



Cumberland Council

Community Satisfaction Research

Prepared by: Micromex Research
Date: September 2016

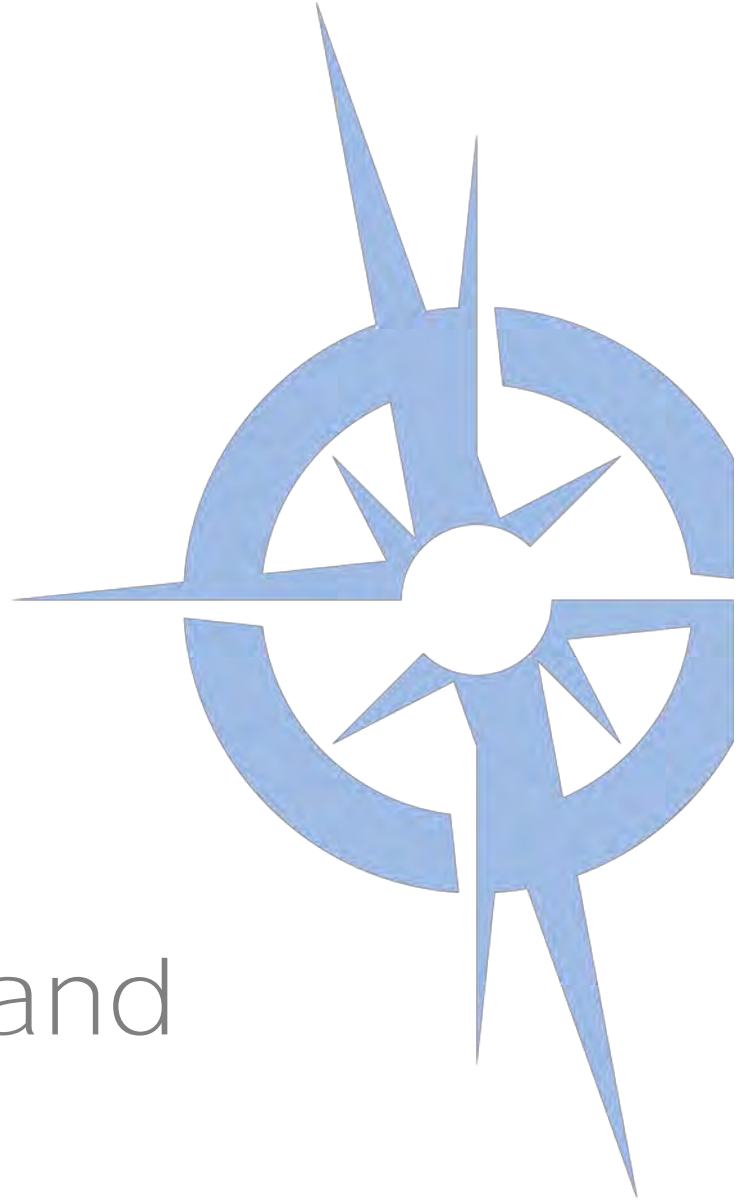
The information contained herein is believed to be reliable and accurate. However, no guarantee is given as to its accuracy and reliability, and no responsibility or liability for any information, opinions or commentary contained herein, or for any consequences of its use, will be accepted by Micromex Research, or by any person involved in the preparation of this report.



Table of Contents

Background and Methodology.....	4
Sample Profile	7
Key Findings	10
Summary and Recommendations.....	21
Section A – Awareness of Merger	23
Knowledge of Merger	24
Section B – Living in Cumberland Council	25
Overall Satisfaction with Cumberland Council	26
Key Challenges in the Next 10 Years.....	27
Agreement with Statements on the Local Community.....	28
Feeling Safe During the Day and After Dark.....	30
Section C – Communication.....	31
Satisfaction with Communication from Council.....	32
Method of Receiving Information About Council.....	33
Detailed Findings – Importance of, and Satisfaction with, Council Services & Facilities..	34
Demographics	67
Appendix – Questionnaire	68





Background and Methodology

Background and Methodology

Cumberland Council sought to examine community attitudes and perceptions towards current and future services and facilities provided by Council. Key objectives of the research included:

- Assessing and establishing the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identifying the community's overall level of satisfaction with Council's performance
- Identifying the community's level of agreement with prompted statements surrounding wellbeing/connectedness
- Identifying methods of communication and engagement with Council

To facilitate this, Micromex Research was contracted to develop a survey template that enabled Council to effectively analyse attitudes and trends within the community.

Questionnaire

Micromex Research, together with Cumberland Council, developed the questionnaire.

A copy of the questionnaire is provided in the Appendix.

Data collection

The survey was conducted during the period 29th August – 10th September 2016 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Survey area

Cumberland Council Local Government Area.

Sample selection and error

A total of 603 resident interviews was completed. 535 of the 603 respondents were selected by means of a computer based random selection process using the electronic White Pages. The remaining 68 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Cumberland LGA, i.e. Auburn Central, Granville train station, Greystanes train station, Lidcombe Town Centre and Wentworthville train station.

A sample size of 603 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. This means that if the survey was replicated with a new universe of N=603 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.0%.

For the survey under discussion the greatest margin of error is 4.0%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 46% to 54%.

The sample was weighted by age and gender to reflect the 2011 ABS census data for the areas that formed the new Cumberland Council LGA.

Interviewing

Interviewing was conducted in accordance with the AMSRS (Australian Market and Social Research Society) Code of Professional Behaviour.



Background and Methodology

Prequalification

Participants in this survey were pre-qualified as being over the age of 18, and not working for, nor having an immediate family member working for, Cumberland Council.

Data analysis

The data within this report was analysed using Q Professional. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

Ratings questions

The Unipolar Scale of 1 to 5, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction, was used in all rating questions.

This scale allowed us to identify different levels of importance and satisfaction across respondents.

Note: Only respondents who rated services/facilities a 4 or 5 in importance were asked to rate their satisfaction with that service/facility.

Percentages

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

Micromex Benchmarks

These benchmarks are based on 60 LGAs that we have conducted community research for, and were revised in 2016 to ensure the most recent comparable data. Since 2008 Micromex has worked for over 70 NSW councils and conducted 100+ community satisfaction surveys across NSW.

NSW LGA Brand Scores Benchmark

These benchmarks are based on a branding research study conducted by Micromex in 2012, in which residents from all 152 LGAs were interviewed in order to establish a normative score.

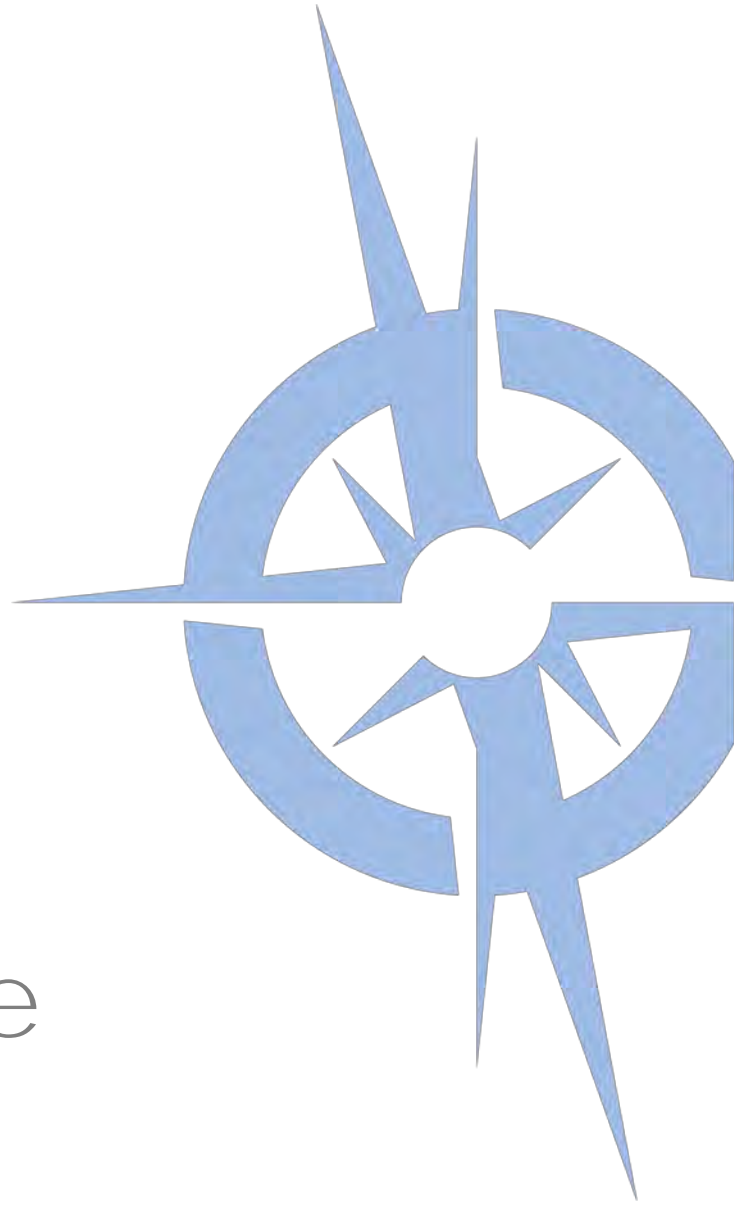
Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number (sampling error).

In addition, non-sampling error may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

Efforts have been made to reduce both sampling and non-sampling error by careful design of the sample and questionnaire, and detailed checking of completed questionnaires.

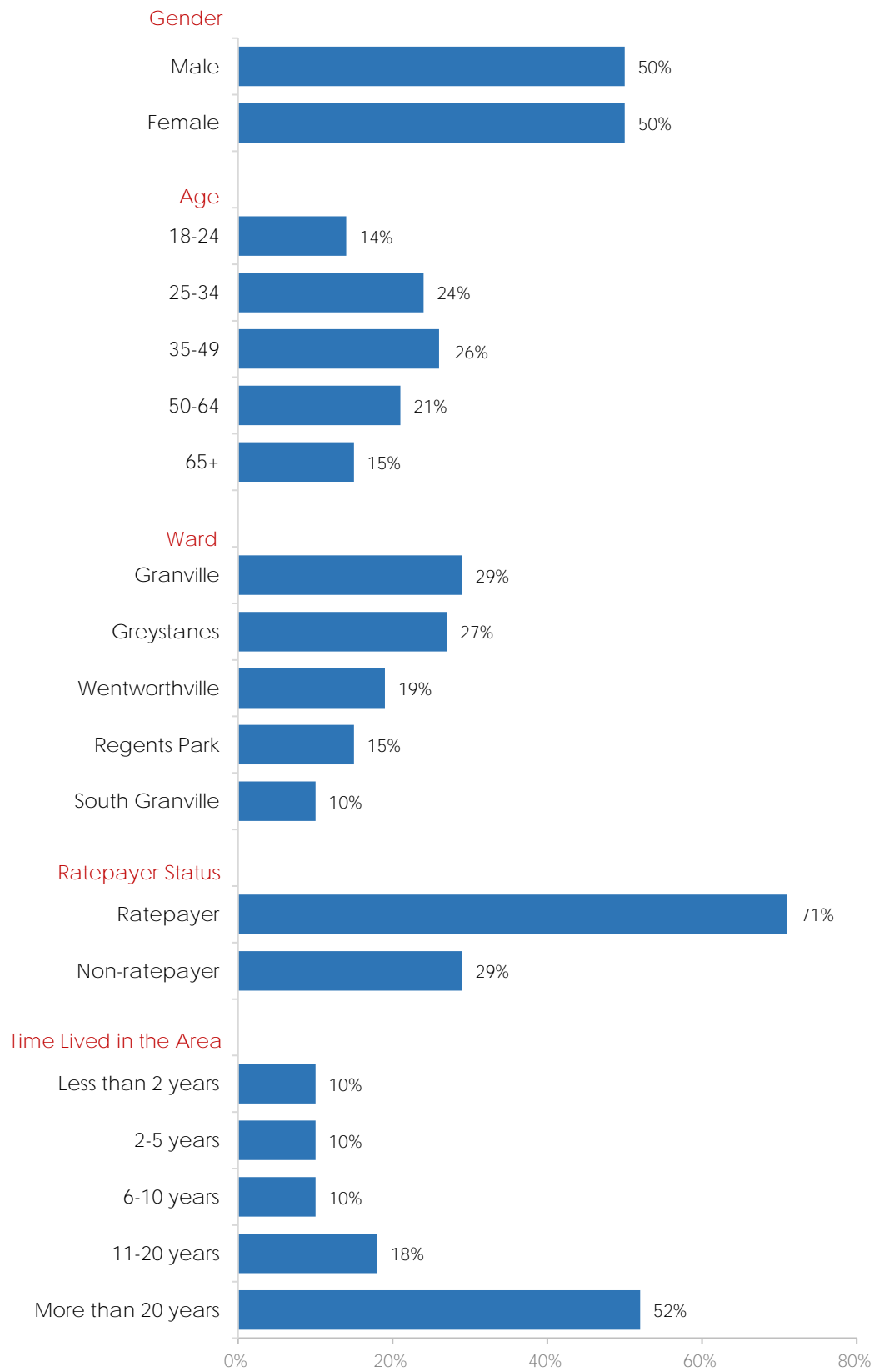
As the raw data has been weighted to reflect the real community profile of Cumberland Council, **the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size.** In some cases this effective sample size may be smaller than the true number of surveys conducted.





Sample Profile

Sample Profile



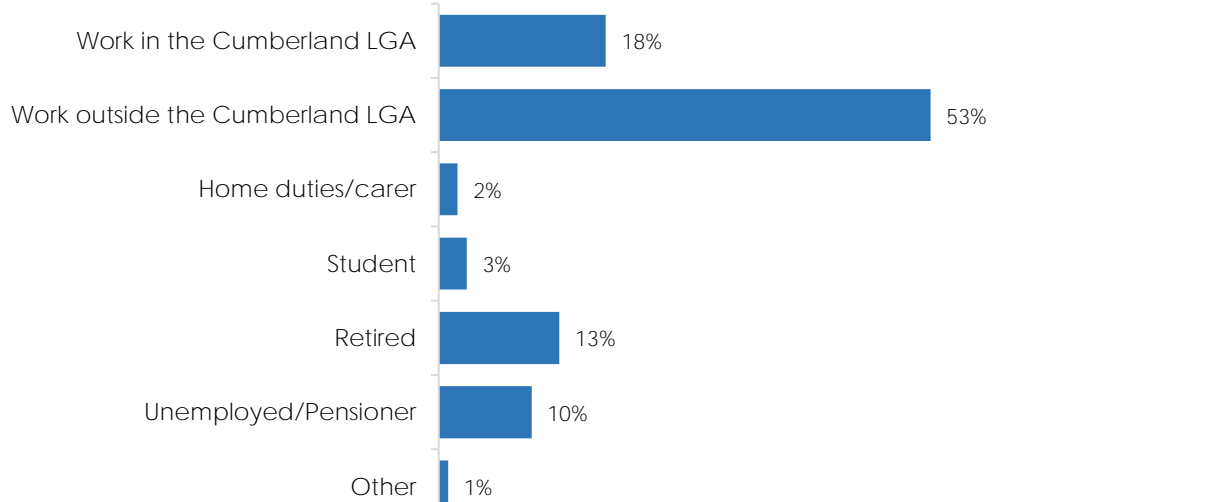
Base: N = 603

A sample size of 603 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. The sample has been weighted by age and gender to reflect the 2011 ABS community profile of the areas that formed the new Cumberland Council LGA.

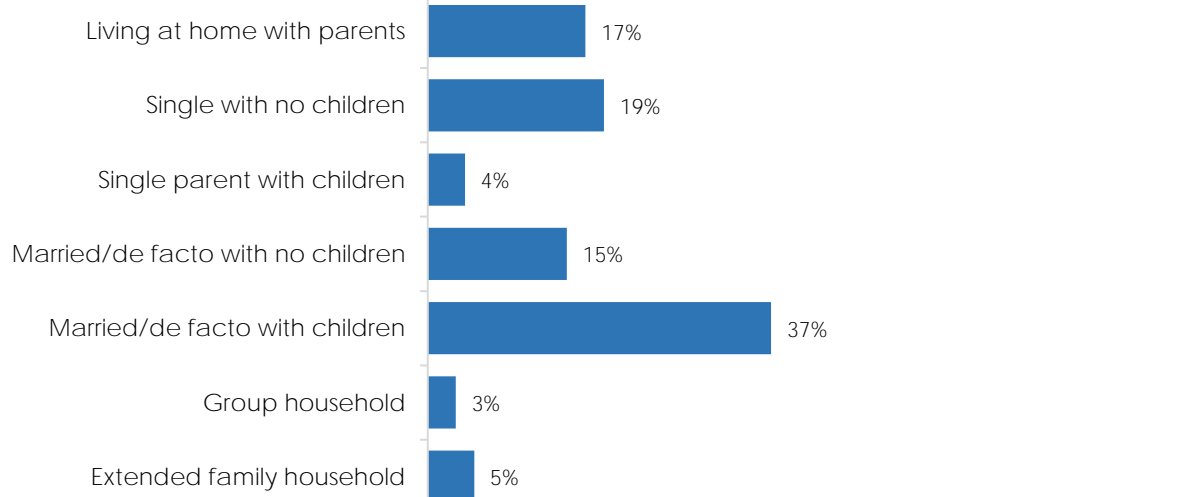


Sample Profile - Continued

Employment Status of the Main Income Earner



Living status



Country born in



Language Other than English

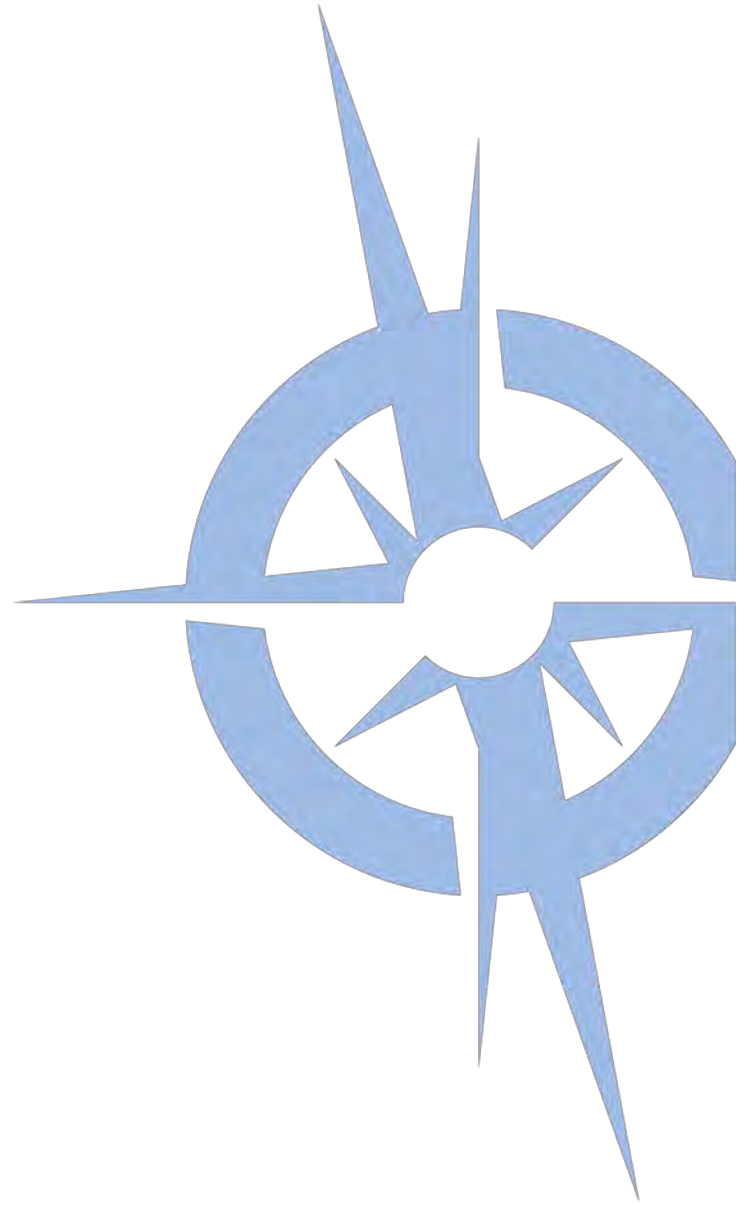


0% 20% 40% 60% 80%

Base: N = 603

A sample size of 603 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. The sample has been weighted by age and gender to reflect the 2011 ABS community profile of the areas that formed the new Cumberland Council LGA.





Key Findings

Key Findings

Overview (Overall satisfaction)

Summary

84% of residents were at least 'somewhat satisfied' with the performance of Council, with a mean rating on par with other councils across 'All of NSW'.

Residents over the age of 65 were significantly more likely to be satisfied with the performance of Council, whilst residents aged 35-49 were significantly less likely.

Residents of the newly formed Granville and Greystanes Wards were significantly more likely to be satisfied, whilst residents of the Regents Park and South Granville Wards were significantly less likely.

