



# City of Adelaide Community Perceptions and Vision

August 2023 | Ref 12115

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# Methodology

This research was conducted by McGregor Tan from Wednesday 2nd August to Tuesday 15th August 2023.



The research seeks to gain an understanding of South Australians' perceptions and visions for the city's future, including their view of the Council's role in it.

In conjunction with in-depth interviews with strategic city leaders (separate report), this community research aims to provide a comprehensive perspective to inform City of Adelaide's strategic planning moving forward.



Market research has been conducted in accordance with ISO 20252.

Research was distributed through McGregor Tan's online panel, the largest panel of South Australians used exclusively for market research purposes.



The survey encompassed a sample of 800 South Australian residents, spanning both metropolitan and regional areas (n=650 metro, n=150 regional).

The sample is representative of age and gender as per ABS 2021 Census statistics for South Australia.



Over the past 40 years, McGregor Tan has grown to be one of the largest independent market and social research companies in Australia.

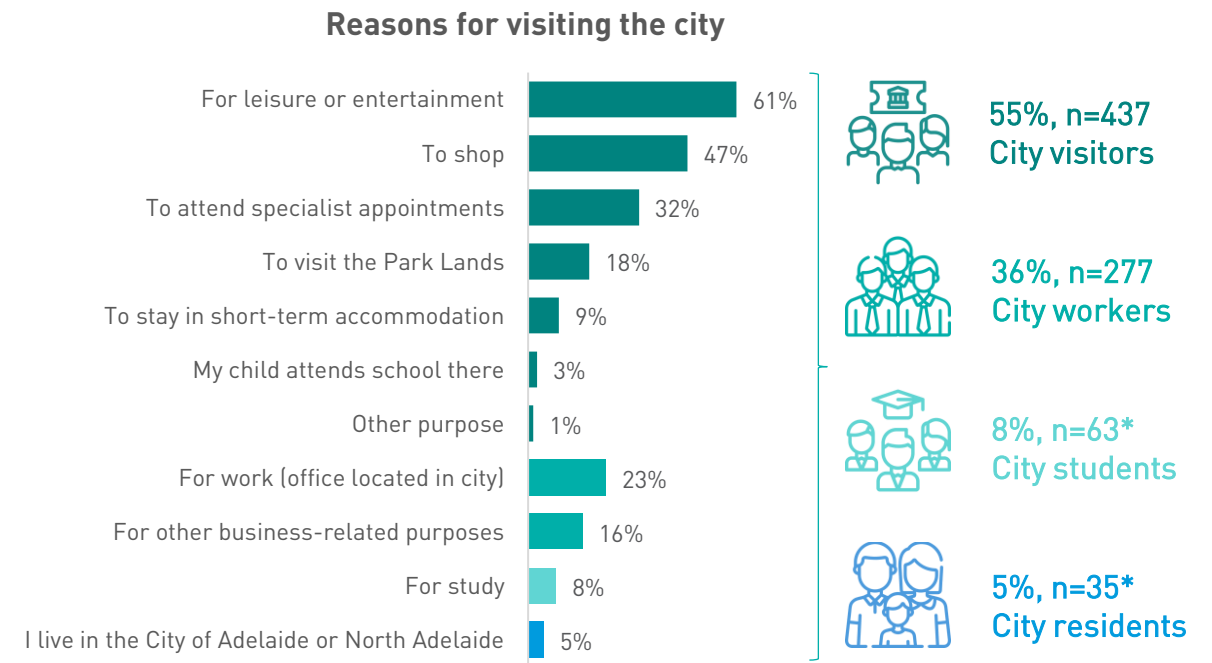
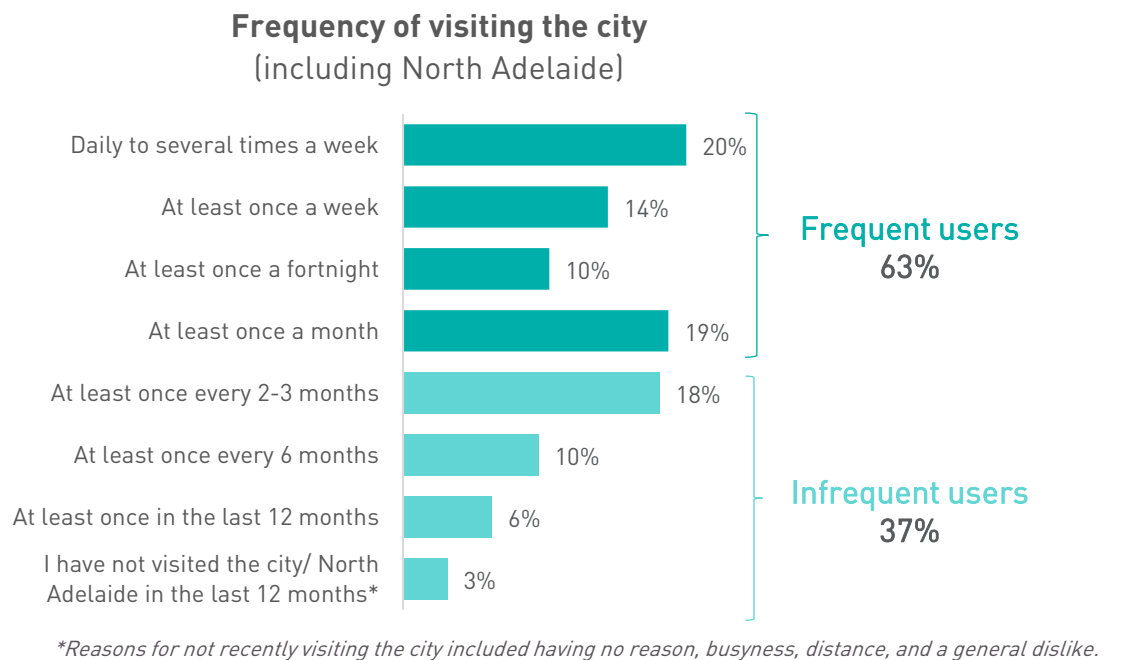
We have achieved this through the vision of our researchers which is underpinned by a strong company ethos respecting tradition while driving innovation and new technologies.

# Guide to reading the report

Within this report, significant findings have been highlighted specifically for two categories: frequent users (those who visit the city at least once a month) and infrequent users (those who visit less than monthly).

The report refers to city user types; city visitors, workers, students, and residents to allow deeper scrutiny and analysis of user needs and wants.

It is important to note that, except for city visitors, individuals may identify with multiple city user types (i.e., be both a city worker and a city resident). User types have been based on respondents' responses to the question: "What were your reasons for visiting the city or North Adelaide in the past 12 months?" Please note that this question was only asked of those who visited the city in the last 12 months (constituting 97% of respondents).







# EXECUTIVE SUMMARY

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# Executive Summary – Current perceptions of the city

## Adelaide embodies liveability, beauty, and accessibility.

The first and foremost association with Adelaide is that it is a liveable city, with 81% of South Australians sharing this sentiment. Additionally, the city's appeal as a beautiful and accessible destination is acknowledged. In contrast, fewer associate the city with innovation (46%), environmental sustainability (45%), prestige (40%), and high-tech (35%).

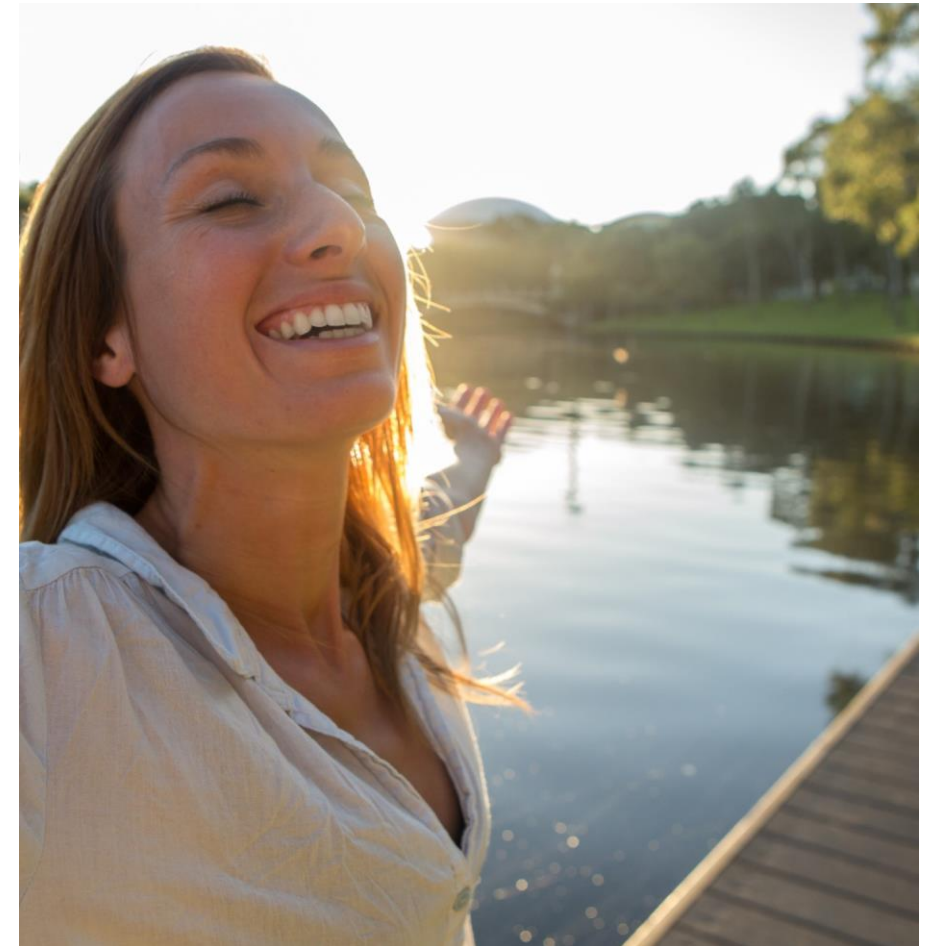
Among the city's most valued attributes, greenery and parklands emerges as the favourite (56%), closely followed by the city's abundant calendar of events and entertainment offerings, public and open spaces, as well as a broad range of hospitality options.

## Adelaide's Park Lands and diverse range of events are key drivers of satisfaction.

South Australians are most satisfied with the maintenance of parklands (77%), the city's support for a diverse range of events (77%), and the expansive retail and hospitality choices (73%). However, convenient parking (30%) and public transport (18%) received the most significant levels of dissatisfaction.

## Providing a safe environment is considered paramount for any capital city.

Key considerations for any capital city revolve around ensuring a secure environment for residents and visitors (91%), as well as maintaining a well-operated public transportation system (89%). This is followed by the upkeep of essential public infrastructure and assets, parklands, and other open spaces. Evaluating these key factors within the Adelaide context highlights a gap between expectation and perception with just 60% agreeing that the city is currently safe, and 53% indicating satisfaction with the public transport system.





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## Executive Summary cont. – Future vision

South Australians would like Adelaide to be known as a liveable (and safe) city while pursuing top-tier environmentally sustainable practices.

South Australians would like to put the city on the map for being known for safety (43%) and liveability (40%). Attributes perceived as less important to be known for include innovation (9%), high-tech (5%), or professionalism (4%).

While being known for environmental sustainability ranks 7th, three quarters (73%) agree that Council should lead and promote initiatives centred around environmental sustainability, particularly regarding waste management and recycling, as well as advancements in renewable energy.

Desire for a community-centric approach by Council to improve service delivery.

Beyond a stronger emphasis on community (18%), notable suggestions included improved parking (13%), and advancing efforts towards a more environmentally sustainable and greener city (10%).

When considering priority areas for City of Adelaide’s future endeavours, a focus on safety and security within the city emerged as a key concern, both unprompted and prompted (22%). Other top-of-mind suggestions centred around sustainability and maintaining green spaces (23%), while other factors, such as city population growth, were considered key by fewer individuals, with just 3% selecting it as their top choice from a provided list.

Potential to enhance international engagement through tourism and events.

A significant proportion, three in ten (30%), highlighted this avenue, closely trailed by the suggestion to amplify international promotion (18%).



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# Executive Summary cont. – Views by different city user types

Overall, the perceptions and vision of different city users revealed many synergies however, a summary of notable nuances is provided below.



