

Yarra Glen Vision & Values Survey

Results



About the Survey

General

This survey was conducted by the Yarra Glen Interim Township Group with assistance from www.yarraglen.com and many members of the Yarra Glen & District Community

Distribution Method & Returns

The survey was distributed in hard copy and was available on-line. Hard copy distribution was through Australia Post, however only residents receiving mail on the day of distribution had the survey delivered. Other copies were available from pick up points in the Yarra Glen Township. A total of 478 responses were received, 324 in hard copy and 154 over the Internet.

Duplicates or multiple entries

As this survey was anonymous, the possibility existed that some community members could complete the survey more than once. There were also some "web photocopies" received, many of which were highly similar in nature. The software used to analyse the survey results was able to analyse and identify repeat entries and as a result, 17 surveys were not included in the results. This reduced the number of responses analysed to 461.

About the Survey (cont..)

Population and representation

As at June 2002, Yarra Glen and surrounds had a population of 1371 and it is estimated that the postal district 3775 has a total population of about 2000. The survey target was 322 responses, which would give accurate data with a level of confidence exceeding 95%. This target was well exceeded and would represent a population exceeding 200,000 . We can therefore accept the outcomes of this survey with a very high level of confidence. Not all respondents answered every question, with individual question responses ranging from 436 to 461

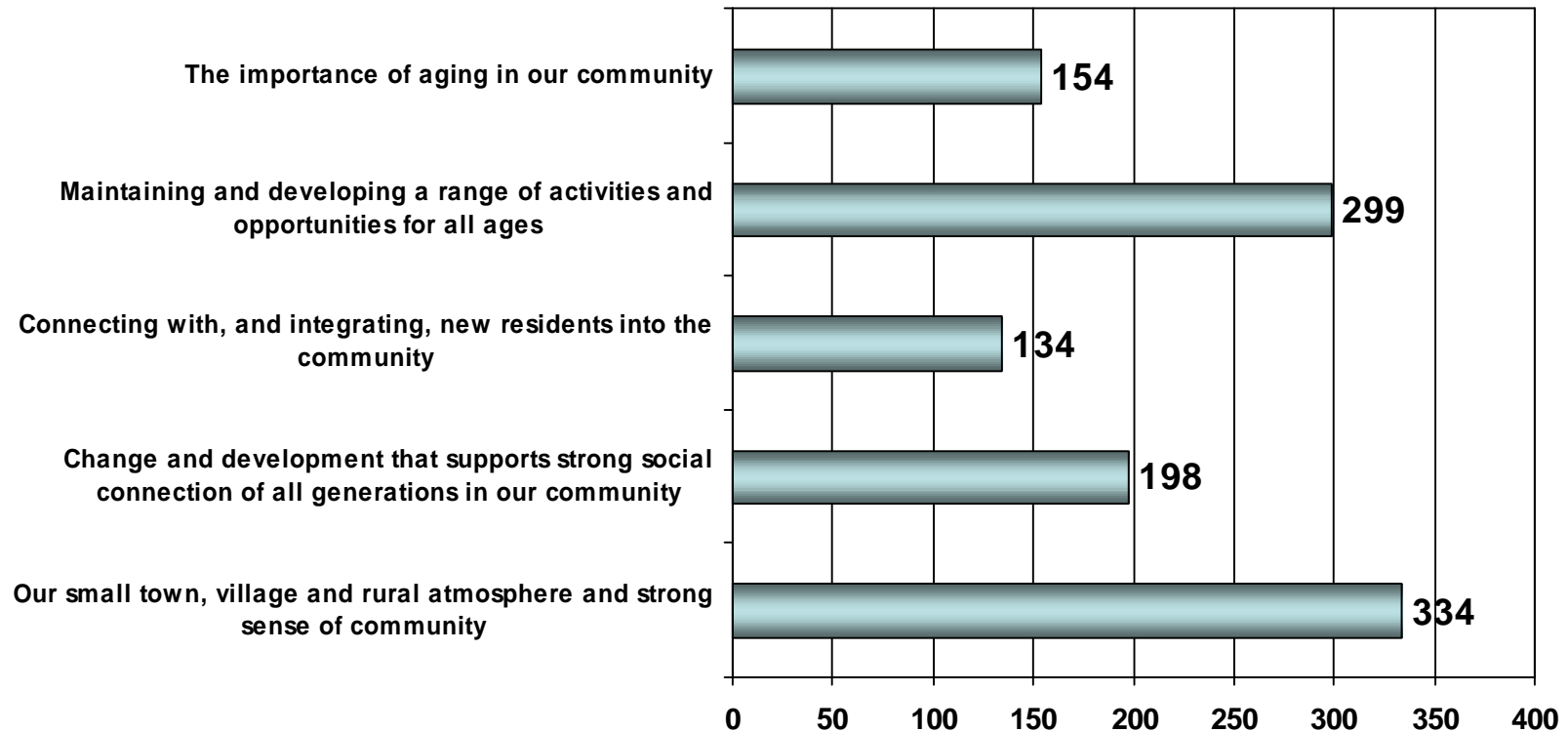
Verbatim Responses

Ten of the 29 questions had '*Other: please specify*' as a response option. The responses listed as 'other' were visually scanned and tabulated according to the main message in the comments. Similarly, six questions had totally open responses. These were also analysed manually and tabulated into one or more categories.

Means and Averages

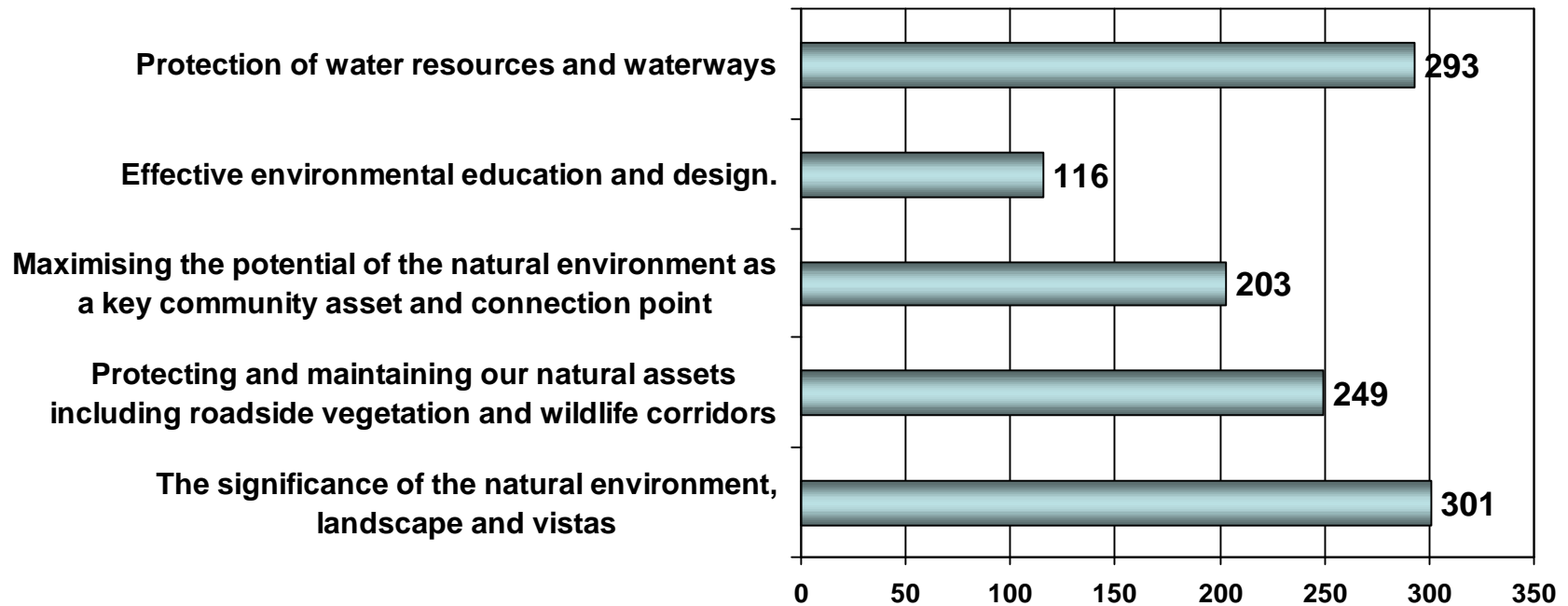
Question 22 asked respondents to state their agreement with a statement regarding the supermarket proposal. The question used a 5 point scale from 1 (Strongly Disagree) through 5 (Strongly agree). For this question several means have been calculated across several demographic groups. The mean is simply the average of all responses. An average of 3 indicates a balanced view, less than 3 indicates preference against and more than 3 indicates preference in favour.

Q1 - Our People & Community - Which of the following are most important to you in ensuring the Yarra Glen community is maintained and strengthened? (Please select up to 3)



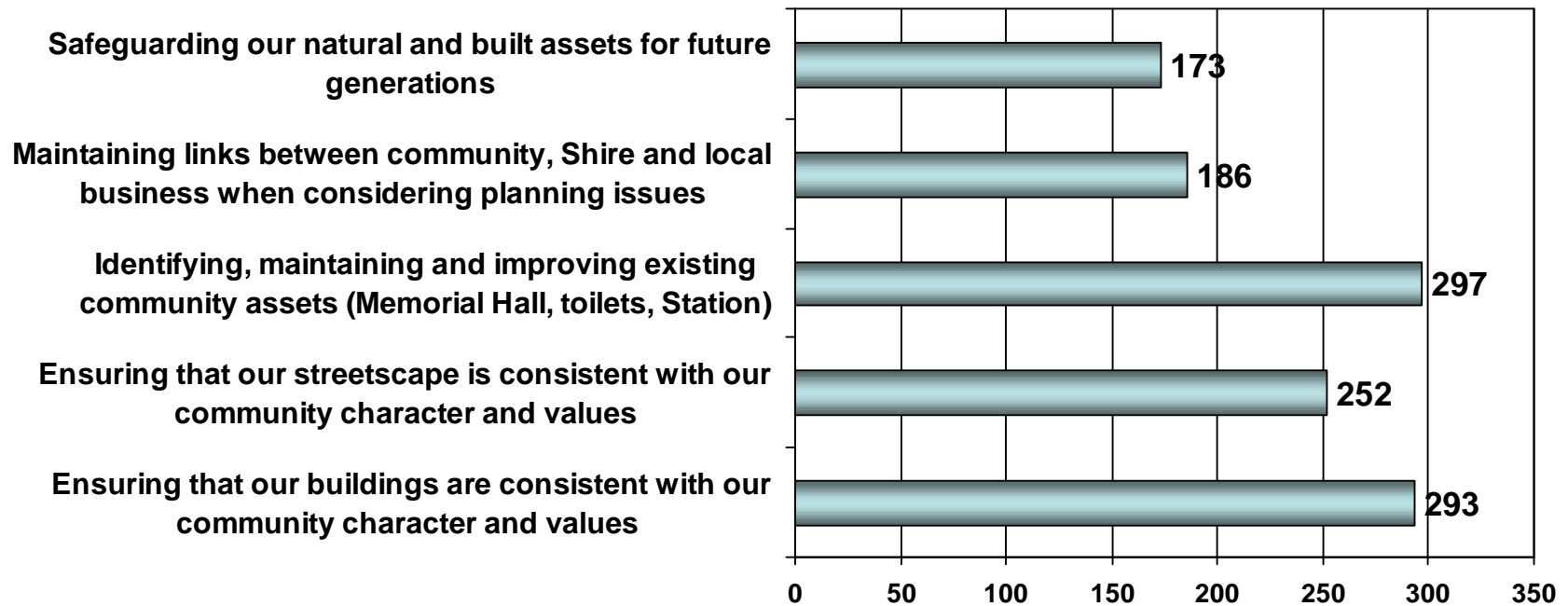
Total Respondents = 461

Q2 - Natural Environment - Which of the following are most important to you in ensuring that Yarra Glen and its surrounding district values its natural environment? (Please select up to 3)



