%
Financial Management	Be more efficient with financial spending	5%	5%	3%	-
	Communicate with rate payers on financial matters for better understanding	3%	4%	2%	-
	Support/inquire into the of the local business community sector	3%	4%	2%	4%
	Improve council rates	3%	3%	1%	15%
Community Engagement	Increase engagement with community (more planning meetings)	7%	8%	5%	-
	Maintain/focus on heritage listings	4%	4%	2%	4%
Youth Activities	Increase activities for youth (they have nothing to do)	9%	8%	12%	-
Medical Facilities	Need more disability access points for building and disability services in general	3%	3%	4%	-
Environment	Maintain local biodiversity (global warming)	5%	5%	5%	-
No Suggestions/Happy	Nil/Happy	17%	19%	15%	-

Q10 - Overall, what are the main areas you believe Council needs to focus on to improve the Victor Harbor area or how Council performs?
Responses 2% or less excluded from Themes Breakdown table



Suggested improvement areas (% breakdown by themes - Residents)

Theme	Suggestion	18 to 34 (n=51)	35 to 49 (n=51)	50 to 59 (n=54)	60 to 69 (n=87)	70+ (n=119)	Male (n=170)	Female (n=191)
Civil Planning	Improve/add footpaths	2%	9%	15%	8%	17%	11%	11%
	Improve parking in all areas (specifically main street)	4%	4%	14%	5%	13%	10%	8%
	Repair roads	8%	4%	9%	13%	10%	11%	8%
	Better bus/public transport service (in VH as well as to/from Adl)	6%	5%	4%	4%	3%	2%	6%
	Better traffic management (through better road planning/structure)	2%	2%	5%	5%	4%	4%	4%
	Improve street scaping	4%	4%	2%	4%	6%	5%	3%
Financial Management	Be more efficient with financial spending	4%	2%	2%	11%	6%	7%	4%
	Communicate with rate payers on financial matters for better understanding	-	-	2%	11%	3%	4%	4%
	Support/inquire into the of the local business community sector	4%	4%	7%	1%	3%	2%	5%
	Improve council rates	2%	-	7%	3%	3%	2%	4%
Tourism	Add activities that make people stay here	6%	4%	5%	9%	4%	5%	6%
	Improve Mainstreet	2%	4%	4%	5%	4%	4%	4%
Community Engagement	Increase engagement with community (more planning meetings)	8%	5%	7%	12%	7%	7%	9%
	Maintain/focus on heritage listings	4%	-	9%	3%	6%	3%	6%
Rubbish	Weekly collection instead of fortnightly	14%	7%	5%	5%	3%	6%	6%
	Add hard rubbish collection (1-2 times a year)	2%	2%	6%	1%	5%	2%	5%
Youth Activities	Increase activities for youth (they have nothing to do)	20%	18%	7%	5%	2%	5%	11%
Medical Facilities	Need more disability access points for building and disability services in general	2%	7%	5%	1%	2%	2%	4%
Environment	Maintain local biodiversity (global warming)	8%	4%	7%	5%	3%	3%	7%
No suggestions/Happy	Nil/Happy	24%	16%	18%	9%	26%	24%	15%

Q10 - Overall, what are the main areas you believe Council needs to focus on to improve the Victor Harbor area or how Council performs?
Responses 2% or less excluded