## City visitors

**Elevating safety and security to position the city as an attractive destination for activities.**

- City visitors utilise the city for a variety of activities including shopping, leisure, entertainment, and parkland activities.
- They view the city as liveable, attractive, and accessible, valuing green spaces, open areas, and event opportunities.
- Safety, along with a well-functioning public transport system, are perceived as crucial for a capital city. However, a gap exists between the perceived importance of these factors and the city's current performance.
- Looking ahead, visitors aspire for the city to be known for being safe. Consequently, they urge the Council to prioritise safety and security as its foremost concern.



## City workers

**Envisioning a liveable, accessible and sustainable city.**

- Like visitors, city workers regard the city as liveable, beautiful, and easily accessible. Following Park Lands and green spaces, events and entertainment hold significant appeal to this cohort.
- A well-functioning public transport system is paramount to workers, with only around half expressing satisfaction with the current provision.
- In the future, workers envision the city being synonymous with liveability.
- Beyond safety, transportation and environmental sustainability stand out as pivotal areas Council should prioritise.



## City students\*

**Vision for a safe urban landscape, with focus on environmental sustainability.**

- Among city students, the city is perceived equally as diverse as it is liveable.
- Notably, they view it as family-friendly and hold safety and security in high regard.
- The primary concern for students is the accessibility of transportation. However, they perceive the public transport system as requiring improvement.
- Looking ahead, students aspire for the city to gain recognition for its safety, liveability, and commitment to environmental sustainability. In comparison to other user segments, students exhibit a stronger emphasis on the Council's role in championing and prioritising environmentally sustainable initiatives.



## City residents\*

**Prioritising liveability and safety in a city of abundant hospitality offers**

- City residents mostly see their surroundings as a great place to live. They highly value the parklands and open spaces as well as the city's diverse hospitality offer.
- Considered most important in a capital city are convenient transport, well-maintained public infrastructure, and a range of hospitality and retail choices. It is worth noting that the majority are satisfied with the current hospitality offer.
- Residents aspire to carve a reputation for the city as safe and liveable. Fulfilling this vision calls for the Council's focus on safety measures, as well as the enhancement of community health and overall well-being.

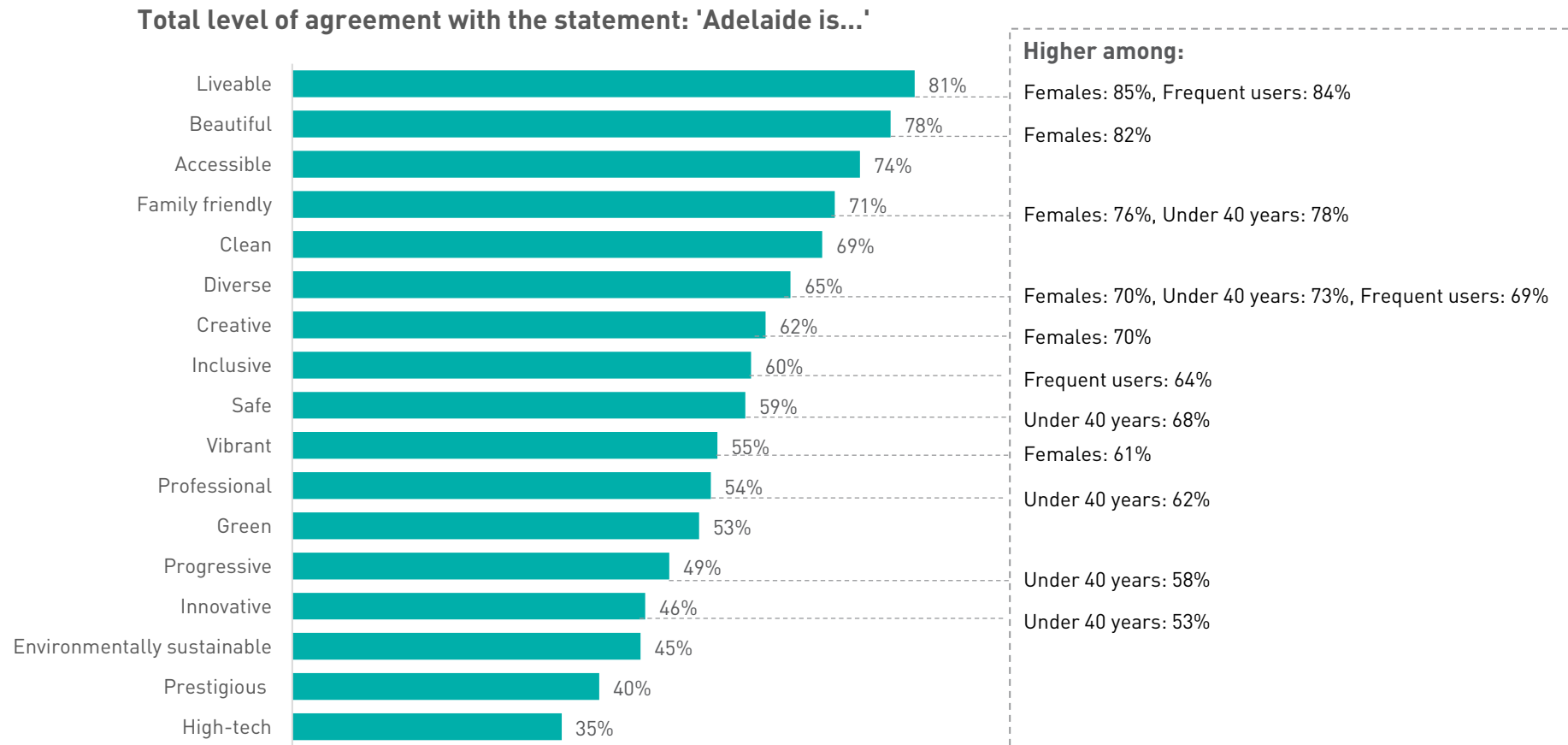




# PERCEPTIONS OF THE CITY

# First and foremost, Adelaide is considered a liveable city

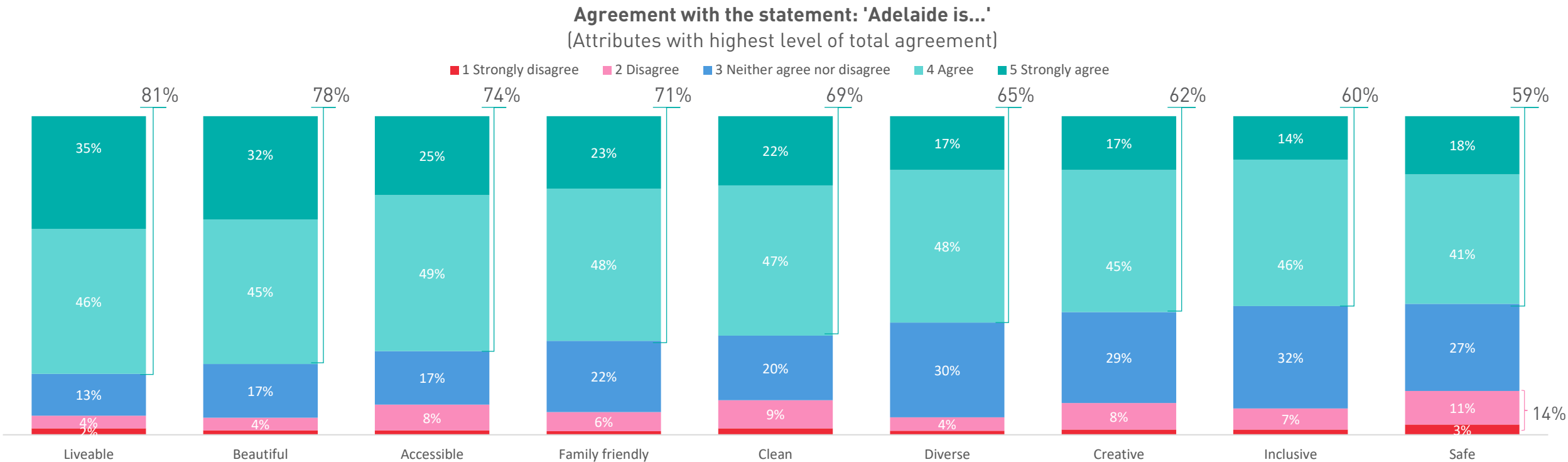
Compared to infrequent users, a greater proportion of frequent users agreed that Adelaide is a liveable city (84% compared to 75%), diverse (69% compared to 58%), and inclusive (64% compared to 52%).



# Highest levels of agreement that the city is liveable, beautiful and accessible

This is closely followed by family friendliness (71% agreement), cleanliness (69%), and diversity (65%).

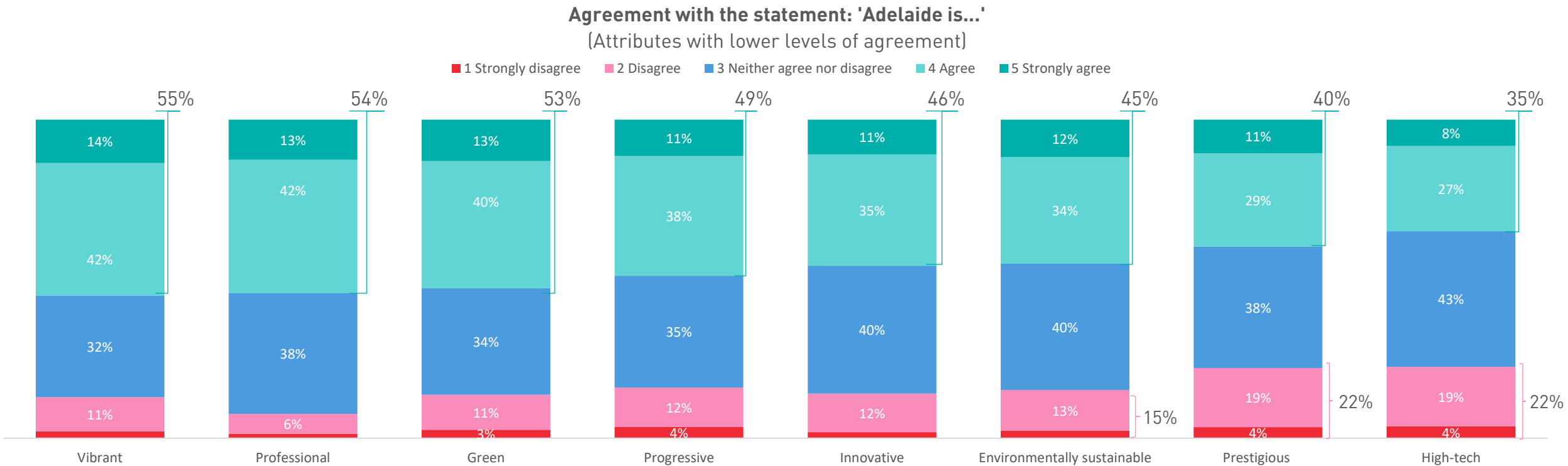
While over half (59%) agree that the city is safe, it is worth noting that 14% expressed disagreement with the statement.