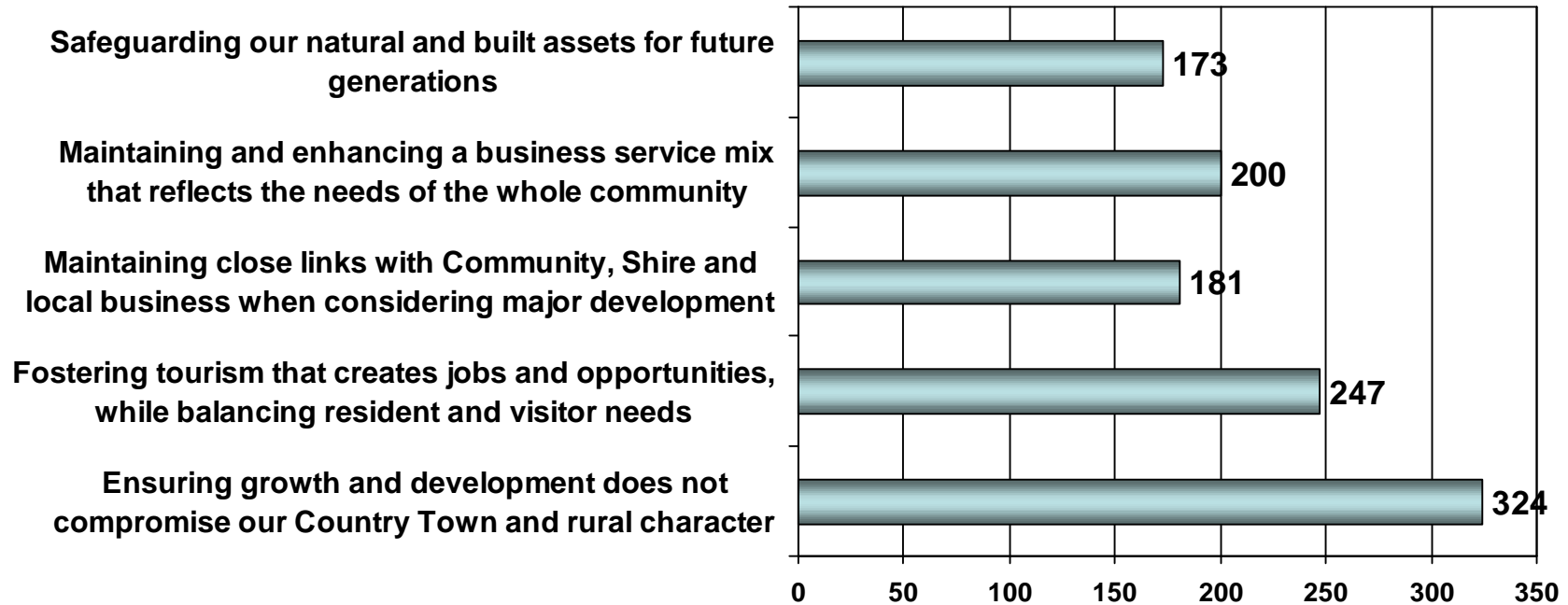
Total Respondents = 454

Q3 - Built Environment - Which of the following are most important to you in ensuring our built environment reflects the character of our community? (Please select up to 3)



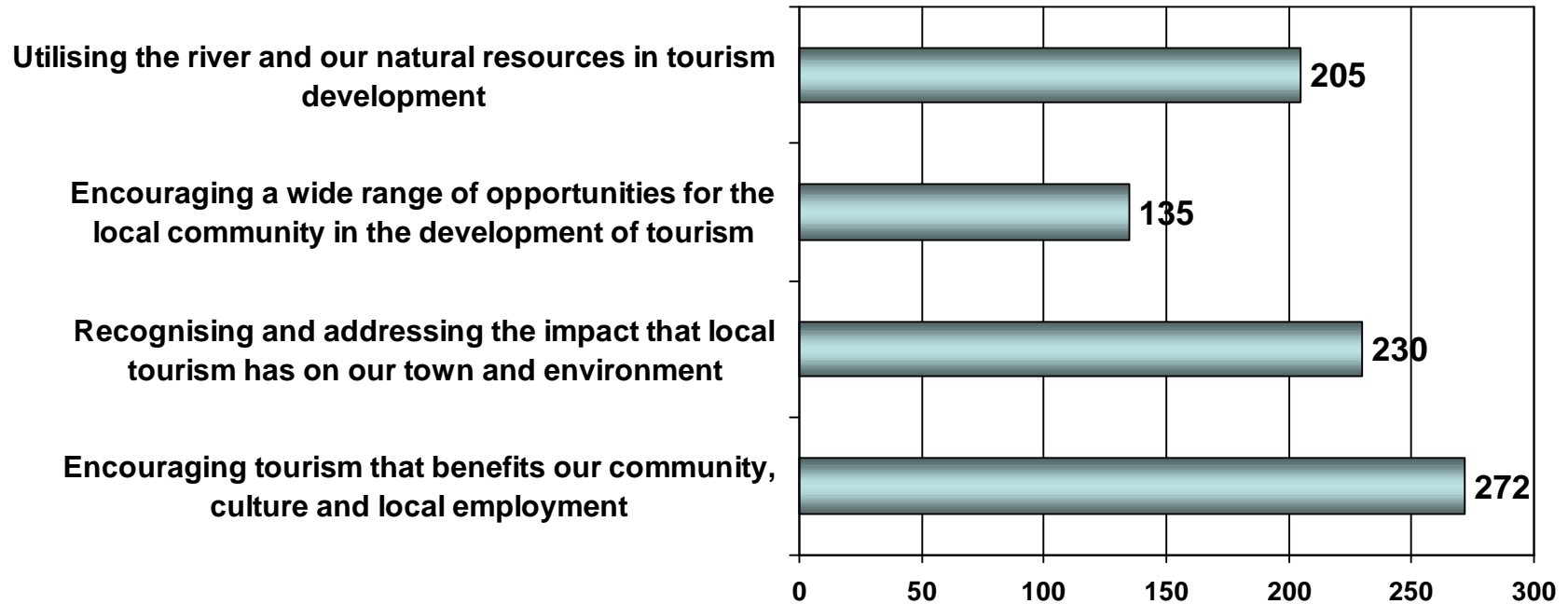
Total Respondents = 456

Q4 - Local Economy - Which of the following are most important to you in ensuring our local economy is based on our unique character and attractive to residents and tourists alike? (Please select up to 3)



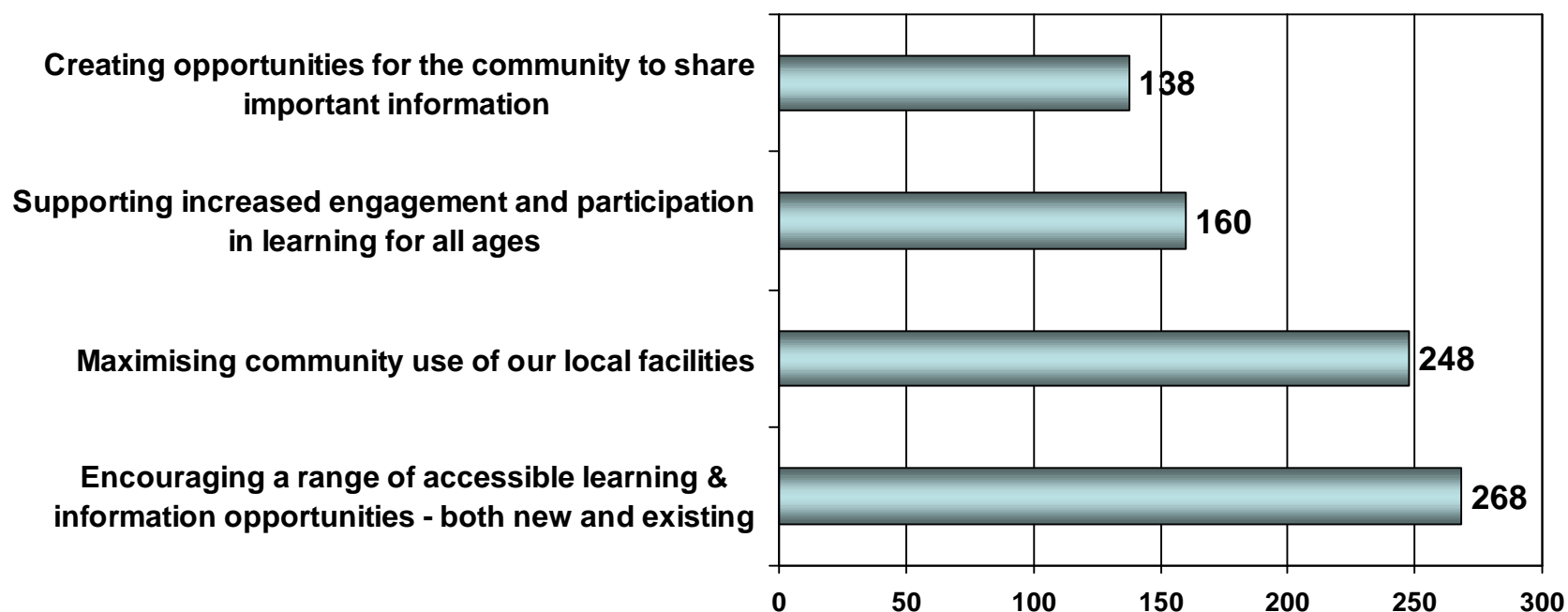
Total Respondents = 458

Q5 - Tourism - Which of the following are most important to you in ensuring our community benefits from a diverse tourism industry?
(Please select up to 2)



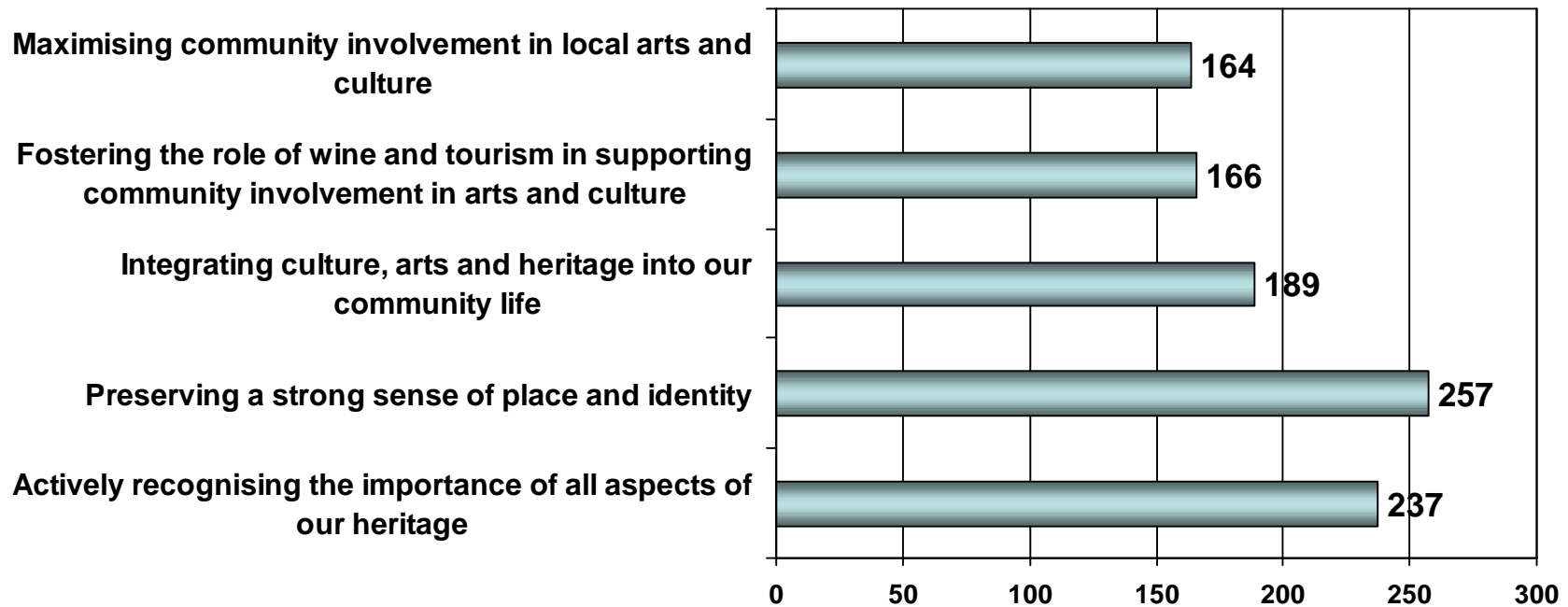
Total Respondents = 454

**Q6 - Lifelong Learning & Community Engagement - Which of the following are most important to you in ensuring awareness and participation of all ages in learning, leisure and community activities?
(Please select up to 2)**



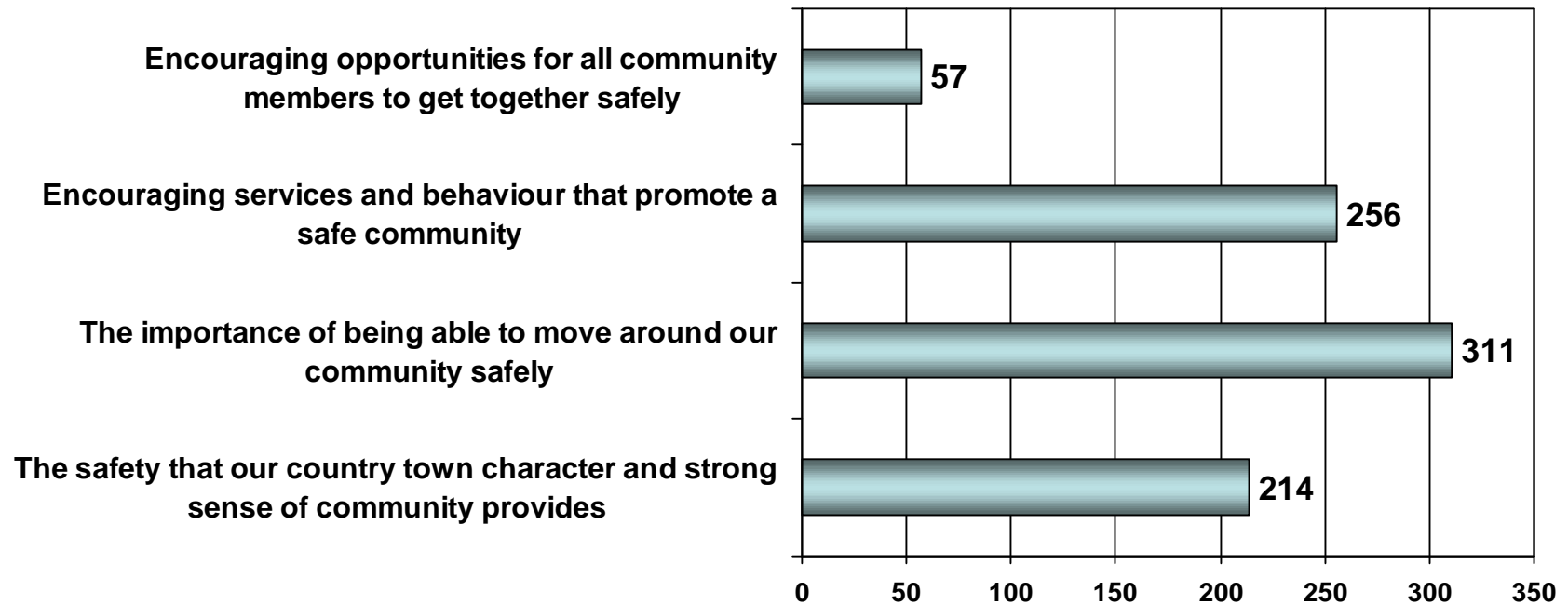
Total Respondents = 450

Q7 - Culture, Arts & Heritage - Which of the following are most important to you in ensuring our history, heritage and identity are valued by the community and that we have a diverse range of cultural activities? (Please select up to 3)