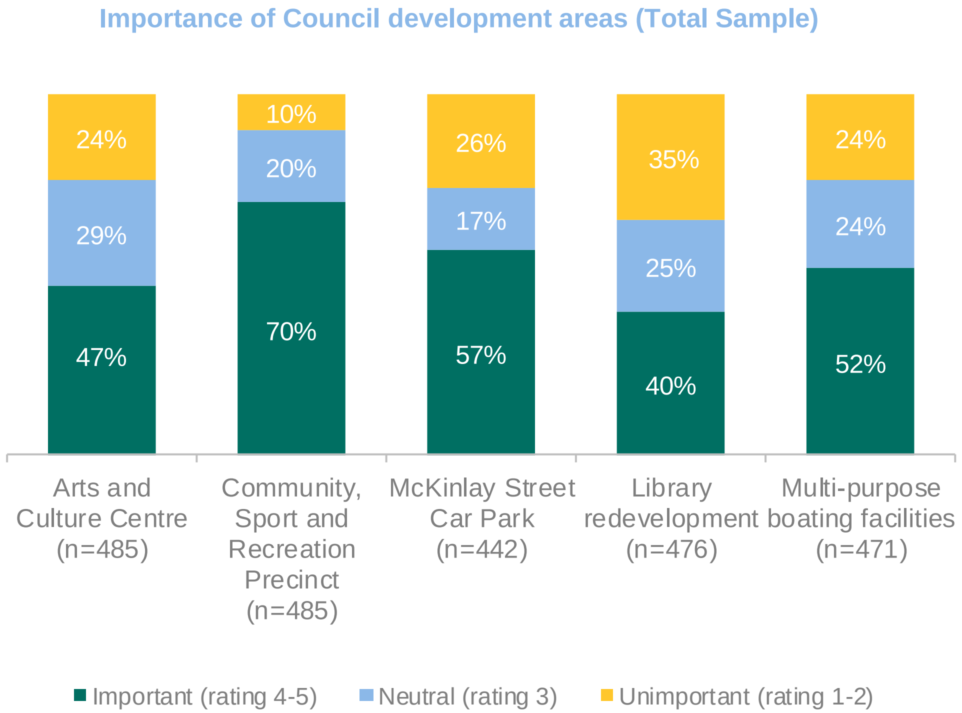
COUNCIL FOCUS AREAS

Section 3

7 in 10 appear to support Council developing a precinct dedicated to community sport and recreation

McKinlay Street car park and a multi-purpose boating facility were also deemed important by majority in the community, followed by just under half desiring an arts and culture centre.

For the most part, the overall community feel that a library redevelopment would not be necessary (this is consistent with earlier results where library services were rated highly).

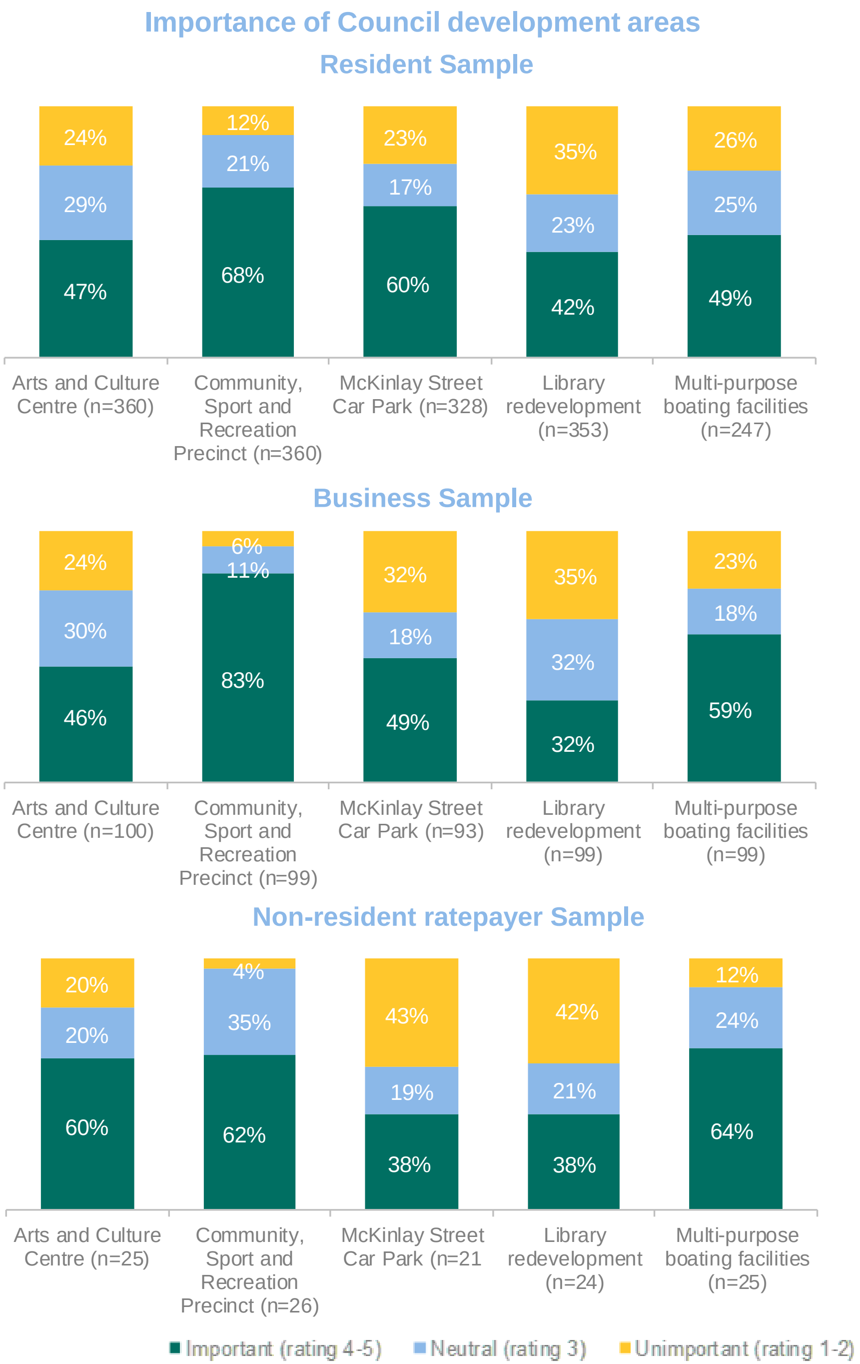


Q11 - On a scale of 1 to 5 where 1 = Not at all important to 5 = Very important, how important to you are each of the following projects for Council to develop…
Don't know response excluded
Q11a – And which is MOST important to you? (Asked of those who provided a rating of 4-5 for each development area)