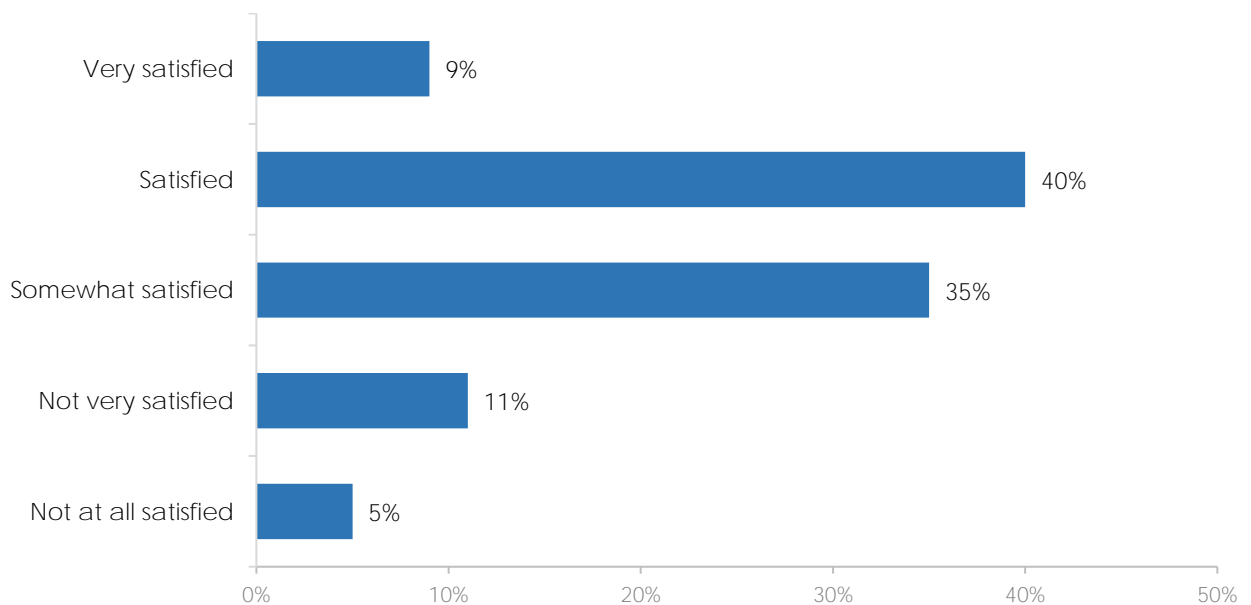
Q4. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?

	Overall	Male	Female	18-24	25-34	35-49	50-64	65+	Rate payer	Non-rate payer
Mean ratings	3.38	3.37	3.40	3.41	3.43	3.20▼	3.40	3.57▲	3.41	3.30

	Granville	Greystanes	Regents Park	South Granville	Wentworthville
Mean ratings	3.56▲	3.62▲	3.09▼	3.07▼	3.18

	Metro	All of NSW	Cumberland
Mean ratings	3.45	3.31	3.38

▲▼= A significantly higher/lower satisfaction (by group)
Scale: 1 = not at all satisfied, 5 = very satisfied



Base: N = 603

Note: Mean ratings of overall satisfaction for previous Councils, Auburn City Council (2015) = 3.48, Holroyd City Council (2015) = 3.64



Key Findings

Overview (Key challenges in the next 10 years)

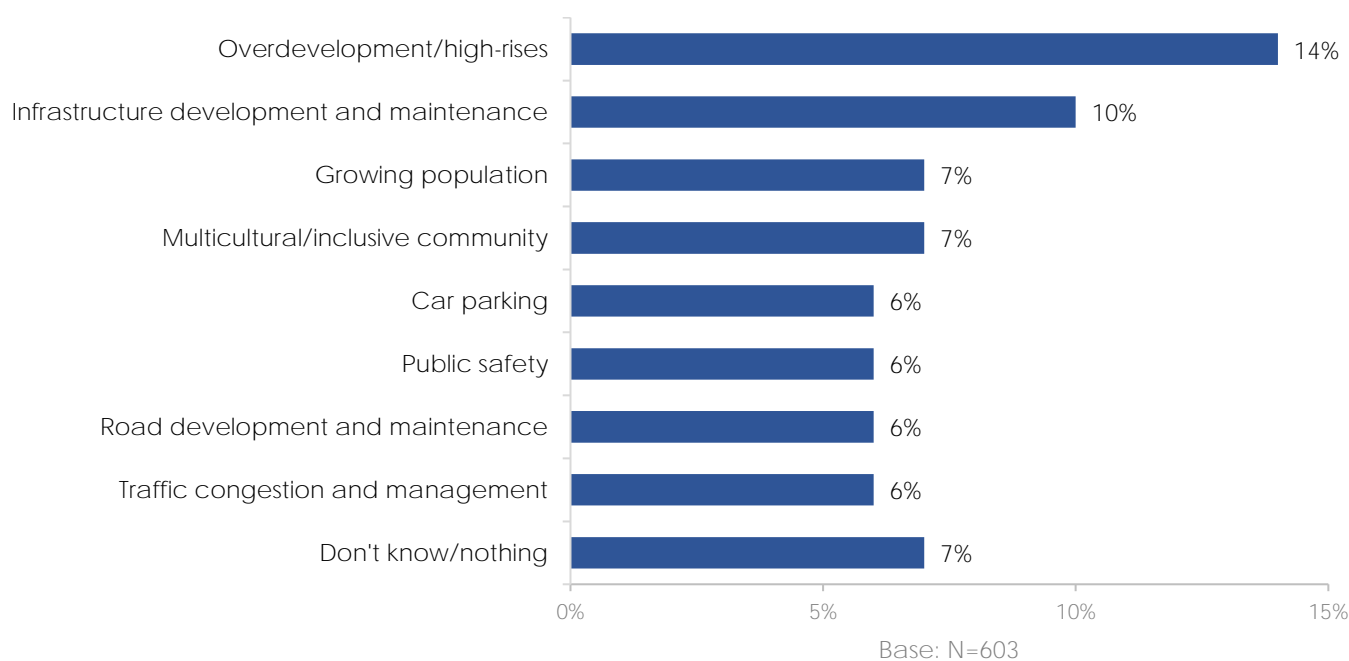
Summary

Residents believe that the key challenges facing the Cumberland LGA in the next 10 years are 'overdevelopment/high-rises' (14%) and 'infrastructure development and maintenance' (10%). Both of these challenges are intrinsically linked to concerns over a 'growing population' (7%), with residents concerned that high-rises are drawing more people to the area, and that infrastructure development and maintenance is needed in order to meet increasing demands.

Q7. Thinking of Cumberland as a whole, what would you say is the key challenge facing the area in the next 10 years?

Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



Base: N=603



Key Findings

Overview (Satisfaction with Communication from Council)

Summary

Overall, 74% of residents were at least 'somewhat satisfied' with the level of communication Council currently has with the community.

Residents aged 65 and over were significantly more likely to be satisfied, whilst residents of the Regents Park Ward were significantly less likely.

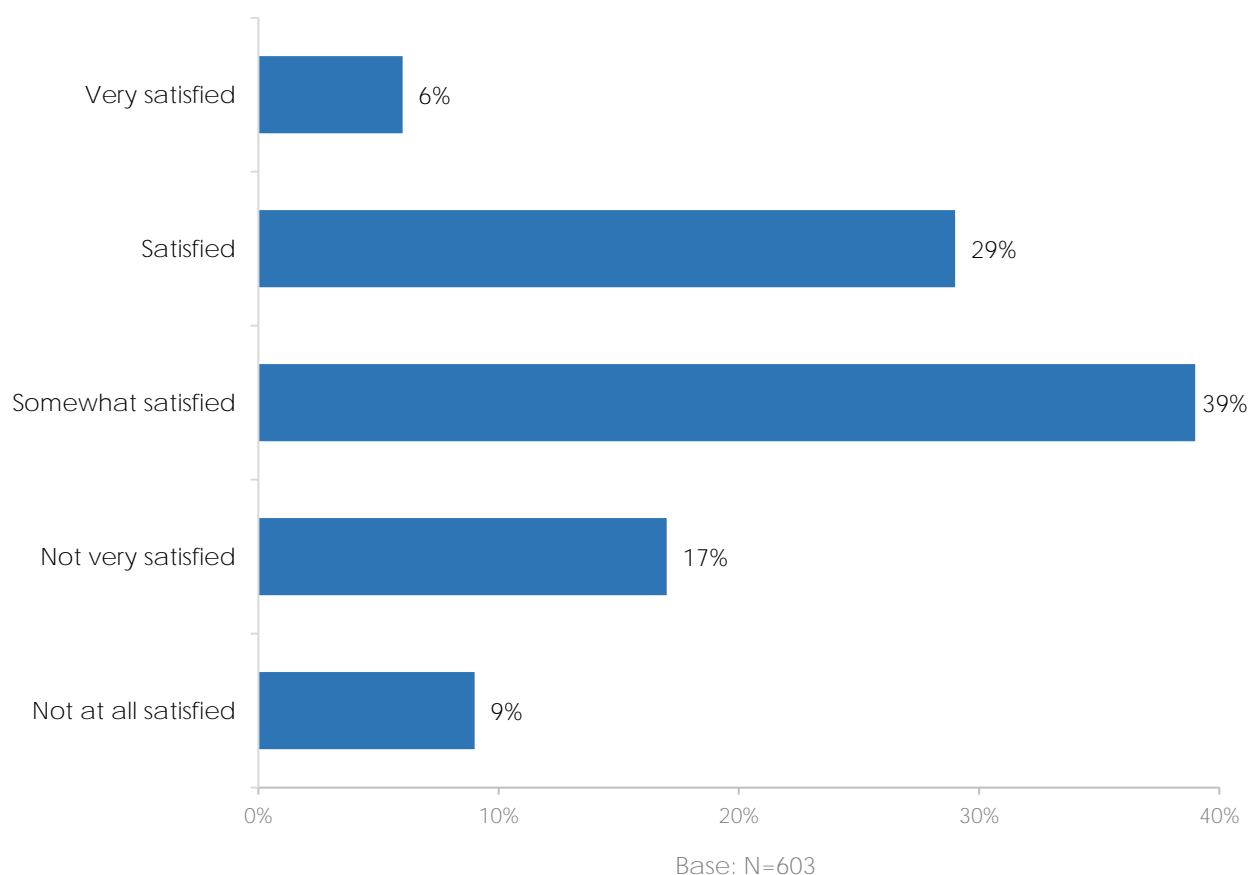
Q5. How satisfied are you with the level of communication Council currently has with the community?

	Overall	Male	Female	18-24	25-34	35-49	50-64	65+	Rate payer	Non-rate payer
Mean ratings	3.04	2.97	3.11	2.95	3.09	2.90	3.07	3.28▲	3.03	3.06

	Granville	Greystanes	Regents Park	South Granville	Wentworthville
Mean ratings	3.15	3.10	2.77▼	2.80	3.14

▲▼= A significantly higher/lower satisfaction (by group)

Scale: 1 = not at all satisfied, 5 = very satisfied



Key Findings

Top Service Areas (Importance)

The top 10 service areas for importance, as rated by residents were:

	Mean ratings
Household garbage collection	4.76
Community safety	4.73
Traffic management and road safety	4.69
Maintaining local roads	4.68
Access to public transport	4.66
Removal of illegally dumped rubbish	4.65
Encouraging recycling	4.60
Maintaining footpaths	4.56
Long term planning for council area	4.52
Protecting the natural environment	4.52

Top and Bottom Service Areas (Satisfaction)

The top 10 service areas for satisfaction, as rated by residents were:

	Mean ratings
Household garbage collection	4.31
Library services	3.92
Encouraging recycling	3.75
Maintenance of local parks and playgrounds	3.65
Community centres and facilities	3.60
Availability and maintenance of sporting ovals, grounds and facilities	3.57
Flood management	3.54
Access to public transport	3.52
Festival and events programs	3.51
Cycleways	3.51

The bottom 10 service areas for satisfaction, as rated by residents were:

	Mean ratings
Availability of public car parking	2.70
Building heights in town centres	2.70
Development applications and construction certificates	2.83
Opportunities to participate in council's decision-making process	2.84
Protection of low rise residential areas	2.94
Programs and support for newly arrived and migrant communities	3.03
CCTV and safe public spaces	3.05
Environmental education programs	3.08
Long term planning for council area	3.10
Provision of council information to the community	3.12



Key Findings

Identifying Priorities via Specialised Analysis (Explanation)

The specified research outcomes required us to measure both community importance and community satisfaction with a range of specific service delivery areas. In order to identify core priorities, we undertook a 2 step analysis process on the stated importance and rated satisfaction data, after which we conducted a third level of analysis. This level of analysis was a Shapley Regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

By examining both approaches to analysis we have been able to:

1. Identify and understand the hierarchy of community priorities
2. Inform the deployment of Council resources in line with community aspirations

Step 1. Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the mean satisfaction score from the mean importance score. In order to measure performance gaps, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 1 to 5, where 1 = low importance or satisfaction and 5 = high importance or satisfaction. These scores are aggregated at a total community level.

When we examine and review the largest performance gaps, we can identify that all of the services or facilities have been rated as 'high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.70 and 3.42, which indicates that resident satisfaction for these measures is 'moderately low' down to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Availability of public car parking	4.49	2.70	1.79
2	Maintaining local roads	4.68	3.24	1.44
3	Long term planning for Council area	4.52	3.10	1.42
4	CCTV and safe public spaces	4.45	3.05	1.40
5	Traffic management and road safety	4.69	3.30	1.39
6	Supporting local jobs and businesses	4.49	3.17	1.32
7	Community safety	4.73	3.42	1.31
8	Provision of council information to the community	4.42	3.12	1.30
9	Opportunities to participate in Council's decision-making process	4.10	2.84	1.26
10	Protection of low rise residential areas	4.18	2.94	1.24
11	Protecting the natural environment	4.52	3.29	1.23

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'availability of public car parking' is the area of least relative satisfaction.

Note: Performance gap is the first step in the process, we now need to identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level. This is when we undertake step 2 of the analysis.



Key Findings

Quadrant Analysis

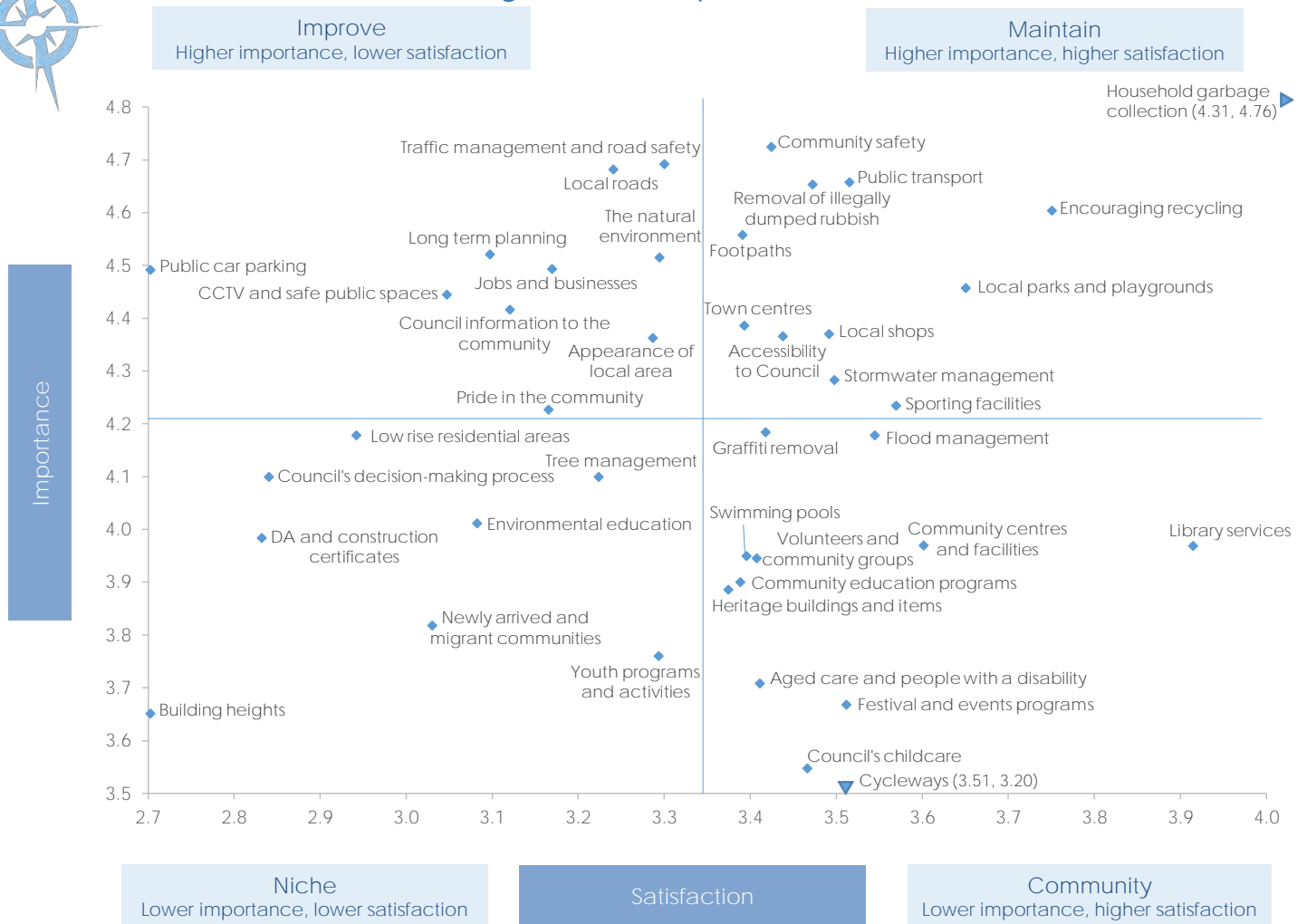
Step 2. Quadrant Analysis

Quadrant analysis is often helpful in planning future directions based on stated outcomes. It combines the stated importance of the community and assesses satisfaction with delivery in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.21 and the average rated satisfaction score was 3.34. Therefore, any facility or service that received a mean stated importance score of ≥ 4.21 would be plotted in the higher importance section and, conversely, any that scored < 4.21 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.34. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.



Quadrant Analysis – Importance v Satisfaction



Key Findings

Explaining the 4 quadrants

Attributes in the top right quadrant, MAINTAIN, such as 'household garbage collection', are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

Attributes in the top left quadrant, IMPROVE, such as 'traffic management and safety' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

Attributes in the bottom left quadrant, NICHE, such as 'building heights in town centre', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, COMMUNITY, such as 'cycleways', are core strengths, but in relative terms they are deemed less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of council performance.

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a council dedicates to 'maintaining local roads', it will often be found in the IMPROVE quadrant. This is because, perceptually, the condition of local roads can always be better.

Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance.

Therefore, in order to identify how Cumberland Council can actively drive overall community satisfaction, we conducted further analysis.

The Shapley Value Regression

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction with the council. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables.

In 2014, we revised the Shapley Regression Analysis to identify the directional contribution of key services and facilities with regard to optimisers/barriers with council's overall performance.

What Does This Mean?

The learning is that if we only rely on the stated community priorities, we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis we can identify the attributes that essentially build overall satisfaction. We call the outcomes 'derived importance'.



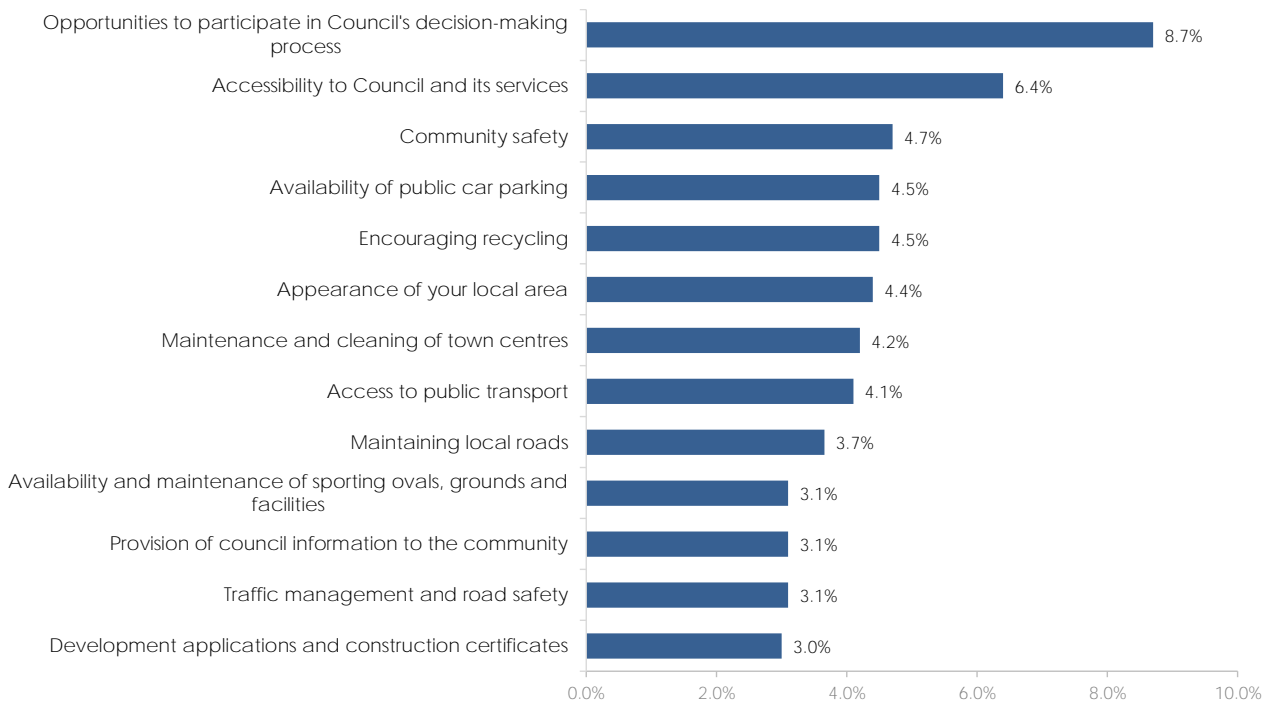
Key Findings

Key Drivers of Satisfaction with Cumberland Council

The results in the chart below provide Cumberland Council with a complete picture of the intrinsic community priorities and motivations, and identify what attributes are the key drivers of community satisfaction.

These top 13 services/facilities account for almost 60% of overall satisfaction with Council. This indicates that the remaining 29 attributes we obtained measures on have only a limited impact on the community's satisfaction with Cumberland Council's performance. Therefore, whilst all 42 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

These Top 13 Indicators Contribute to almost 60% of Overall Satisfaction with Council



The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

These 13 services/facilities are the key community priorities and by addressing these, Cumberland Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'development applications and construction certificates' contributes 3.0% towards overall satisfaction, while 'opportunities to participate in Council's decision-making process' (8.7%) is a far stronger driver, contributing nearly three times as much to overall satisfaction with Council.