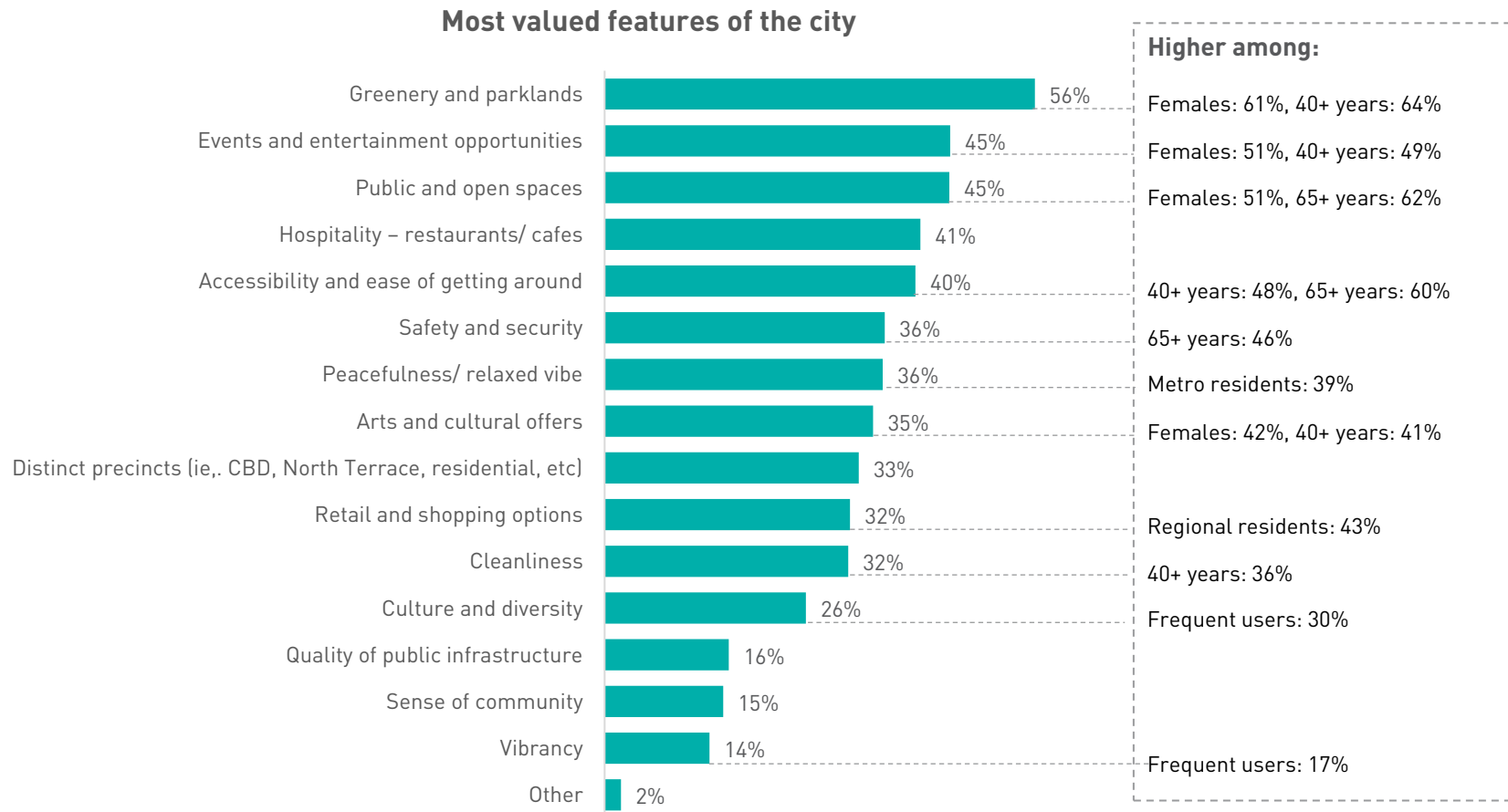
# Fewer associate the city with innovation, environmental sustainability, prestige, and high-tech

While some statements received higher levels of disagreement, a significant proportion of respondents provided neutral ratings, indicating neither agreement nor disagreement.

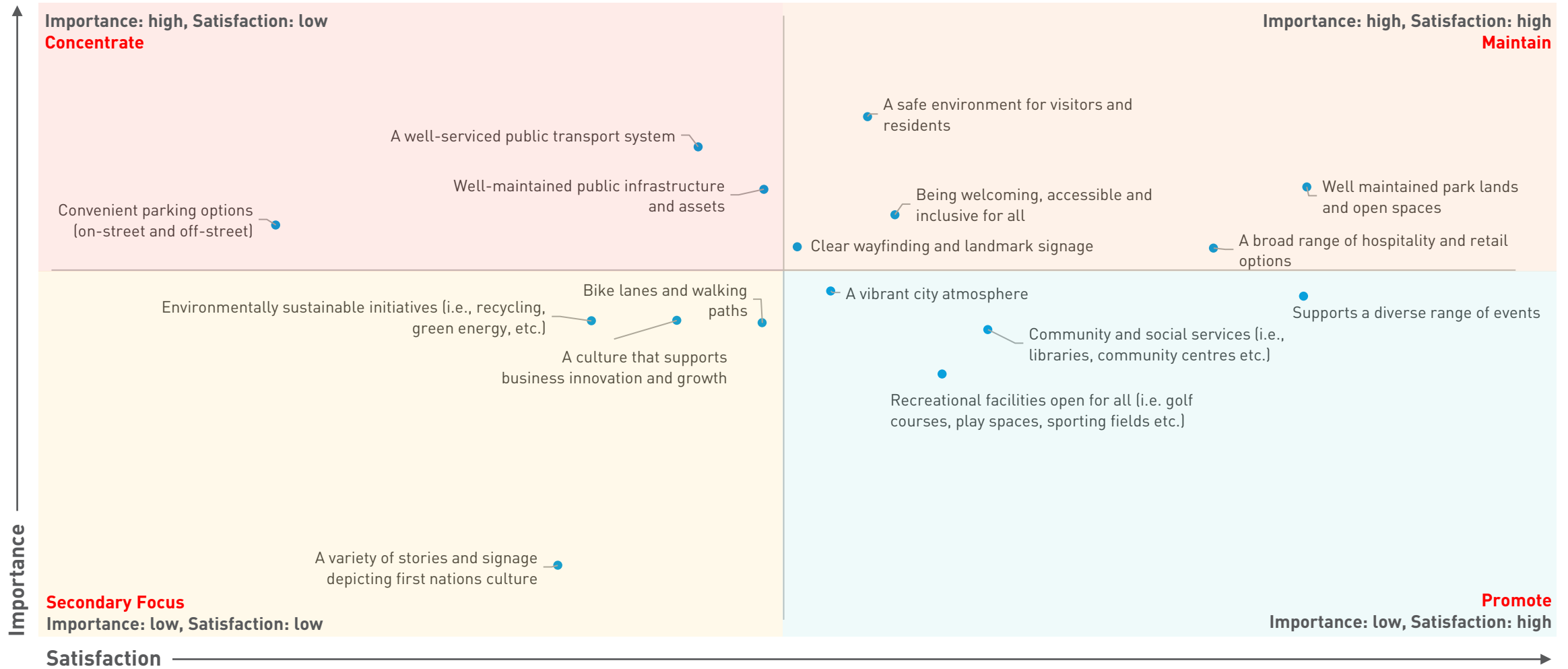


# Over half (56%) value the city's greenery and Park Lands the most

Additional highly valued features encompass events and entertainment options (45%), public and open spaces (45%), as well as a diverse range of hospitality offerings (41%). In general, individuals aged 40 and above, females, and metropolitan residents selected a greater number of aspects they value about the city.



# Primary focus: Parking, public transport, and public infrastructure maintenance

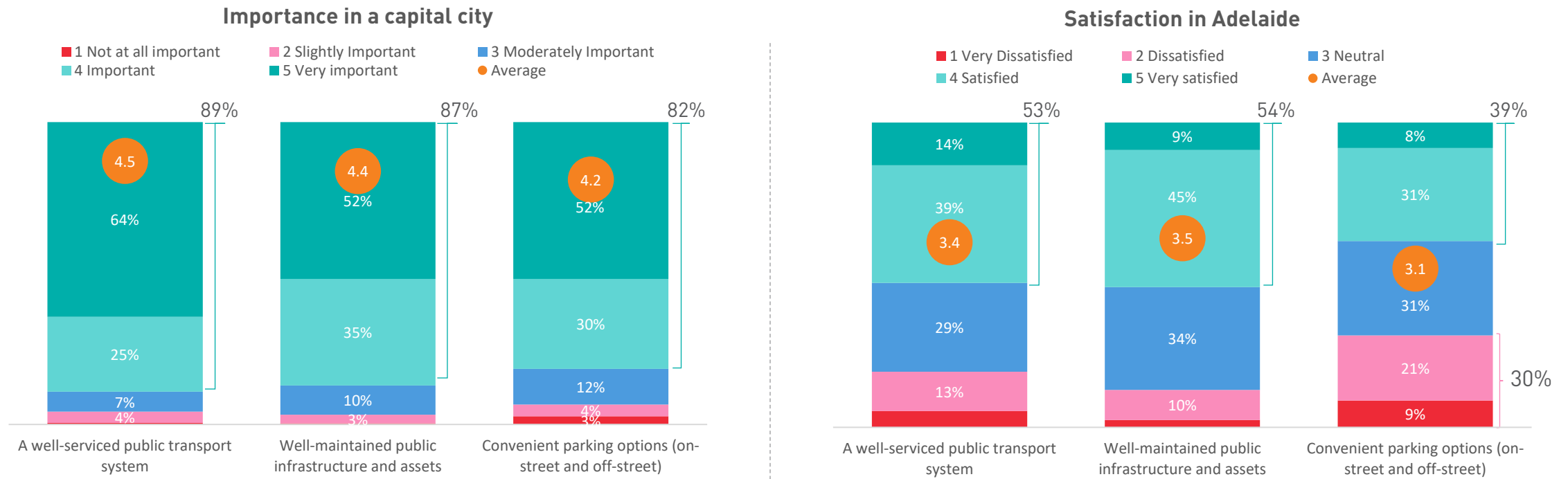




# Concentrate on transportation and public infrastructure

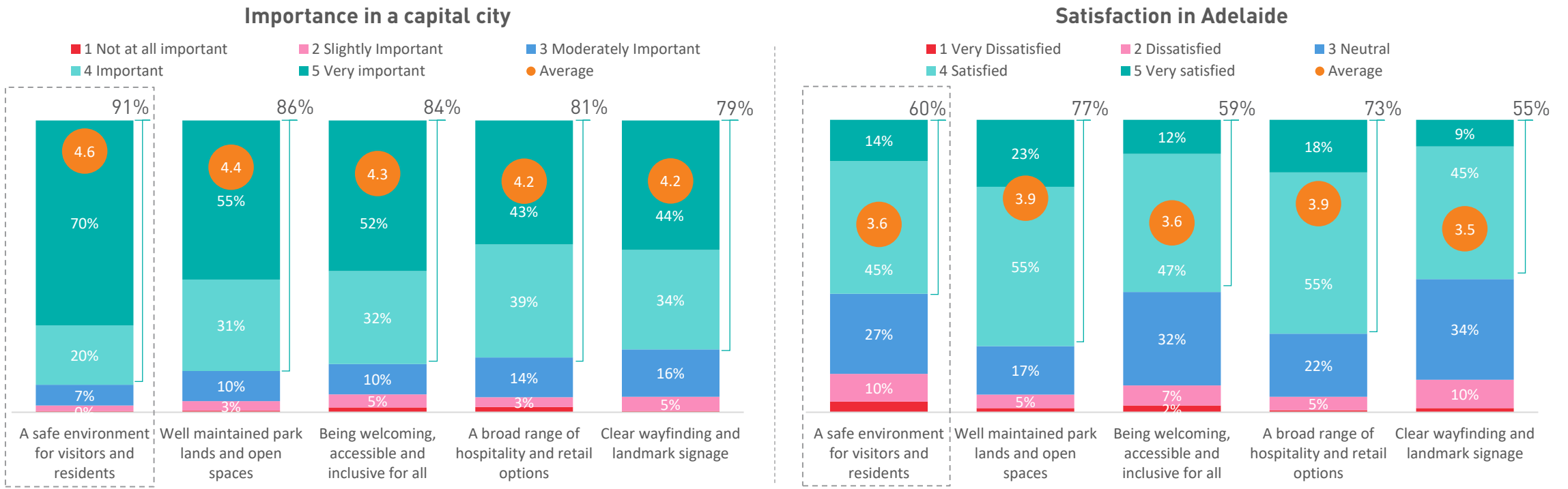
Attributes requiring the highest attention are those deemed most vital for a capital city yet are currently achieving below-average satisfaction scores in Adelaide. Key areas to concentrate on therefore include the public transport system, maintenance of public infrastructure and assets, as well as convenient parking options.

In comparison to other user types, city residents assigned a slightly higher significance to a well-serviced public transport system (94% compared to 89% overall), followed by workers (90%), while convenient parking was considered most important by visitors (84% compared to 81% overall).