The business community placed higher importance on a new precinct for community sport and recreation and a multi-purpose boating facility than residents *(possibly because this infrastructure has the potential to attract visitors/patrons to the area)*.

Residents, whilst still placing the highest importance on a sports and recreation precinct, also showed some demand for development of a car parking facility on McKinlay Street.

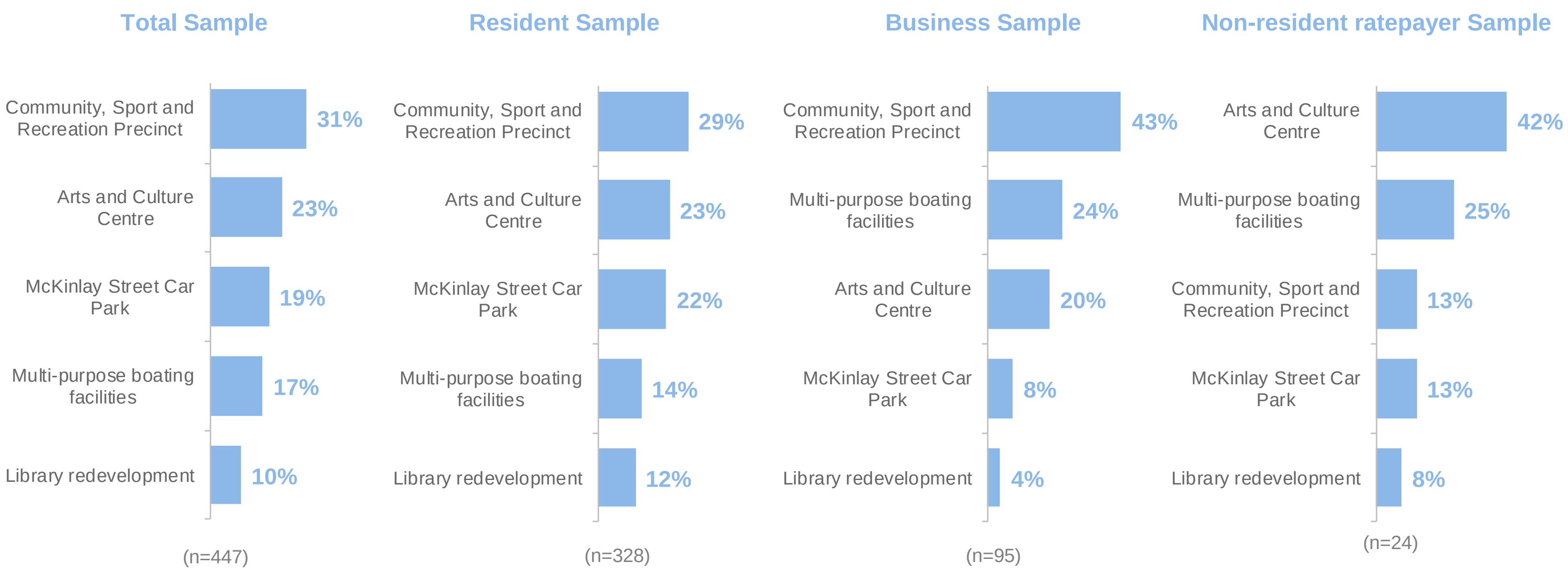
Non-resident ratepayers placed highest importance on a multi-purpose boating facility (higher than businesses and residents), followed by an arts and cultural centre (again, this was higher than for residents and businesses).



Q11 - On a scale of 1 to 5 where 1 = Not at all important to 5 = Very important, how important to you are each of the following projects for Council to develop…
Q11a – And which is MOST important to you?

When asked to choose the most important project out of the five development projects, a precinct for community sport and recreation had highest preference among residents and (especially) businesses, whereas non-resident ratepayers most-favoured a new arts and cultural centre.

Most important Council development area – Forced choice preference



Q11 - On a scale of 1 to 5 where 1 = Not at all important to 5 = Very important, how important to you are each of the following projects for Council to develop…
Q11a – And which is MOST important to you?