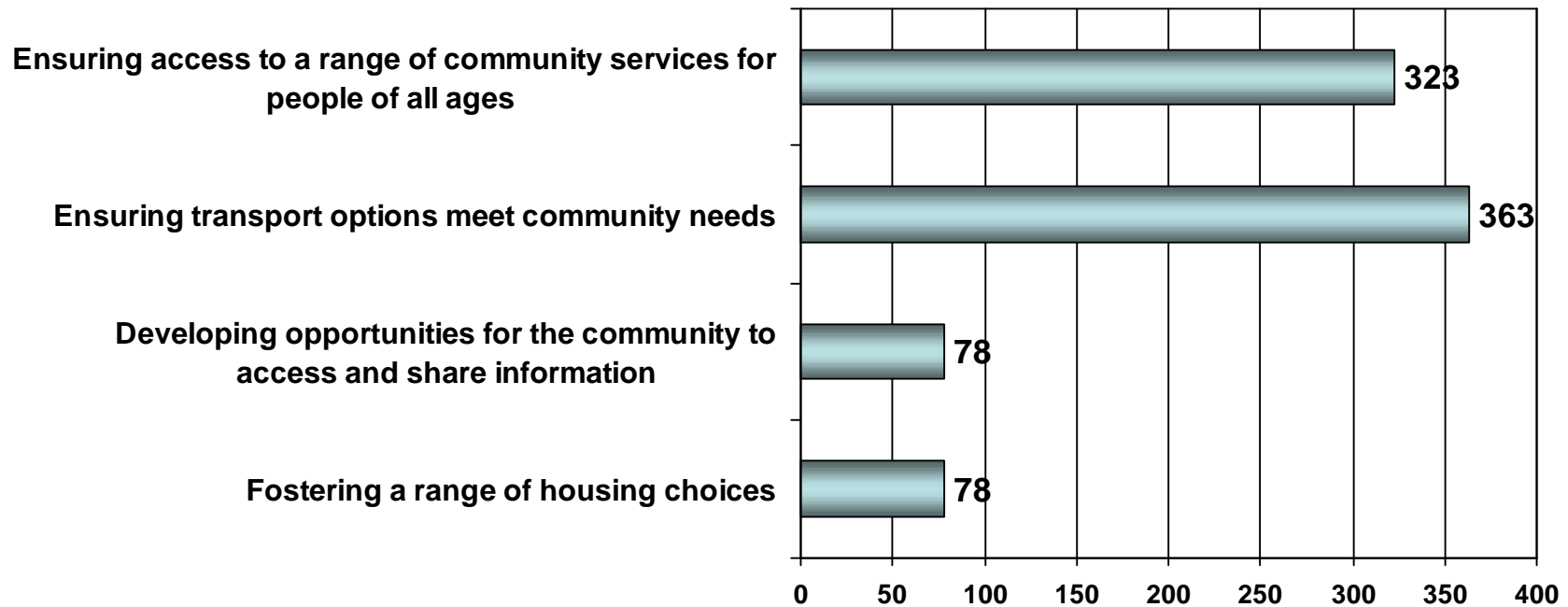
Total Respondents = 448

Q8 - Safety - Which of the following are most important to you in ensuring a high level of personal safety for all members of the community? (Please select up to 2)



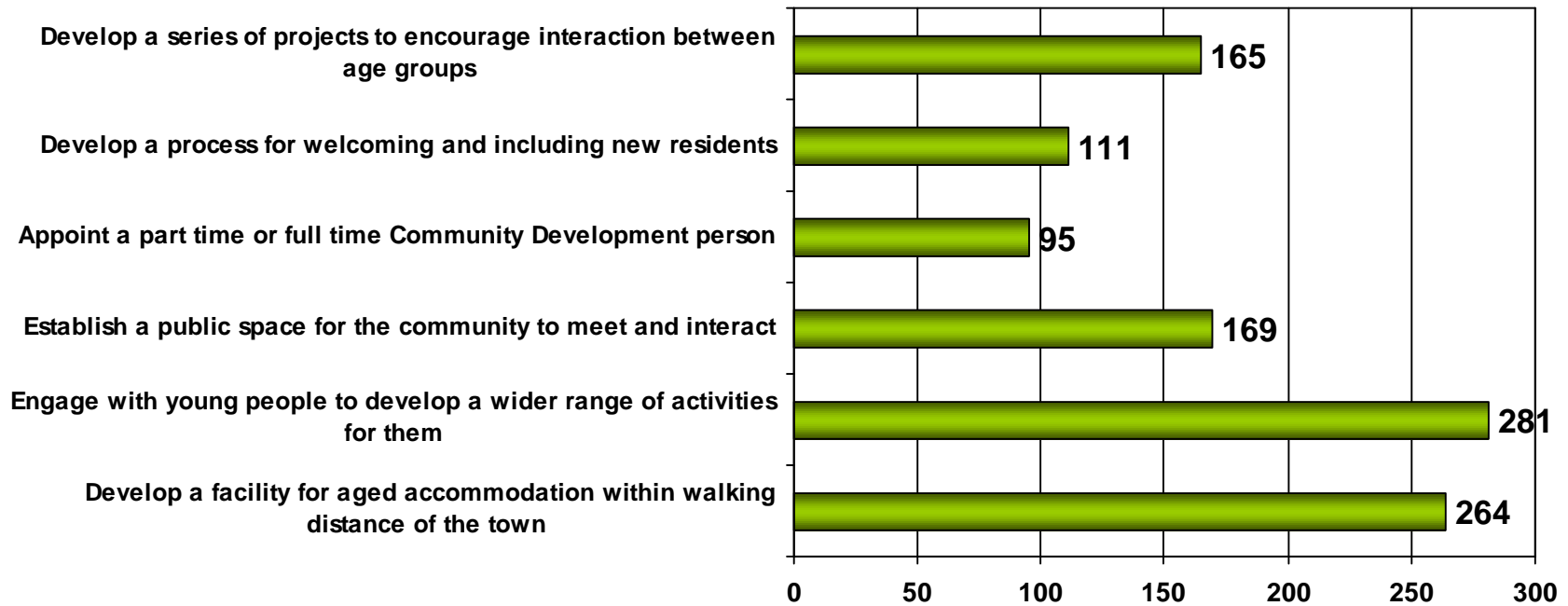
Total Respondents = 453

Q9 - Accessibility - Which of the following are most important to you in ensuring improved access for all to housing, services, facilities and community activities? (Please select up to 2)



Total Respondents = 457

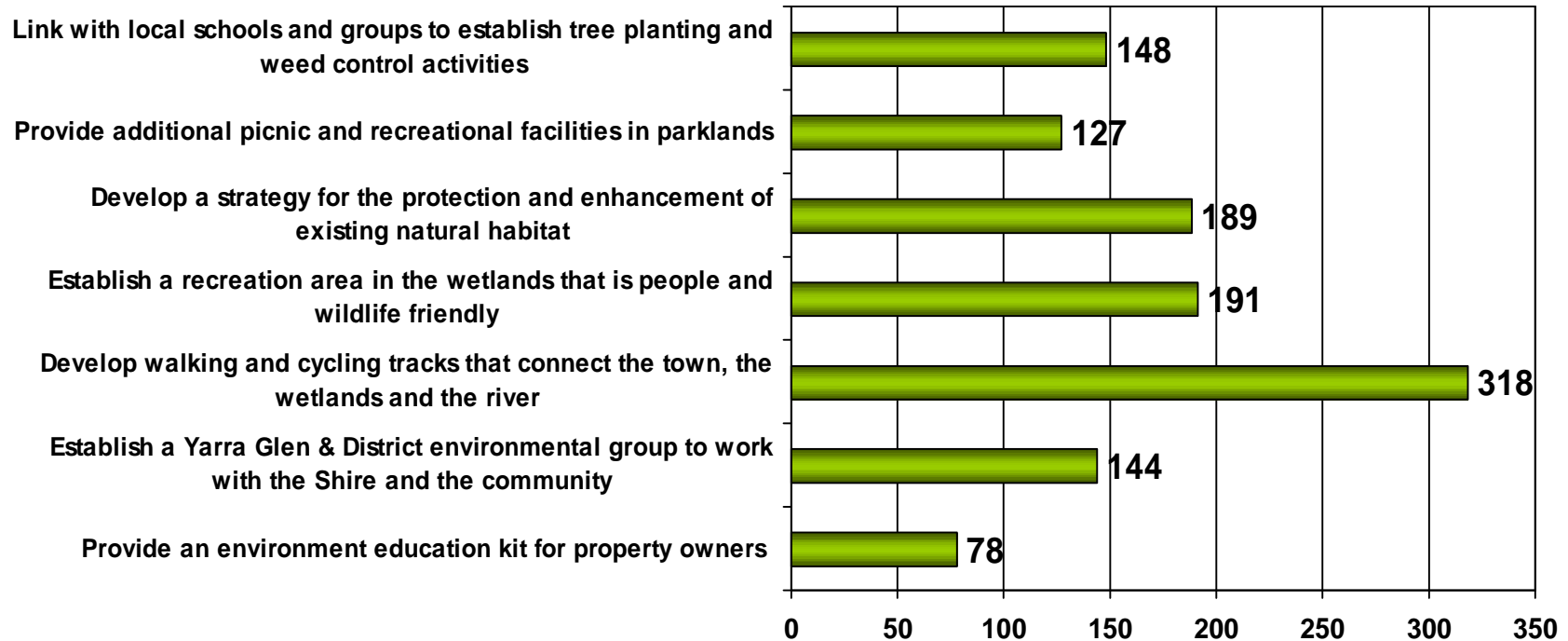
Q10 - Our People and Community - Which of the following actions or projects do you feel will contribute most to our community's future?
(Please select 3 only)



Total Respondents = 450

Other = 18 (No Standout)

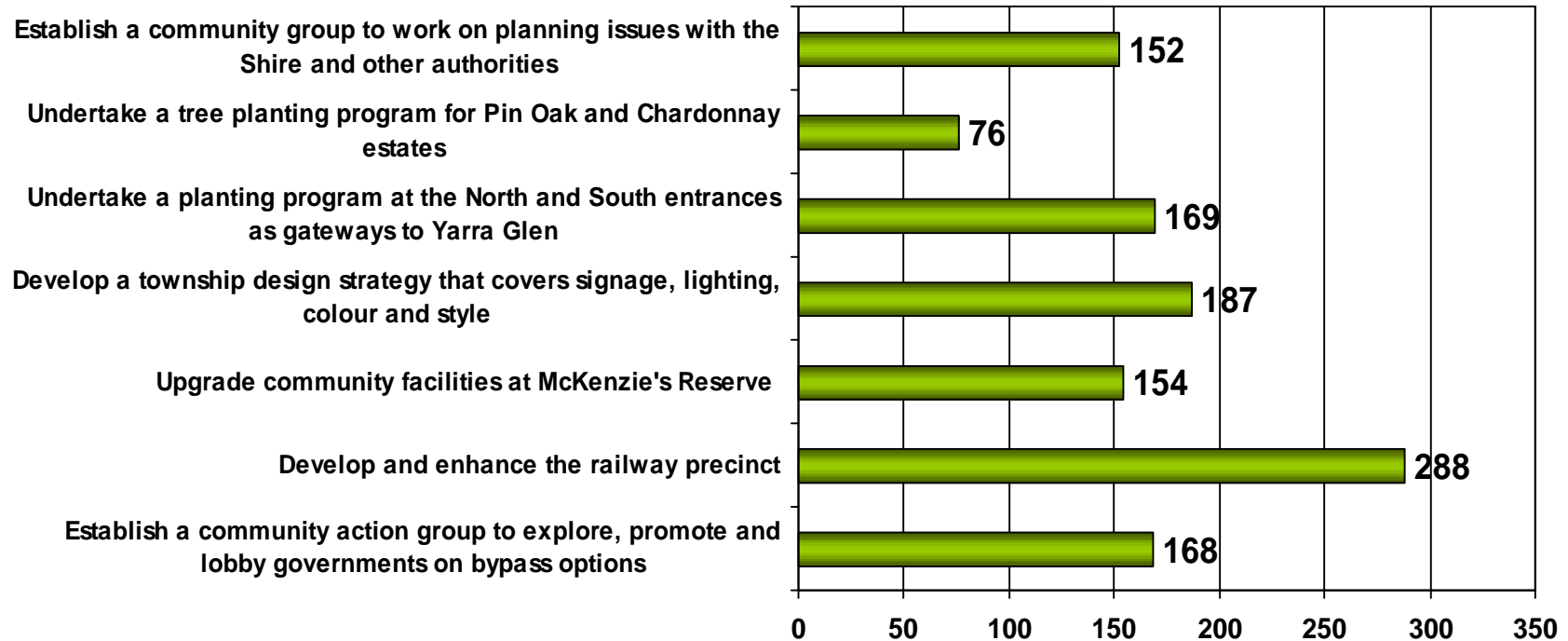
Q11 - Natural Environment - Which of the following actions or projects do you feel will contribute most to ensuring the quality and health of the natural environment? (Please select 3 only)