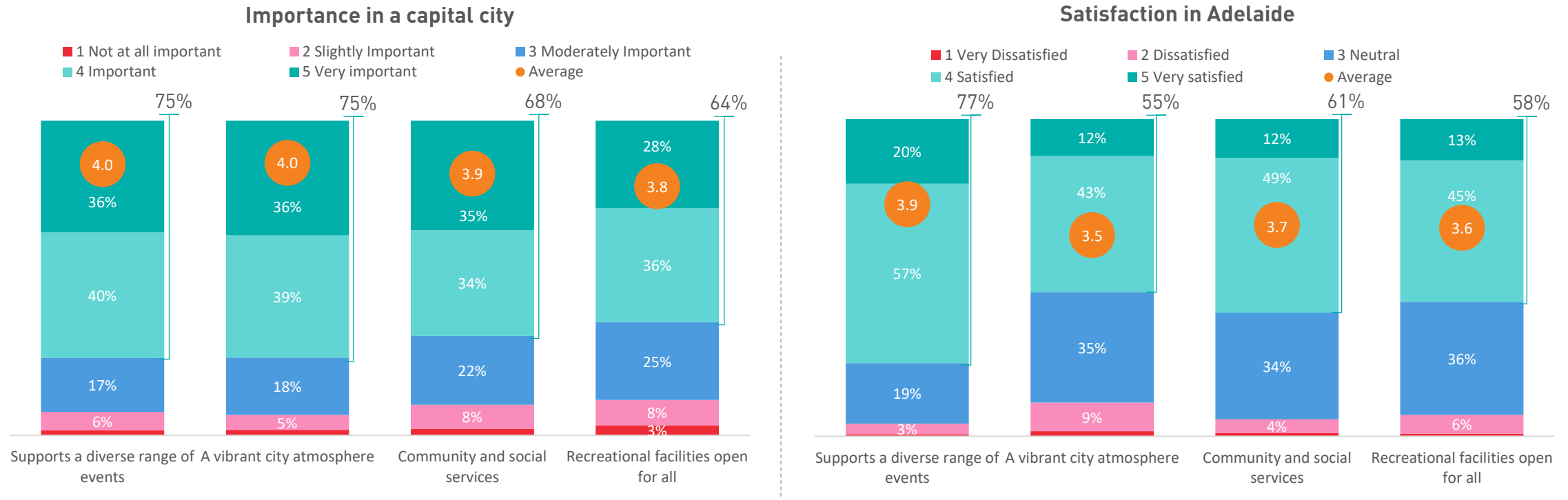
# Maintain well-kept parklands, safety, and a diverse hospitality and retail offering

Across all attributes, safety was rated the most important with a significant majority (91%) considering it an important cornerstone for any capital city. However, only 60% expressed contentment with the current situation in the city. While upholding safety remains paramount, there is a compelling need to delve into strategies that will amplify its prominence to further meet expectations.



# Promote events, city vibrancy, community services, and recreational facilities

Areas of slightly lower relative importance (yet still holding significant overall importance), coupled with comparatively higher levels of satisfaction, included the backing of diverse events, fostering a vibrant city atmosphere, community and social services, and ensuring accessible recreational facilities. These areas present a strategic opportunity for promotion due to their potential to enhance resident satisfaction, attract positive attention, and contribute to the city's overall appeal.

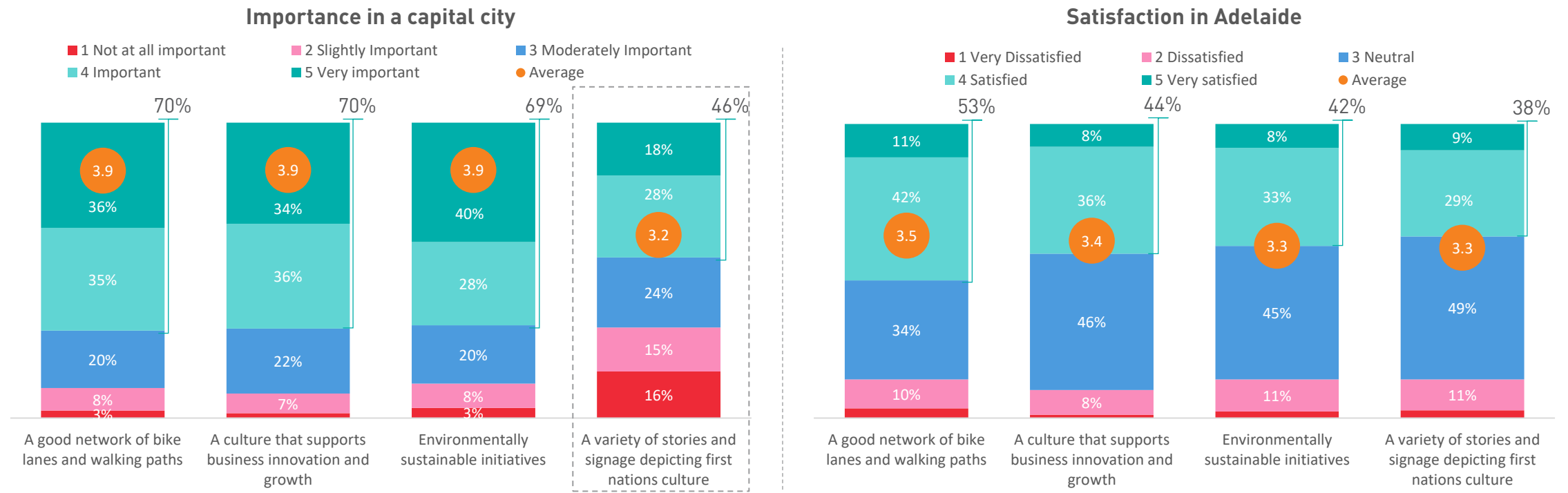




## Secondary focus on narratives and signage celebrating first nations culture

Despite their placement in the 'secondary focus' quadrant due to relatively lower average importance and satisfaction scores, aspects like bike and walking paths, business innovation, and environmental sustainability remain notably important in practical terms. Around seven in ten perceive these factors as important, and therefore warranting attention. In contrast, the significance of stories and signage highlighting First Nations culture is comparatively lower, with less than half (46%) deeming it an important element within a capital city – therefore a true secondary focus.

In comparison to other user types, a greater proportion of city students and residents believed environmentally sustainable initiatives are important (79% students, 74% residents).

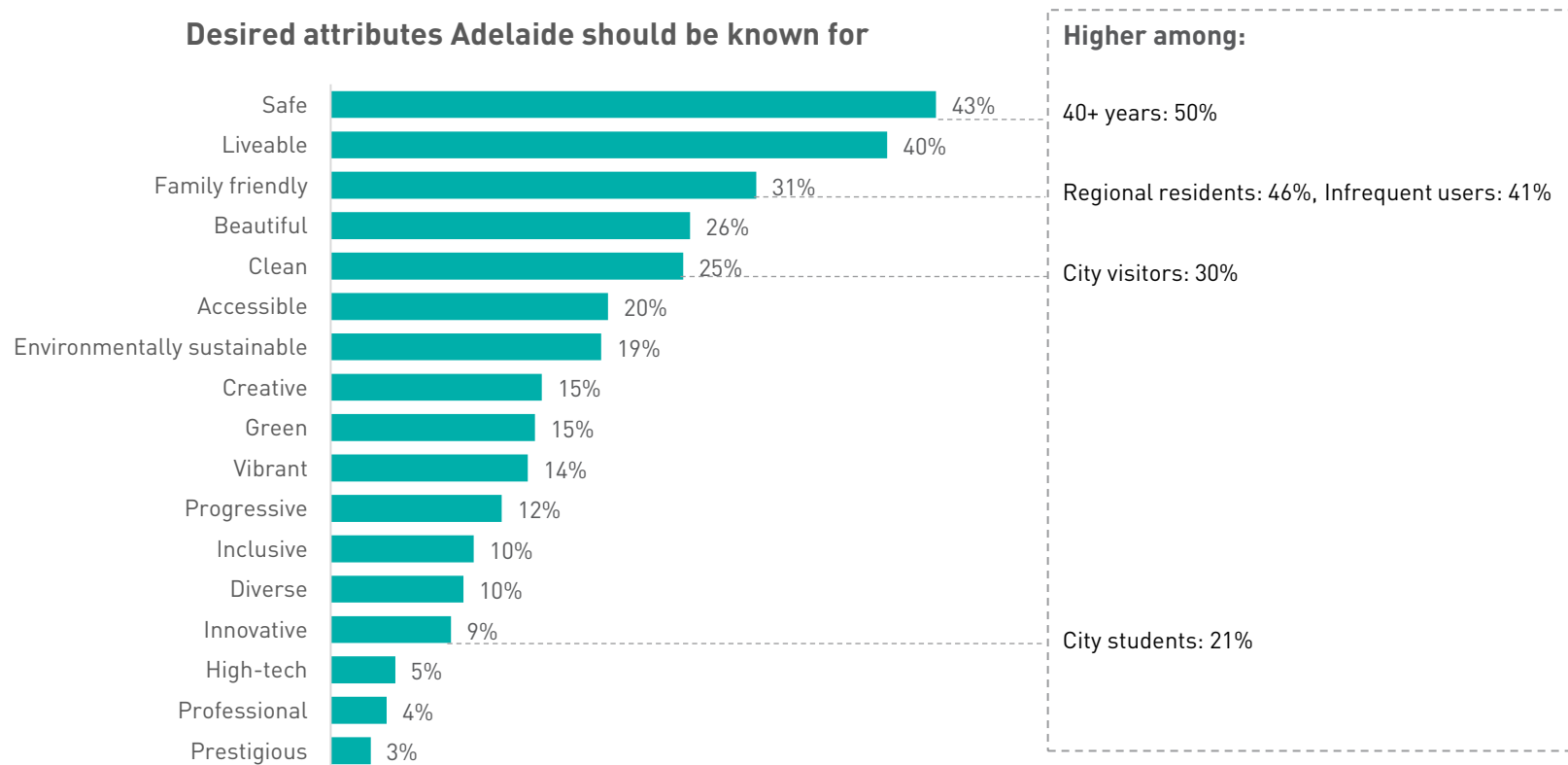




# CITY OF ADELAIDE FUTURE FOCUS

# Top three attributes Adelaide should be known for: Safety, liveability, family-friendliness

Safety ranked as the top characteristic the community would like the city to be known for. Other desirable attributes such as liveability, family-friendliness, and beauty closely mirror the current community perspective (81% agree the city is liveable, 71% agree it is family-friendly, and 78% that it is beautiful).



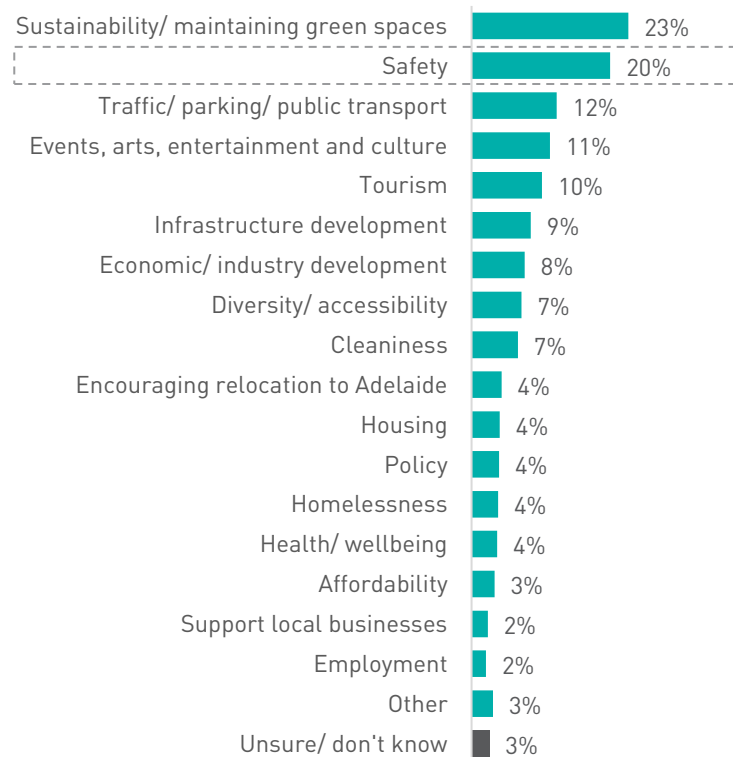


# The primary focus for Council should be sustainability and the environment

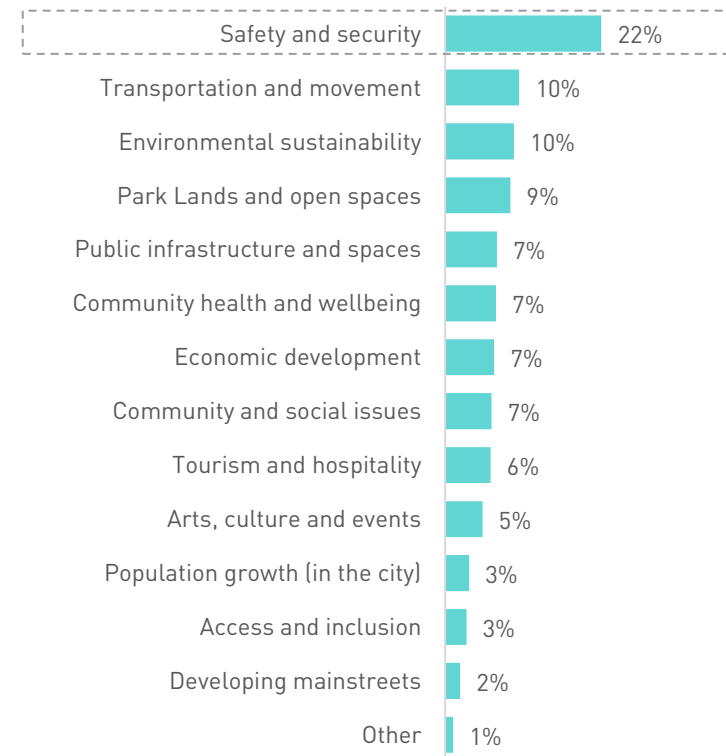
However, when prompted safety stands out as the highest priority along with public transport, infrastructure, diversity and accessibility, health and wellbeing and tourism and events.