Key Findings

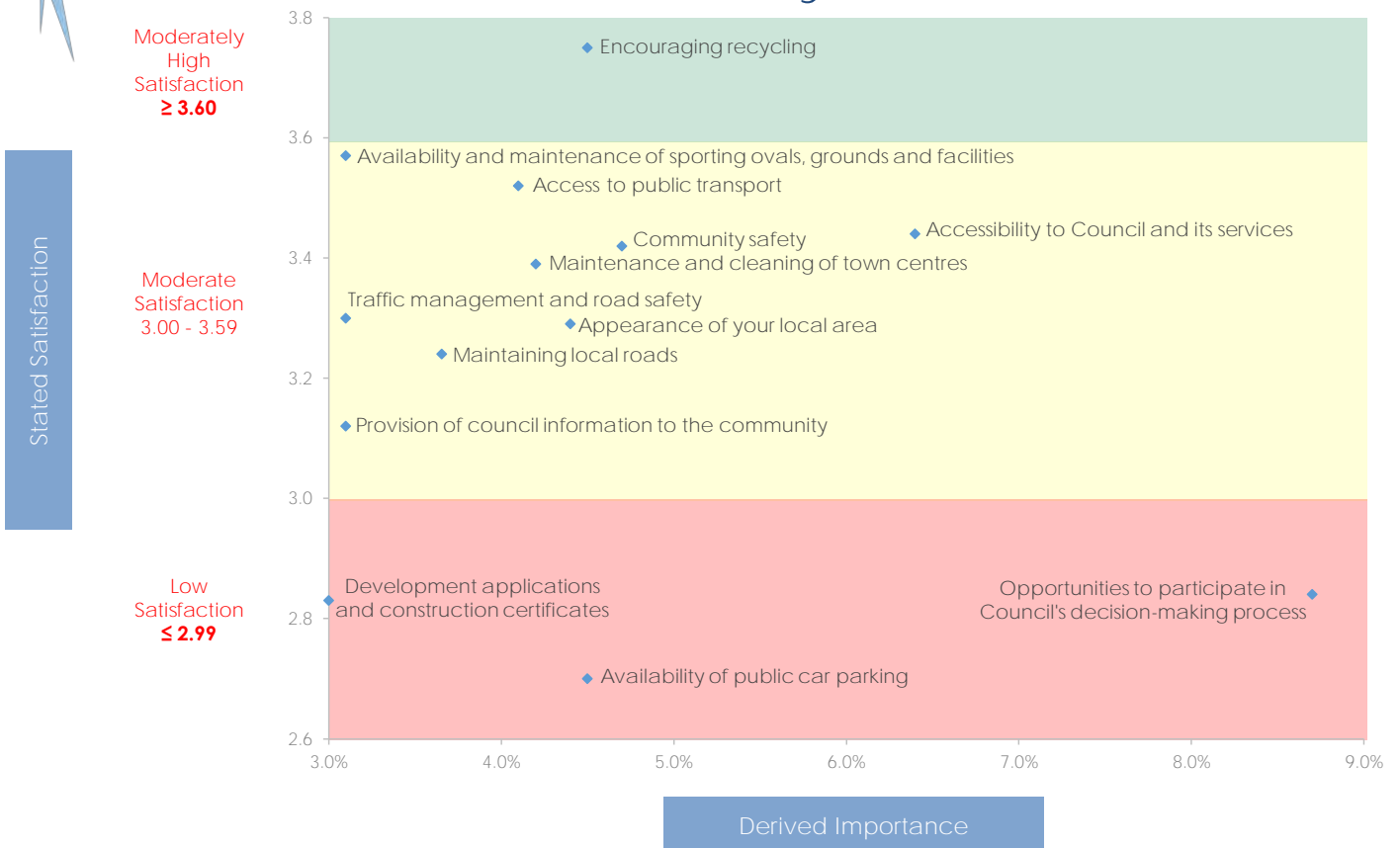
Clarifying Priorities

By mapping satisfaction against derived importance we can see that, for one of the core drivers, 'encouraging recycling', Council is already providing 'moderately high' satisfaction. Council should look to maintain/consolidate their delivery in this area.

It is also apparent that there is room to elevate satisfaction within the variables that fall in the 'lower' and 'moderate satisfaction' regions of the chart. If Cumberland Council can address these core drivers, they will be able to improve resident satisfaction with their performance.



Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



This analysis indicates that areas such as 'availability and maintenance of sporting ovals, grounds and facilities', 'access to public transport', 'accessibility to Council and its services', 'maintenance and cleaning of town centres', 'traffic management and road safety', 'appearance of your local area', 'maintaining local roads (excluding Parramatta Rd and the M4)', 'community safety' and 'provision of council information to the community' could possibly be targeted for optimisation.

Furthermore, areas such as 'opportunities to participate in Council's decision-making process', 'development applications and construction certificates' and 'availability of public car parking' are issues Council should be looking to understand resident expectations and/or more actively inform/engage residents of Council's position and advocacy across these areas.



Key Findings

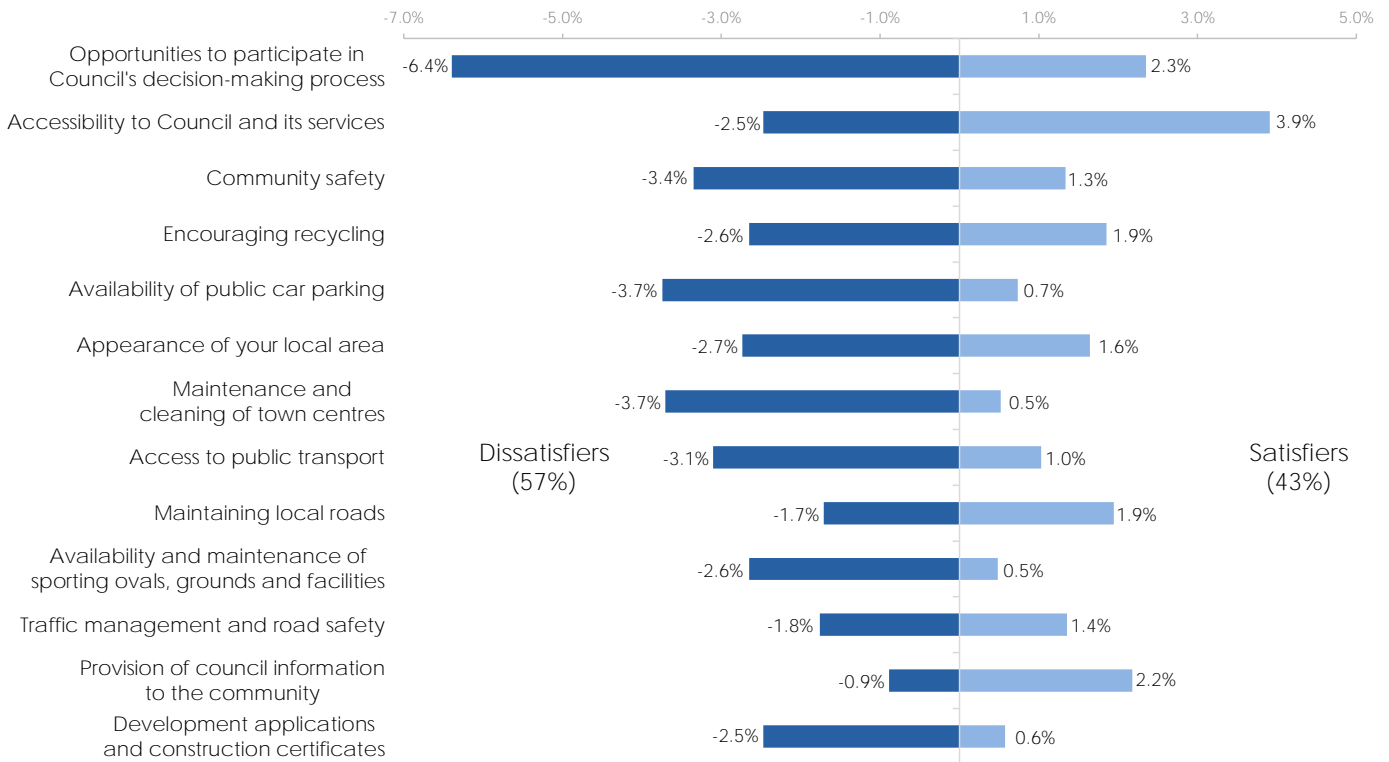
Advanced Shapley Outcomes

The chart below illustrates the positive/negative contribution the key drivers provide towards overall satisfaction. Some drivers can contribute both negatively and positively depending on the overall opinion of the residents.

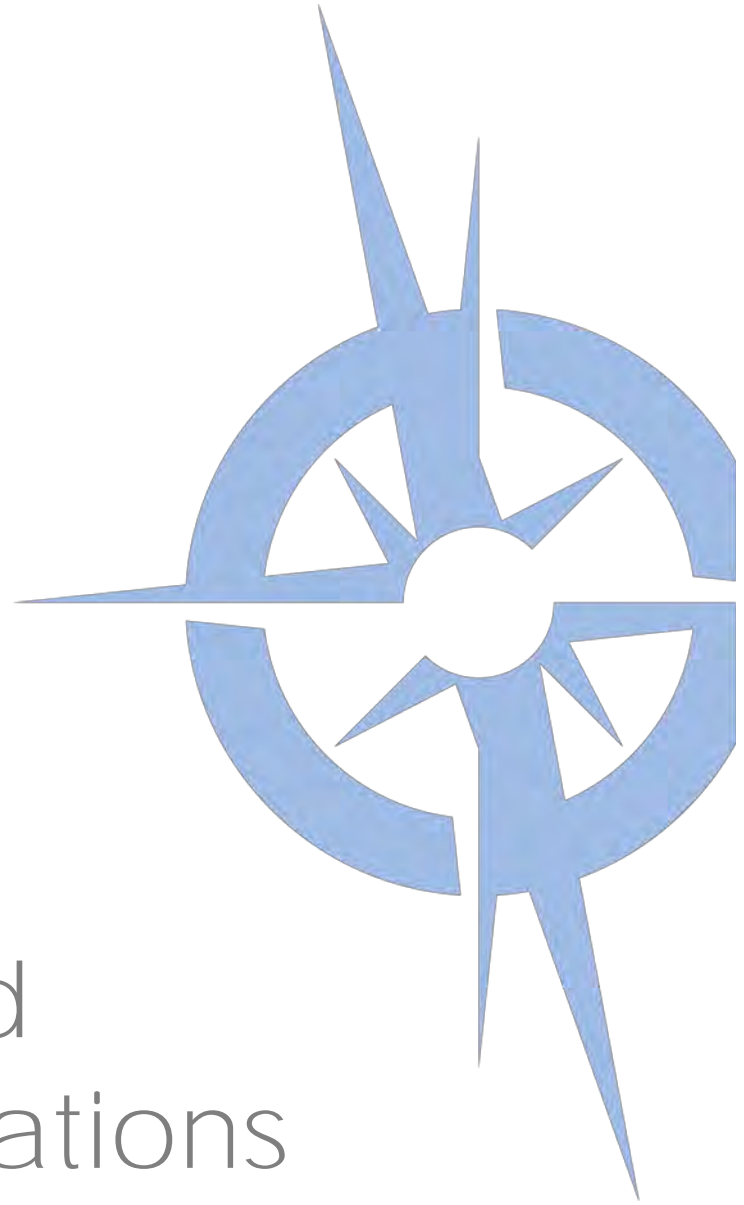
The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently 'not at all satisfied' towards being 'satisfied' with Council's overall performance.

The scores on the positive indicate the contribution the driver makes towards optimising satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently already 'somewhat satisfied', towards being more satisfied with Council's overall performance.

Key Contributors to Barriers/Optimisers



Different levers address the different levels of satisfaction across the community



Summary and Recommendations

Summary and Recommendations

Summary

Following the merger of parts of Parramatta, Holroyd and Auburn Councils in May 2016, 84% of residents of the newly formed Cumberland Council were at least 'somewhat satisfied' with its performance, relatively on par with other councils across NSW.

There was a noticeable ward divide in overall satisfaction scores. Residents in the Granville and Greystanes Wards were significantly more satisfied with Council performance than the resident of the eastern wards of Regents Park and South Granville.

When asked about key challenges facing the area in the next 10 years, the community raised concerns about overdevelopment of the area and high-rises, leading to an increasing population size that current infrastructure and services cannot sustain. These opinions are reflected in satisfaction ratings, with 'availability of public car parking', 'building heights in town centres' and 'development applications and construction certificates' receiving the 3 lowest ratings, and 'availability of public car parking', 'maintaining local roads' and 'long term planning for Council area' receiving the 3 largest performance gaps in stated importance against rated satisfaction.

The key drivers of overall satisfaction covered a wide range of areas, such as communication and consultation with the community, maintenance and development of infrastructure, recycling, and public safety, rather than focusing on one particular topic. This variation highlights the diverse needs of a community that has only recently been brought together and one that is still learning about the services and facilities available to them.

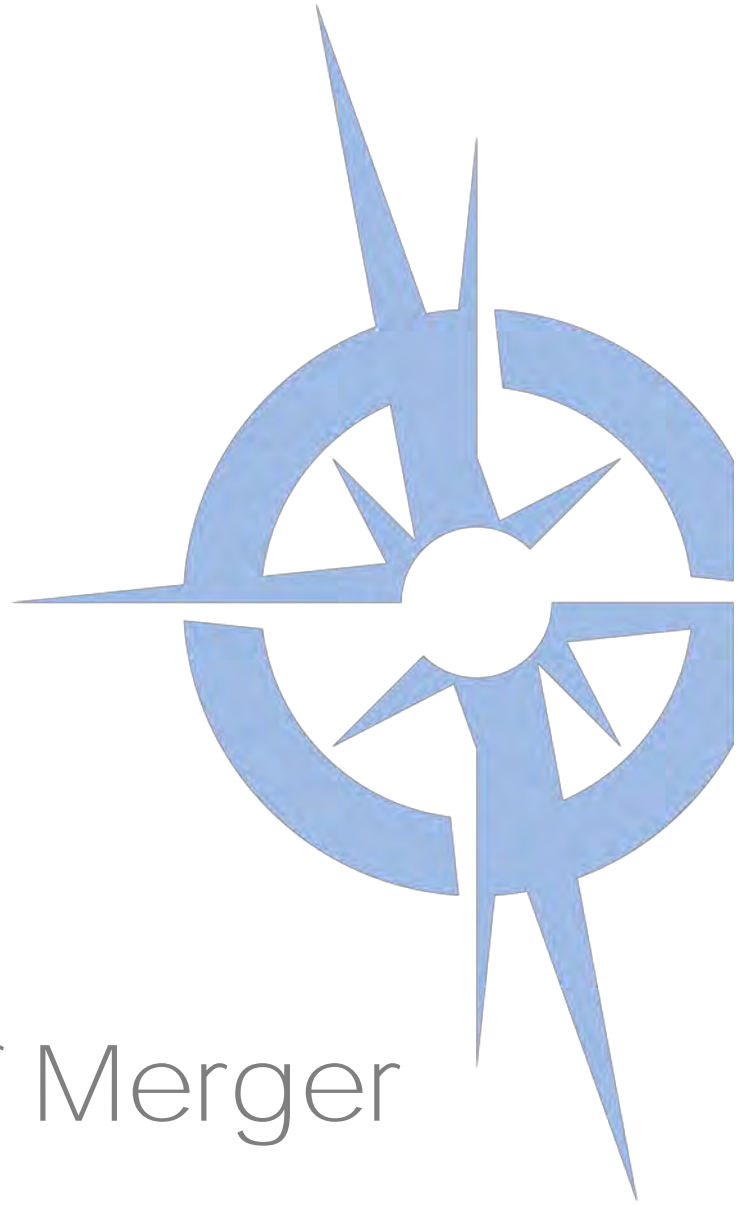
The greatest driver of overall satisfaction was 'opportunities to participate in Council's decision-making process', suggesting that residents are keen to be involved in the relatively unique opportunity to develop a new Local Government Area.

Recommendations

The research in this report highlights some key topics that Council may wish to address:

- Council needs to decide how they will address the concerns of residents over current infrastructure and services being insufficient to handle a growing population, and determine what community expectations of the Council are in regards to this topic
- Council should actively communicate their plans for the future of the LGA to the community, and drive resident participation in the consultation process across all demographics
- As Cumberland Council is still a very new Local Government Area, the overall satisfaction ratings and opinions of residents on services, facilities and challenges in the area, represent an important baseline measures. Council should use these outcomes to develop delivery plans for the area and then conduct a follow up survey in 12 months to see how residents respond to changes that take place in the first year of the new entity





Section A –
Awareness of Merger

Knowledge of Merger

Summary

Overall 84% of residents were aware that Cumberland Council was formed in May 2016 following the merger of parts of Auburn, Holroyd and Parramatta Councils.

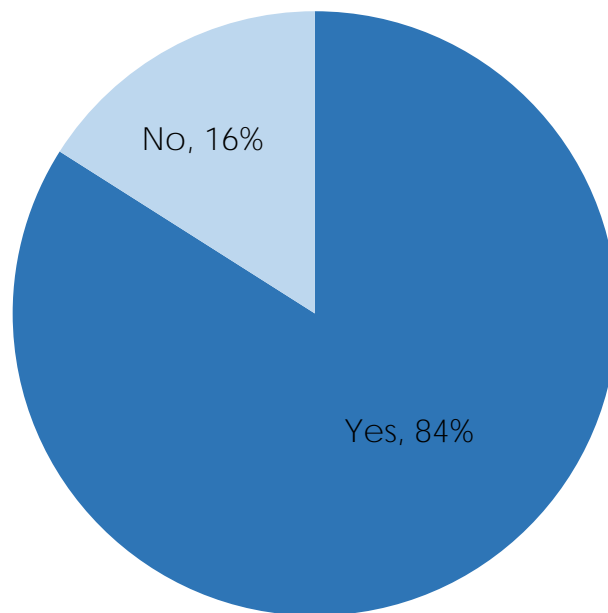
Residents aged 35+, and ratepayers were significantly more likely to be aware.

Residents of the newly formed South Granville Ward were significantly less likely to be aware.

Q1. Are you aware that in May 2016 Cumberland Council was formed following a merger of parts of the former Auburn, Holroyd and Parramatta City Councils?

	Overall	Male	Female	18-24	25-34	35-49	50-64	65+	Rate payer	Non-rate payer
Yes	84%	84%	83%	61%	67%	92%▲	97%▲	98%▲	93%▲	61%
No	16%	16%	17%	39%	33%	8%	3%	2%	7%	39%

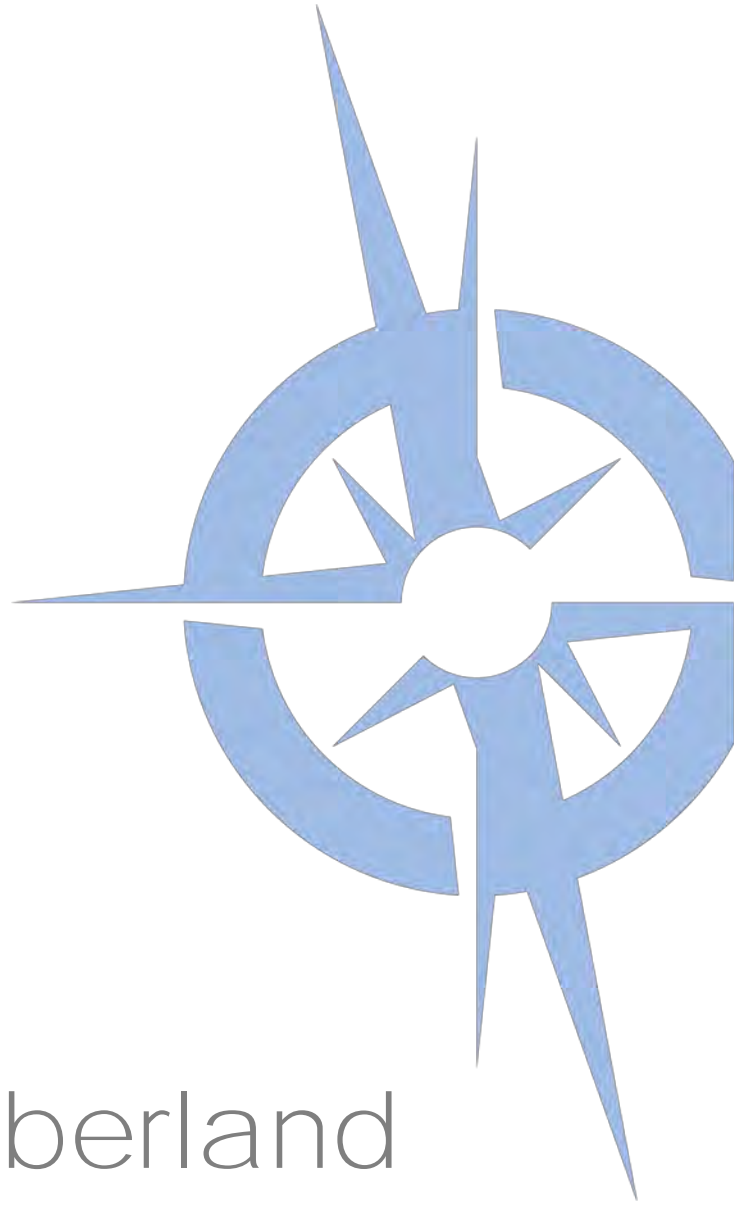
	Granville	Greystanes	Regents Park	South Granville	Wentworthville
Yes	90%	91%	76%	68%▼	77%
No	10%	9%	24%	32%	16%



Base: N=603

▲▼ = A significantly higher/lower percentage (by group)





Section B –
Living in Cumberland
Council

Overall Satisfaction with Cumberland Council

Summary

84% of residents were at least 'somewhat satisfied' with the performance of Council, with a mean rating on par with other councils across 'All of NSW'.