Total Respondents = 451

Other = 17 (No Standout)

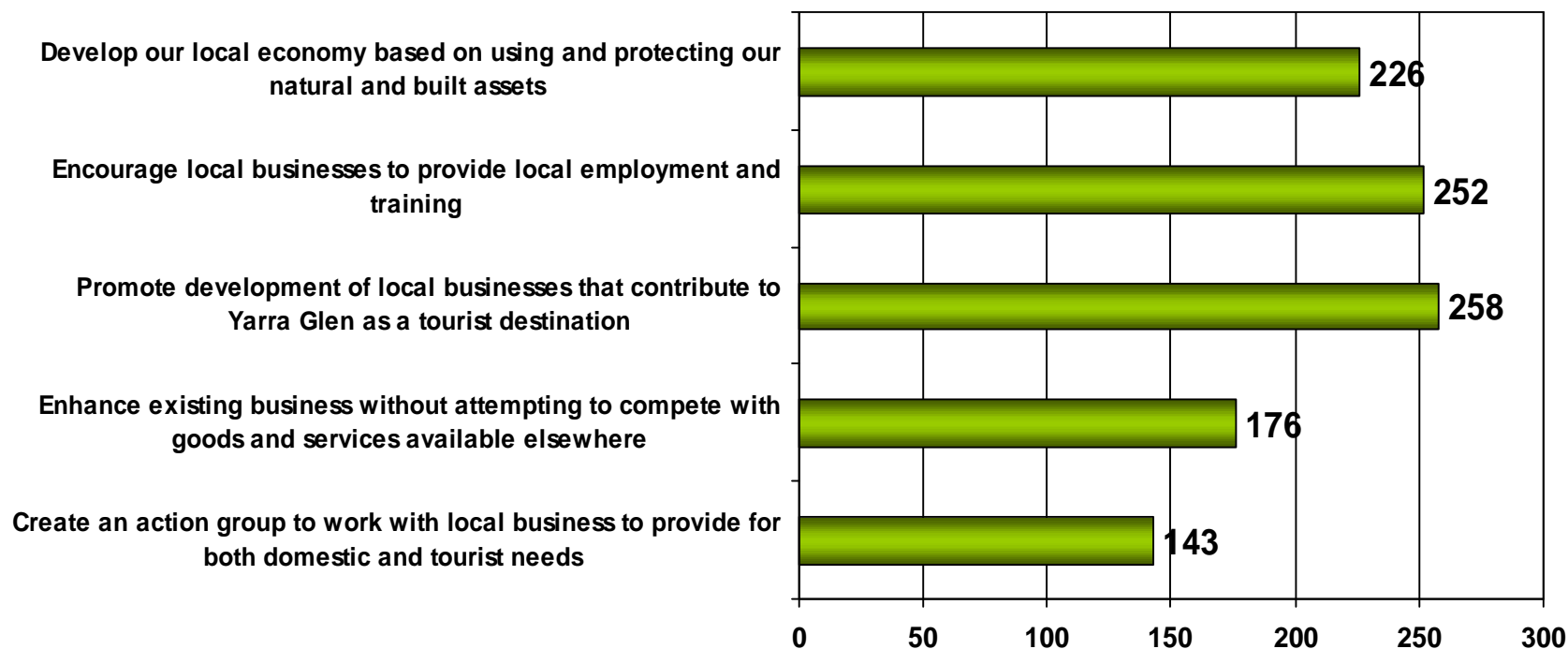
Q12 - Built Environment - Which of the following actions or projects do you feel will contribute most to ensuring Yarra Glen's Built Environment reflects, supports and enhances the village feel and character of the local community? (Please select 3 only)



Total Respondents = 453

Other = 15 (No Standout)

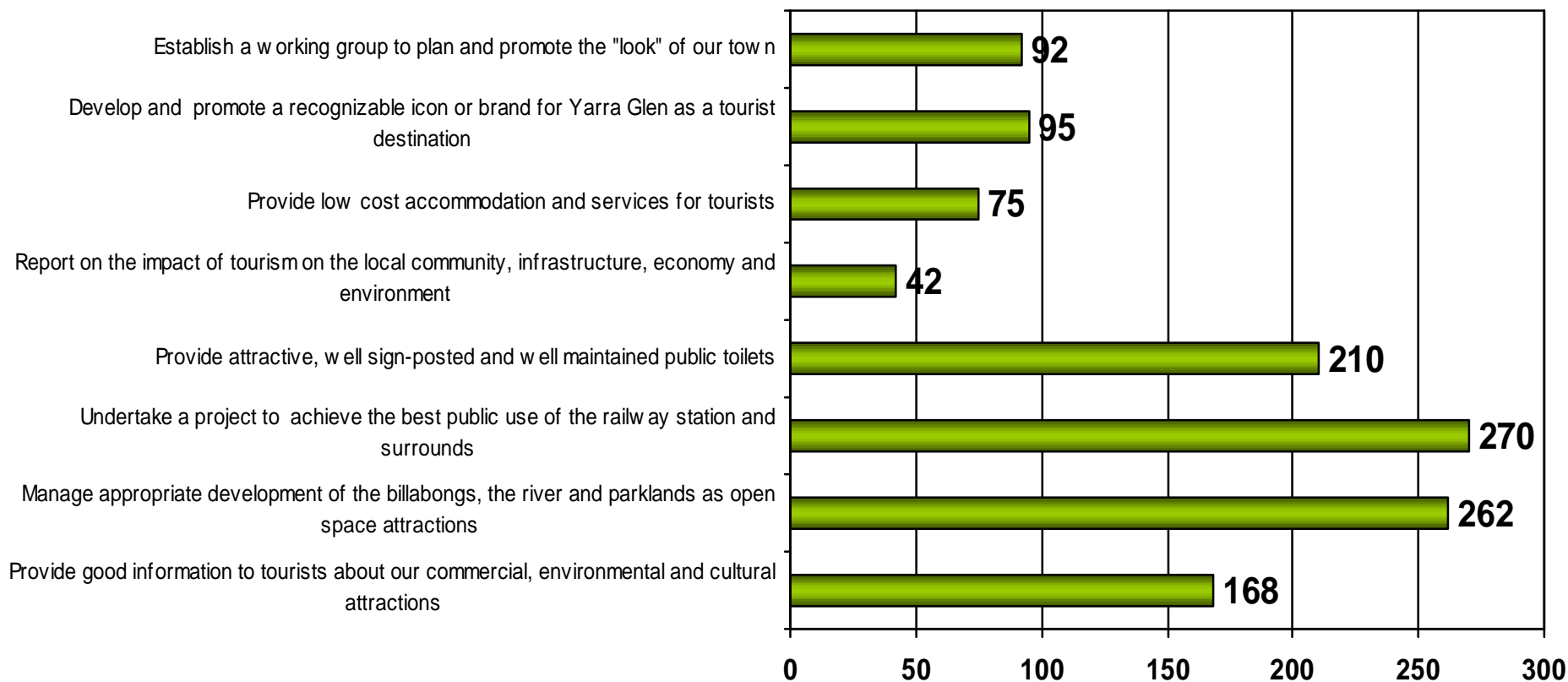
Q13 - Local Economy - Which of the following actions or projects do you feel will contribute most to ensuring Yarra Glen's local economy is based on a unique village and rural character that is attractive to both residents and tourists? (Please select 3 only)



Total Respondents = 445

Other = 13 (No Standout)

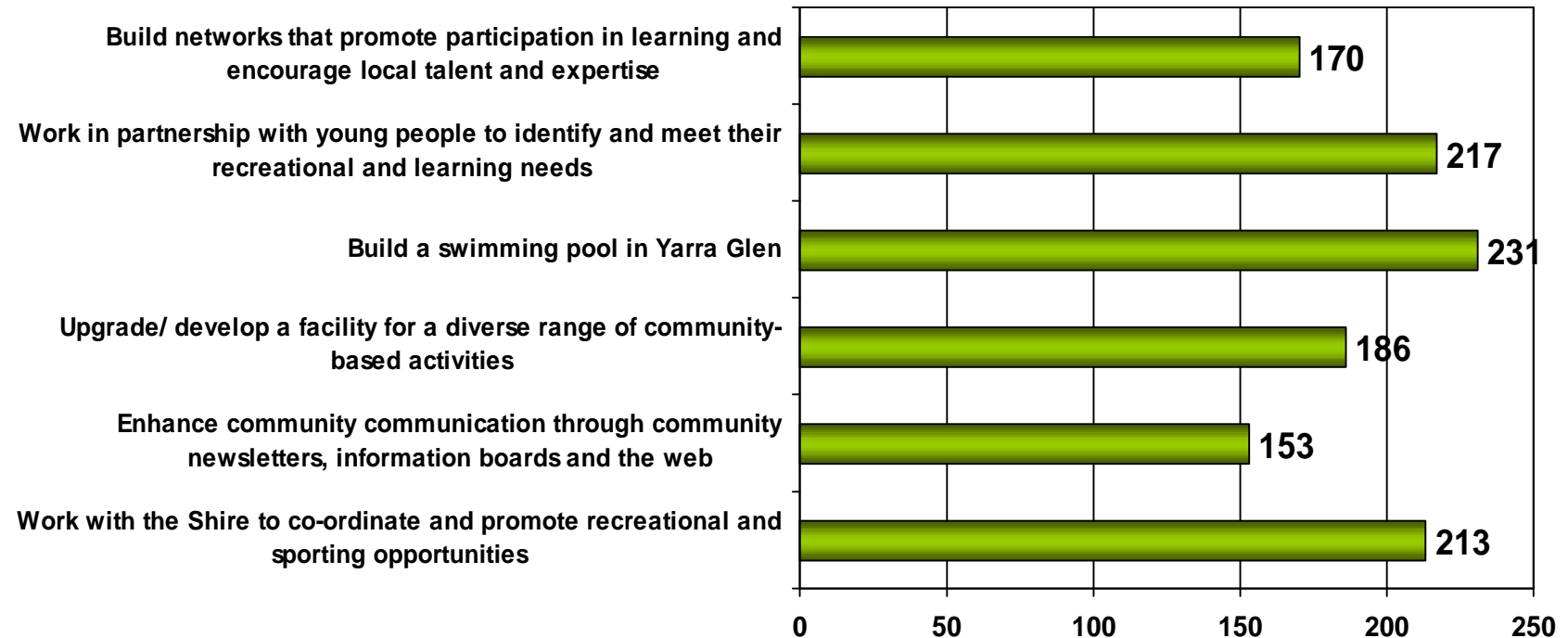
Q14 - Tourism - Which of the following actions or projects do you feel will contribute most to ensuring a sustainable and diverse tourism industry which respects our community values and cares for our natural and built environment? (Please select 3 only)



Total Respondents = 456

Other = 13 (No Standout)