Top of mind (unprompted) focus areas include parking, transport, tourism, events as well as diversity, homelessness and housing/ affordability.

**City of Adelaide future focus**  
(unprompted)



**City of Adelaide priority areas**  
(prompted)



## Suggestions for City of Adelaide future focus

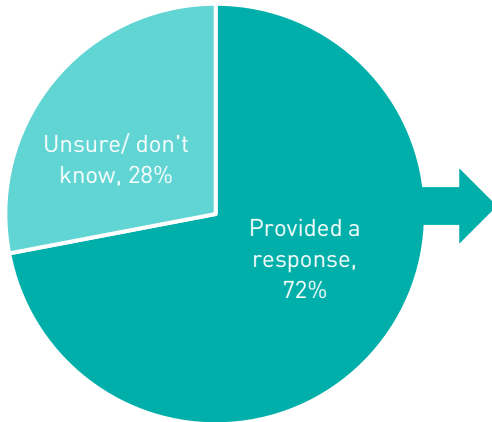
<i>Safe, liveable, clean city with lots of free public options.</i>	<i>Aesthetics of the CBD- Better maintained side streets, improved cleanliness, more planter boxes around the main parts of the CBD Sustainability - reduce waste.</i>	<i>Helping the homeless and maintaining a vibrant city with events and venues, restaurants and Cafes, being clean and tidy with funky spaces and more artwork/Murals in laneways etc.</i>
<i>Focusing on health and wellbeing, keeping costs low and having mini green spaces and being environmentally friendly in any new initiatives that they take on.</i>	<i>Becoming Australia's most bicycle friendly and walkable city.</i>	<i>Attracting major businesses and companies to the city and making it a vibrant and attractive place for people of all ages to live in.</i>
<i>Keeping the city safe.</i>	<i>Economic growth which in itself will bring tourism. Also increase the safety of the city as at the moment too many homeless people create issues for people/tourists.</i>	<i>Maintaining and growing native biodiversity, zero waste future, pedestrian-dominated access.</i>
<i>Greener initiatives connected to new business growth, such as startup companies with green and sustainability focus. Especially if they get international attention, and contribute to green tourism.</i>	<i>Affordable housing for everyone. Safety during the nighttime. Public transport.</i>	<i>Keeping the city safe and beautiful, finding safe places for homeless.</i>
<i>To be a role model for other councils and governments in Australia in terms of being a green energy hub, and a center for arts and culture.</i>	<i>Better infrastructure to encourage and support growth.</i>	<i>Cleaning up Grenfell-Currie. Getting buses underground or replaced by rail. Doing everything possible to make events like Adelaide Fringe bigger. Lowering the speed limit on most streets. Fixing north Terraces south side. Getting a tram up O'Connell St. Jetwashing night-life laneways in the early dawn every day.</i>
<i>Increased vibrancy of the CBD through increased hospitality options. Better support for small bars and new restaurants.</i>	<i>Safety and reducing youth crime.</i>	<i>Protection of the current greenery, trees and wildlife that's in the CBD.</i>
<i>I think the City of Adelaide should be concentrating on safety and security at the moment. If the area feels unsafe with homeless people, drug addicts, people money heckling people, tourists just simply won't go there.</i>	<i>The focus of the city of Adelaide should be to increase the number of jobs in the city. This can be done by reducing the cost of living in Adelaide and by improving infrastructure.</i>	<i>Bike lanes and people movement should be a major focus. Bike lanes and safe footpaths and walking boulevards will bring the people to the shops and restaurants.</i>
	<i>Sustainable and green living, super fast internet, wide network of electric charging stations.</i>	

# Tourism and events considered key to enhancing international engagement

Seven in ten (72%) provided a suggestion on how the City of Adelaide could engage more effectively in an international context. After tourism and events (30%), key suggestions included an emphasis on the international promotion of Adelaide (18%) as well as proactive efforts to stimulate economic growth (9%).

Notably, some (12%) expressed the view that prioritising international engagement might not be a necessity.

## Suggestions for City of Adelaide to engage more effectively in an international context



## Suggestions for international engagement



# A community-centred approach, as well as improvements to transportation suggested to further enhance City of Adelaide's service provision

Transportation emerged as a central theme with recommendations covering better parking (18%), enhanced public transport (9%), accessibility (9%), and improved traffic flow and infrastructure (8%).

## Specific suggestions:

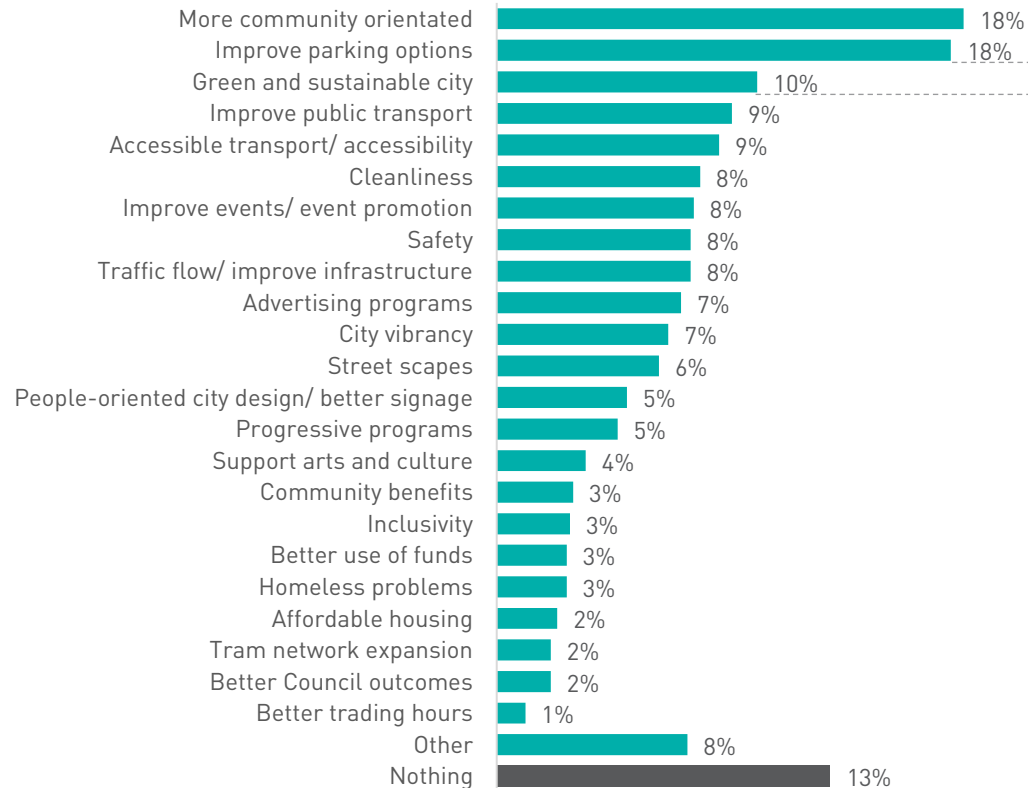
*More advertising to encourage community involvement*

*I'm pretty happy with how the city hosts a lot of events and activities.*

*Take direct feedback from the public and find out what they want.*

*Increased public transport which is easy to use for visitors and residents, more recycle bins in public areas, more water fountains and public seating.*

## Suggestions to improve the delivery of programs and services



**Higher among:**

40+ years: 22%

City residents: 20%



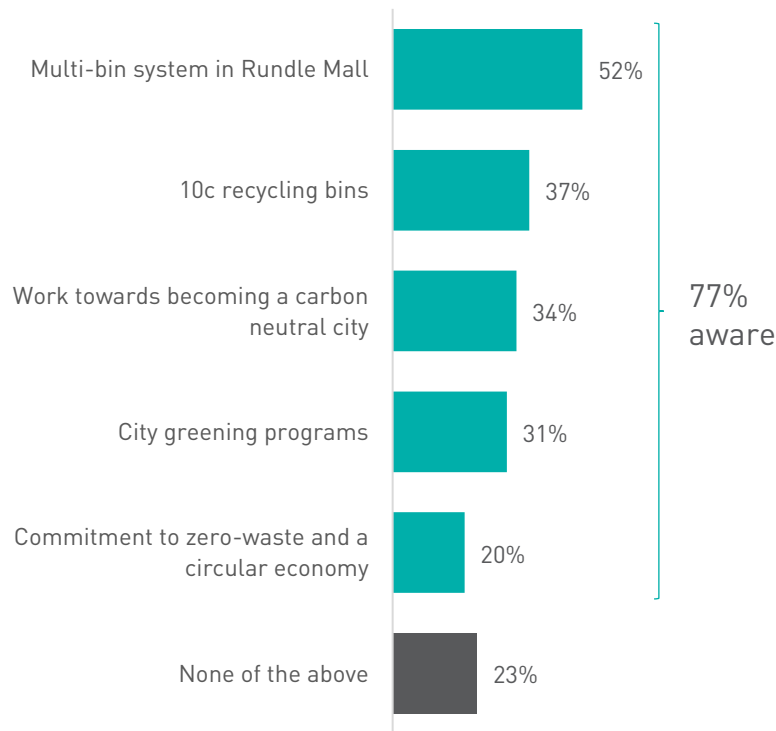
# ENVIRONMENTAL SUSTAINABILITY



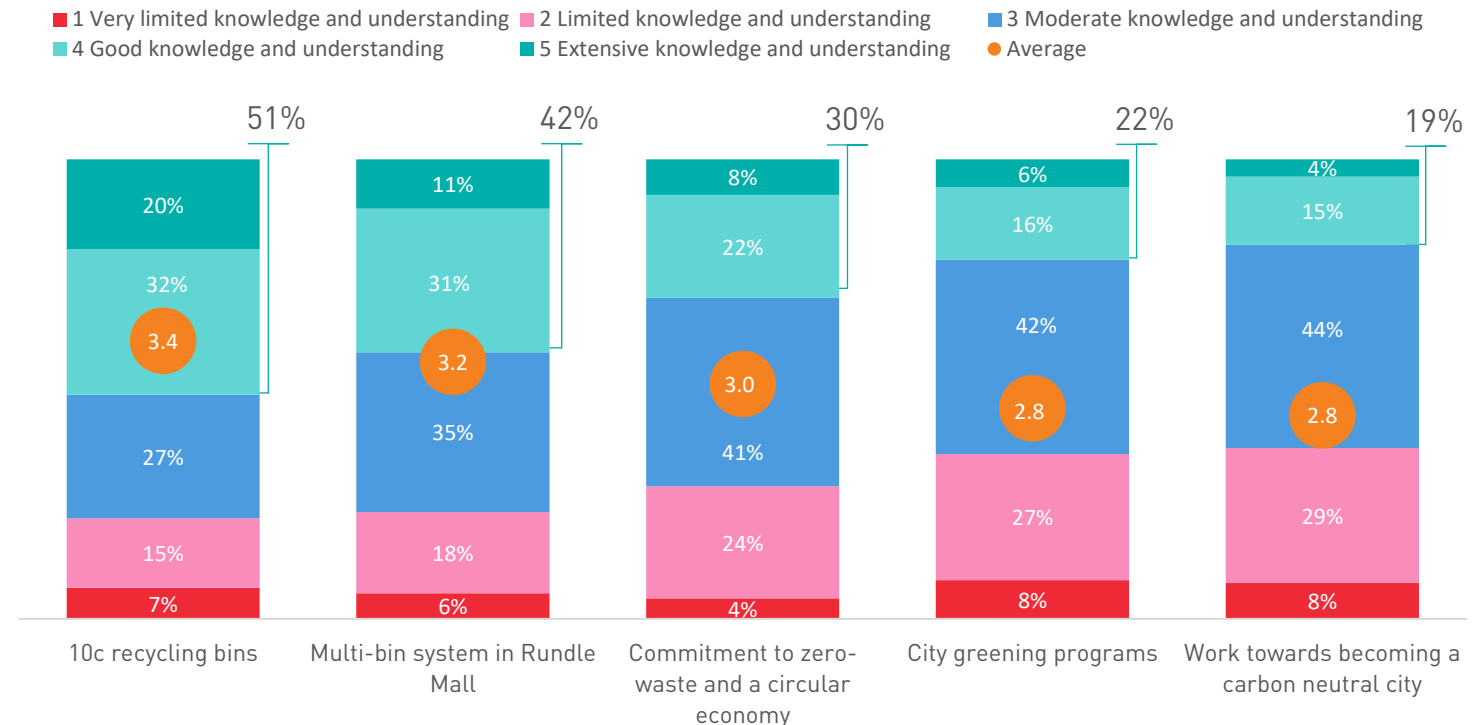
# Reasonable awareness (77%) of City of Adelaide's sustainability initiatives

