



MORELAND CITY COUNCIL
 Community Indicators Survey 2010
 Revised: Monday, 10 May 2010
 (Ref: 2470)

SAMPLE DETAILS: Phone number, suburb, postcode

INTRODUCTION

Good (...) my name is (...) from Market Solutions, a research company. Today we are conducting a survey of residents in your area on behalf of your local Council. The results of this survey will assist Council to identify emerging needs and issues within the community. The main theme of this survey is community well-being.

For this study, we need to speak to a member of the household who is aged 18 years or older. Is that you? The interview will take about 15 minutes.

(REINTRODUCE IF NECESSARY)

Your responses will be held strictly confidential. My supervisor may listen to parts of this interview to assist in quality control monitoring.

- CONTINUE 1
- Schedule Callback..... 2
- Refused..... 3
- Non qualifying 4
- Government/Business 5
- Terminated early 6
- Non working number 7
- Communication difficulty 8
- No contact on 5 attempts..... 9
- Duplicate 10
- Multilingual..... 11

SCREENER: Firstly, do you reside within the City of Moreland?

- Yes 1
- No/ Not sure..... 2 **Non qualifying**

Q1. And, do you speak a language other than English at home?

(NOTE TO INTERVIEWER: If more than one language is spoken at home, record the one that is spoken most often.)

- Yes (Specify)..... 1
- No..... 2

Q.2. Are you currently working?

- In workforce..... 1
- Not in workforce 2

SECTION 1: COMMUNITY INDICATORS

Q.3. Now we want to talk about **employment and education opportunities** for residents in Moreland. Do you agree or disagree that...? (READ OUT)

SCALE: Strongly agree, slightly agree, neither agree nor disagree, slightly disagree, strongly disagree, (don't know)

- a) The local economy is strong.
- b) There are good employment opportunities in Moreland.

(Respondents who are currently in the workforce)

- c) You are satisfied with your employment.
- d) The wages you receive are fair for the job you do.

(All Respondents)

- e) Your area has good quality primary schools.
- f) Your area has good quality government secondary schools.
- g) There are opportunities for learning and development for all ages.

Q.4. Now we want to talk about **housing** and both the **built and natural environment** in Moreland. Do you agree or disagree that...? (READ OUT)

SCALE: Strongly agree, slightly agree, neither agree nor disagree, slightly disagree, strongly disagree, (don't know)

- a) Your housing is appropriate to your needs.
- b) The sort of housing being built in your neighbourhood is appropriate for the area.
- c) It is still affordable to live in your area. (NOTE TO INTERVIEWER: Affordability is defined as having less than 30% of your gross income go towards rent or a mortgage).
- d) Your area is a good place to live.
- e) The local shopping areas provide for your basic needs.
- f) There are good parks and open areas in your neighbourhood.
- g) The environment is being managed for the benefit of current and future generations.
- h) You feel you can cope with the impact of water restrictions.
- i) You feel you can cope with the impact of climate change.
- j) The air quality in your local area is satisfactory.
- k) The quality of water in the local waterways is satisfactory.
- l) The streets in your local area are generally free of litter.

Q.5. Now we want to talk about **support for children** and **access to services**. Do you agree or disagree that...? (READ OUT)

SCALE: Strongly agree, slightly agree, neither agree nor disagree, slightly disagree, strongly disagree, (don't know)

- a) Your area is a good place to raise a family.
- b) Families with young children are well supported by government services.
- c) Families have adequate access to child care.
- d) There is plenty for young people to do around your local area.
- e) Your local community has good health and community services.
- f) The elderly have adequate access to aged care services.
- g) You can afford the medical services you and your family need.



Q.6. Now we want to talk about **personal well-being and safety along with social support and cultural diversity**.

a) On average, do you spend at least 30 minutes each day doing some form of brisk physical activity (e.g. playing a sport, going to the gym, going for a run or a walk etc)?

Yes 1
 No..... 2

And do you agree or disagree that...? (READ OUT)

SCALE: Strongly agree, slightly agree, neither agree nor disagree, slightly disagree, strongly disagree, (don't know)

- b) Your area is a safe place to live.
- c) You lead a healthy lifestyle.
- d) You eat two serves fresh fruit and five serves of vegetables on most days.
- e) You feel you can cope with the hot weather during summer.
- f) You can cope with the amount of stress in your family or home life.
- g) You can get help from family, friends and neighbours when you need it.
- h) You feel valued by your community.
- i) People with a disability are included in community life.
- j) People with disabilities have good access to public transport.
- k) People from different ethnic backgrounds are made welcome in your neighbourhood.
- l) Cultural diversity enriches local community life.