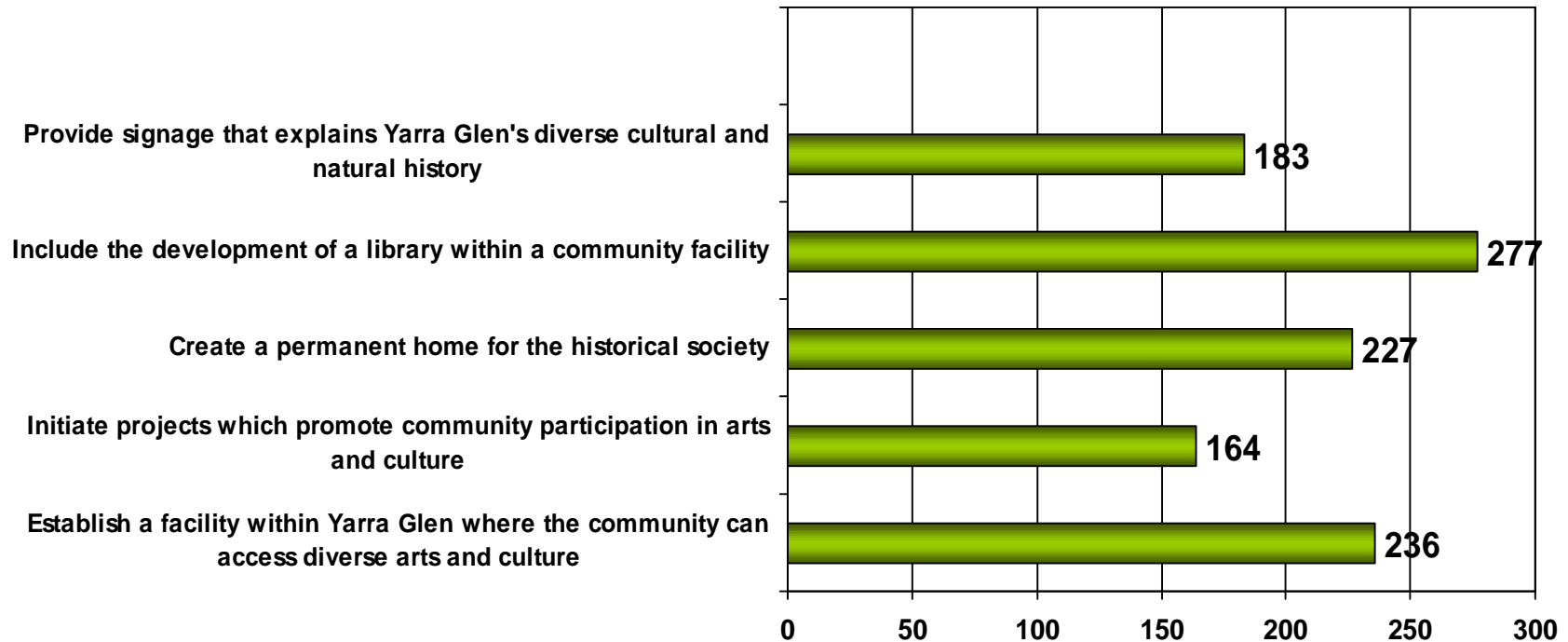
Q15 - Lifelong Learning and Community Engagement -Which of the following actions or projects will contribute most to ensuring the community further expands its awareness and participation in learning, leisure and community activities? (Please select 3 only)



Total Respondents = 446

Other = 9 (No Standout)

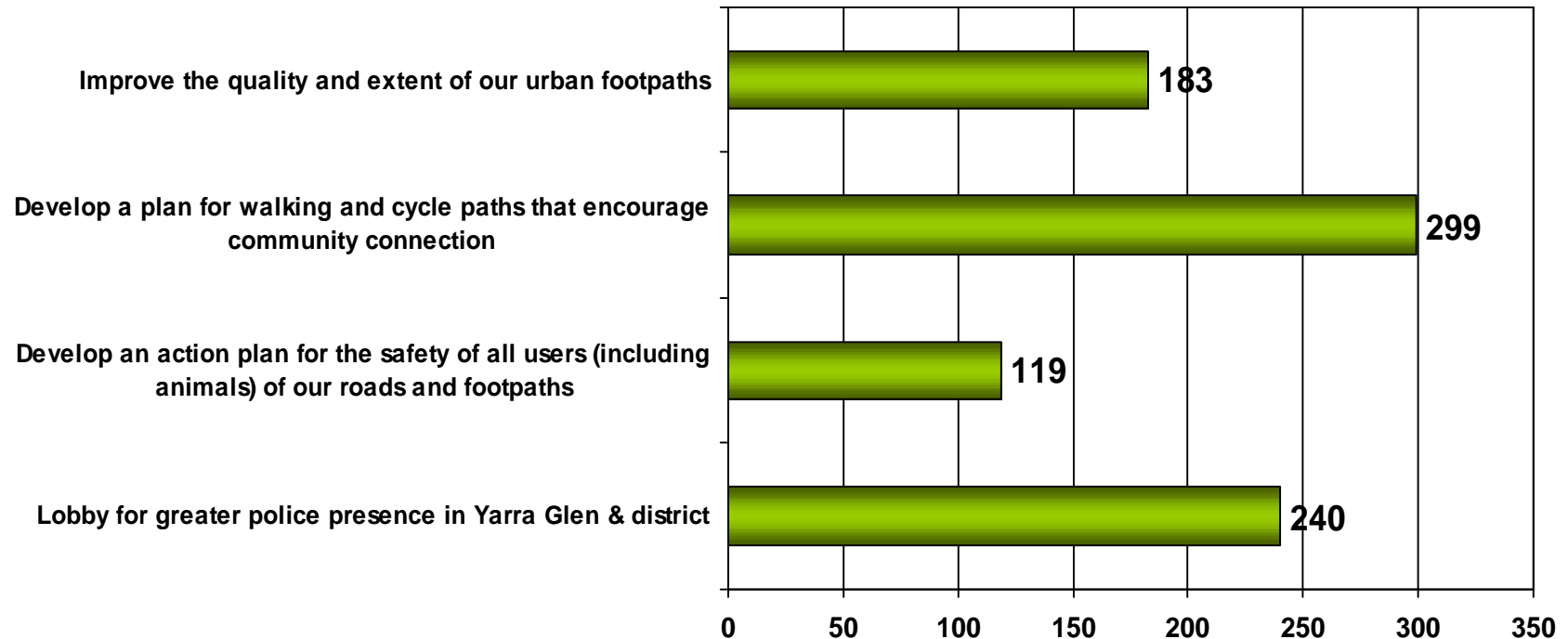
Q16 - Culture, Arts and Heritage-Which of the following actions or projects will contribute most to ensuring Yarra Glen's history, heritage and identity is valued by its community and that we have access to a range of cultural activities? (Please select 3 only)



Total Respondents = 439

Other = 6 (No Standout)

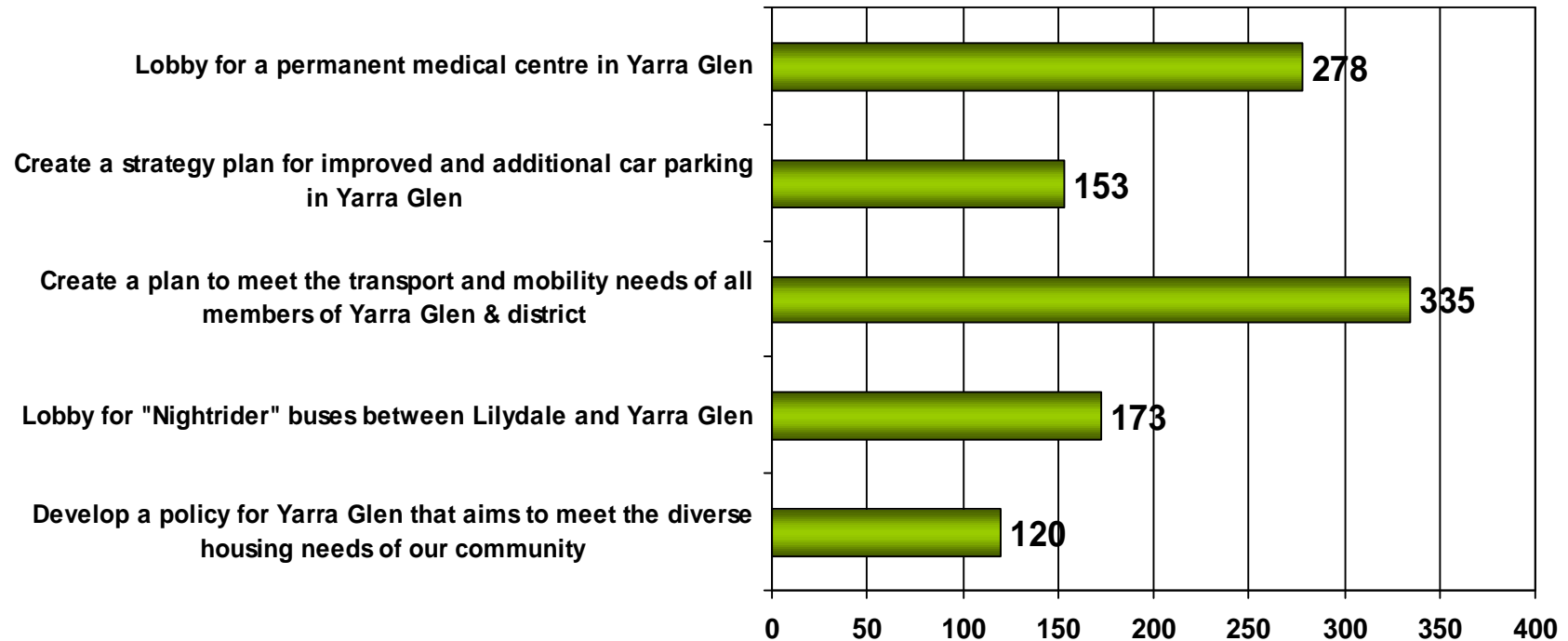
Q17 - Safety - Which of the following actions or projects will contribute most to ensuring Yarra Glen has a high level of personal and community safety? (Please select 2 only)



Total Respondents = 446

Other = 9 (No Standout)

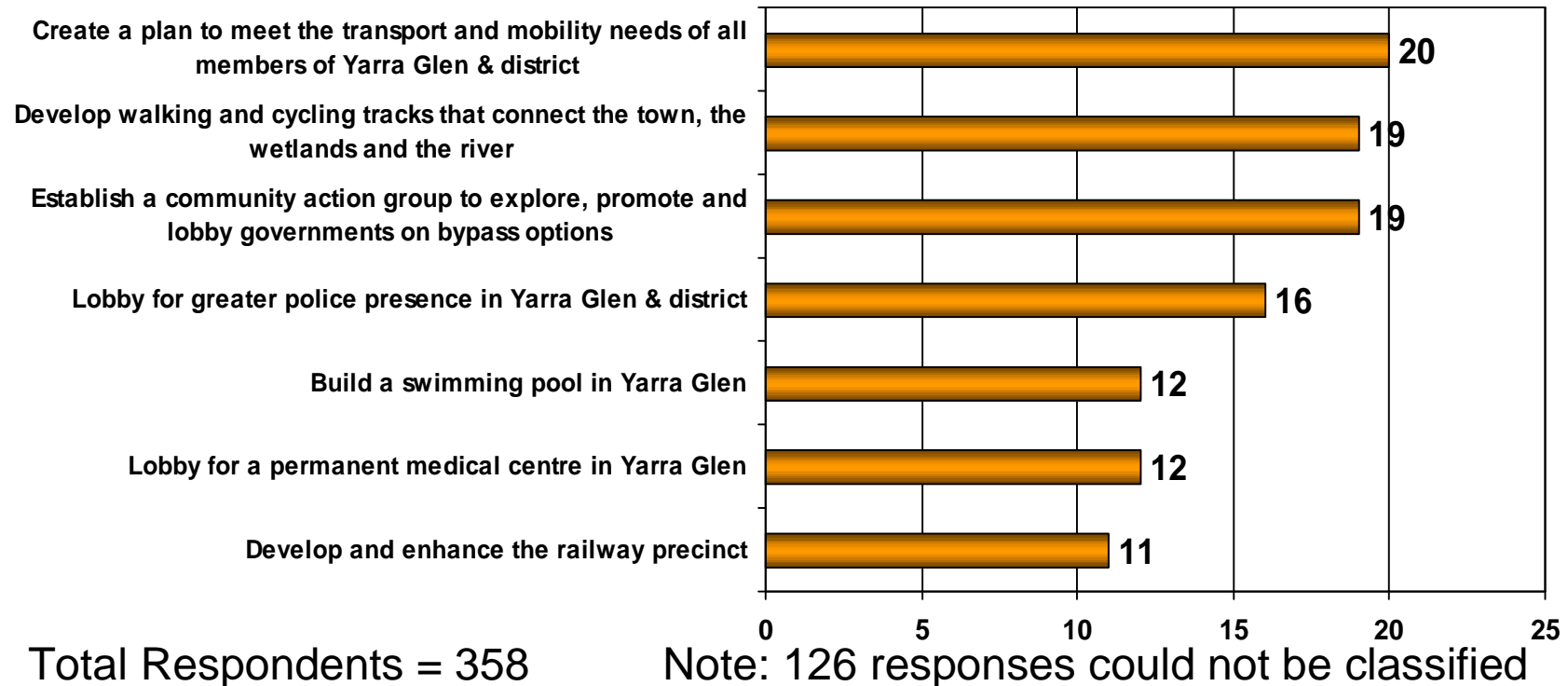
Q18 - Accessibility - Which of the following actions or projects do you feel will contribute most to ensuring that Yarra Glen improves access for all to housing, transport, services, facilities and community services? (Please select 3 only)