Under 40s (87%) and frequent users (82%) were most likely to be aware of initiatives. Those aware had limited to moderate knowledge and understanding of the different initiatives with less than a quarter indicating a solid understanding of city greening programs (22%) and the pursuit of carbon neutrality (19%). In general, frequent users exhibited a higher level of awareness and understanding of these programs compared to infrequent users.

**Awareness of City of Adelaide's environmental initiatives**



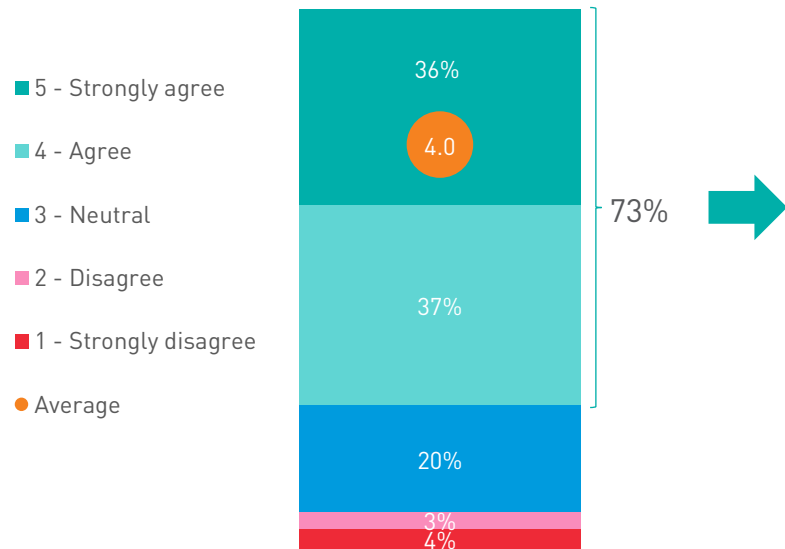
**Level of knowledge and understanding of existing initiatives**



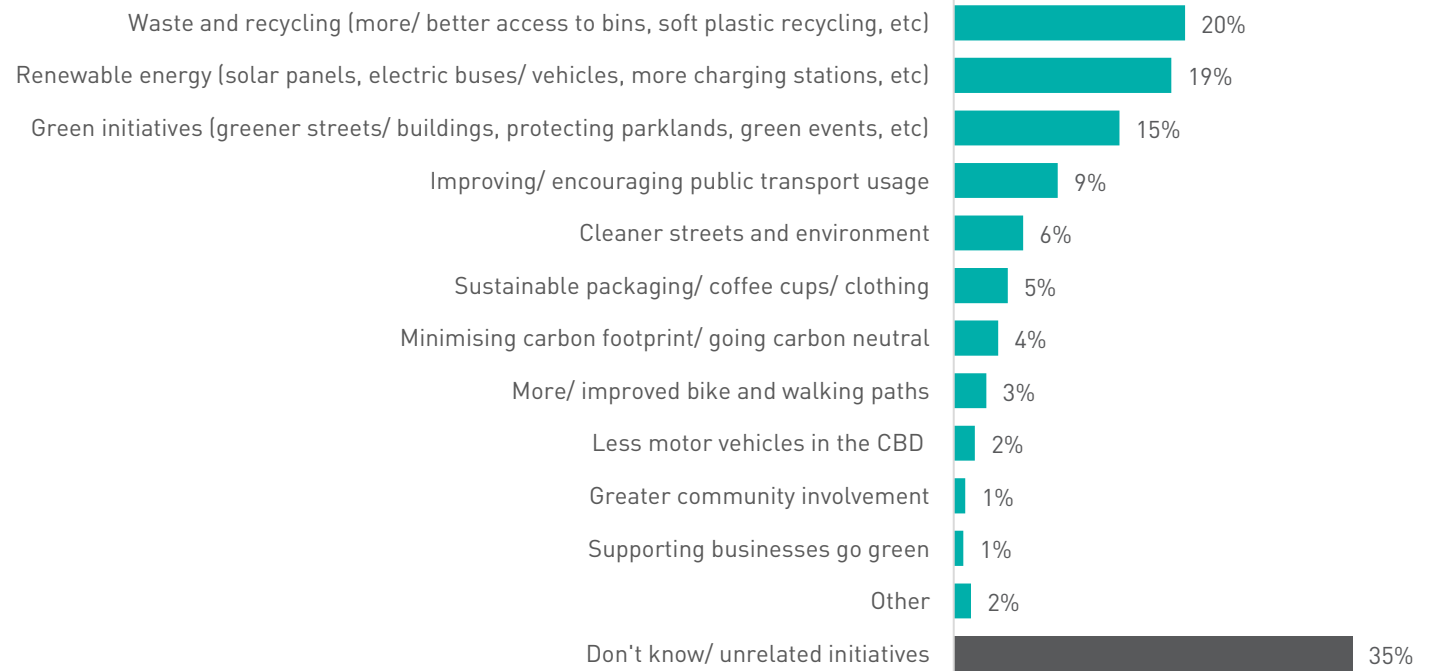
# Majority agree Council should promote and lead environmentally sustainable initiatives

Key recommended initiatives for the City of Adelaide to support centred around waste and recycling (20%), the implementation of renewable energy programs (19%), and the promotion of green initiatives such as sustainable building practices, safeguarding parklands, and hosting/ encouraging eco-friendly events (15%).

**Agreement that City of Adelaide should promote and lead environmentally sustainable initiatives**



**Suggested initiatives for City of Adelaide to support (unprompted)**



# Types of initiatives suggested by respondents

## Waste and recycling

*Roll out recycling hubs beyond existing sites and help other councils to do the same.*

*On the spot recycling - particularly in the CBD or shopping centres. (Anywhere where reusable packaging is discarded - especially coffee cups and takeaway containers or provide substantial incentives for consumers to use their own reusable containers).*

*Better recycling programs including soft plastics. promoting rooftop solar for all buildings linking into community batteries.*

*Roll out recycling hubs beyond existing sites and help other councils to do the same.*

*Decrease the use of single-use plastics in retail and hospitality. Increase the use of green bins for food waste from hospitality venues. Encourage more donations of out-of-date goods from retailers to non-profit help organisations.*

*Better recycling programs including soft plastics. promoting rooftop solar for all buildings linking into community batteries.*

*Community recycling centres where people can bring things that would otherwise go in landfill bins- styrofoam, bottle caps, weird stuff they're not sure which bin to put in. More community gardens and composting locations so green waste can create compost for local residents to use.*

## Renewable energy

*Use of renewable energy in public spaces, safe and user-friendly parking in the city and near public transport stations for cleaner and easier access in and out of the city. Repurposing empty building space.*

*Promote eco-friendly initiatives, energy-efficient practices, and waste reduction efforts to benefit the community and the environment.*

*More hydrogen and electric buses, more EV charging. Bioenergy initiatives for the restaurants, take their waste and make energy out of it. Solar panels on all Adelaide city council buildings, batteries on every building.*

*Make all busses electric and limit the amount of traffic in the CBD.*

*Green transport, electric recharging, incentives to attract green business.*

*More plants and trees. More electric vehicle charging. More solar and other green energy initiatives.*

*Solar lighting in parklands.*

*Improve adoption of renewable energy. Greater use of stormwater, especially on parkland. Greater use of planting within city along with measures that reduce 'heat sink' ie, bitumen and concrete.*

*Lights being solar powered, turning off lights in their own buildings at night.*

## Green initiatives

*I would like the city to continue to support keeping the green spaces undeveloped from housing, government buildings and other commercial developments. It should stay as green spaces.*

*Reducing private vehicle traffic in the city, particularly Grenfell and Currie, Rundle and Hindley Street.*

*More green roofs. More green spaces. Better rubbish system for recycling. Clean ups. Renewable power system.*

*Encourage community gardens, which help people learn about sustainable food sources and how to grow their own food.*

*Protect the Parklands.*

*Green roofs, water recycling, better train/tram systems to replace driving in the city.*

*Help businesses make their building more environmentally friendly.*

*Trees. vertical gardens, tram loops, far fewer cars, car parks on the city fringe serviced by tram or bus loops to get people close to their destinations.*

*Green corridors.*

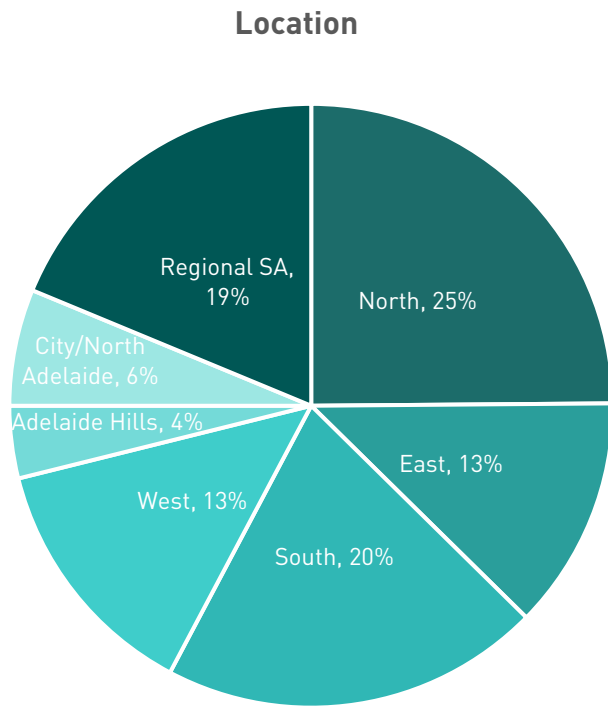
*Encourage public food forests and nature strip gardens.*

*Gardening, landscaping, making beautiful areas with amazing tech incorporated to produce energy.*