Q.7. Now we want to talk about **social and political participation** in Moreland. Do you agree or disagree that...? (READ OUT)

SCALE: Strongly agree, slightly agree, neither agree nor disagree, slightly disagree, strongly disagree, (don't know)

- a) There is a positive sense of community in your local area.
- b) You can get to know your neighbours.
- c) There are opportunities to have a say about issues that are important to you.
- d) You regularly discuss social and community issues with your friends and colleagues.
- e) People have opportunities to participate in the decisions made by their local government.
- f) Have you attended a local community event in the past 6 months such as a fete, festival or school concert?

Yes 1
 No..... 2

g) Do you help out as a volunteer?

(NOTE: This can be either Formal Volunteer Work or Informal Volunteer Work)

Yes 1
 No..... 2



h) Are you on a decision-making board or committee (e.g. school council, sports club committee, church committee, body corporate or resident action group)?

Yes 1
 No..... 2

Q.8. Now we want to talk about **recreation, leisure and transport in Moreland**. Do you agree or disagree that...? (READ OUT)

SCALE: Strongly agree, slightly agree, neither agree nor disagree, slightly disagree, strongly disagree, (don't know)

- a) You can access a variety of recreation facilities and leisure activities in your local community.
- b) You can access a variety of arts and cultural opportunities in your local community.
- c) There is good access to public transport.
- d) The current level of government spending on public transport is adequate.
- e) Traffic flows smoothly in your area.
- f) Drivers observe the road rules in your local area.
- g) There is adequate provision for cyclists in your area.

Q.9. Now we want to talk about the **social and economic circumstances in the community** and how you feel about it. Do you agree or disagree that...? (READ OUT)

SCALE: Strongly agree, slightly agree, neither agree nor disagree, slightly disagree, strongly disagree, (don't know)

- a) You have enough money to meet your needs.
- b) The number of Electronic Gaming Machines in your area is currently at an acceptable level.
- c) People with disabilities are able to access the services they need.
- d) People with mental health problems are able to access the services they need.
- e) You and your family are better off financially than you were at this time last year.

Q.10. Finally, we want to ask you a few broader questions about obtaining **information** in Moreland. Do you agree or disagree that...? (READ OUT)

- a) You feel adequately informed about what you can do to save water.
- b) You feel adequately informed about the actions you need to take to reduce your impact on climate change.
- c) You feel adequately informed about Council activities.
- d) You are able to obtain information on health and well-being issues when you need it.

Q.11. Thinking about all the things we've talked about in this survey, what do you think are the **main issues** currently facing Moreland? (DO NOT READ OUT) (ACCEPT MULTIPLES)

- Access for cyclists..... 1
- Access to arts/ cultural opportunities 2
- Access to childcare facilities..... 3
- Access to medical facilities..... 4
- Area development (eg shops, schools etc) 5
- Assistance for people with disabilities..... 6
- Buildings/ development 7
- Corporate government..... 8
- Council communication to public 9
- Crime/ safety issues 10
- Dangerous driving..... 11



- Drains overflowing/ blocked..... 12
- Environmental issues 13
- Expensive medical services 14
- Family problems 15
- Footpath maintenance 16
- Gambling (eg EGMs)..... 17
- Heritage listing housing 18
- High rates 19
- Housing affordability 20
- Lack of aged care 21
- Lack of community spirit..... 22
- Lack of cultural diversity 23
- Lack of organised community activities 24
- Lack of parks/ gardens 25
- Lack of public facilities for children..... 26
- Lack of public transport/ improved access..... 27
- Lack of schools/ education access 28
- Lack of street lighting 29
- Lack of support for people from ethnic backgrounds 30
- Litter/ cleanliness 31
- Parking issues 32
- Pest control..... 33
- Pollution..... 34
- Road condition management..... 35
- Rubbish collection issues..... 36
- Support for local businesses..... 37
- Support for pensioners 38
- Too much cultural diversity 39
- Traffic flow management..... 40
- Tree planting/ maintenance of trees 41
- Unemployment..... 42
- Water issues (lack of/ saving) 43
- Other (Specify)..... 44
- (No issues/ don't know)..... 45

SECTION 2: DEMOGRAPHICS

Q.12. Now we have just a few more questions for classification purposes to make sure we have spoken to a good cross section of people.
(RECORD GENDER AUTOMATICALLY)

Male.....	1
Female	2

Q.13. AGE: What is your age?

18 to 24 years	1
25 to 34 years	2
35 to 44 years	3
45 to 54 years	4
55 to 64 years	5
65 years or older.....	6
(Refused).....	7

Q.14. ANCESTRY: What is your ancestry? (ACCEPT TWO RESPONSES ONLY)

Aboriginal/ Torres Strait Islander	1
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American	2
Assyrian.....	3
Australian	4
Austrian	5
British.....	6
Bulgarian	7
Canadian.....	8
Chilean	9
Chinese.....	10
Croatian	11
Czech.....	12
Dutch.....	13
Egyptian	14
Fijian	15
Filipino	16
French.....	17
German.....	18
Greek	19
Hungarian.....	20
Indian.....	21
Indonesian	22
Iraqi	23
Irish	24
Italian.....	25
Japanese.....	26
Korean	27
Lebanese.....	28
Macedonian	29
Malaysian	30
Maltese	31
Nepalese	32
New Zealander	33
Norwegian	34
Pakistani	35
Polish.....	36
Portuguese	37
Romanian	38
Russian	39
Serbian.....	40
Singaporean.....	41
South African	42
Spanish	43
Sri Lankan	44
Swedish	45
Syrian	46
Turkish	47
Ukrainian.....	48
Vietnamese.....	49
Other (Specify).....	50

Q.15. PLACE OF BIRTH: Where were you born?