Total Respondents = 450

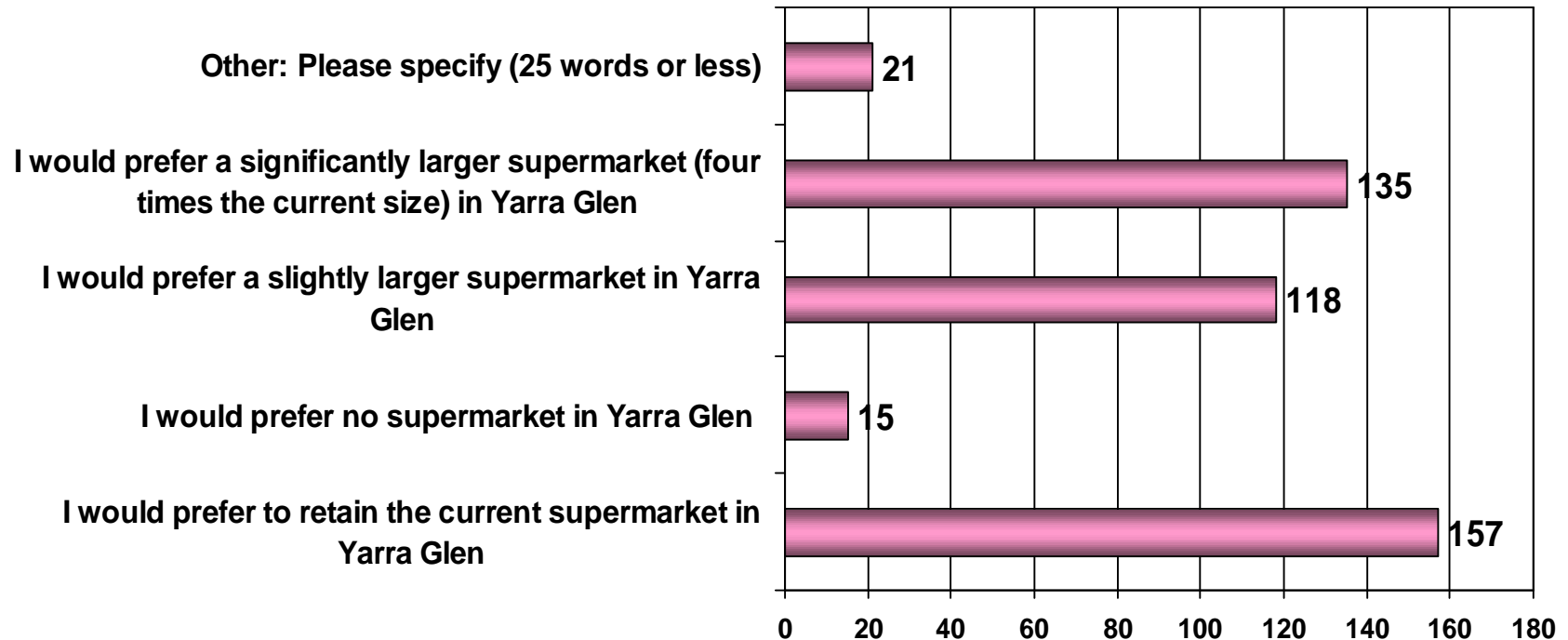
Other = 19 (No Standout)

Q19 - Of all the actions and projects listed in Questions 10 through 18, which SINGLE action or project do you feel is most important for the community?



Note: Due to the high number of responses that could not be classified results for this question are considered indicative, but not significant

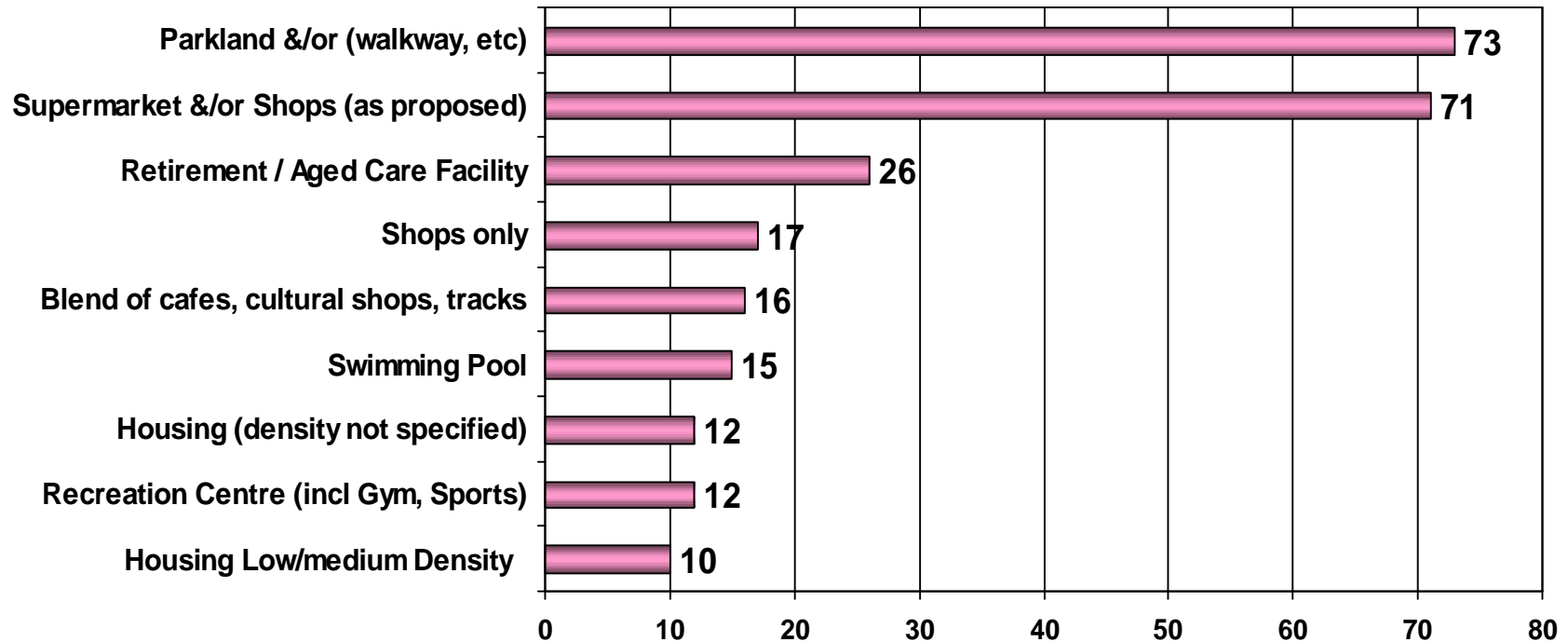
Q20 - What size supermarket would you like in Yarra Glen?



Total Respondents = 446

Other: 21 (No Standout)

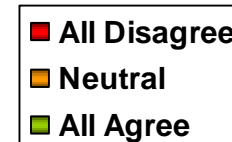
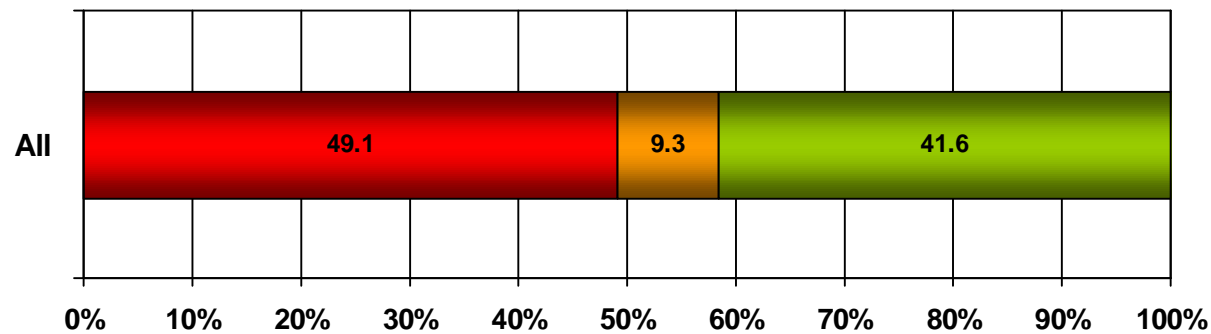
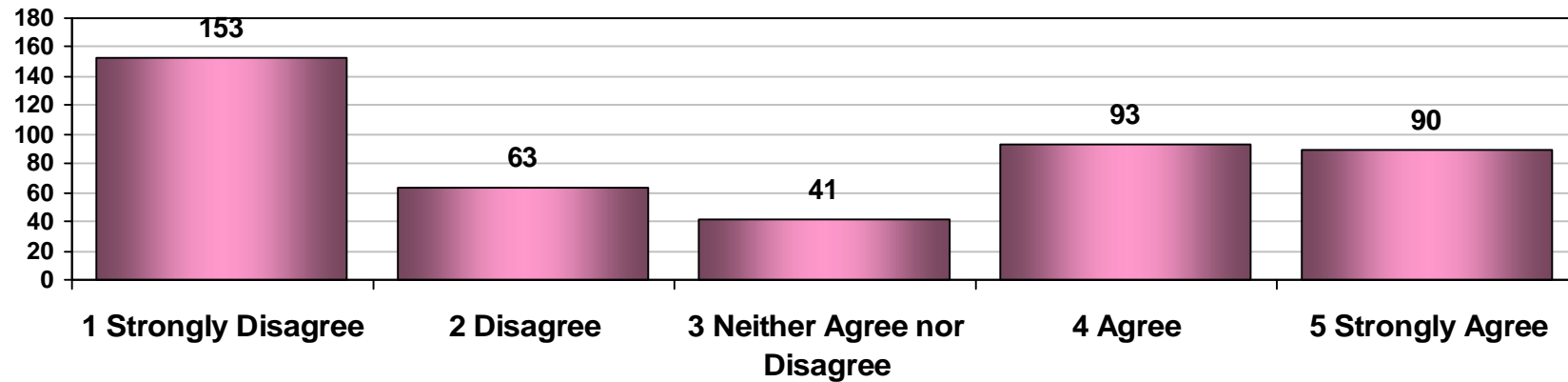
Q21 - The land to the north of the shopping centre is privately owned and can be legitimately developed. If you had a say, what development would you prefer to see?



Total Respondents = 374

Unable to classify: 52

Q22 - Please indicate your agreement with the following statement -
 "The supermarket proposal as outlined for Yarra Glen would be
 beneficial for the community"



For an explanation of 'Means', please see page 3

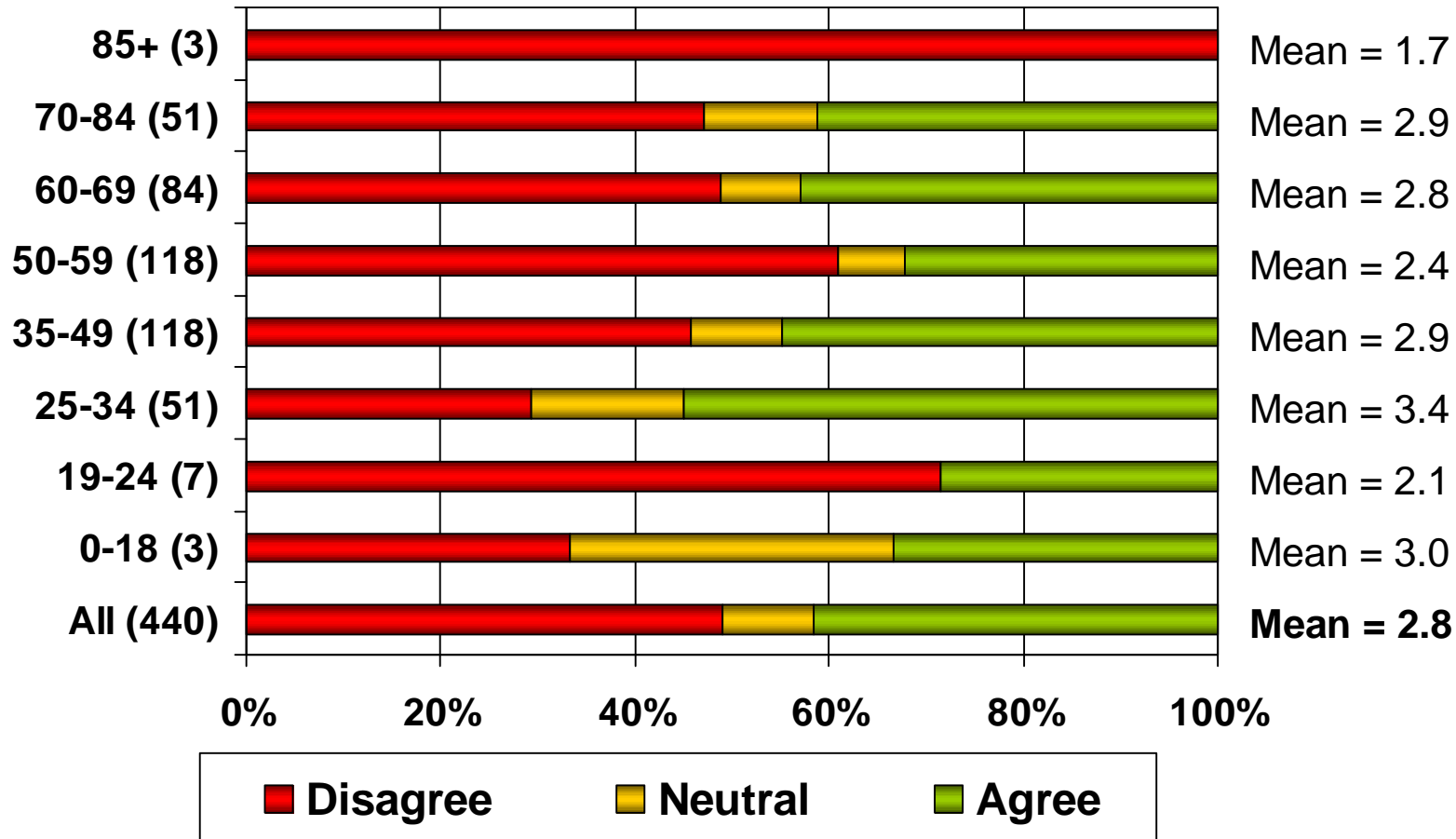
Total Respondents = 440

Mean = 2.8 (Slightly against)

Q22 - Please indicate your agreement with the following statement -
 "The supermarket proposal as outlined for Yarra Glen would be
 beneficial for the community"