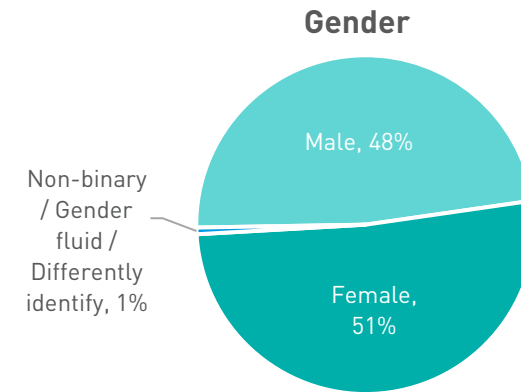
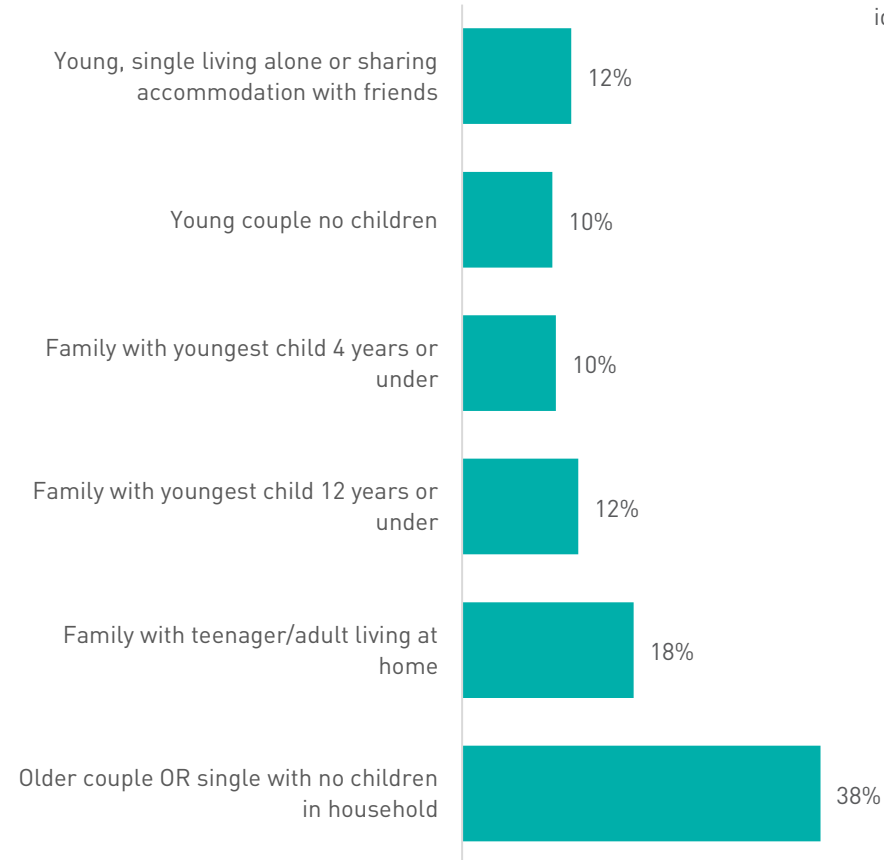
A glowing lightbulb sits on a wooden surface, with another unlit bulb in the foreground. The background is a mix of white, red, and teal geometric shapes.

# APPENDIX 1: RESPONDENT PROFILE

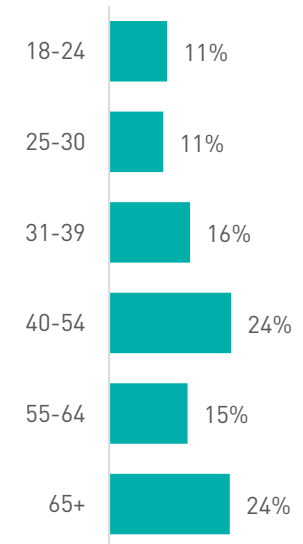
# Respondent Profile



### Household structure



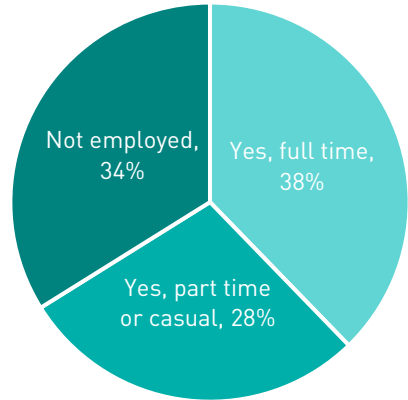
### Age groups



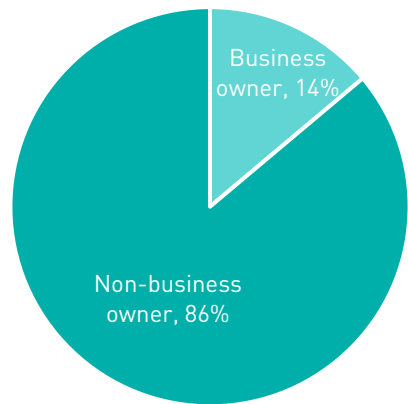


# Respondent Profile cont.

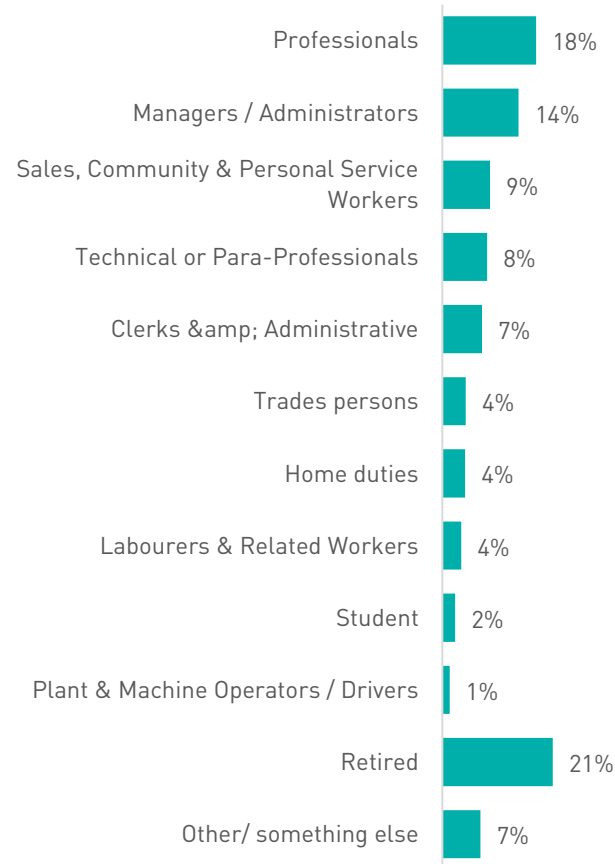
**Employment status**



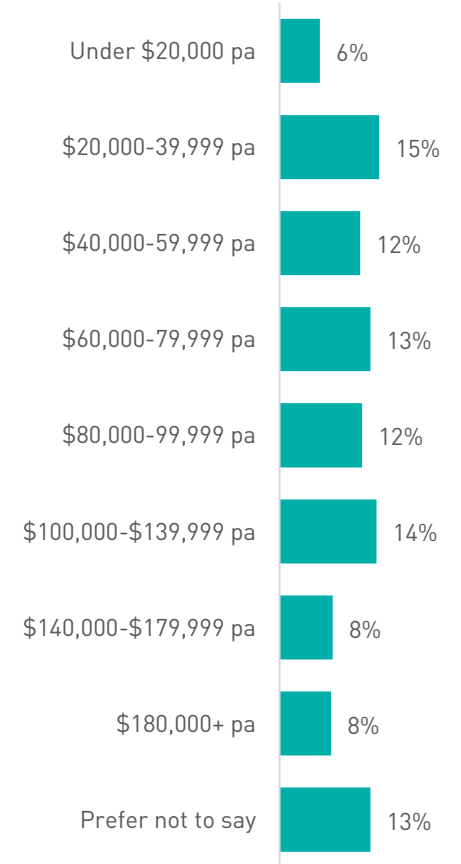
**Business owner**



**Occupation**



**Household (gross) income**





## APPENDIX 2: ADDITIONAL COMMENTS

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## Additional comments

Additional comments can provide richness to the open ended questions, but in this report, where possible, comments have all been coded to quantify the responses. This section lists a selection of responses, made by individual interviewees, which did not fit within the coded responses. These comments are included for completeness, but always remember they are minor responses, negligible in relation to the main, coded data. In other words, remember that these are generally isolated comments, providing flavour but not constituting the main ingredients.

To retain the colour and authenticity of the verbatim comments, they have been left largely unedited except for minimal spell-checking.

### **Q2: What were your reasons for visiting the city or North Adelaide over the past 12 months? Other**

Visit family

Family

Visit family who live in Prospect

I usually go through it when going to Prospect

Regular volunteering

Volunteer work

Uni open day with my daughter

Church

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## Additional comments

### Q6: What do you value most about the City of Adelaide? Other

Safety and security need to be improved

Adelaide does nothing for me. The traffic, lawlessness & hypocrisy of the ruling elite who can't see that the wealth of Sth Australia is created by primary Industries eg Agriculture Viticulture, Aquaculture & mining. Adelaide only exists to service these industries. Tourism events etc further recycles that primary source of Adelaide's income.

Cheap or free parking.

Colonel William Light's logical grid layout of the streets.

Business services and jobs

That it is not Melbourne, Sydney or Brisbane (with their attitude of growth for the sake of growth)

Historical buildings

None are

None, really. It's too noisy, too peoply, too diverse, too multicultural, too dirty and far too expensive. So little boutiques priced out of the rental markets and HARDLY family friendly.

Adelaide city is a small part of the greater Adelaide region. With urban spread services and facilities must be decentralised to reduce/avoid the need to go into the city centre.

Much better maintained and used pre 60s and heritage buildings

History

The lasting sense of urban design, but being eroded by over-tall often black buildings which interfere with the view of the HFZ from Light's Vision

Small and unique

Gym

Very kind people

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## Additional comments

**Q8: Overall, what could be done to improve the delivery of programs and services by the City of Adelaide as a local council?**

Maintain a Christian ethos.

Online app.

Need to pay better attention to all changes in regulations and guidelines issued by higher levels of government.

Ensuring all employees are on the same page and understand their role in achieving the vision and mission statement.

Other event other than football.

I think there is a lot of information out there.

Less focus on style, more on substance of actions.

A bigger offering.

It's fine.

Flexibility.

Taking more risks.

Willingness to accept change.

Take the politics out of Council and respect the professional staff recommendations more and let the professionals run the place.

I think it is delivered fine at this time.

I am happy with what they do now.

Practical solutions, not ones based on ideology.

Just continue with what is already there.

More skateparks in the city.

Improving the rate at which deliveries are sent could help.

Stratum.

More workers.



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## Additional comments

More shopping centres.

I think really that they do a pretty good job all around. not much more needs to happen.

Use of technology.

Life city.

It's alright.

I think it's fairly well covered.

Respect heritage.

I think that you are doing as much as you can.

Stick to what councils are paid to do for their ratepayers.

More playing fields.

Listen to the kids.

Happy.

Restricting gentrification.

Think about the majority and stop pandering to the vocal minorities.

Ask the rate payers in a survey.

Get it done and stop procrastinating.

Growth. It's stagnant.

More retail.

General improvement.

Make sure everything is sent out prior to the establishment of a new rule.

All ok.

---

## Additional comments

**Q10: What types of initiatives would you like the City of Adelaide to support?**

Have an app with updates

I think Adelaide has some great initiatives in place and am sure they will improve on the existing moving forward

Not wasting money on unnecessary initiatives.

Provide incentives to disconnect from gas.

They need to continue to maintain the initiatives in place and extend them where possible.

Charity helping wildlife

Develop services associated with high technology

The list of initiatives they currently offer are great they just need to keep promoting them

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## Additional comments

### Q13: Which area should be the City of Adelaide's key priority?

Maintaining a population level that is easily supported. Limited growth and heritage maintenance.

Not spending money on frivolous shit!

Housing

Stop trying to grow population at cost of carparking spaces for current residents

Adelaide serves not just ratepayers but the whole of Adelaide. It needs to measure what it does on that basis.

Consulting the residents and conforming to what they want instead of imposing a selection of choices that the council wishes to impose

Everything is important to complement the whole picture.

Removing the name of a former slave owner, Currie and replacing it with Dunstan. Angas Street should be renamed for the same reason.

Not sure

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## Additional comments

### Q14: What should the focus of the City of Adelaide be for the future?

Livening up the river front.

All what I've explained before.

I'm unsure but think that 2-3 focuses should be chosen over a longer period of time, one with a larger focus and the other two developing, then moving into a main focus area.

Stay out of politics and the woke agenda. Keep Australia Day as January 26th!

Get real.

All of those things.

All that has previously been canvassed.

Hindley street.

Everything.

Peace.

Road death.

All of the previous.

Listen to the kids.

One focus is a dream...everything interconnects. I can't suggest one focus!

Keep it going.

Positive.

Honestly, everything, but bit by bit. it doesn't have to be quick even the small things can change it drastically.

New technology change and fixed field.

Go big or go home.

Human.

Just being as good as we are now but moving with the times and improving on what we have - keep things up to date.

See full.