Residents over the age of 65 were significantly more likely to be satisfied with the performance of Council, whilst residents aged 35-49 were significantly less likely.

Residents of the newly formed Granville and Greystanes Wards were significantly more likely to be satisfied, whilst residents of the Regents Park and South Granville Wards were significantly less likely.

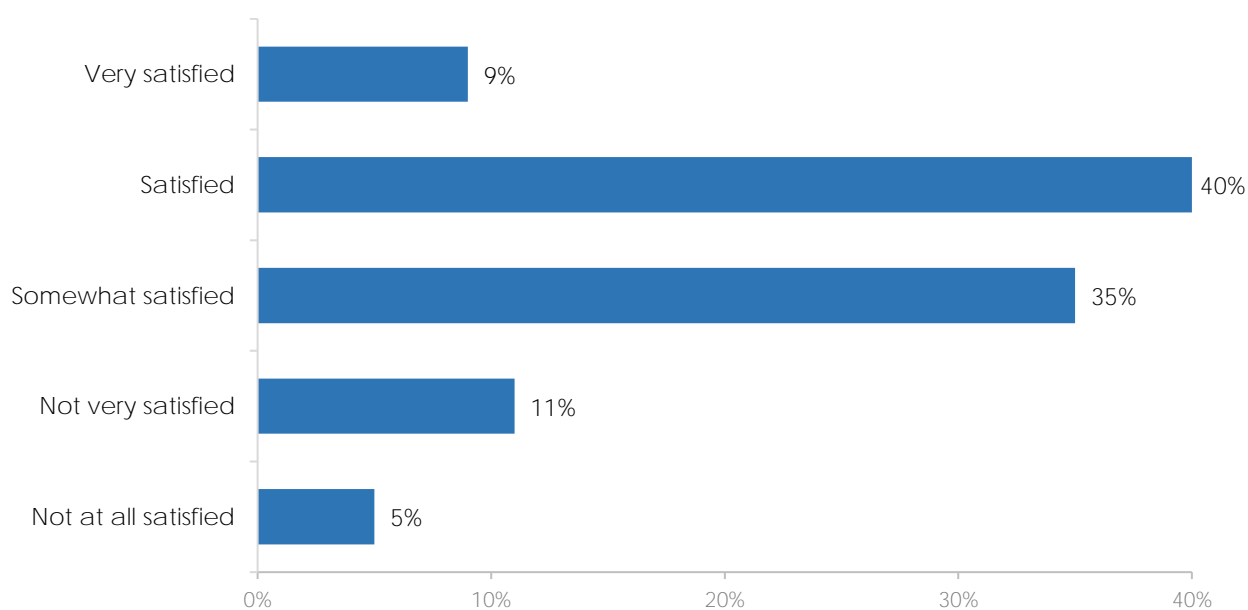
Q4. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?

	Overall	Male	Female	18-24	25-34	35-49	50-64	65+	Rate payer	Non-rate payer
Mean ratings	3.38	3.37	3.40	3.41	3.43	3.20▼	3.40	3.57▲	3.41	3.30

	Granville	Greystanes	Regents Park	South Granville	Wentworthville
Mean ratings	3.56▲	3.62▲	3.09▼	3.07▼	3.18

	Metro	All of NSW	Cumberland
Mean ratings	3.45	3.31	3.38

▲▼ = A significantly higher/lower satisfaction (by group)
Scale: 1 = not at all satisfied, 5 = very satisfied



Base: N = 603

Note: Mean ratings of overall satisfaction for previous Councils, Auburn City Council (2015) = 3.48, Holroyd City Council (2015) = 3.64



Key Challenges in the Next 10 Years

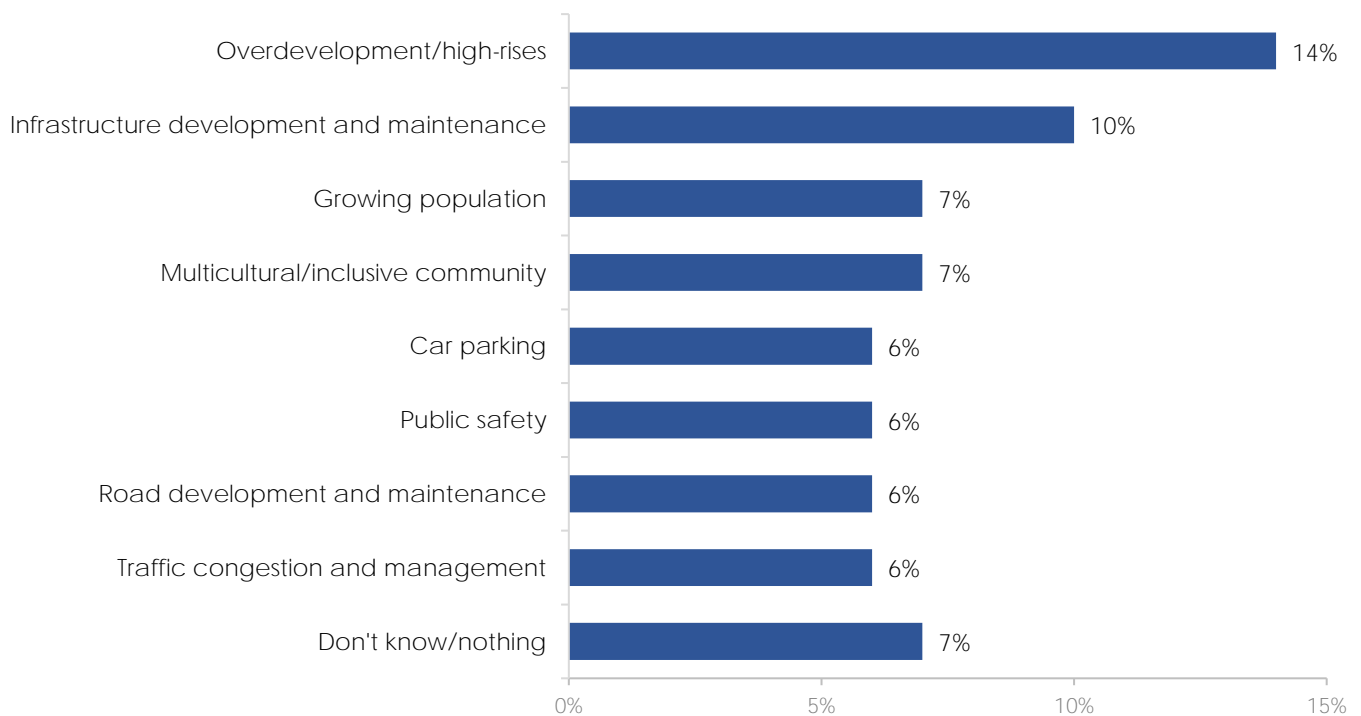
Summary

Residents believe that the key challenges facing the Cumberland LGA in the next 10 years are 'overdevelopment/high-rises' (14%) and 'infrastructure development and maintenance' (10%). Both of these challenges are intrinsically linked to concerns over a 'growing population' (7%), with residents concerned that high-rises are drawing more people to the area, and that infrastructure development and maintenance is needed in order to meet increasing demands.

Q7. Thinking of Cumberland as a whole, what would you say is the key challenge facing the area in the next 10 years?

Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



Base: N=603



Agreement with Statements on the Local Community

Summary

69% of residents 'agree' or 'strongly agree' that 'the Cumberland area is a good place to live', whilst the statement with the lowest level of agreement was 'housing in the area is affordable' (21%). Of concern, only 52% agree that 'I feel a part of my local community'.

Females were significantly more likely to agree with 'I like to attend events and festivals in the Cumberland Council area' and 'people in Cumberland obey controls relating to noise, traffic and animals'.

Residents aged 65 and over were significantly more likely to agree with the following 8 statements:

- The Cumberland area is a good place to live
- Housing in the area is affordable
- Transport in the area is accessible
- People in Cumberland obey controls relating to noise, traffic and animals
- I have enough opportunities to participate in arts and cultural activities
- Local shopping strips are vibrant and economically healthy
- Council manages its finances well
- Council offers good value for money

Residents aged 25-34 were significantly more likely to agree with the statement 'Council manages its finances well'. 50-64 year olds were significantly less likely to agree with this, but significantly more likely to agree with 'I have enough opportunities to participate in sporting or recreational activities'.

Residents aged 18-24 were significantly less likely to agree with the statement 'I like to attend events and festivals in the Cumberland Council area'. Residents aged 35-49 were significantly less likely to agree with 'housing in the area is affordable', 'transport in the area is accessible', 'local shopping strips are vibrant and economically healthy' and 'Council manages its finances well'.

Ratepayers were significantly more likely to agree with 'the Cumberland area is a good place to live' and 'I have enough opportunities to participate in sporting or recreational activities'.

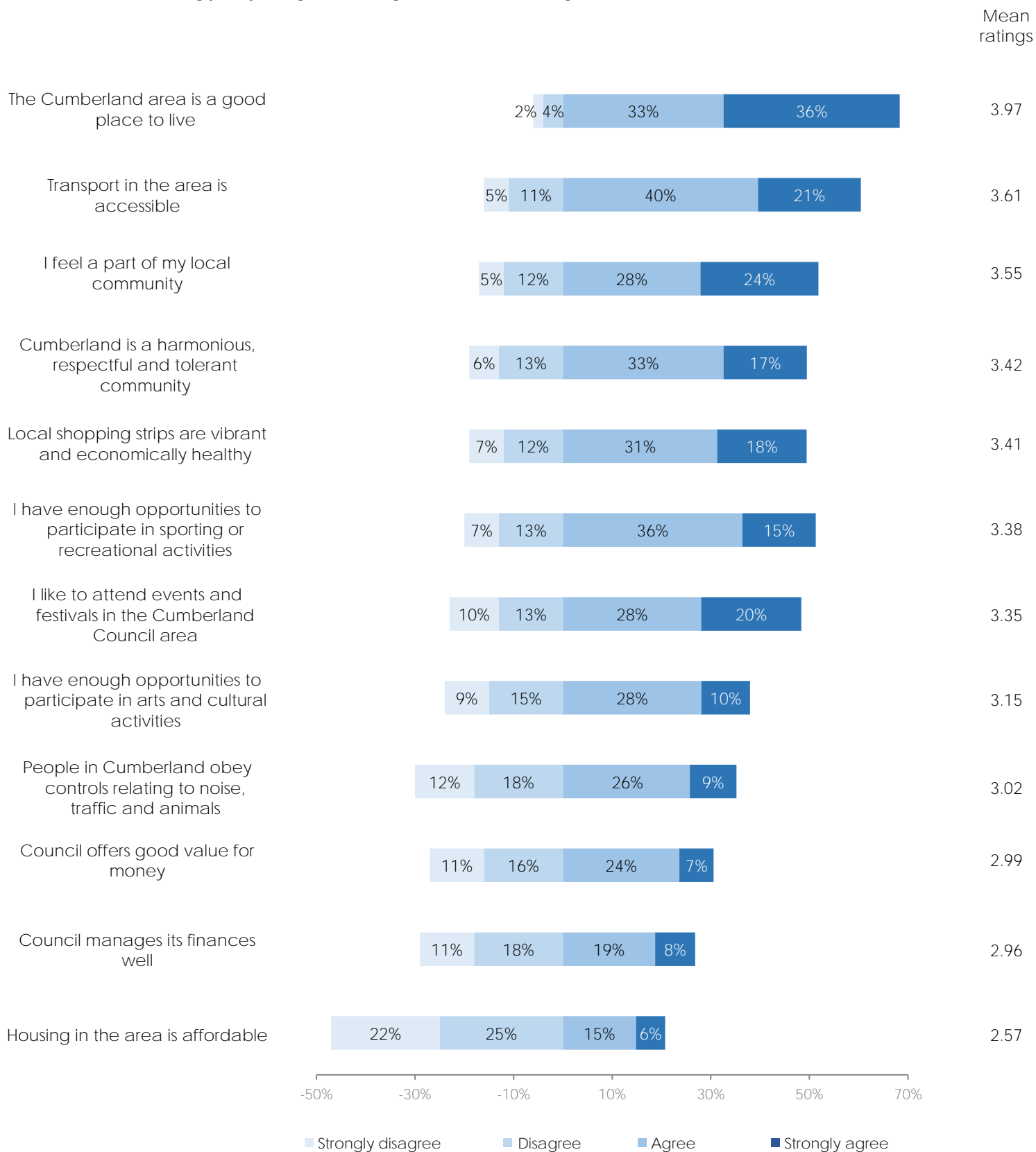
Residents of the Greystanes Ward were significantly more likely to agree with 'people in Cumberland obey controls relating to noise, traffic and animals' and 'I have enough opportunities to participate in sporting or recreational activities'.

Residents of the Regents Park Ward were significantly less likely to agree with 'local shopping strips are vibrant and economically healthy', whilst residents of the South Granville Ward were significantly less likely to agree with 'people in Cumberland obey controls relating to noise, traffic and animals', 'Council manages its finances well' and 'Council offers good value for money'.



Agreement with Statements on the Local Community - Continued

Q8. How strongly do you agree or disagree with the following statements?



Base: N=603

Scale: 1 = strongly disagree, 5 = strongly agree



Feeling Safe During the Day and After Dark

Summary

91% of residents feel safe during the day, compared to only 54% after dark.

Ratepayers were significantly more likely to feel safe during the day, whilst 25-34 year olds were significantly less likely.

Males, residents aged 50-64, and residents of the Greystanes Ward were significantly more likely to feel safe after dark.

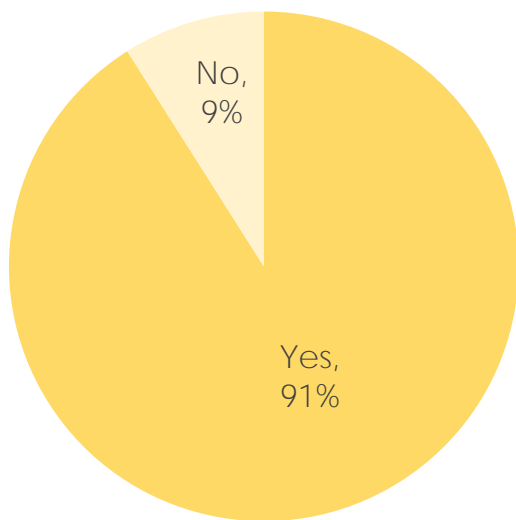
Q9. Do you feel safe in the following situations?

	Overall	Male	Female	18-24	25-34	35-49	50-64	65+	Rate payer	Non-rate payer
During the day (Yes)	91%	91%	92%	95%	83%▼	96%	94%	89%	95%▲	83%
After dark (Yes)	54%	66%▲	42%	47%	49%	60%	63%▲	46%	57%	47%

	Granville	Greystanes	Regents Park	South Granville	Wentworthville
During the day (Yes)	92%	93%	91%	89%	90%
After dark (Yes)	46%	65%▲	57%	56%	49%

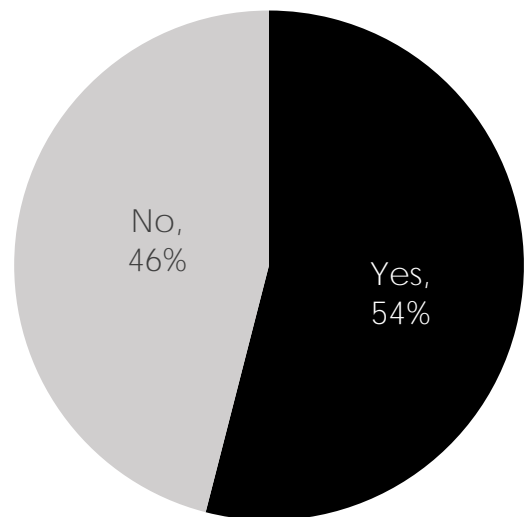
▲▼ = A significantly higher/lower percentage (by group)

During the Day



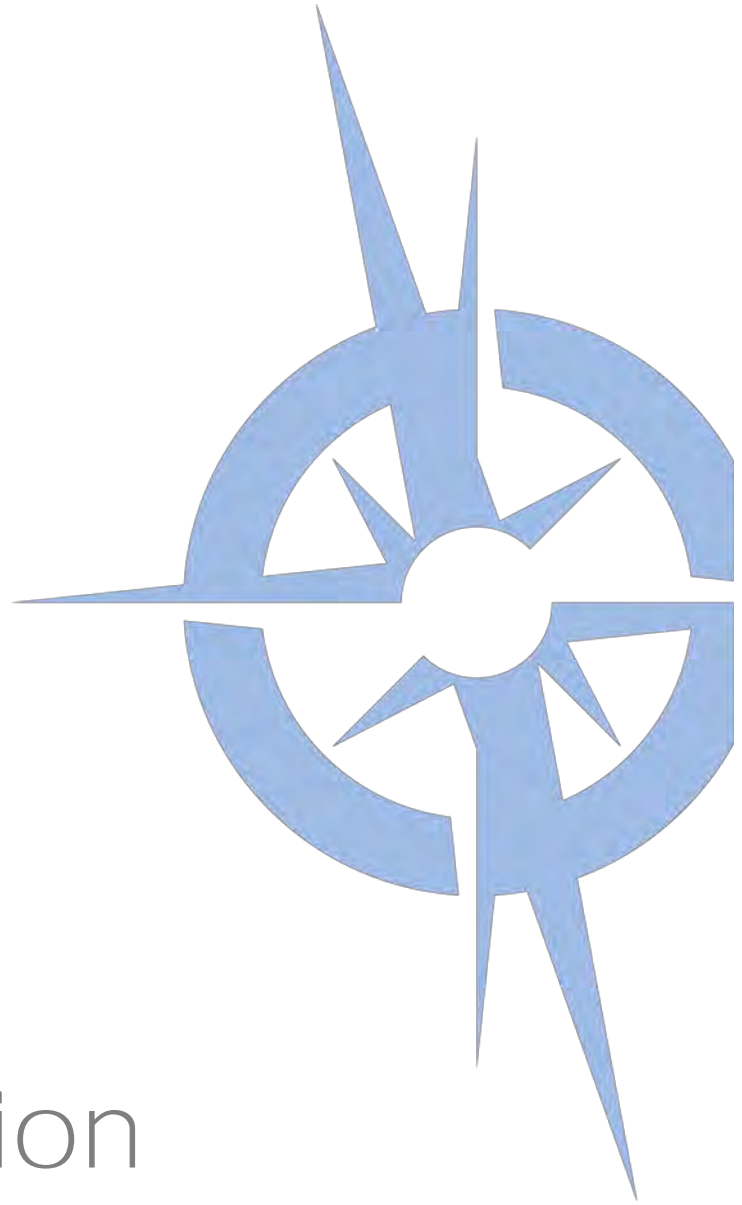
Base: N=603

After Dark



Base: N=603





Section C – Communication

Satisfaction with Communication from Council

Summary

Overall, 74% of residents were at least 'somewhat satisfied' with the level of communication Council currently has with the community.

Residents aged 65 and over were significantly more likely to be satisfied, whilst residents of the Regents Park Ward were significantly less likely.

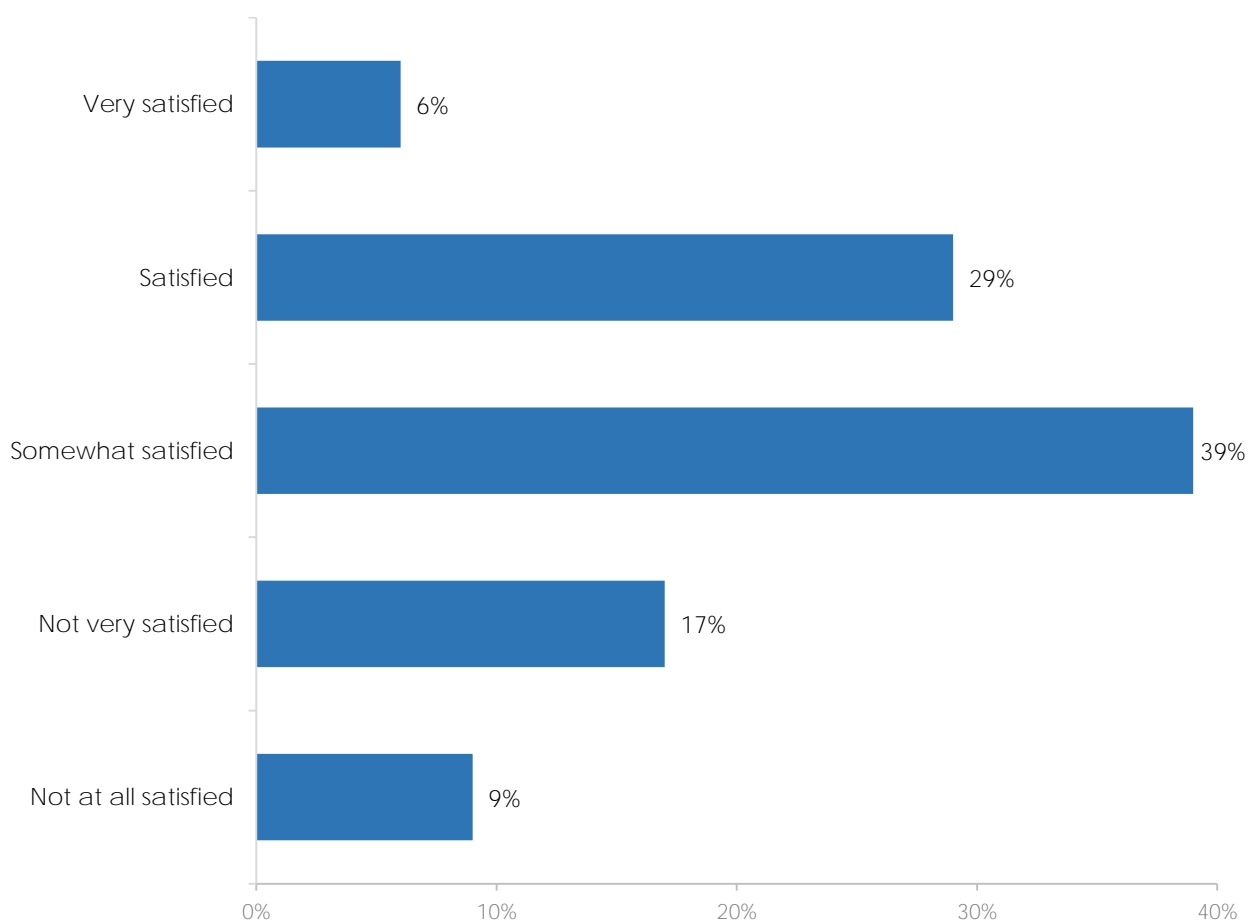
Q5. How satisfied are you with the level of communication Council currently has with the community?