For an explanation of
 'Means', please see page 3

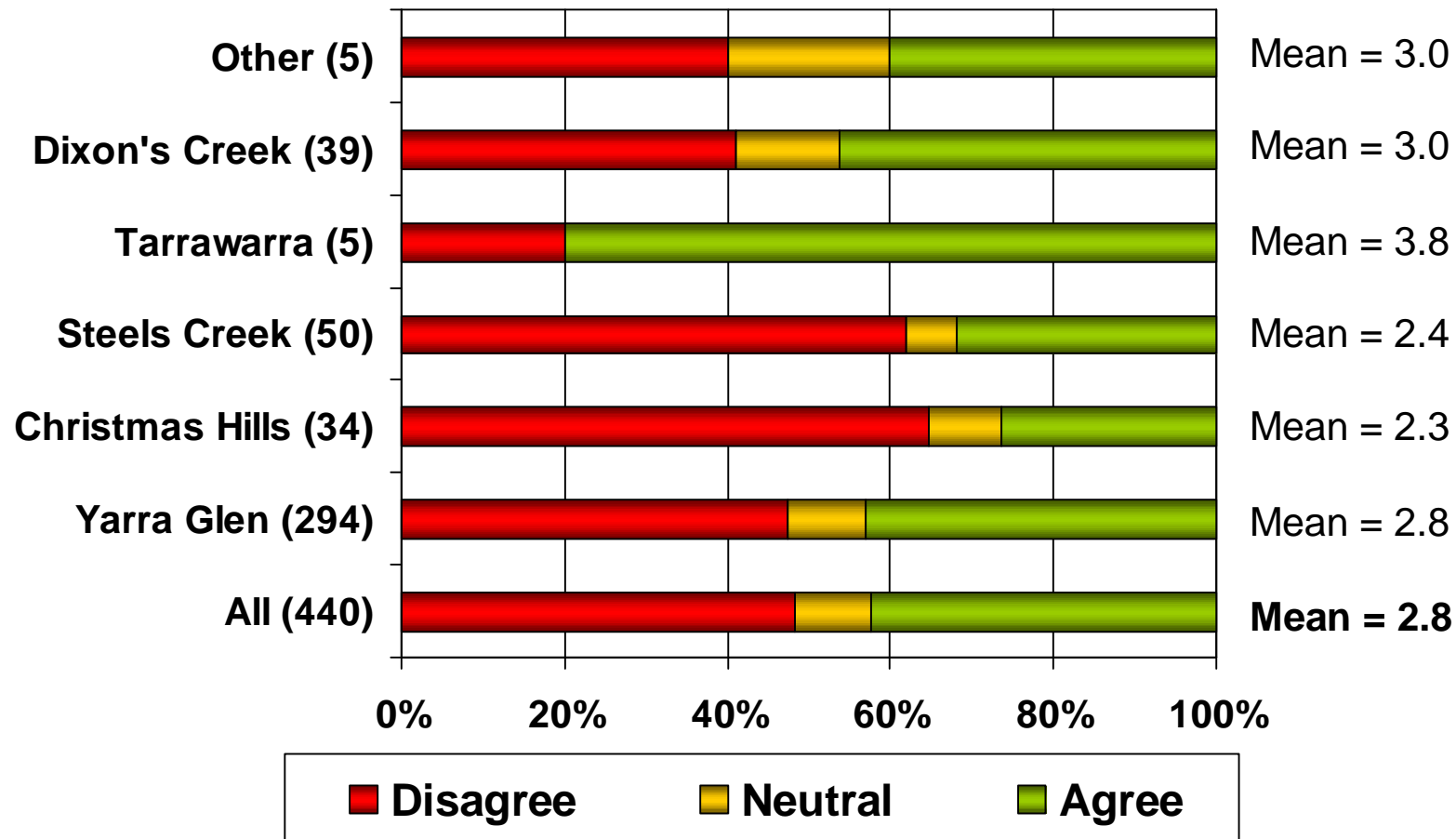
Breakdown by Age



Q22 - Please indicate your agreement with the following statement -
 "The supermarket proposal as outlined for Yarra Glen would be
 beneficial for the community"

For an explanation of
 'Means', please see page 3

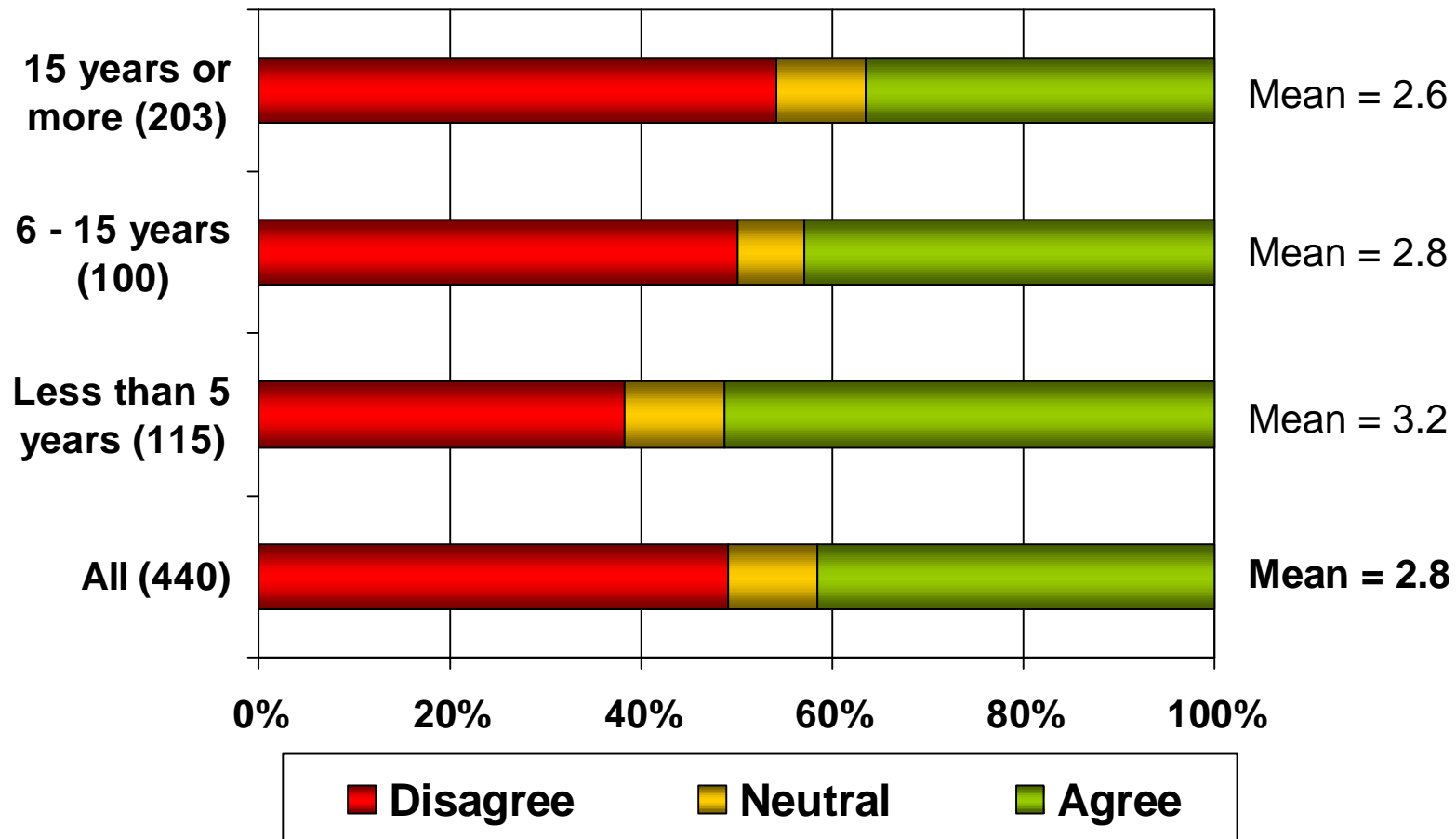
Breakdown by Location



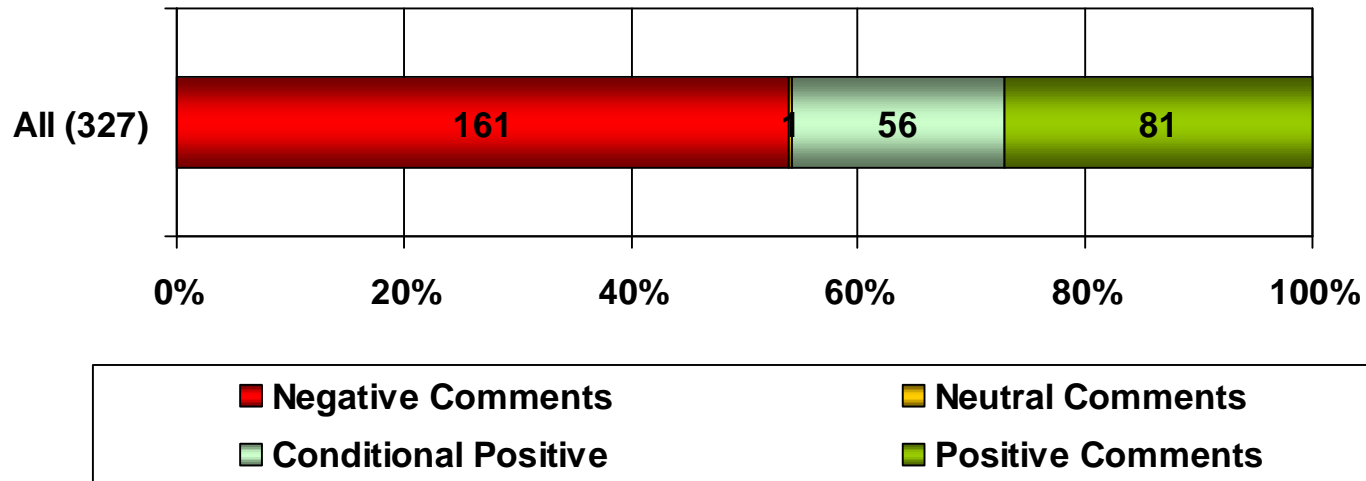
Q22 - Please indicate your agreement with the following statement -
 "The supermarket proposal as outlined for Yarra Glen would be
 beneficial for the community"

For an explanation of
 'Means', please see page 3

Breakdown by Time in Region



Q23 - Please list any comments you have about the proposed supermarket development



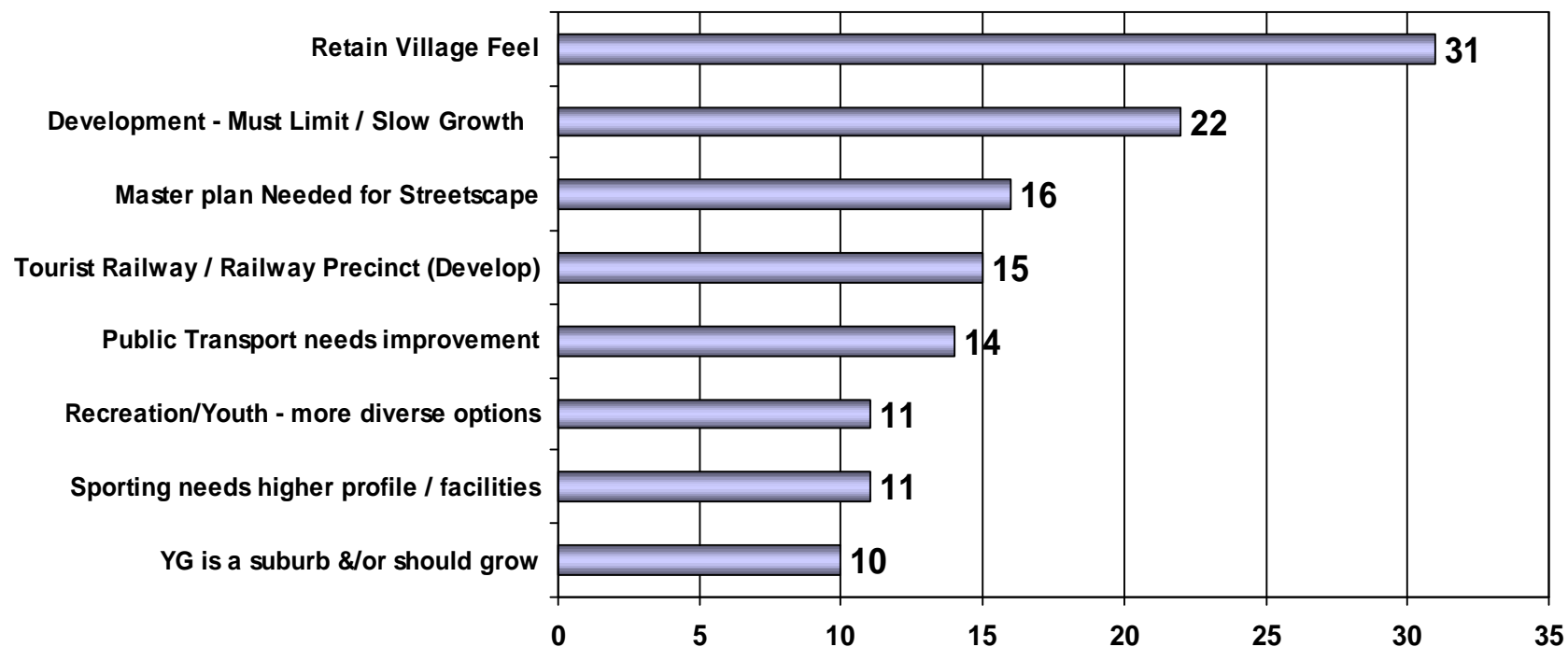
Note: Conditional Positives reflect views or comments such as:

“OK subject to design”
or “OK if there are lots of trees”

28 Responses could not be classified

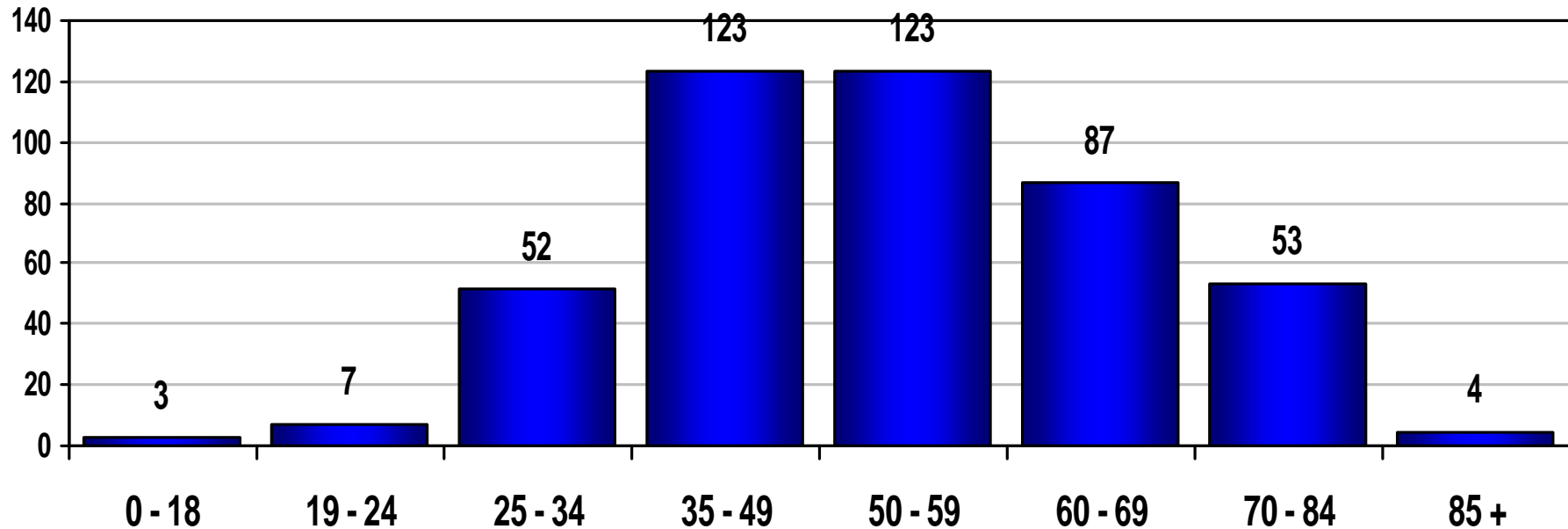
Q24 - Please list any other comments or suggestions you have about the future of Yarra Glen

Top 8 responses



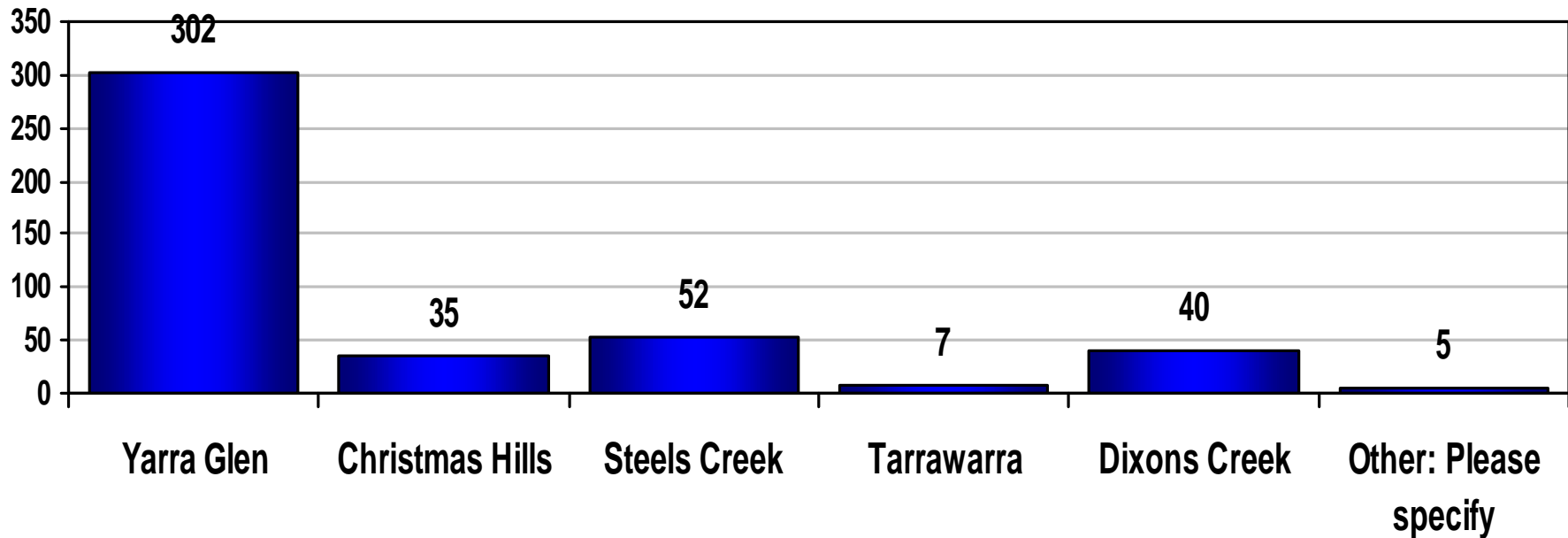
Total Responses = 270

Q25. About You (optional) - Please indicate the age range for the person completing this survey:



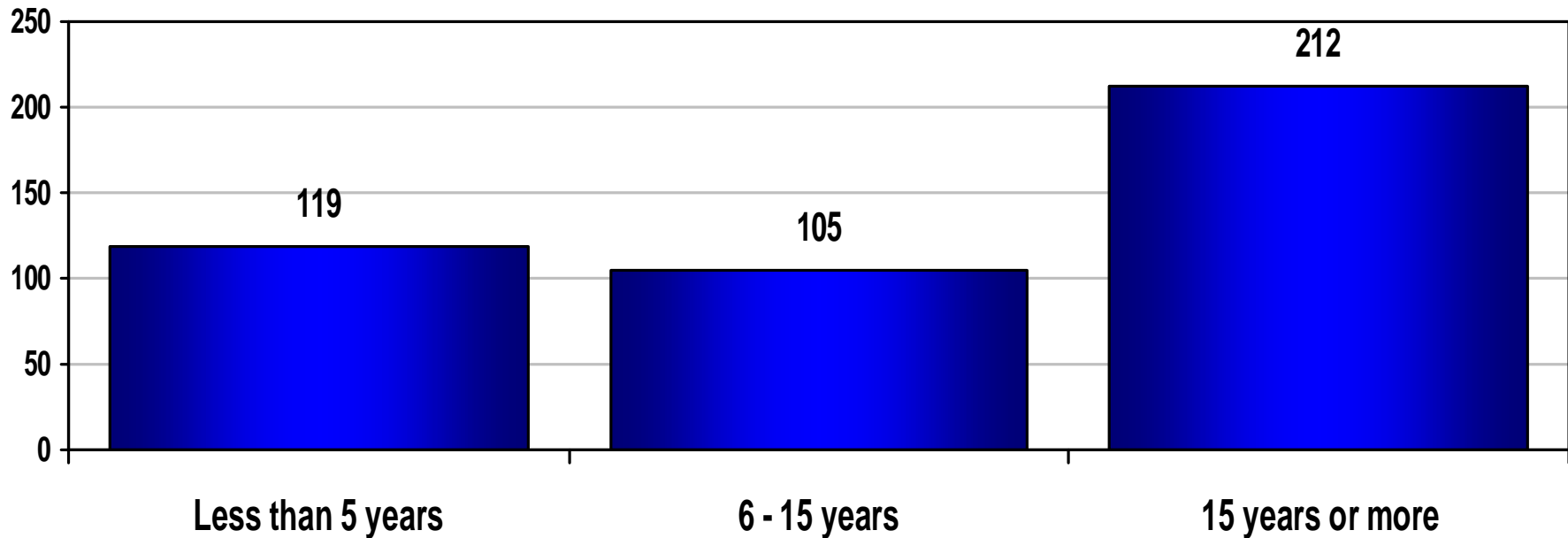
Total Respondents = 452

Q26. About You (optional) - Please indicate where you live:



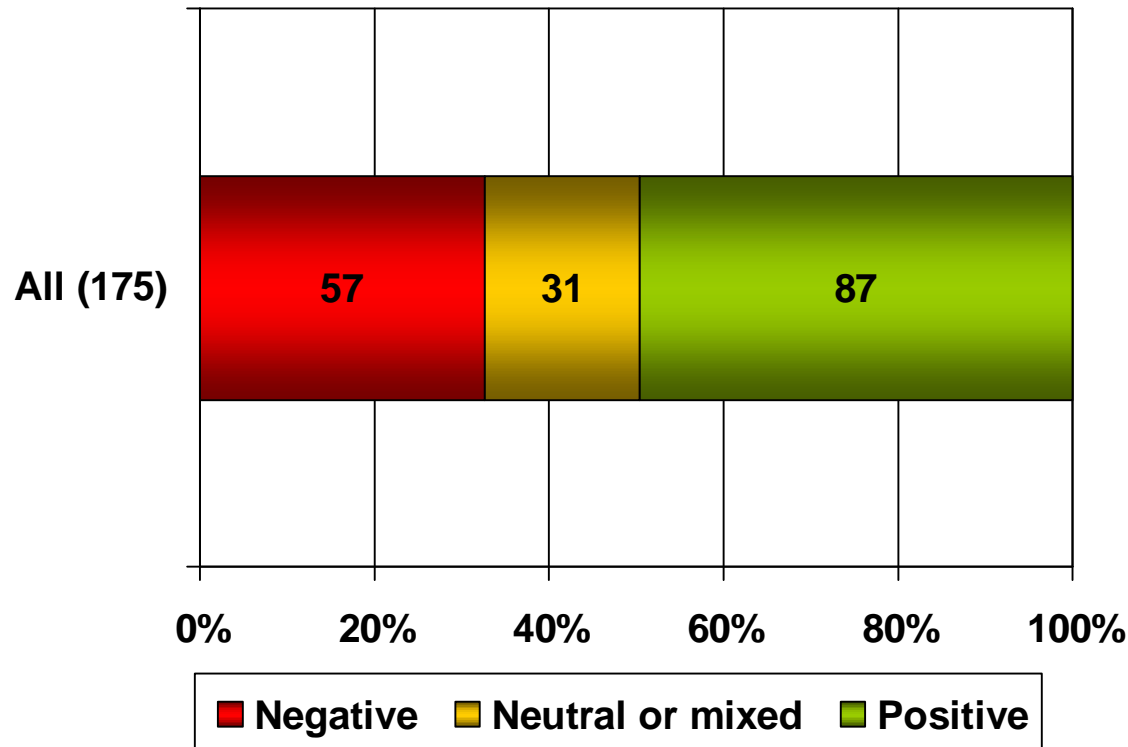
Total Respondents = 441

Q27. About You (optional) - Please indicate how long you have lived in Yarra Glen and district (3775 postcode)



Total Respondents = 441

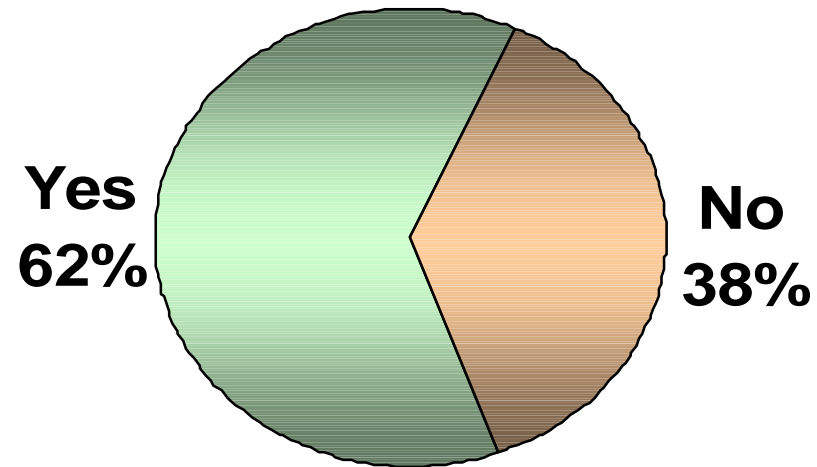
Q28 - Please list any comments you have about this survey, the process we have used or the Values & Visions project



Three responses mentioned the survey was biased *towards* development

Five responses mentioned the survey was biased *against* development

Q29 - Would you like to receive a copy of the report that will be prepared following this survey? If yes, please provide your contact details.



Total Respondents = 348

Notes