---

## Additional comments

### Q15: How could the City of Adelaide engage more effectively in an international context?

Public survey.

No more immigrants!

Focus on growth areas - Africa, South America.

Offer more affordable housing by turning all of the soon to be vacant office spaces into affordable accommodation.

As per previous answer.

Stop the spin. Stop making grandiose announcements and get on with the job.

Through a closer relationship with the state government.

More realistic proposals and less pie in the sky jollies.

Research and create and deliver programs.

Be more professional and act in an agreeable atmosphere.

Kind.

Higher international taxes.

Maybe have fruit trees around the city.

Listen.

Magic of my devices.

By helping out the government with important decisions.

By keeping close eye on specific things that are flagged online or anywhere.

Loyalty.





# APPENDIX 3: SURVEY TOOL

Project No: 12115

City of Adelaide, Reignite Research, Stage 2

City of Adelaide Future  
COMMERCIAL IN CONFIDENCE

FINAL

Sample: n=800	SA: Gen. Pop	
Online methodology		
Representative of Gender and Age 18+		
Approximate length of survey 10-12 minutes depending on answers		
<b>Total questions: 14</b>	1 screener	7 demographics

**Online introduction:**

McGregor Tan is inviting South Australians to participate in a [survey](#) about the City of Adelaide. Your input will play a vital role in enhancing the understanding of the city's future focus and by participating you can contribute to shaping the future of our city. We greatly appreciate your time and input.

All completed surveys go into a draw for a chance to win \$200.

The first few questions are so we can achieve a good demographic spread of respondents.

*\*Questions in blue align with panel – do not change codes or question names*

S1 Do you live in South Australia?

1.	Yes	
2.	No	terminate

D1 What is the postcode and suburb of where you live?

Postcode1	
Suburb1	
LocationExpanded	SA regions
Location	SA regions

D2 (Gender1) Do you identify as... Select one

1.	Male
2.	Female
3.	Non-binary / Gender fluid / Differently identify

D3 (Age). What year were you born? Enter a number

<i>Hidden: Automatic recode into the following age groups</i>		
1.	18 to 24	1999 to 2005
2.	25 to 30	1993 to 1998
3.	31 to 39	1984 to 1992
4.	40 to 54	1969 to 1983
5.	55 to 64	1959 to 1968
6.	65+	1923 to 1958

City user type

1. Ask all: In the last 12 months, how often have you visited the city (including North Adelaide)?

1.	Daily to several times a week
2.	At least once a week
3.	At least once a fortnight
4.	At least once a month
5.	At least once every 2-3 months
6.	At least once every 6 months
7.	At least once in the last 12 months
8.	I have not visited the city in the last 12 months (specify why)

2. **Ask those who have visited in the last 12 months (Code 1-7 in Q1):** What were your reasons for visiting the city or North Adelaide over the past 12 months? **Select all that apply**

1.	For work (Office located in City or North Adelaide)
2.	For other business-related purposes
3.	For study
4.	My child attends school there
5.	To shop
6.	To visit the Park Lands
7.	For leisure or entertainment
8.	To stay in short-term accommodation
9.	To attend specialist appointments (i.e. medical, financial, legal, banking etc.)
10.	I live in the City of Adelaide or North Adelaide

3. **Ask all:** Using a scale of 1 to 5, with 1 being not at all important and 5 being extremely important, how important is it that a capital city offers the following:

Rotate	1 Not at all important	2	3	4	5 Extremely important
A well-serviced public transport system	1	2	3	4	5
A safe environment for visitors and residents	1	2	3	4	5
Environmentally sustainable initiatives (i.e., recycling, green energy, etc.)	1	2	3	4	5
Supports a diverse range of events	1	2	3	4	5
A broad range of hospitality and retail options	1	2	3	4	5
A good network of bike lanes and walking paths	1	2	3	4	5
Convenient parking options (on-street and off-street)	1	2	3	4	5
Well maintained park lands and open spaces	1	2	3	4	5

Community and social services (i.e., libraries, community centres etc.)	1	2	3	4	5
A variety of stories and signage depicting first nations culture	1	2	3	4	5
Clear wayfinding and landmark signage	1	2	3	4	5
A vibrant city atmosphere	1	2	3	4	5
Well-maintained public infrastructure and assets	1	2	3	4	5
Recreational facilities open for all (i.e. golf courses, play spaces, sporting fields etc.)	1	2	3	4	5
A culture that supports business innovation and growth	1	2	3	4	5
Being welcoming, accessible and inclusive for all	1	2	3	4	5

Perceptions of the city

4. **Ask all:** Thinking about The City of Adelaide, which includes the city and North Adelaide, on a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, what is your level of agreement with the following statement: The City of Adelaide is ...

Rotate	1 Strongly disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly agree
A beautiful city	1	2	3	4	5
A clean city	1	2	3	4	5
A creative city	1	2	3	4	5
A diverse city	1	2	3	4	5
A family friendly city	1	2	3	4	5
A green city	1	2	3	4	5
An inclusive city	1	2	3	4	5
A livable city	1	2	3	4	5

A prestigious city	1	2	3	4	5
A professional city	1	2	3	4	5
A progressive city	1	2	3	4	5
A safe city	1	2	3	4	5
A vibrant city	1	2	3	4	5
An accessible city	1	2	3	4	5
An innovative city	1	2	3	4	5
A high-tech city	1	2	3	4	5
An environmentally sustainable city	1	2	3	4	5

5. **Ask all:** Thinking about Adelaide’s culture and what it has to offer those who live here or visit, which of the following attributes would you like Adelaide to be known for? **Please select your top three (rotate)**

1.	Beautiful
2.	Clean
3.	Creative
4.	Diverse
5.	Family friendly
6.	Green
7.	Inclusive
8.	Livable
9.	Prestigious
10.	Professional
11.	Progressive
12.	Safe
13.	Vibrant
14.	Accessible
15.	Innovative
16.	High-tech
17.	Environmentally sustainable

6. **Ask all:** What do you value most about the City of Adelaide? **Select all that apply (rotate)**

1.	Public and open spaces
2.	Greenery and parklands
3.	Accessibility and ease of getting around
4.	Sense of community
5.	Culture and diversity
6.	Safety and security
7.	Hospitality – restaurants/ cafes
8.	Retail and shopping options
9.	Events and entertainment opportunities
10.	Peacefulness / relaxed vibe
11.	Quality of public infrastructure
12.	Arts and cultural offers
13.	Vibrancy
14.	Cleanliness
15.	The distinct precincts (ie CBD, North Terrace, residential, North Adelaide, East End, West Village, Hutt Street, Hindley Street, China Town & The Central Markets etc)
16.	Other (specify)

Capital City Qualities

7. **Ask all:** Using a scale of 1 to 5, with 1 being not at all satisfied and 5 being extremely satisfied, please rate your satisfaction with the following in the city of Adelaide.

Rotate	1 Not at all satisfied	2	3	4	5 Extremely satisfied
A well-serviced public transport system	1	2	3	4	5
A safe environment for visitors and residents	1	2	3	4	5
Environmentally sustainable initiatives (i.e., recycling, green energy, etc.)	1	2	3	4	5

Supports a diverse range of events	1	2	3	4	5
A broad range of hospitality and retail options	1	2	3	4	5
A good network of bike lanes and walking paths	1	2	3	4	5
Convenient parking options (on-street and off-street)	1	2	3	4	5
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A variety of stories and signage depicting first nations culture	1	2	3	4	5
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Well-maintained public infrastructure and assets	1	2	3	4	5
Recreational facilities open for all (i.e. golf courses, play spaces, sporting fields etc.)	1	2	3	4	5
A culture that supports business innovation and growth	1	2	3	4	5
Being welcoming, accessible and inclusive for all	1	2	3	4	5

8. **Ask all:** Overall, what could be done to improve the delivery of programs and services by the City of Adelaide as a local council? **Open text**

## Sustainability

9. **Ask all:** On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, to what extent do you agree that the City of Adelaide should be promoting and leading environmentally sustainable initiatives?

1.	Strongly disagree
2.	Disagree
3.	Neutral
4.	Agree
5.	Strongly agree

10. **Those who support (codes 4-5 in Q9):** What types of initiatives would you like the City of Adelaide to support? **Open text**

11. **Ask all:** Which of the following City of Adelaide environmentally sustainable programs and initiatives are you aware of? **Select all that apply (rotate)**

1.	Multi-bin system in Rundle Mall
2.	10c recycling bins
3.	Work towards becoming a carbon neutral city
4.	Commitment to zero-waste and a circular economy
5.	City greening programs
6.	None of the above

12. **Aware of initiatives in Q11:** Please rate your level of knowledge and understanding of the following initiatives.

Only show initiatives selected in Q11 Rotate	1 Very limited knowledge and understanding	2 Limited knowledge and understanding	3 Moderate knowledge and understanding	4 Good knowledge and understanding	5 Extensive knowledge and understanding
Multi-bin system in Rundle Mall	1	2	3	4	5
10c recycling bins	1	2	3	4	5
Work towards becoming a carbon neutral city	1	2	3	4	5
Commitment to zero-waste and a circular economy	1	2	3	4	5
City greening programs	1	2	3	4	5

### Future focus

13. **Ask all:** Which area should be the City of Adelaide's key priority? **Select one (rotate)**

1.	Economic development
2.	Environmental sustainability
3.	Community and social issues
4.	Arts, culture and events
5.	Transportation and movement
6.	Community health and wellbeing
7.	Public infrastructure and spaces
8.	Developing mainstreets
9.	Tourism and hospitality
10.	Safety and security

10.	Safety and security
11.	Access and inclusion
12.	Population growth (in the city)
13.	Park Lands and open spaces
14.	Other (specify)

14. **Ask all:** What should the focus of the City of Adelaide be for the future? **Open text**

15. **Ask all:** How could the City of Adelaide engage more effectively in an international context? **Open text**

### DEMOGRAPHICS

D4 **(Employment)** Which best describes your employment? **Select one**

1.	Yes, full time
2.	Yes, part time or casual
3.	No
<b>D4a Occupation: If yes: Which best describes you / your occupation?</b>	
1.	Managers/Administrators (incl. all managers, government officials, administrators)
2.	Professionals (include. architects, lawyers, accountants, doctors, scientists, teachers, health professionals, professional artists)
3.	Technical or Para-Professionals (e.g. technical officers, technicians, nurses, medical officers, police officers, computer programmers or operators, teaching or nursing aids, scientific officers)
4.	Trades persons (e.g. building, electrical, metal, printing, vehicle, food handling, horticulture, marine trades persons)
5.	Clerks & Administrative (e.g. secretarial, data processing, telephonist, sorting clerks, messengers)
6.	Sales, Community & Personal Service Workers (e.g. investment, insurance, real estate sales, sales reps, assistants, tellers, ticket sellers, personal service workers)



7.	Plant & Machine Operators/Drivers (e.g. road, rail, machine, mobile or stationary plant operators/drivers)
8.	Labourers & Related Workers (e.g. trades assistants, factory hands, farm labourers, cleaners, construction and mining labourers)
9.	Something else (specify)
<b>D4a Occupation: If no:</b> Which best describes you / your occupation?	
10.	Student
11.	Home duties
12.	Retired
13.	Other (e.g. unemployed, etc.)

D5 **(BusinessOwner)** Are you a business owner?

1.	Yes
2.	No

D6 **(Household)** Which of these groups best describes your household?

1.	Young, single living alone or sharing accommodation with friends
2.	Young couple no children
3.	Family with youngest child 4 years or under
4.	Family with youngest child 12 years or under
5.	Family with teenager/adult living at home
6.	Older couple OR single with no children in household

D7 **(Income)** Which of the following best describes your gross (before tax) Household Income?  
Select one

1.	Under \$20,000 pa
2.	\$20,000-39,999 pa
3.	\$40,000-59,999 pa
4.	\$60,000-79,999 pa
5.	\$80,000-99,999 pa
6.	\$100,000-\$139,999 pa
7.	\$140,000-\$179,999 pa
8.	\$180,000+ pa
9.	Prefer not to say

**Access:** How did you hear about this survey? Select one

1.	Email invitation
2.	Facebook
3.	Word of mouth
4.	SMS
5.	Other

ADD PRIZE DRAW

We normally inform our winners by phone and email. If you wish to enter the prize draw and any future McGregor Tan market research activities, please fill in your details below:

First name	
Email	
Contact number	

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THANK YOU