	Overall	Male	Female	18-24	25-34	35-49	50-64	65+	Rate payer	Non-rate payer
Mean ratings	3.04	2.97	3.11	2.95	3.09	2.90	3.07	3.28▲	3.03	3.06

	Granville	Greystanes	Regents Park	South Granville	Wentworthville
Mean ratings	3.15	3.10	2.77▼	2.80	3.14

▲▼= A significantly higher/lower satisfaction (by group)

Scale: 1 = not at all satisfied, 5 = very satisfied



Base: N=603



Method of Receiving Information About Council

Summary

The most common way for residents to receive information about Council was via 'brochures/flyers' (76%).

Females were significantly more likely to receive information via 'council community centres' and 'community organisations/groups'.

Residents aged 18-24 were significantly more likely to use 'Facebook and Twitter' or not receive information at all, but significantly less likely to use 'brochures/flyers', 'Council newsletter' and 'libraries'. Residents aged 25-34 were significantly more likely to use 'Facebook and Twitter', but significantly less likely to use 'newspaper' or 'council newsletter'.

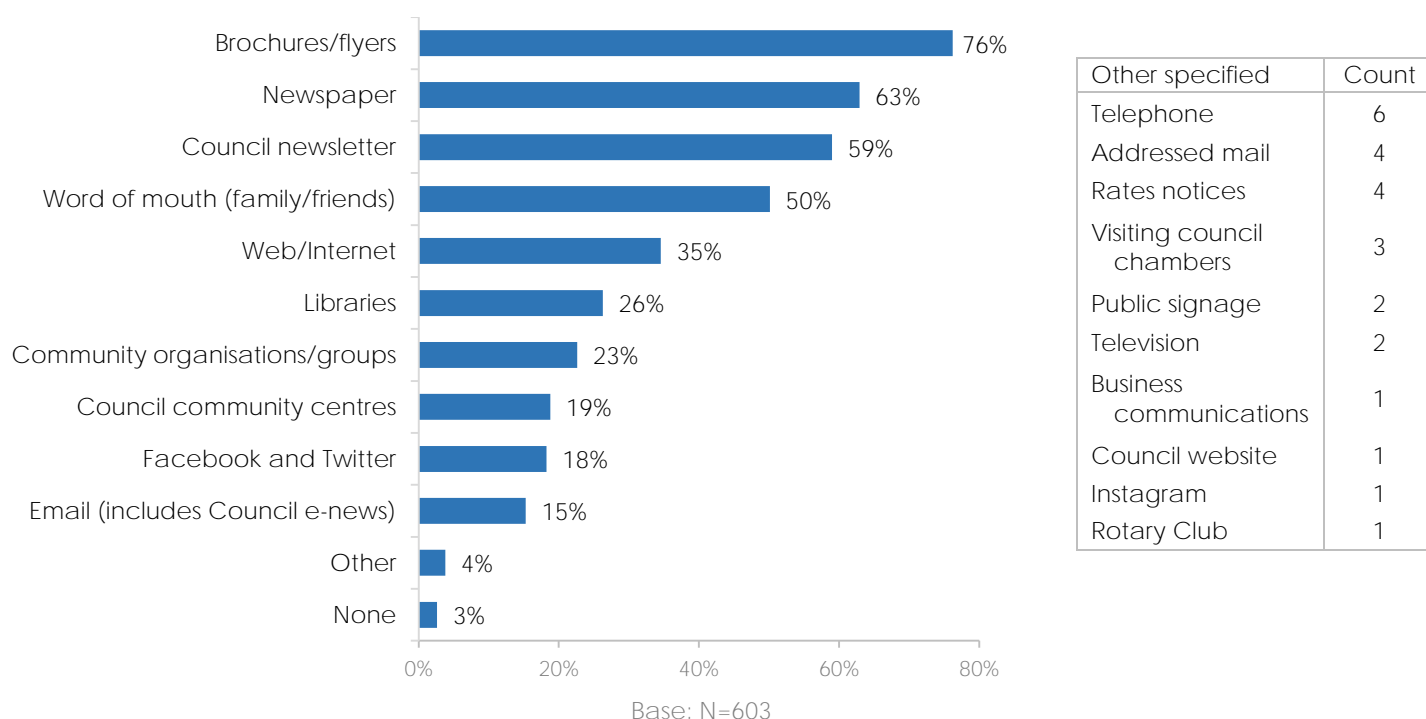
Residents aged 50-64 were significantly more likely to use 'newspaper', 'council newsletter' and 'Council community centres', but significantly less likely to use 'Facebook and Twitter'.

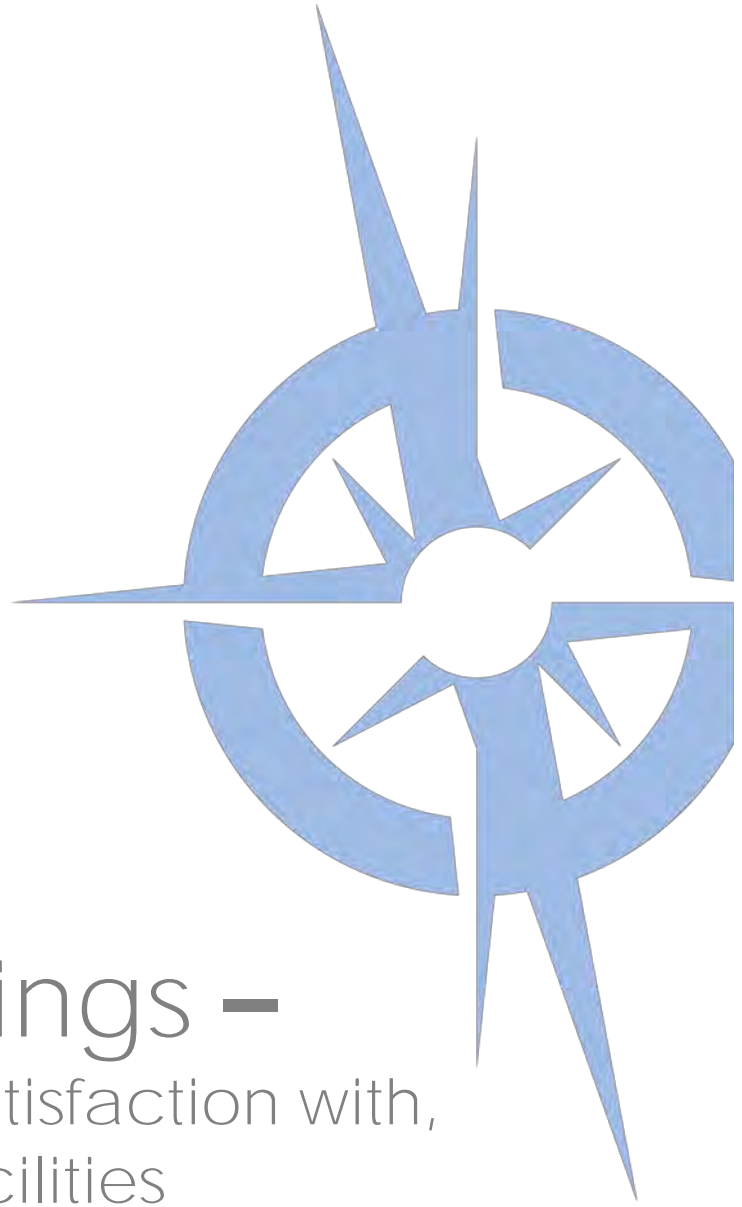
Residents 65 and over were significantly more likely to use 'newspaper', 'council newsletter' and 'libraries', but significantly less likely to use 'web/internet', 'email' and 'Facebook and Twitter'.

Ratepayers were significantly more likely to use 'newspaper', 'brochures/flyers' and 'council newsletter', but significantly less likely to use 'Facebook and Twitter'. Non-ratepayers were significantly more likely not to contact Council.

Residents of the Greystanes Ward were significantly more likely to use 'newspaper' and 'community organisations/groups'. Residents of the Granville Ward were significantly more likely to rely on 'word of mouth', but significantly less likely to use 'web/internet', 'newspaper' and 'Facebook and Twitter'. Residents of the Regents Park Ward were significantly more likely to use 'Facebook and Twitter', but significantly less likely to rely on 'word of mouth'. Residents of the Wentworthville Ward were significantly less likely to use 'newspaper'.

Q6. Through which of the following means do you receive information about Council?





Detailed Findings –

Importance of, and Satisfaction with,
Council Services & Facilities

Comparison to LGA Benchmarks

5 of the 35 comparable measures were rated above the benchmark threshold of 0.15, these were 'maintaining local roads (excluding Parramatta Rd and the M4)', 'suitability of local shops', 'household garbage collection', 'maintaining footpaths' and 'cycleways'.

16 of the measures were rated lower than the benchmark threshold of -0.15, these were 'maintenance of local parks and playgrounds', 'appearance of your local area', 'protection of heritage buildings and items', 'support and programs for volunteers and community groups', 'opportunities to participate in Council's decision-making process', 'aged care and support for people with a disability', 'environmental education programs', 'provision of council information to the community', 'festival and events programs', 'library services', 'development applications and construction certificates', 'availability and maintenance of sporting ovals, grounds and facilities', 'swimming pools', 'building heights in town centres', 'CCTV and safe public spaces' and 'availability of public car parking'.

Service/Facility	Cumberland Council Satisfaction Scores	Benchmark Variances
Maintaining local roads (excluding Parramatta Rd and the M4)	3.24	0.34▲
Suitability of local shops	3.49	0.33▲
Household garbage collection	4.31	0.25▲
Maintaining footpaths	3.39	0.24▲
Cycleways	3.51	0.23▲
Flood management	3.54	0.14
Traffic management and road safety	3.30	0.14
Stormwater management	3.50	0.10
Long term planning for council area	3.10	-0.02
Community centres and facilities	3.60	-0.06
Supporting local jobs and businesses	3.17	-0.06
Community safety	3.42	-0.07
Graffiti removal	3.42	-0.07
Maintenance and cleaning of town centres	3.39	-0.11
Protecting the natural environment (e.g. bush care)	3.29	-0.12
Youth programs and activities	3.29	-0.12
Removal of illegally dumped rubbish	3.47	-0.14
Encouraging recycling	3.75	-0.15
Council's childcare service and programs	3.47	-0.15
Maintenance of local parks and playgrounds	3.65	-0.18▼
Appearance of your local area	3.29	-0.21▼
Protection of heritage buildings and items	3.37	-0.22▼
Support and programs for volunteers and community groups	3.41	-0.22▼
Opportunities to participate in Council's decision-making process	2.84	-0.24▼
Aged care and support for people with a disability	3.41	-0.26▼
Environmental education programs	3.08	-0.28▼
Provision of council information to the community	3.12	-0.31▼
Festival and events programs	3.51	-0.32▼
Library services	3.92	-0.32▼
Availability and maintenance of sporting ovals, grounds and facilities	3.57	-0.33▼
Development applications and construction certificates	2.83	-0.33▼
Swimming pools	3.40	-0.38▼
CCTV and safe public spaces	3.05	-0.44▼
Building heights in town centres	2.70	-0.49▼
Availability of public car parking	2.70	-0.49▼

Scale: 1 = not at all satisfied, 5 = very satisfied

▲▼ = positive/negative difference greater than 0.15 from LGA Benchmark

Note: Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant



Performance Gap Analysis

When analysing performance gap data, it is important to consider both stated satisfaction and the absolute size of the performance gap.

Performance Gap Ranking

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Availability of public car parking	4.49	2.70	1.79
2	Maintaining local roads	4.68	3.24	1.44
3	Long term planning for council area	4.52	3.10	1.42
4	CCTV and safe public spaces	4.45	3.05	1.40
5	Traffic management and road safety	4.69	3.30	1.39
6	Supporting local jobs and businesses	4.49	3.17	1.32
7	Community safety	4.73	3.42	1.31
8	Provision of council information to the community	4.42	3.12	1.30
9	Opportunities to participate in Council's decision-making process	4.10	2.84	1.26
10	Protection of low rise residential areas	4.18	2.94	1.24
11	Protecting the natural environment	4.52	3.29	1.23
12	Removal of illegally dumped rubbish	4.65	3.47	1.18
13	Maintaining footpaths	4.56	3.39	1.17
14	Development applications and construction certificates	3.98	2.83	1.15
15	Access to public transport	4.66	3.52	1.14
16	Appearance of your local area	4.36	3.29	1.07
17	Promoting pride in the community	4.23	3.17	1.06
18	Maintenance and cleaning of town centres	4.39	3.39	1.00
19	Building heights in town centres	3.65	2.70	0.95
20	Accessibility to Council and its services	4.37	3.44	0.93
	Environmental education programs	4.01	3.08	0.93
22	Suitability of local shops	4.37	3.49	0.88
	Tree management	4.10	3.22	0.88
24	Encouraging recycling	4.60	3.75	0.85
25	Maintenance of local parks and playgrounds	4.46	3.65	0.81
26	Programs and support for newly arrived and migrant communities	3.82	3.03	0.79
27	Stormwater management	4.28	3.50	0.78
28	Graffiti removal	4.18	3.42	0.76
29	Availability and maintenance of sporting ovals, grounds and facilities	4.23	3.57	0.66
30	Flood management	4.18	3.54	0.64
31	Swimming pools	3.95	3.40	0.55
32	Support and programs for volunteers and community groups	3.95	3.41	0.54
33	Protection of heritage buildings and items	3.89	3.37	0.52
34	Community education programs	3.90	3.39	0.51
35	Youth programs and activities	3.76	3.29	0.47
36	Household garbage collection	4.76	4.31	0.45
37	Community centres and facilities	3.97	3.60	0.37
38	Aged care and support for people with a disability	3.71	3.41	0.30
39	Festival and events programs	3.67	3.51	0.16
40	Council's childcare service and programs	3.55	3.47	0.08
41	Library services	3.97	3.92	0.05
42	Cycleways	3.20	3.51	-0.31

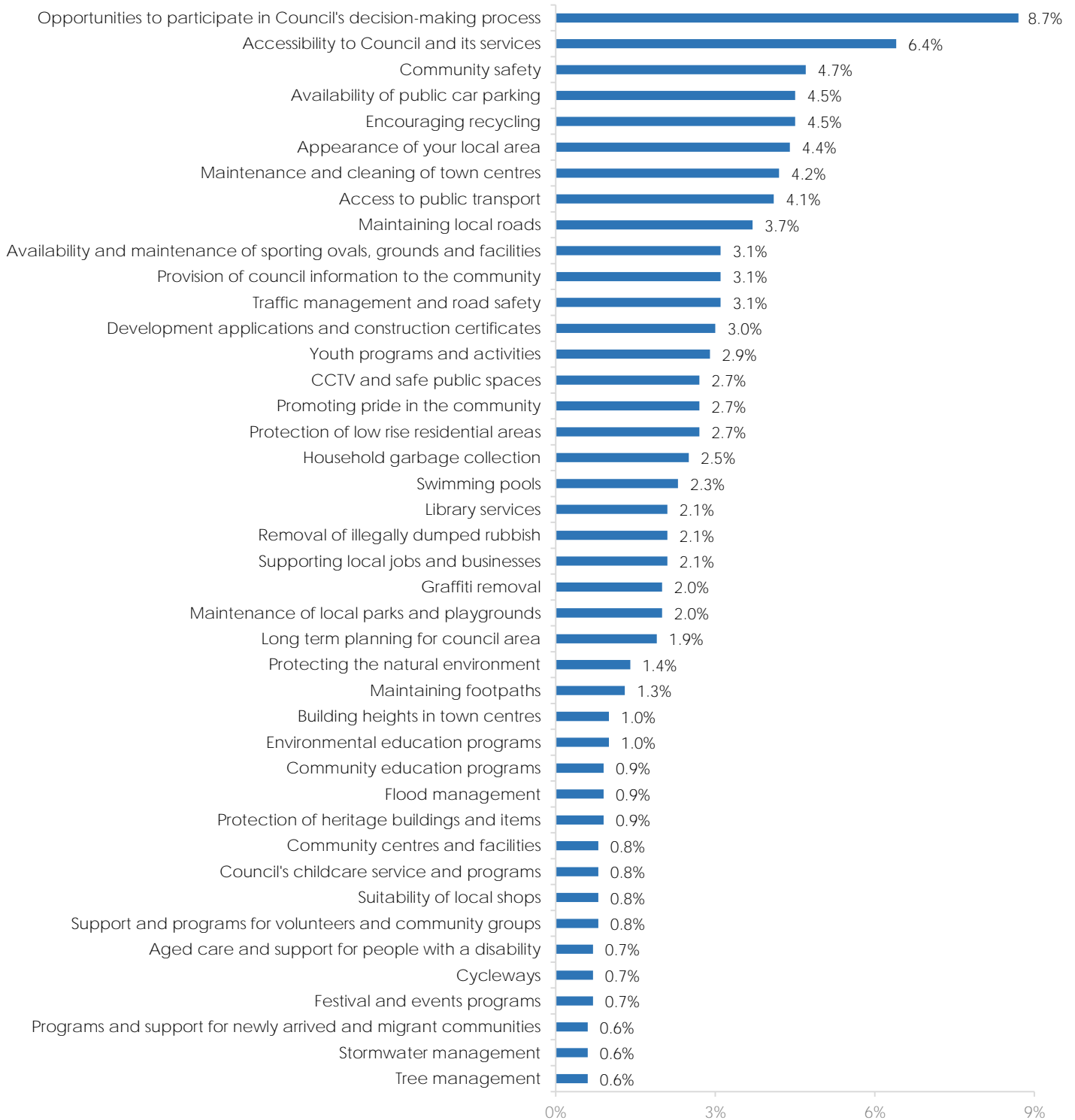
Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied



Influence on Overall Satisfaction

A core element of this community survey was the rating of 42 facilities/services in terms of Importance and Satisfaction. This section reports the Shapley Regression analysis undertaken on these measures – and the detailed responses to the measures themselves.

The chart below summarises the influence of the 42 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:



Service Areas

Each of the 42 facilities/services were grouped into service areas as detailed below

Environment

Availability and maintenance of sporting ovals, grounds and facilities
Availability of public car parking
Building heights in town centres
Community centres and facilities
2Cycleways
Development applications and construction certificates
Encouraging recycling
Environmental education programs
Flood management
Graffiti removal
Household garbage collection
Maintaining footpaths
Maintaining local roads (excluding Parramatta Rd and the M4)
Maintenance and cleaning of town centres
Maintenance of local parks and playgrounds
Protecting the natural environment (e.g. bush care)
Protection of low rise residential areas
Removal of illegally dumped rubbish
Stormwater management
Swimming pools
Traffic management and road safety
Tree management

Civic Leadership (including Governance)

Accessibility to Council and its services
Long term planning for council area
Opportunities to participate in Council's decision-making process
Provision of council information to the community

Economic

Access to public transport
Appearance of your local area
Suitability of local shops
Supporting local jobs and businesses

Social and Cultural

Aged care and support for people with a disability
CCTV and safe public spaces
Community education programs
Community safety
Council's childcare service and programs
Festival and events programs
Library services
Programs and support for newly arrived and migrant communities
Promoting pride in the community
Protection of heritage buildings and items
Support and programs for volunteers and community groups
Youth programs and activities

An Explanation

The following pages detail the Shapley findings for each service area, and summarise the stated importance and satisfaction ratings by key demographics.

Importance

For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.