Australia	1
Somewhere else (Specify).....	2

Go to Q.16



Q16. ***(Respondents who were born overseas)***
 How long have you been living in Australia?

RECORD APPROXIMATE NUMBER OF YEARS: _____

Q17. ***(All Respondents)***
 DISABILITY: Do you have a permanent or long term disability?

- Yes..... 1
- No..... 2

Q18. OCCUPATION: What is your occupation?

RECORD OCCUPATION: _____

INTERVIEWER CODES OCCUPATION AT END OF INTERVIEW:

- Managers and administrators 1
 - Professionals 2
 - Associate professionals 3
 - Tradespersons and related workers 4
 - Advanced clerical and service workers 5
 - Intermediate clerical, sales and service workers 6
 - Intermediate production and transport workers.. 7
 - Elementary clerical, sales and service workers.. 8
 - Labourers and related workers 9
 - Home duties 10
 - Student..... 11
 - Unemployed 12
 - Pensioner - not retirement age..... 13
 - Retired - on pension 14
 - Retired - not on pension 15
 - (Refused)..... 16
- } Go to Q.20

Q19. ***(Respondents who are currently employed)***
 WORK TRAVEL: What main method of transport do you use to travel to work? (READ OUT)

- Car 1
- Train 2
- Bus..... 3
- Tram 4
- Taxi 5
- Walk 6
- Cycle 7
- Lift from family/friend/colleague..... 8
- Other (Specify)..... 9
- None - work from home 10

Q20. ***(All Respondents)***
 TENURE: At your current residence, are you a tenant, paying off a mortgage, or a home owner?

- Tenant (rent)..... 1
- Paying off mortgage 2
- Home owner 3
- Other (Specify)..... 4



Q21. LENGTH OF RESIDENCE: How long have you lived in Moreland?

(NOTE TO INTERVIEWER: Record the combined number of years the respondent has lived in Moreland throughout their life.)

RECORD APPROXIMATE NUMBER OF YEARS: _____

Q22. CAR OWNERSHIP: What is the total number of cars owned by yourself and members of your household?

RECORD NUMBER OF CARS: _____

Q23. HOUSEHOLD SIZE: Including yourself, how many people live in your household?

RECORD NUMBER OF PEOPLE: _____

Q24. HOUSEHOLD TYPE: Which of the following best describes your household? (READ OUT)

- Single/ living alone..... 1
- Single parent (children at home) 2
- Couple (children at home)..... 3
- Couple (no children at home)..... 4
- Group/ shared household..... 5
- (Refused) 6

Q25. HOUSEHOLD INCOME: Approximately what is the combined pre-tax income of all the members of your household? Is it...? (READ OUT)

- Less than \$20,000..... 1
- Between \$20,000 and \$30,000 2
- Between \$30,000 and \$50,000 3
- Between \$50,000 and \$75,000 4
- Between \$75,000 and \$100,000 5
- \$100,000 or more 6
- (Refused) 7
- (Don't know)..... 8

CLOSE

Q26. As part of quality control procedures, someone from our project team may wish to re-contact you to verify a couple of responses you provided today. For this reason, may I please have your first name?

Q27. As this is market research, it is carried out in compliance with the Privacy Act and the information you provided will be used only for research purposes. Your answers will be combined with those of other participants, no individual responses will be identified.

We do re-contact people from time to time for related research projects. Would it be okay if we contacted you again in the future to invite you to participate in any similar research? We will only use this information to contact you to invite you to participate in research, your details will not be passed onto any third party.

IF AGREE, SAY: We will only keep your contact details on record for 12 months. You may ask to have your details removed at any time over the next 12 months.

- Agree to future research 1
- Do not agree to future research 2



CLOSE: That's the end of the interview. Thank you for your time and responses. My name is (...) from Market Solutions, if you have any queries about this survey feel free to call this office during business hours – would you like the number? (Provide number if required – 03 8330 6002 and ask to speak to Danielle Jenner).

Interview is correct and complete 1

Q28. INTERVIEWER'S ID

ENTER ID _____



AUDITING (OFFICE ONLY)

Q29. Was the date and time of interview correct?

Yes 1
No..... 2

Q30. Was the interview recorded correctly?

Yes 1
No..... 2

Q31. Was the interviewer courteous?

Yes 1
No..... 2

Q32. AUDITOR'S ID

ENTER ID..... _____