Both genders agree that a sport and recreation precinct holds highest importance

Female residents placed significantly higher importance on the library redevelopment and an arts and culture centre, whereas males were more likely to favour multi-purpose boating facilities.

Age differences were minimal, although 70+ y.o. placed a higher level of importance on a library redevelopment than 50 to 59 y.o..

Importance of Council development areas
(% importance (rating 4-5) - Resident sample)

	18 to 34 (n=51)	35 to 49 (n=51)	50 to 59 (n=53)	60 to 69 (n=87)	70+ (n=118)	Male (n=168)	Female (n=191)
Arts and Culture Centre	54%	50%	42%	44%	47%	37%	56%
Community, Sport and Recreation Precinct	68%	79%	71%	65%	63%	64%	71%
McKinlay Street Car Park	47%	53%	67%	58%	66%	59%	60%
Library redevelopment	35%	45%	22%	47%	50%	35%	49%
Multi-purpose boating facilities	42%	48%	51%	52%	48%	55%	43%

When forced to choose just one of the five possible development projects, the precinct for community sport and recreation was most-often nominated by both genders and the majority of age groups.

Most important area to develop
(Resident sample) Forced choice preference

	18 to 34 (n=42)	35 to 49 (n=48)	50 to 59 (n=50)	60 - 69 (n=80)	70+ (n=107)	Male (n=149)	Female (n=178)
Community, Sport and Recreation Precinct	45%	34%	37%	23%	19%	27%	29%
Arts and Culture Centre	21%	28%	14%	20%	29%	18%	28%
McKinlay Street Car Park	14%	13%	26%	23%	27%	23%	21%
Multi-purpose boating facilities	12%	17%	16%	18%	10%	21%	8%
Library redevelopment	7%	8%	8%	16%	16%	10%	14%

Q11 - On a scale of 1 to 5 where 1 = Not at all important to 5 = Very important, how important to you are each of the following projects for Council to develop…
Q11a – And which is MOST important to you?

DEMOGRAPHICS

Section 5

Demographics

Property Ownership Town/Suburb	Total (n=488)	Resident (n=362)	Business (n=100)	Non-resident ratepayer (n=26)
Victor Harbor	34%	32%	37%	38%
Encounter Bay	26%	27%	18%	50%
McCracken	13%	14%	10%	4%
Hayborough	12%	13%	10%	4%
Hindmarsh Valley	6%	5%	11%	-
Waitpinga	3%	3%	5%	-
Lower Inman Valley	3%	2%	6%	-
Back Valley	1%	1%	1%	-
Hindmarsh Tiers	1%	1%	2%	-
Mount Jagged	0%	0%	-	4%

Household Structure	Total (n=377)	Resident (n=356)	Non-resident ratepayer (n=21)
Older couple, no children at home	41%	41%	48%
Single person household	20%	21%	5%
Couple or single parent with mainly adult children still at home	9%	8%	24%
Couple or single parent with mainly teenaged children	9%	9%	10%
Couple or single parent with mainly primary-school aged children	8%	8%	5%
Group household of related or unrelated adults	7%	8%	-
Couple or single parent with mainly pre-school aged children	4%	4%	10%
Young couple, no children	3%	3%	-

Length of Property Ownership	Total (n=388)	Resident (n=362)	Non-resident rate payer (n=26)
Less than 12 months	3%	3%	8%
1-3 years	9%	8%	23%
4-6 years	11%	10%	19%
7-10 years	13%	13%	12%
11-20 years	26%	27%	15%
More than 20 years	37%	38%	23%

Employment Status	Total (n=381)	Resident (n=356)	Non-resident ratepayer (n=21)
Part-time employment	21%	21%	16%
Full-time employment	24%	22%	56%
Unemployed	6%	7%	-
Retired	45%	47%	24%
Student	3%	3%	-
Other	1%	1%	4%

QS7, QD1, QD2, QD3
0% represents n=2 or less
Prefer not to say responses not included

Demographics - Business

Length Operated Business in City of Victor Harbor	n=100
Less than 12 months	10%
1-3 years	28%
4-6 years	14%
7-10 years	9%
11-20 years	23%
More than 20 years	16%

Property Ownership Town/Suburb	n=100
Agriculture, forestry or fishing	4%
Accommodation, hospitality and food services	11%
Administrative and support services	4%
Arts and recreation services	1%
Construction	13%
Electricity, gas, water and waste services	2%
Financial and insurance services	1%
Health care and social assistance	10%
Information media and telecommunications	1%
Professional, scientific and technical services	7%
Rental, hiring and real estate services	1%
Retail trade	10%
Transport, postal and warehousing	6%
Other	29%

QD4, QD5
0% represents n=2 or less

THANK YOU

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