Satisfaction

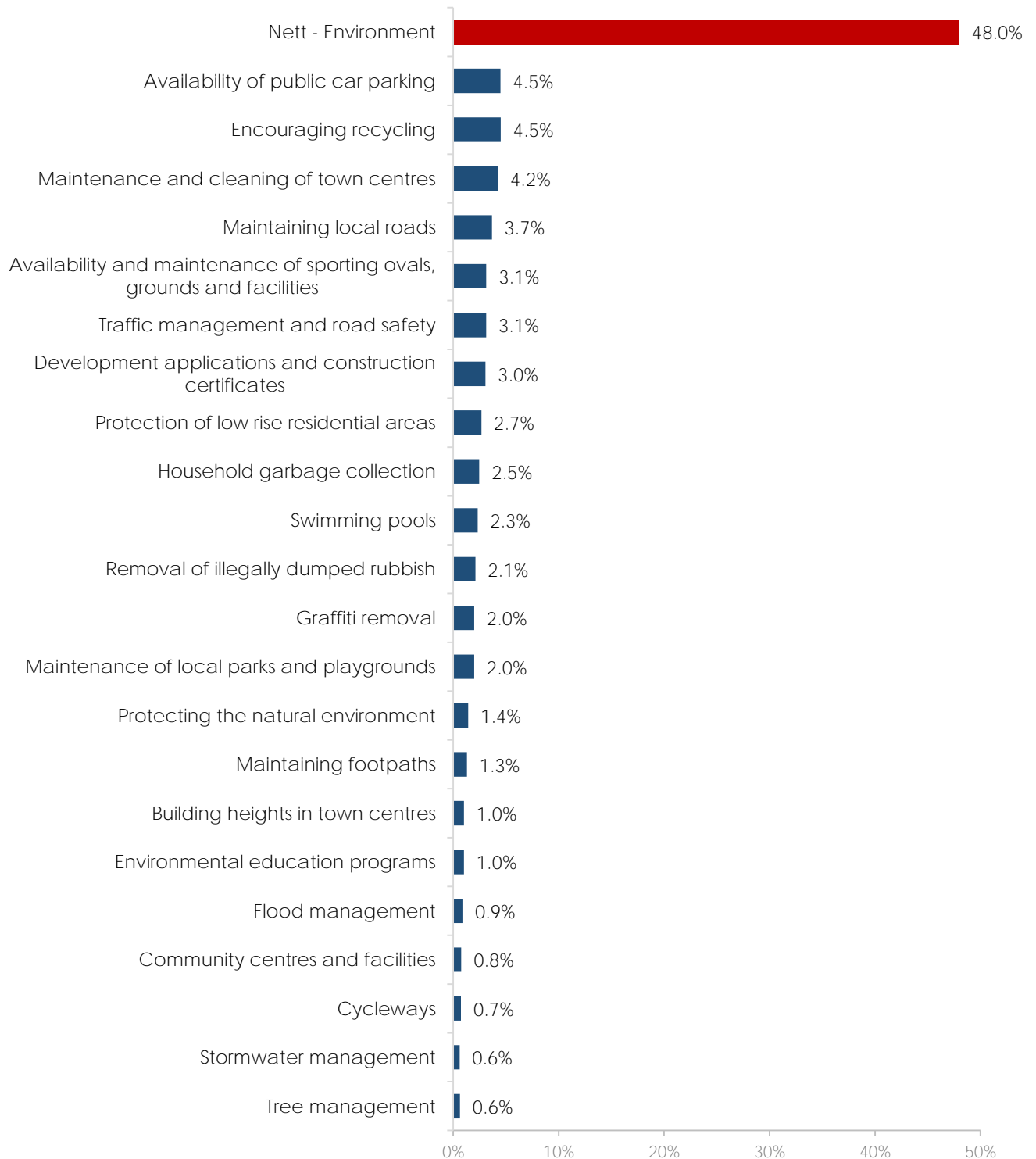
Any resident who had rated the importance of a particular criterion a 4 or 5 was then asked how satisfied they were with the performance of Council for that service or facility. There was an option for residents to answer 'don't know' to satisfaction, as they may not have personally used a particular service or facility.



Service Area 1: Environment

Shapley Regression

Contributes to 48% of Overall Satisfaction with Council



Service Area 1: Environment

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Household garbage collection Traffic management and road safety Maintaining local roads (excluding Parramatta Rd and the M4) Removal of illegally dumped rubbish Encouraging recycling Maintaining footpaths Protecting the natural environment (e.g. bush care)
Very high	Availability of public car parking Maintenance of local parks and playgrounds Maintenance and cleaning of town centres Stormwater management Availability and maintenance of sporting ovals, grounds and facilities
High	Flood management Graffiti removal Protection of low rise residential areas Tree management Environmental education programs Development applications and construction certificates Community centres and facilities Swimming pools
Moderately high	Building heights in town centres
Moderate	Cycleways

Importance – by age

Residents aged 50-64 considered 'building heights in town centres' and 'protection of low rise residential areas' to be significantly more important.

Residents aged 65 and over rated 'building heights in town centres', 'encouraging recycling', 'flood management', 'graffiti removal', 'household garbage collection', 'removal of illegally dumped rubbish', 'stormwater management' and 'tree management' as significantly more important, but 'cycleways' as significantly less important.

18-24 years olds viewed 'building heights of town centres', 'flood management' and 'graffiti removal' as significantly less important, and 35-49 year olds viewed 'encouraging recycling' as significantly less important.

Importance – by gender

Females rated 'community centres and facilities', 'environmental education programs', 'maintaining footpaths', 'maintenance of local parks and playgrounds' and 'swimming pools' as significantly more important.

Importance – by Ward

Residents of the Regents Park Ward considered 'building heights in town centres' and 'cycleways' as significantly more important.



Service Area 1: Environment

Importance – by Ward continued

Residents of the South Granville Ward viewed 'availability of public car parking', 'development applications and construction certificates', 'maintenance of local parks and playgrounds' and 'swimming pools' as significantly more important.

Residents of the Wentworthville Ward rated 'stormwater management' as significantly more important, but 'cycleways' as significantly less important.

Importance – by ratepayer status

Ratepayers viewed 'maintaining local roads (excluding Parramatta Rd and the M4)' and 'removal of illegally dumped rubbish' as significantly more important.

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-24	25-34	35-49	50-64	65+	Rate payer	Non-rate payer
Availability and maintenance of sporting ovals, grounds and facilities	4.23	4.16	4.31	4.44	4.06	4.32	4.23	4.17	4.22	4.27
Availability of public car parking	4.49	4.44	4.55	4.29	4.41	4.53	4.60	4.60	4.55	4.36
Building heights in town centres	3.65	3.58	3.73	3.05	3.34	3.84	3.95	4.00	3.66	3.63
Community centres and facilities	3.97	3.76	4.18	4.02	3.91	3.81	4.10	4.12	3.95	4.03
Cycleways	3.20	3.22	3.17	3.64	3.11	3.17	3.23	2.90	3.09	3.46
Development applications and construction certificates	3.98	3.92	4.05	3.43	3.93	4.14	4.18	4.04	4.01	3.92
Encouraging recycling	4.60	4.56	4.65	4.78	4.57	4.45	4.63	4.73	4.63	4.55
Environmental education programs	4.01	3.85	4.18	4.09	4.07	3.86	4.05	4.04	3.98	4.10
Flood management	4.18	4.13	4.23	3.76	4.08	4.36	4.18	4.42	4.22	4.06
Graffiti removal	4.18	4.08	4.29	3.68	4.17	4.16	4.29	4.60	4.23	4.07
Household garbage collection	4.76	4.75	4.77	4.68	4.65	4.77	4.81	4.92	4.82	4.61
Maintaining footpaths	4.56	4.46	4.65	4.54	4.52	4.50	4.60	4.68	4.61	4.42
Maintaining local roads	4.68	4.66	4.70	4.49	4.69	4.76	4.66	4.76	4.74	4.54
Maintenance and cleaning of town centres	4.39	4.37	4.40	4.24	4.35	4.43	4.42	4.45	4.43	4.27
Maintenance of local parks and playgrounds	4.46	4.35	4.57	4.49	4.43	4.44	4.41	4.57	4.44	4.50
Protecting the natural environment	4.52	4.44	4.59	4.63	4.53	4.39	4.54	4.55	4.55	4.44
Protection of low rise residential areas	4.18	4.08	4.28	3.85	3.91	4.31	4.47	4.29	4.26	3.97
Removal of illegally dumped rubbish	4.65	4.64	4.67	4.56	4.50	4.67	4.73	4.86	4.76	4.38
Stormwater management	4.28	4.24	4.32	3.95	4.07	4.40	4.43	4.53	4.37	4.06
Swimming pools	3.95	3.76	4.14	3.34	4.05	4.07	4.04	4.04	3.92	4.04
Traffic management and road safety	4.69	4.63	4.75	4.76	4.55	4.71	4.76	4.73	4.67	4.74
Tree management	4.10	4.02	4.18	3.73	4.05	4.08	4.27	4.35	4.05	4.24

Scale: 1 = not at all important, 5 = very important
Significantly higher/lower level of importance (by group)



Service Area 1: Environment

Detailed Overall Response for Importance

	Granville	Greystanes	Regents Park	South Granville	Wentworthville
Availability and maintenance of sporting ovals, grounds and facilities	4.12	4.31	4.28	4.35	4.20
Availability of public car parking	4.55	4.50	4.29	4.85	4.36
Building heights in town centres	3.50	3.63	4.15	3.82	3.41
Community centres and facilities	3.75	3.94	4.17	4.19	4.07
Cycleways	3.24	3.15	3.67	3.14	2.84
Development applications and construction certificates	3.76	3.95	4.29	4.38	3.92
Encouraging recycling	4.53	4.61	4.55	4.76	4.67
Environmental education programs	3.85	4.06	4.09	4.16	4.04
Flood management	4.12	4.32	3.92	4.02	4.37
Graffiti removal	4.20	4.37	3.93	4.27	4.06
Household garbage collection	4.77	4.81	4.67	4.79	4.73
Maintaining footpaths	4.60	4.51	4.58	4.56	4.55
Maintaining local roads	4.71	4.71	4.53	4.80	4.66
Maintenance and cleaning of town centres	4.46	4.31	4.42	4.46	4.32
Maintenance of local parks and playgrounds	4.40	4.47	4.44	4.70	4.40
Protecting the natural environment	4.51	4.54	4.36	4.71	4.50
Protection of low rise residential areas	4.04	4.17	4.34	4.13	4.30
Removal of illegally dumped rubbish	4.66	4.65	4.59	4.71	4.67
Stormwater management	4.19	4.44	3.97	4.13	4.55
Swimming pools	3.94	3.89	4.02	4.32	3.79
Traffic management and road safety	4.76	4.75	4.54	4.79	4.58
Tree management	3.92	4.12	3.98	4.35	4.30

Scale: 1 = not at all important, 5 = very important

Significantly higher/lower level of importance (by group)



Service Area 1: Environment

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Availability and maintenance of sporting ovals, grounds and facilities	2%	2%	18%	24%	53%	100%	603
Availability of public car parking	2%	1%	11%	17%	69%	100%	603
Building heights in town centres	9%	11%	24%	19%	37%	100%	603
Community centres and facilities	5%	4%	22%	24%	44%	100%	603
Cycleways	17%	16%	23%	18%	26%	100%	603
Development applications and construction certificates	7%	5%	20%	17%	50%	100%	603
Encouraging recycling	1%	2%	6%	19%	72%	100%	603
Environmental education programs	2%	9%	17%	31%	42%	100%	603
Flood management	4%	3%	17%	21%	54%	100%	603
Graffiti removal	2%	4%	18%	27%	50%	100%	603
Household garbage collection	1%	1%	3%	12%	83%	100%	603
Maintaining footpaths	1%	1%	7%	21%	69%	100%	603
Maintaining local roads	1%	0%	2%	23%	73%	100%	603
Maintenance and cleaning of town centres	3%	2%	10%	24%	61%	100%	603
Maintenance of local parks and playgrounds	1%	1%	12%	24%	62%	100%	603
Protecting the natural environment	1%	2%	8%	23%	66%	100%	603
Protection of low rise residential areas	3%	8%	12%	22%	55%	100%	603
Removal of illegally dumped rubbish	2%	1%	4%	17%	76%	100%	603
Stormwater management	3%	3%	14%	23%	57%	100%	603
Swimming pools	6%	8%	16%	22%	47%	100%	603
Traffic management and road safety	2%	0%	3%	18%	77%	100%	603
Tree management	3%	6%	17%	26%	48%	100%	603



Service Area 1: Environment

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Very high	Household garbage collection
Moderately high	Encouraging recycling Maintenance of local parks and playgrounds Community centres and facilities
Moderate	Availability and maintenance of sporting ovals, grounds and facilities Flood management Cycleways Stormwater management Removal of illegally dumped rubbish Graffiti removal Swimming pools Maintaining footpaths Maintenance and cleaning of town centres Traffic management and road safety Protecting the natural environment (e.g. bush care) Maintaining local roads (excluding Parramatta Rd and the M4) Tree management
Moderately low	Environmental education programs Protection of low rise residential areas Development applications and construction certificates Availability of public car parking Building heights in town centres

Satisfaction – by age

25-34 year olds were significantly more satisfied with 'building heights in town centres', 'development applications and construction certificates' and 'tree management'.

Residents aged 65 and over were significantly more satisfied with 'availability and maintenance of sporting ovals, grounds and facilities', 'encouraging recycling', 'environmental education programs', 'household garbage collection', 'maintaining local roads', 'maintenance of local parks and playgrounds', 'protecting the natural environment' and 'swimming pools'.

35-49 year olds were significantly less satisfied with 'development applications and construction certificates', whilst 50-64 year olds were significantly less satisfied with 'building heights in town centres', 'development applications and construction certificates', 'graffiti removal', 'maintaining local roads (excluding Parramatta Rd and the M4)', 'maintenance and cleaning of town centres', 'protection of low rise residential areas', 'removal of illegally dumped rubbish', 'traffic management and road safety' and 'tree management'.

Satisfaction – by gender

Females were significantly more satisfied with 'availability and maintenance of sporting ovals, grounds and facilities'.

Satisfaction – by Ward

Residents of the Granville Ward were significantly more satisfied with 'environmental education programs' and 'swimming pools'.



Service Area 1: Environment

Overview of Satisfaction Rating Scores by Key Demographics

Satisfaction – by Ward continued

Residents of the Greystanes Ward were significantly more satisfied with 'availability of public car parking', 'community centres and facilities', 'encouraging recycling', 'household garbage collection', 'maintenance and cleaning of town centres' and 'removal of illegally dumped rubbish'.

Residents of the Wentworthville Ward were significantly more satisfied with 'development applications and construction certificates' and 'traffic management and road safety'.

Residents of the Regents Park Ward were significantly less satisfied with 'building heights in town centres', 'environmental education programs', 'protecting the natural environment (e.g. bush care)' and 'traffic management and road safety'.

Residents of the South Granville Ward were significantly less satisfied with 'development applications and construction certificates', 'encouraging recycling' and 'protection of low rise residential areas'.

Satisfaction – by ratepayer status

Ratepayers were significantly more satisfied with 'encouraging recycling' and 'household garbage collection', whilst non-ratepayers were significantly more satisfied with 'building heights in town centres', 'development applications and construction certificates' and 'protection of low rise residential areas'.



Service Area 1: Environment

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-24	25-34	35-49	50-64	65+	Rate payer	Non-rate payer
Availability and maintenance of sporting ovals, grounds and facilities	3.57	3.40	3.73	3.66	3.43	3.49	3.55	3.84	3.61	3.46
Availability of public car parking	2.70	2.62	2.78	2.72	2.75	2.68	2.56	2.86	2.73	2.62
Building heights in town centres	2.70	2.59	2.80	3.15	3.30	2.54	2.37	2.56	2.47	3.31
Community centres and facilities	3.60	3.53	3.65	3.78	3.62	3.43	3.55	3.74	3.60	3.61
Cycleways	3.51	3.52	3.50	3.45	3.64	3.34	3.48	3.75	3.41	3.72
Development applications and construction certificates	2.83	2.67	2.99	3.50	3.29	2.46	2.55	2.80	2.69	3.21
Encouraging recycling	3.75	3.73	3.77	3.46	3.53	3.89	3.78	4.09	3.89	3.40
Environmental education programs	3.08	2.97	3.18	3.12	3.02	2.99	3.06	3.33	3.03	3.19
Flood management	3.54	3.54	3.54	3.64	3.65	3.51	3.38	3.63	3.52	3.61
Graffiti removal	3.42	3.42	3.41	3.50	3.44	3.49	3.22	3.47	3.46	3.29
Household garbage collection	4.31	4.31	4.31	4.21	4.15	4.34	4.31	4.59	4.41	4.04
Maintaining footpaths	3.39	3.40	3.38	3.80	3.49	3.30	3.20	3.26	3.34	3.54
Maintaining local roads	3.24	3.23	3.26	3.31	3.37	3.19	2.97	3.44	3.26	3.20
Maintenance and cleaning of town centres	3.39	3.36	3.43	3.52	3.44	3.38	3.19	3.53	3.44	3.25
Maintenance of local parks and playgrounds	3.65	3.61	3.69	3.91	3.52	3.56	3.56	3.90	3.63	3.69
Protecting the natural environment	3.29	3.21	3.38	3.46	3.34	3.13	3.18	3.49	3.27	3.35
Protection of low rise residential areas	2.94	2.93	2.95	3.37	3.26	2.82	2.50	3.02	2.80	3.36
Removal of illegally dumped rubbish	3.47	3.42	3.53	3.65	3.76	3.30	3.20	3.58	3.43	3.58
Stormwater management	3.50	3.52	3.48	3.46	3.58	3.44	3.40	3.64	3.53	3.41
Swimming pools	3.40	3.44	3.36	4.23	3.20	3.22	3.27	3.61	3.40	3.39
Traffic management and road safety	3.30	3.19	3.41	3.46	3.52	3.13	3.06	3.42	3.21	3.52
Tree management	3.22	3.17	3.27	3.63	3.67	3.05	2.89	3.06	3.21	3.26

Scale: 1 = not at all satisfied, 5 = very satisfied

Significantly higher/lower level of satisfaction (by group)



Service Area 1: Environment

Satisfaction Mean Scores by Key Demographics

	Granville	Greystanes	Regents Park	South Granville	Wentworthville
Availability and maintenance of sporting ovals, grounds and facilities	3.73	3.70	3.51	3.33	3.37
Availability of public car parking	2.61	3.04	2.52	2.43	2.68
Building heights in town centres	2.99	2.94	2.11	2.53	2.69
Community centres and facilities	3.65	3.81	3.55	3.31	3.49
Cycleways	3.58	3.81	3.23	3.34	3.28
Development applications and construction certificates	2.95	2.85	2.65	2.15	3.27
Encouraging recycling	3.93	4.02	3.53	3.32	3.53
Environmental education programs	3.37	3.15	2.74	2.91	3.02
Flood management	3.70	3.38	3.52	3.64	3.52
Graffiti removal	3.54	3.42	3.29	3.46	3.30
Household garbage collection	4.37	4.55	4.08	4.07	4.20
Maintaining footpaths	3.44	3.22	3.35	3.34	3.58
Maintaining local roads	3.23	3.40	3.04	2.96	3.36
Maintenance and cleaning of town centres	3.40	3.65	3.22	3.29	3.22
Maintenance of local parks and playgrounds	3.84	3.73	3.54	3.45	3.47
Protecting the natural environment	3.35	3.43	2.97	3.16	3.35
Protection of low rise residential areas	3.18	2.98	2.68	2.40	3.07
Removal of illegally dumped rubbish	3.43	3.71	3.34	3.26	3.44
Stormwater management	3.59	3.38	3.42	3.58	3.56
Swimming pools	3.78	3.27	3.18	3.17	3.35
Traffic management and road safety	3.36	3.33	2.99	2.96	3.63
Tree management	3.18	3.13	3.07	3.25	3.51

Scale: 1 = not at all satisfied, 5 = very satisfied

Significantly higher/lower level of satisfaction (by group)



Service Area 1: Environment

Detailed Overall Response for Satisfaction

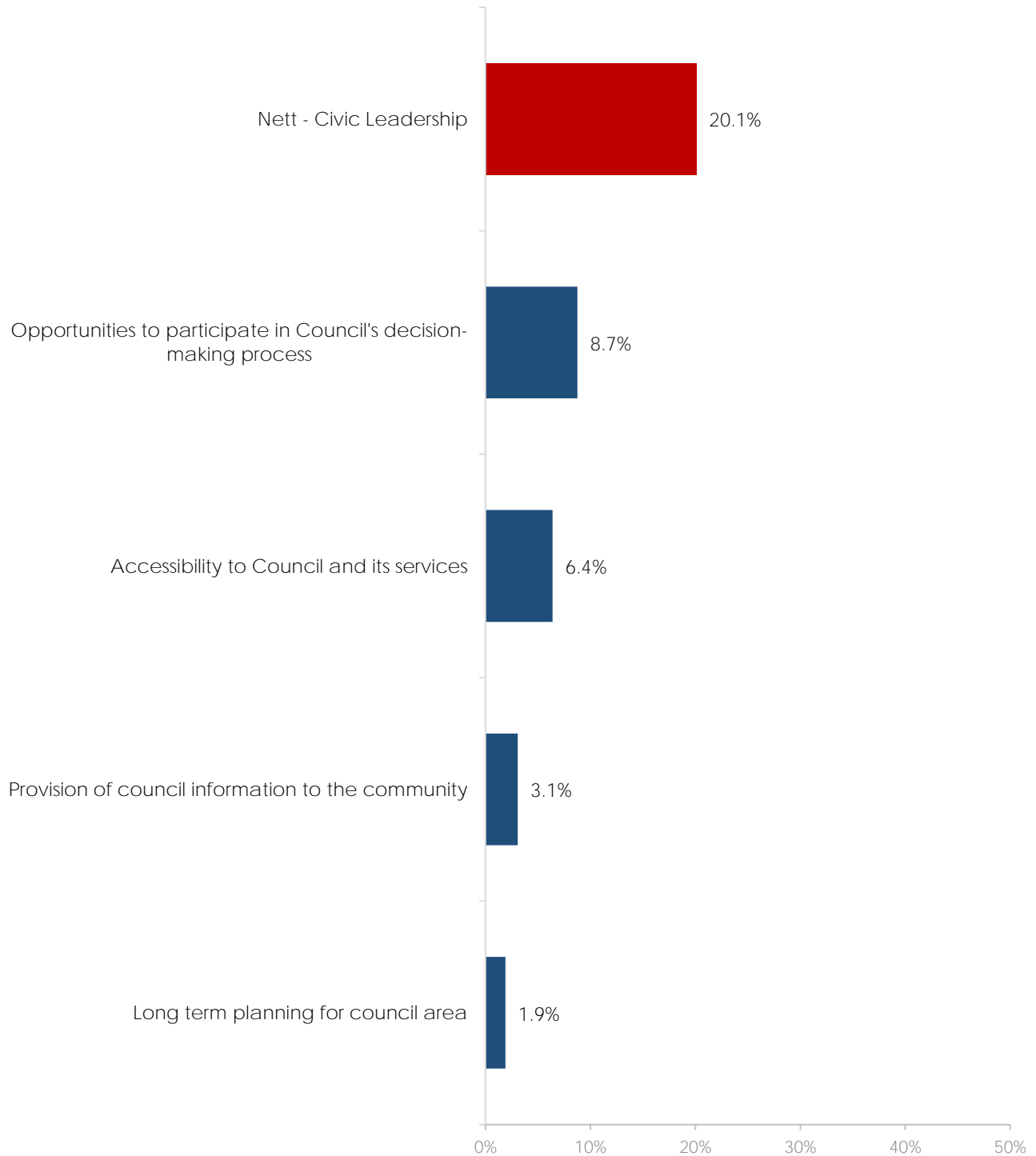
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Availability and maintenance of sporting ovals, grounds and facilities	4%	12%	26%	39%	19%	100%	466
Availability of public car parking	21%	23%	29%	19%	8%	100%	518
Building heights in town centres	23%	23%	24%	18%	11%	100%	339
Community centres and facilities	3%	9%	32%	39%	17%	100%	412
Cycleways	7%	9%	25%	40%	18%	100%	264
Development applications and construction certificates	20%	17%	33%	22%	9%	100%	409
Encouraging recycling	4%	9%	23%	37%	27%	100%	552
Environmental education programs	8%	20%	36%	28%	8%	100%	438
Flood management	6%	8%	33%	32%	21%	100%	453
Graffiti removal	6%	12%	32%	35%	16%	100%	462
Household garbage collection	2%	2%	13%	29%	54%	100%	577
Maintaining footpaths	8%	11%	33%	31%	17%	100%	547
Maintaining local roads	7%	16%	36%	27%	13%	100%	583
Maintenance and cleaning of town centres	6%	12%	32%	34%	15%	100%	510
Maintenance of local parks and playgrounds	3%	10%	29%	36%	23%	100%	521
Protecting the natural environment	7%	15%	36%	28%	15%	100%	535
Protection of low rise residential areas	16%	20%	28%	25%	11%	100%	465
Removal of illegally dumped rubbish	8%	13%	23%	35%	20%	100%	564
Stormwater management	5%	9%	34%	33%	18%	100%	478
Swimming pools	8%	14%	28%	30%	20%	100%	418
Traffic management and road safety	8%	16%	30%	31%	15%	100%	575
Tree management	11%	14%	30%	29%	15%	100%	447



Service Area 2: Civic Leadership

Shapley Regression

Contributes to Over 20% of Overall Satisfaction with Council



Service Area 2: Civic Leadership

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Long term planning for council area
Very high	Provision of council information to the community
	Accessibility to Council and its services
High	Opportunities to participate in Council's decision-making process

Importance – by age

Residents aged 65 and over considered **all services, with the exception of 'opportunities to participate in Council's decision-making process'**, as significantly more important.

Importance – by gender

There were no significant differences by gender.

Importance – by Ward

Residents of the Greystanes Ward rated 'provision of council information to the community' as significantly more important.

Importance – by ratepayer status

Ratepayers viewed 'accessibility to Council and its services' as significantly more important.



Service Area 2: Civic Leadership

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-24	25-34	35-49	50-64	65+	Rate payer	Non-rate payer
Accessibility to Council and its services	4.37	4.29	4.44	4.32	4.18	4.37	4.43	4.61	4.49	4.06
Long term planning for council area	4.52	4.49	4.55	4.54	4.36	4.57	4.54	4.65	4.58	4.37
Opportunities to participate in Council's decision-making process	4.10	4.07	4.13	4.37	4.02	3.99	4.16	4.09	4.13	4.04
Provision of council information to the community	4.42	4.34	4.49	4.61	4.18	4.40	4.47	4.56	4.48	4.25

	Granville	Greystanes	Regents Park	South Granville	Wentworthville
Accessibility to Council and its services	4.30	4.33	4.35	4.50	4.45
Long term planning for council area	4.44	4.58	4.57	4.63	4.48
Opportunities to participate in Council's decision-making process	4.21	4.01	4.28	3.97	3.99
Provision of council information to the community	4.38	4.64	4.46	4.39	4.14

Scale: 1 = not at all important, 5 = very important

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Accessibility to Council and its services	2%	1%	12%	29%	56%	100%	603
Long term planning for council area	1%	1%	8%	24%	66%	100%	603
Opportunities to participate in Council's decision-making process	3%	4%	18%	29%	46%	100%	603
Provision of council information to the community	2%	2%	9%	26%	61%	100%	603



Service Area 2: Civic Leadership

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderate	Accessibility to Council and its services Provision of council information to the community
Moderately low	Long term planning for council area Opportunities to participate in Council's decision-making process

Satisfaction – by age

Residents 65 and over were significantly more satisfied with 'accessibility to Council and its services' and 'provision of council information to the community'.

35-64 year olds were significantly less satisfied with 'long term planning for council area', with 35-49 year olds additionally being significantly less satisfied with 'opportunities to participate in Council's decision-making process' and 'provision of council information to the community'.

Satisfaction – by gender

Females were significantly more satisfied with 'opportunities to participate in Council's decision-making process'.

Satisfaction – by Ward

There were no significant differences by Ward.

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with 'long term planning for council area' and 'opportunities to participate in Council's decision-making process'.



Service Area 2: Civic Leadership

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-24	25-34	35-49	50-64	65+	Rate payer	Non-rate payer
Accessibility to Council and its services	3.44	3.39	3.49	3.45	3.55	3.28	3.29	3.73	3.42	3.50
Long term planning for council area	3.10	2.98	3.21	3.45	3.36	2.81	2.83	3.24	2.96	3.46
Opportunities to participate in Council's decision-making process	2.84	2.61	3.05	3.18	2.93	2.53	2.70	3.03	2.68	3.26
Provision of council information to the community	3.12	3.04	3.20	3.36	3.22	2.79	2.99	3.48	3.07	3.26

	Granville	Greystanes	Regents Park	South Granville	Wentworthville
Accessibility to Council and its services	3.52	3.48	3.18	3.35	3.51
Long term planning for council area	3.10	3.27	2.81	2.95	3.16
Opportunities to participate in Council's decision-making process	2.95	2.77	2.68	2.70	2.97
Provision of council information to the community	3.19	3.12	3.00	3.05	3.17

Scale: 1 = not at all satisfied, 5 = very satisfied

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

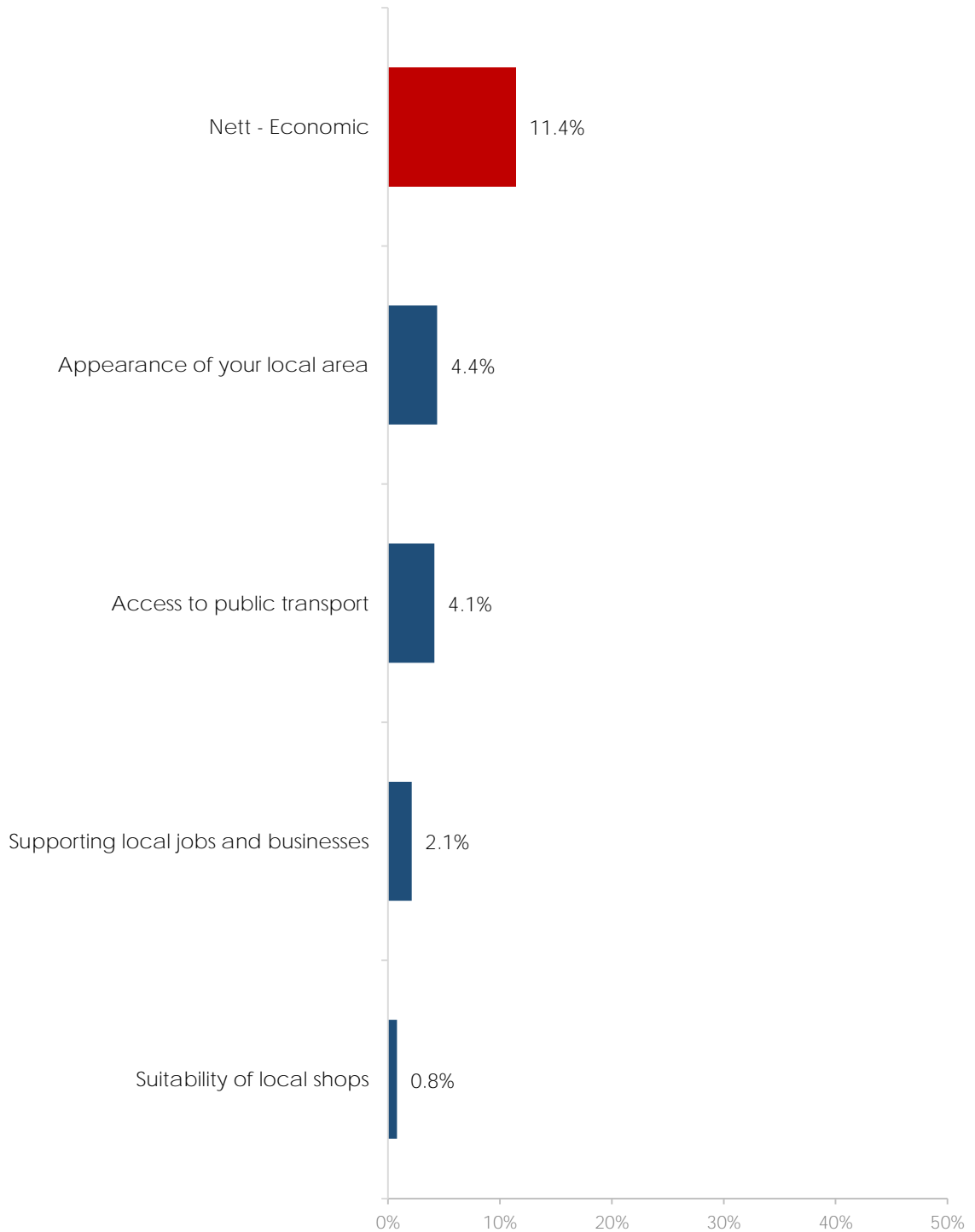
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Accessibility to Council and its services	5%	12%	32%	34%	16%	100%	514
Long term planning for council area	9%	17%	37%	28%	9%	100%	541
Opportunities to participate in Council's decision-making process	16%	22%	31%	22%	9%	100%	448
Provision of council information to the community	8%	20%	35%	27%	10%	100%	524



Service Area 3: Economic

Shapley Regression

Contributes to Over 11% of Overall Satisfaction with Council



Service Area 3: Economic

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Access to public transport
Very high	Supporting local jobs and businesses
	Suitability of local shops
	Appearance of your local area

Importance – by age

Residents aged 65 and over considered 'suitability of local shops' to be significantly more important.

Importance – by gender

Females viewed 'access to public transport' as significantly more important.

Importance – by Ward

Residents of the Regents Park Ward rated 'access to public transport' as significantly more important.

Residents of the South Granville Ward viewed 'access to public transport' and 'supporting local jobs and businesses' as significantly more important.

Residents of the Wentworthville Ward stated that 'appearance of your local area' was significantly less important.

Importance – by ratepayer status

There were no significant differences by ratepayer status.



Service Area 3: Economic Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-24	25-34	35-49	50-64	65+	Rate payer	Non-rate payer
Access to public transport	4.66	4.55	4.77	4.66	4.66	4.62	4.71	4.64	4.67	4.62
Appearance of your local area	4.36	4.34	4.39	4.39	4.33	4.34	4.41	4.38	4.37	4.34
Suitability of local shops	4.37	4.27	4.47	4.34	4.16	4.36	4.44	4.66	4.35	4.41
Supporting local jobs and businesses	4.49	4.46	4.52	4.34	4.45	4.57	4.51	4.55	4.50	4.49

	Granville	Greystanes	Regents Park	South Granville	Wentworthville
Access to public transport	4.60	4.53	4.83	4.92	4.64
Appearance of your local area	4.43	4.43	4.47	4.44	4.05
Suitability of local shops	4.33	4.40	4.36	4.59	4.27
Supporting local jobs and businesses	4.42	4.56	4.48	4.71	4.41

Scale: 1 = not at all important, 5 = very important

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Access to public transport	2%	1%	4%	14%	79%	100%	603
Appearance of your local area	1%	2%	10%	35%	52%	100%	603
Suitability of local shops	2%	1%	13%	26%	58%	100%	603
Supporting local jobs and businesses	1%	2%	12%	17%	68%	100%	603



Service Area 3: Economic

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderate Access to public transport
 Suitability of local shops
 Appearance of your local area
 Supporting local jobs and businesses

Satisfaction – by age

Residents aged 65 and over were significantly more satisfied with all services and facilities, with the exception of 'suitability of local shops'.

35-49 year olds were significantly less satisfied with 'access to public transport' and 50-64 year olds were significantly less satisfied with 'appearance of your local area'.

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by Ward

Residents of the Greystanes Ward were significantly more satisfied with 'appearance of your local area' and 'suitability of local shops'.

Residents of the Regents Park ward were significantly less satisfied with 'supporting local jobs and businesses'.

Residents of the South Granville Ward were significantly less satisfied with 'appearance of your local area'.

Residents of the Wentworthville Ward were significantly less satisfied with 'suitability of local shops'.

Satisfaction – by ratepayer status

There were no significant differences by ratepayer status.



Service Area 3: Economic Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-24	25-34	35-49	50-64	65+	Rate payer	Non-rate payer
Access to public transport	3.52	3.41	3.61	3.60	3.52	3.23	3.61	3.81	3.44	3.72
Appearance of your local area	3.29	3.24	3.33	3.79	3.08	3.22	3.02	3.57	3.38	3.06
Suitability of local shops	3.49	3.41	3.57	3.53	3.57	3.33	3.47	3.64	3.47	3.55
Supporting local jobs and businesses	3.17	3.13	3.21	3.09	3.13	3.02	3.19	3.53	3.19	3.11

	Granville	Greystanes	Regents Park	South Granville	Wentworthville
Access to public transport	3.62	3.65	3.58	3.11	3.36
Appearance of your local area	3.41	3.60	3.12	2.78	3.06
Suitability of local shops	3.62	3.75	3.16	3.43	3.23
Supporting local jobs and businesses	3.34	3.35	2.66	3.09	3.13

Scale: 1 = not at all satisfied, 5 = very satisfied

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

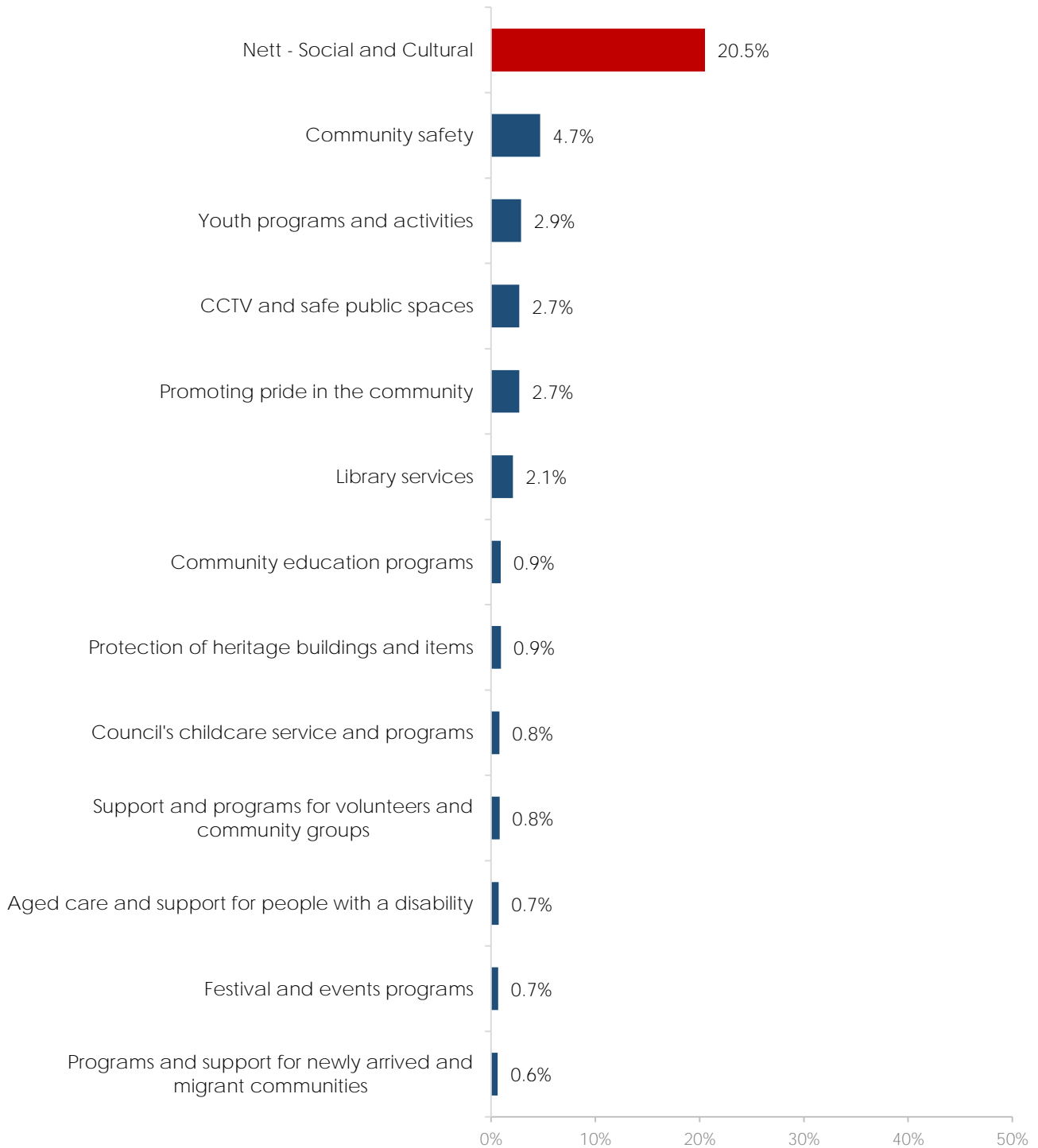
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Access to public transport	5%	17%	24%	29%	24%	100%	559
Appearance of your local area	7%	17%	31%	30%	15%	100%	526
Suitability of local shops	4%	15%	29%	31%	21%	100%	505
Supporting local jobs and businesses	7%	15%	41%	27%	10%	100%	512



Service Area 4: Social and Cultural

Shapley Regression

Contributes to Over 20% of Overall Satisfaction with Council



Service Area 4: Social and Cultural

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Community safety
Very high	CCTV and safe public spaces
	Promoting pride in the community
High	Library services
	Support and programs for volunteers and community groups
	Community education programs
Moderately high	Protection of heritage buildings and items
	Programs and support for newly arrived and migrant communities
	Youth programs and activities
	Aged care and support for people with a disability
	Festival and events programs
Moderate	Council's childcare service and programs

Importance – by age

18-34 year olds viewed 'programs and support for newly arrived and migrant communities' as significantly more important.

50-64 year olds rated 'protection of heritage buildings and items' as significantly more important.

Residents over the age of 65 considered 'aged care and support for people with a disability', 'CCTV and safe public spaces', 'promoting pride in the community', 'protection of heritage buildings and items' and 'support and programs for volunteers and community groups' as significantly more important.

25-34 year olds rated 'support and programs for volunteers and community groups' as significantly less important, and 35-49 year olds viewed 'aged care and support for people with a disability' as significantly less important.

Importance – by gender

Females stated that the following 6 services were significantly more important:

- CCTV and safe public spaces
- Community education programs
- Festival and events programs
- Library services
- Promoting pride in the community
- Youth programs and activities

Importance – by Ward

Residents of the Regents Park Ward considered 'library services' and 'programs and support for newly arrived migrant communities' as significantly more important.

Residents of the Granville Ward viewed 'community education programs' as significantly less important.

Importance – by ratepayer status

There were no significant differences by ratepayer status.



Service Area 4: Social and Cultural

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-24	25-34	35-49	50-64	65+	Rate payer	Non-rate payer
Aged care and support for people with a disability	3.71	3.62	3.80	3.37	3.83	3.43	3.90	4.09	3.67	3.80
CCTV and safe public spaces	4.45	4.33	4.56	4.15	4.60	4.29	4.53	4.66	4.47	4.39
Community education programs	3.90	3.65	4.16	4.09	3.80	3.88	3.87	3.96	3.86	4.00
Community safety	4.73	4.66	4.79	4.71	4.74	4.72	4.70	4.76	4.77	4.61
Council's childcare service and programs	3.55	3.39	3.71	3.26	3.68	3.67	3.43	3.55	3.54	3.56
Festival and events programs	3.67	3.50	3.84	3.85	3.82	3.57	3.51	3.64	3.61	3.83
Library services	3.97	3.72	4.22	3.66	4.03	4.01	3.92	4.15	4.03	3.81
Programs and support for newly arrived and migrant communities	3.82	3.75	3.89	4.29	3.89	3.62	3.75	3.68	3.75	3.98
Promoting pride in the community	4.23	4.05	4.41	4.05	4.03	4.22	4.35	4.57	4.21	4.26
Protection of heritage buildings and items	3.89	3.77	4.00	3.76	3.73	3.75	4.13	4.17	3.90	3.85
Support and programs for volunteers and community groups	3.95	3.82	4.08	4.05	3.57	3.94	4.03	4.37	3.97	3.90
Youth programs and activities	3.76	3.60	3.92	3.95	3.69	3.68	3.73	3.87	3.67	3.99

	Granville	Greystanes	Regents Park	South Granville	Wentworthville
Aged care and support for people with a disability	3.97	3.52	3.61	3.77	3.63
CCTV and safe public spaces	4.44	4.38	4.28	4.68	4.54
Community education programs	3.60	3.88	4.15	4.04	4.11
Community safety	4.76	4.77	4.56	4.77	4.72
Council's childcare service and programs	3.40	3.64	3.58	3.54	3.61
Festival and events programs	3.63	3.71	3.77	3.68	3.59
Library services	3.70	4.00	4.34	4.11	3.97
Programs and support for newly arrived and migrant communities	3.73	3.83	4.19	3.92	3.57
Promoting pride in the community	4.26	4.40	4.03	4.41	4.00
Protection of heritage buildings and items	3.90	3.91	3.99	4.09	3.63
Support and programs for volunteers and community groups	3.94	3.99	3.79	4.15	3.90
Youth programs and activities	3.82	3.66	3.94	3.82	3.64

Scale: 1 = not at all important, 5 = very important

Significantly higher/lower level of importance (by group)



Service Area 4: Social and Cultural

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Aged care and support for people with a disability	15%	6%	15%	21%	43%	100%	603
CCTV and safe public spaces	2%	3%	11%	18%	67%	100%	603
Community education programs	5%	7%	22%	23%	42%	100%	603
Community safety	1%	1%	4%	13%	81%	100%	603
Council's childcare service and programs	15%	11%	18%	15%	41%	100%	603
Festival and events programs	5%	10%	26%	30%	29%	100%	603
Library services	7%	9%	15%	18%	51%	100%	603
Programs and support for newly arrived and migrant communities	8%	7%	20%	25%	40%	100%	603
Promoting pride in the community	3%	2%	16%	27%	52%	100%	603
Protection of heritage buildings and items	5%	8%	21%	27%	40%	100%	603
Support and programs for volunteers and community groups	4%	6%	21%	30%	40%	100%	603
Youth programs and activities	9%	9%	17%	25%	39%	100%	603



Service Area 4: Social and Cultural

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

High	Library services
Moderate	Festival and events programs
	Council's childcare service and programs
	Community safety
	Aged care and support for people with a disability
	Support and programs for volunteers and community groups
	Community education programs
	Protection of heritage buildings and items
	Youth programs and activities
	Promoting pride in the community
	CCTV and safe public spaces
	Programs and support for newly arrived and migrant communities

Satisfaction – by age

Residents aged 65 and over were significantly more satisfied with 'CCTV and safe public spaces', 'Council's childcare service and programs', 'festival and events programs', 'library services', 'programs and support for newly arrived and migrant communities', 'promoting pride in the community' and 'support and programs for volunteers and community groups'.

25-34 year olds were significantly more satisfied with 'aged care and support for people with a disability', but significantly less satisfied with 'festival and events programs'.

35-49 year olds were significantly less satisfied with 'aged care and support for people with a disability', 'Council's childcare service and programs' and 'programs and support for newly arrived and migrant communities'.

50-64 year olds were significantly less satisfied with 'aged care and support for people with a disability'.

Satisfaction – by gender

Females were significantly more satisfied with 'library services' and 'programs and support for newly arrived and migrant communities'.

Satisfaction – by Ward

Residents of the Granville Ward were significantly more satisfied with 'support and programs for volunteers and community groups'.

Residents of the Greystanes ward were significantly more satisfied with 'community safety' and 'promoting pride in the community'.

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with 'aged care and support for people with a disability'.



Service Area 4: Social and Cultural

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-24	25-34	35-49	50-64	65+	Rate payer	Non-rate payer
Aged care and support for people with a disability	3.41	3.39	3.43	3.76	3.70	3.09	3.15	3.52	3.23	3.80
CCTV and safe public spaces	3.05	2.97	3.12	3.26	2.87	2.91	3.05	3.37	3.09	2.94
Community education programs	3.39	3.30	3.46	3.61	3.42	3.24	3.27	3.50	3.37	3.44
Community safety	3.42	3.44	3.41	3.44	3.34	3.41	3.43	3.56	3.48	3.29
Council's childcare service and programs	3.47	3.41	3.51	3.76	3.40	3.17	3.51	3.84	3.47	3.46
Festival and events programs	3.51	3.41	3.60	3.57	3.14	3.56	3.70	3.77	3.54	3.46
Library services	3.92	3.71	4.08	3.37	3.81	3.94	4.03	4.30	3.98	3.75
Programs and support for newly arrived and migrant communities	3.03	2.86	3.18	3.06	3.02	2.79	3.13	3.28	2.94	3.24
Promoting pride in the community	3.17	3.05	3.27	3.43	3.05	3.01	3.14	3.41	3.16	3.19
Protection of heritage buildings and items	3.37	3.25	3.49	2.89	3.71	3.37	3.24	3.51	3.35	3.44
Support and programs for volunteers and community groups	3.41	3.35	3.46	3.28	3.46	3.28	3.33	3.74	3.39	3.46
Youth programs and activities	3.29	3.17	3.40	3.67	3.14	3.24	3.18	3.36	3.24	3.42

	Granville	Greystanes	Regents Park	South Granville	Wentworthville
Aged care and support for people with a disability	3.56	3.38	3.23	3.51	3.27
CCTV and safe public spaces	3.01	3.08	2.98	3.11	3.07
Community education programs	3.60	3.27	3.44	3.30	3.31
Community safety	3.39	3.65	3.20	3.16	3.47
Council's childcare service and programs	3.38	3.63	3.48	3.46	3.34
Festival and events programs	3.75	3.38	3.43	3.42	3.48
Library services	4.04	4.09	3.51	4.15	3.78
Programs and support for newly arrived and migrant communities	3.07	3.04	2.87	3.08	3.09
Promoting pride in the community	3.23	3.51	2.91	2.78	2.96
Protection of heritage buildings and items	3.37	3.54	3.17	3.20	3.44
Support and programs for volunteers and community groups	3.74	3.30	3.04	3.11	3.55
Youth programs and activities	3.45	3.28	3.28	3.00	3.28

Scale: 1 = not at all satisfied, 5 = very satisfied

Significantly higher/lower level of satisfaction (by group)



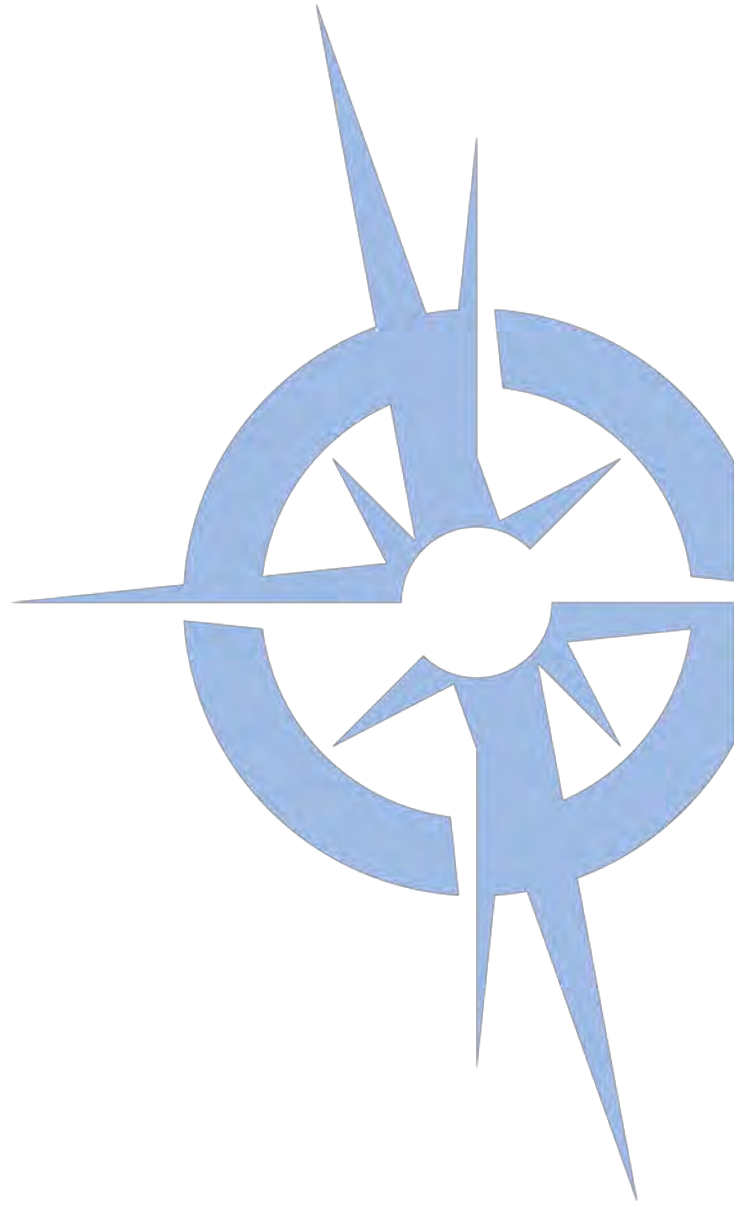
Service Area 4: Social and Cultural

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Aged care and support for people with a disability	6%	8%	42%	27%	16%	100%	382
CCTV and safe public spaces	12%	20%	32%	23%	13%	100%	507
Community education programs	4%	12%	39%	31%	14%	100%	396
Community safety	4%	15%	32%	34%	16%	100%	568
Council's childcare service and programs	5%	12%	31%	33%	18%	100%	332
Festival and events programs	5%	10%	30%	41%	15%	100%	355
Library services	4%	6%	25%	27%	39%	100%	415
Programs and support for newly arrived and migrant communities	7%	21%	45%	19%	9%	100%	388
Promoting pride in the community	9%	16%	37%	25%	13%	100%	476
Protection of heritage buildings and items	10%	9%	30%	34%	17%	100%	402
Support and programs for volunteers and community groups	4%	12%	36%	33%	14%	100%	417
Youth programs and activities	5%	16%	36%	31%	12%	100%	386



Demographics



Demographics

Q2. In which suburb do you live?

	%		%
Greystanes	22%	Girraween	2%
Merrylands	11%	Guildford West	2%
Lidcombe	10%	Merrylands West	2%
Auburn	9%	Pemulwuy	2%
Granville	9%	South Wentworthville	2%
Guildford	6%	Holroyd	1%
Wentworthville	6%	Smithfield	1%
Westmead	5%	South Granville	1%
Pendle Hill	4%	Chester Hill	<1%
Berala	3%	Wood Park	<1%
Regents Park	3%		

Base: N = 603

Q10. Please stop me when I read out your age group.

	%
18-24	14%
25-34	24%
35-49	26%
50-64	21%
65+	15%

Base: N = 603

Q11a. Which country were you born in?

	%
Australia	61%
India	8%
Lebanon	5%
China	3%
United Kingdom	3%
Italy	2%
Malta	2%
Sri Lanka	2%
New Zealand	1%
Pakistan	1%
Vietnam	1%
Afghanistan	<1%
Korea	<1%
Philippines	<1%
Turkey	<1%
Other	10%

Base: N = 600



Demographics

Q11a. Which country were you born in?

Other specified	Count	Other specified	Count
Nepal	6	Taiwan	2
Slovenia	4	Austria	1
Bangladesh	3	Croatia	1
Egypt	3	Czechoslovakia	1
Fiji	3	Denmark	1
Germany	3	Finland	1
Ireland	3	Holland	1
Malaysia	3	Kenya	1
France	2	Latvia	1
Greece	2	North Africa	1
Hungary	2	Portugal	1
Indonesia	2	Sweden	1
Iran	2	Syria	1
Netherlands	2	Thailand	1
South Africa	2	USA	1

Base: N = 108

Q11b. How long have you lived in Australia?

	%
Less than 2 years	10%
2-5 years	16%
6-10 years	13%
11-20 years	18%
More than 20 years	43%

Base: N = 234

Q12. What is the employment status of the main income earner in your household?

	%
Work in the Cumberland LGA	18%
Work outside the Cumberland LGA	53%
Home duties/carers	2%
Student	3%
Retired	13%
Unemployed/Pensioner	10%
Other	1%

Base: N = 603



Q13. Which of the following best describes the house where you are currently living?

	%
I/We own/are currently buying this property	71%
I/We currently rent this property	29%

Base: N = 603

Q14. Which of the following best describes your status?

	%
Living at home with parents	17%
Single with no children	19%
Single parent with children	4%
Married/de facto with no children	15%
Married/de facto with children	37%
Group household	3%
Extended family household (multiple generations)	5%

Base: N = 603

Q15. How long have you lived in the Council area?

	%
Less than 2 years	10%
2-5 years	10%
6-10 years	10%
11-20 years	18%
More than 20 years	52%

Base: N = 603

Q16. Gender.

	%
Male	50%
Female	50%

Base: N = 603



Q17a. Do you speak any language(s) other than English at home?

	%
Yes	50%
No	50%

Base: N = 603

Q17b. (If yes), which language(s)?

	%
Arabic	22%
Hindi	14%
Cantonese	7%
Mandarin	7%
Italian	5%
Maltese	5%
Tamil	5%
Vietnamese	5%
French	3%
Korean	1%
Persian/Dari	1%
Tagalog	<1%
Other	29%

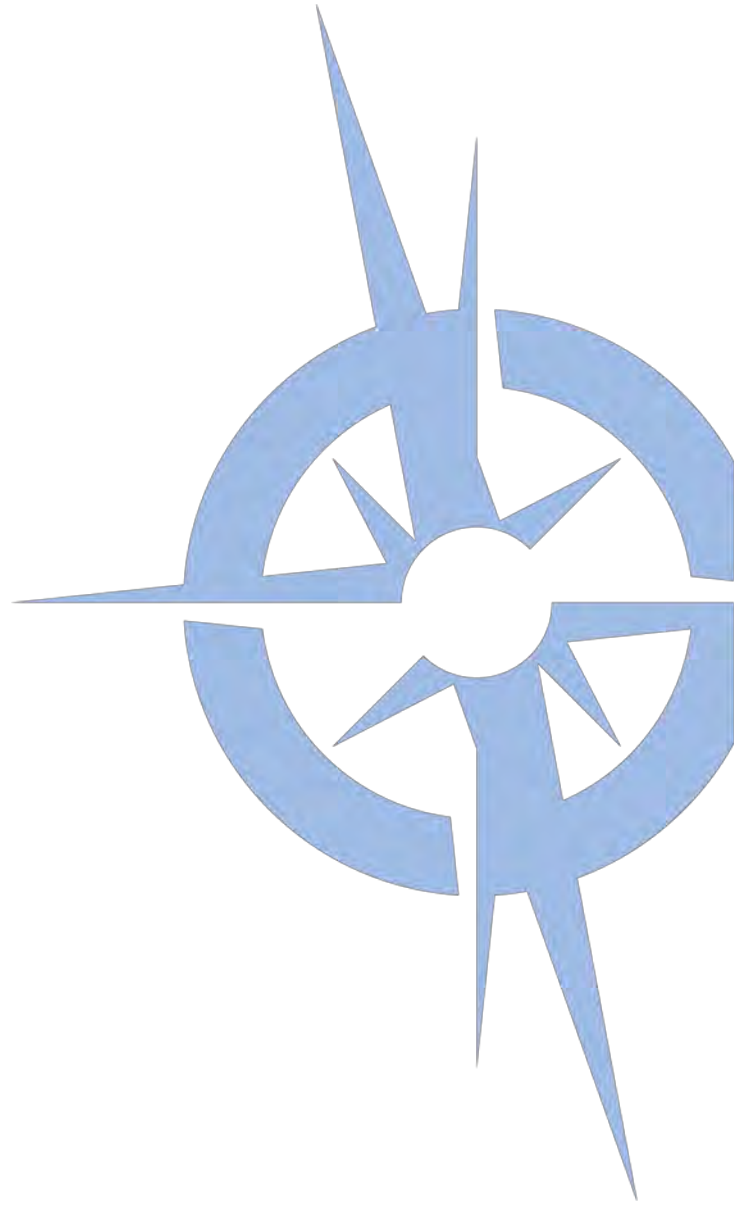
Base: N = 303

Other specified	Count	Other specified	Count
German	7	Croatian	1
Greek	7	Danish	1
Spanish	5	Estonian	1
Lebanese	4	Farsi	1
Nepalese	4	Gujarati	1
Bengali	3	Indian	1
Russian	3	Kannada	1
Dutch	2	Nepalese	1
Fijian	2	Native American	1
Finnish	2	Nepali	1
Hungarian	2	Pashto	1
Indonesian	2	Punjabi	1
Polish	2	Sicilian	1
Portuguese	2	Swahili	1
Sinhalese	2	Thai	1
Slovenian	2	Ukrainian	1
Urdu	2	Venetian	1
Afrikaans	1		

Base: N = 61



Appendix – Questionnaire



Cumberland Council
Community Survey
August 2016

Good morning/afternoon/evening, my name is from Micromex Research and we are conducting a survey on behalf of Cumberland Council on a range of local issues. The survey will take approximately 15 minutes to complete. Would you be able to assist us please?

[If the respondent has difficulty speaking English ask if there is a family member who can translate. If this is not possible ask the respondent if they would like a translator to call them back to conduct the interview. (Set call back)]

Q1. Are you aware that in May 2016 Cumberland Council was formed following a merger of parts of the former Auburn, Holroyd and Parramatta City Councils?

- Yes
- No

If no, reply with:

The Cumberland merger is following the NSW State Government's announcement to merge several metro and regional councils as part of the Local Government reform process.

Q2. In which suburb do you live?

- Auburn
- Berala
- Chester Hill
- Fairfield
- Girraween
- Granville
- Greystanes
- Guildford
- Guildford West
- Holroyd
- Homebush West
- Lidcombe
- Mays Hill
- Merrylands
- Merrylands West
- Pemulwuy
- Pendle Hill
- Prospect
- Regents Park
- Rookwood
- Smithfield
- South Granville
- South Wentworthville
- Toongabbie
- Wentworthville
- Westmead
- Wood Park
- Yennora



Q3. In this section I will read out different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, the level of satisfaction with the performance of that service. The scale is from 1 to 5, where 1 is low importance and satisfaction, and 5 is high importance and satisfaction. *Prompt*
 Note: Only rate satisfaction if importance is 4 or 5.

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Aged care and support for people with a disability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appearance of your local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance and cleaning of town centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycleways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protection of heritage buildings and items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building heights in town centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protection of low rise residential areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of council information to the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities to participate in Council's decision-making process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental education programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting the natural environment (e.g. bush care)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festival and events programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Removal of illegally dumped rubbish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encouraging recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Household garbage collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long term planning for Council area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graffiti removal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council's childcare service and programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of public car parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability and maintenance of sporting ovals, grounds and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance of local parks and playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming pools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic management and road safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth programs and activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining local roads (excluding Parramatta Rd and the M4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility to Council and its services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community centres and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community education programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs and support for newly arrived and migrant communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q3. (Continued)

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Support and programs for volunteers and community groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting local jobs and businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tree management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormwater management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flood management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development applications and construction certificates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promoting pride in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suitability of local shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCTV and safe public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas? *Prompt*

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

Thinking now about your local council.

Q5. How satisfied are you with the level of communication Council currently has with the community? *Prompt*

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

Q6. Through which of the following means do you receive information about Council? *Prompt*

- Web/Internet
- Newspaper
- Word of mouth (family/friends)
- Email (includes Council e-news)
- Brochures/flyers
- Council newsletter
- Facebook and Twitter
- Libraries
- Council community centres
- Community organisations/groups
- Other (please specify).....

I'd like to now shift the focus away from Council services and performance to visions and aspirations for the Cumberland area as a whole over the next 10 years.

Q7. Thinking of Cumberland as a whole, what would you say is the key challenge facing the area in the next 10 years?

.....
 .

I am now going to ask you about your local community.

Q8. How strongly do you agree or disagree with the following statements, on a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree? *Prompt*

	Strongly disagree			Strongly agree	
	1	2	3	4	5
The Cumberland area is a good place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a part of my local community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to attend events and festivals in the Cumberland Council area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cumberland is a harmonious, respectful and tolerant community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing in the area is affordable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transport in the area is accessible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People in Cumberland obey controls relating to noise, traffic and animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have enough opportunities to participate in arts and cultural activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have enough opportunities to participate in sporting or recreational activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local shopping strips are vibrant and economically healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council manages its finances well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council offers good value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9. Do you feel safe in the following situations?

	Yes	No
In your local area alone during the day	<input type="radio"/>	<input type="radio"/>
In your local area alone after dark	<input type="radio"/>	<input type="radio"/>

Q10. Please stop me when I read out your age group. *Prompt*

- 18 – 24
- 25 – 34
- 35 – 49
- 50 – 64
- 65+



Q11a. Which country were you born in?

- Australia (Go to Q12)
- Afghanistan
- China
- India
- Korea
- Lebanon
- New Zealand
- Pakistan
- Philippines
- Sri Lanka
- Turkey
- Vietnam
- Other (please specify)

Q11b. How long have you lived in Australia? *Prompt*

- Less than 2 years
- 2 – 5 years
- 6 – 10 years
- 11 – 20 years
- More than 20 years

Q12. What is the employment status of the main income earner in your household? *Prompt*

- Work in the Cumberland LGA
- Work outside the Cumberland LGA
- Home duties/carer
- Student
- Retired
- Unemployed/Pensioner
- Other (please specify)

Q13. Which of the following best describes the house where you are currently living? *Prompt*

- I/We own/are currently buying this property
- I/We currently rent this property

Q14. Which of the following best describes your status? *Prompt*

- Living at home with parents
- Single with no children
- Single parent with children
- Married/de facto with no children
- Married/de facto with children
- Group household
- Extended family household (multiple generations)

Q15. How long have you lived in the council area? *Prompt*

- Less than 2 years
- 2 – 5 years
- 6 – 10 years
- 11 – 20 years
- More than 20 years



Q16. Gender (determine by voice):

- Male
- Female

Q17a. Do you speak any language(s) other than English at home?

- Yes
- No (If no, go to Q18a)

Q17b. (If yes), which language?

- Arabic
- Cantonese
- Mandarin
- Turkish
- Persian/Dari
- Tamil
- Hindi
- Vietnamese
- Korean
- Tagalog
- Other (please specify).....

Q18a. As a participant in this research, you may be invited to participate in further community consultation, such as focus groups, about specific issues. At this stage we are developing a register of interest for other consultation coming up in the future.

Would you be interested in participating in these focus groups?

- Yes
- No (If no, go to Q19a)

Q18b. (If yes), what are your contact details?

Name

Telephone

Email

We will be randomly selecting participants to ensure a good cross-section of the community and will be in touch with you if we do conduct the next stage of research.

Q19a. Would you like to sign up to Council e-news to keep up to date with Council plans, news, programs and services?

- Yes
- No

Q19b. (If yes), what is your email?

Email

Thank you very much for your time, enjoy the rest of your evening. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. Just to remind you, I am calling from Micromex Research on behalf of Cumberland Council.