Cumberland Council

Community Satisfaction Research

Prepared by: Micromex Research
Date: September 2017
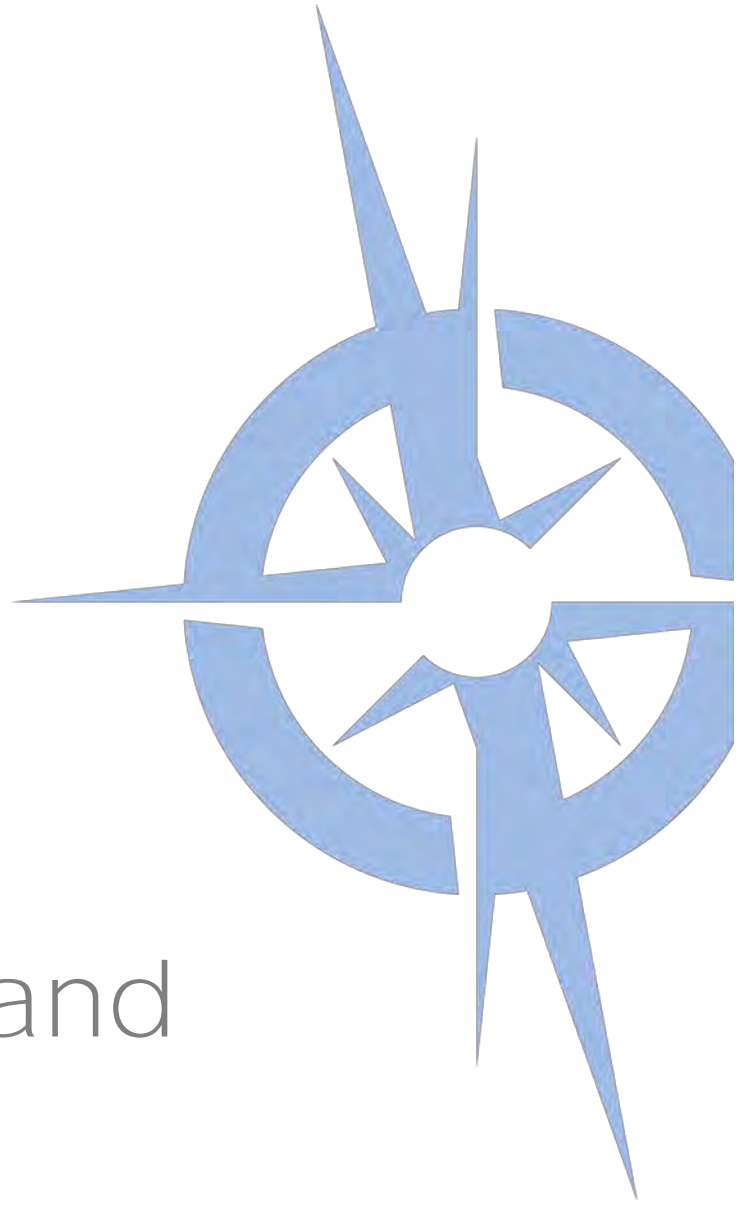
CUMBERLAND COUNCIL

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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 Appendix B.

Data collection

The survey was conducted during the period 26th August to 11th September 2017, from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Survey area

Cumberland Council Government Area.

Sample selection and error

488 of the 602 respondents were selected by means of a computer based random selection process using the electronic White Pages. The remaining 114 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Cumberland LGA., i.e. Auburn Central/Auburn Station, Lidcombe Town Centre, Granville Station, Wentworthville Station, and Greystanes Shopping Centre.

A sample size of 602 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=602 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 2016 ABS census data.

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.
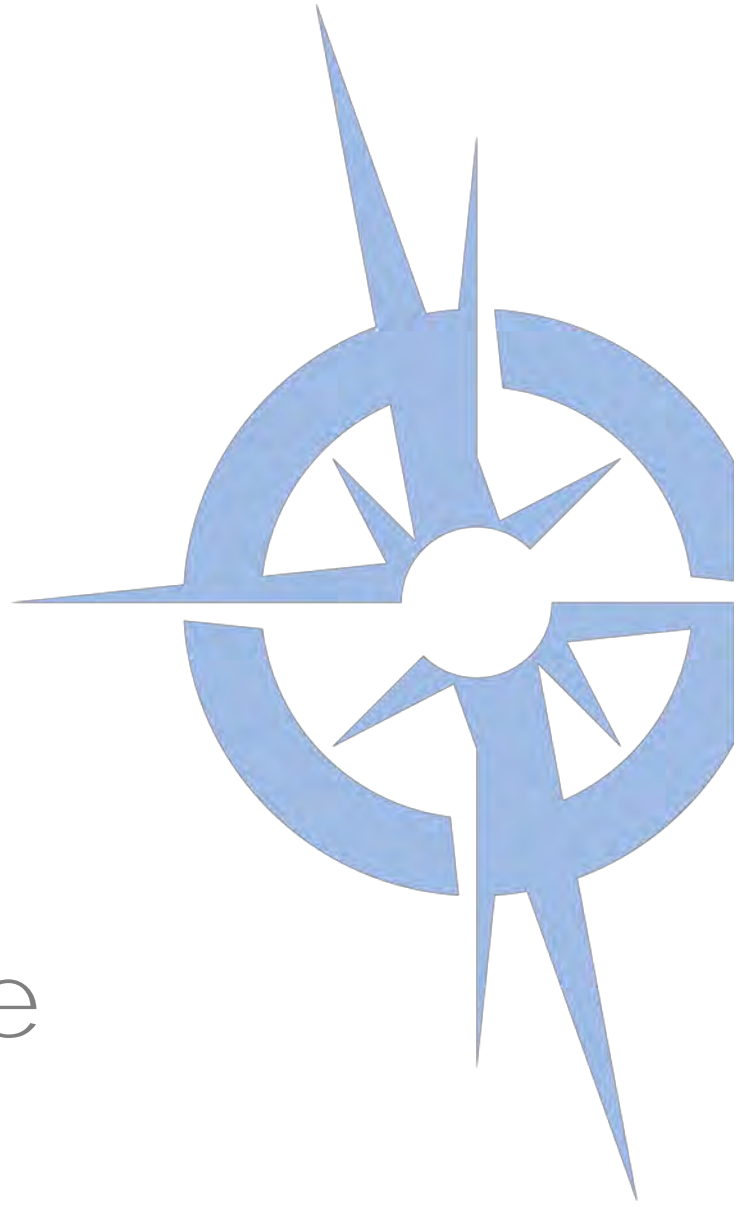
Sample Profile

Sample Profile

Gender

Male	51%
Female	49%

Age

18 – 24	14%
25 – 34	25%
35 – 49	26%
50 – 64	20%
65+	15%

Ratepayer status

Ratepayer	71%
Non-ratepayer	29%

Ward

Greystanes	19%
Wentworthville	22%
Granville	20%
South Granville	18%
Regents Park	21%

Time lived in the area

Less than 2 years	11%
2 – 5 years	12%
6 – 10 years	11%
11 – 20 years	18%
More than 20 years	49%
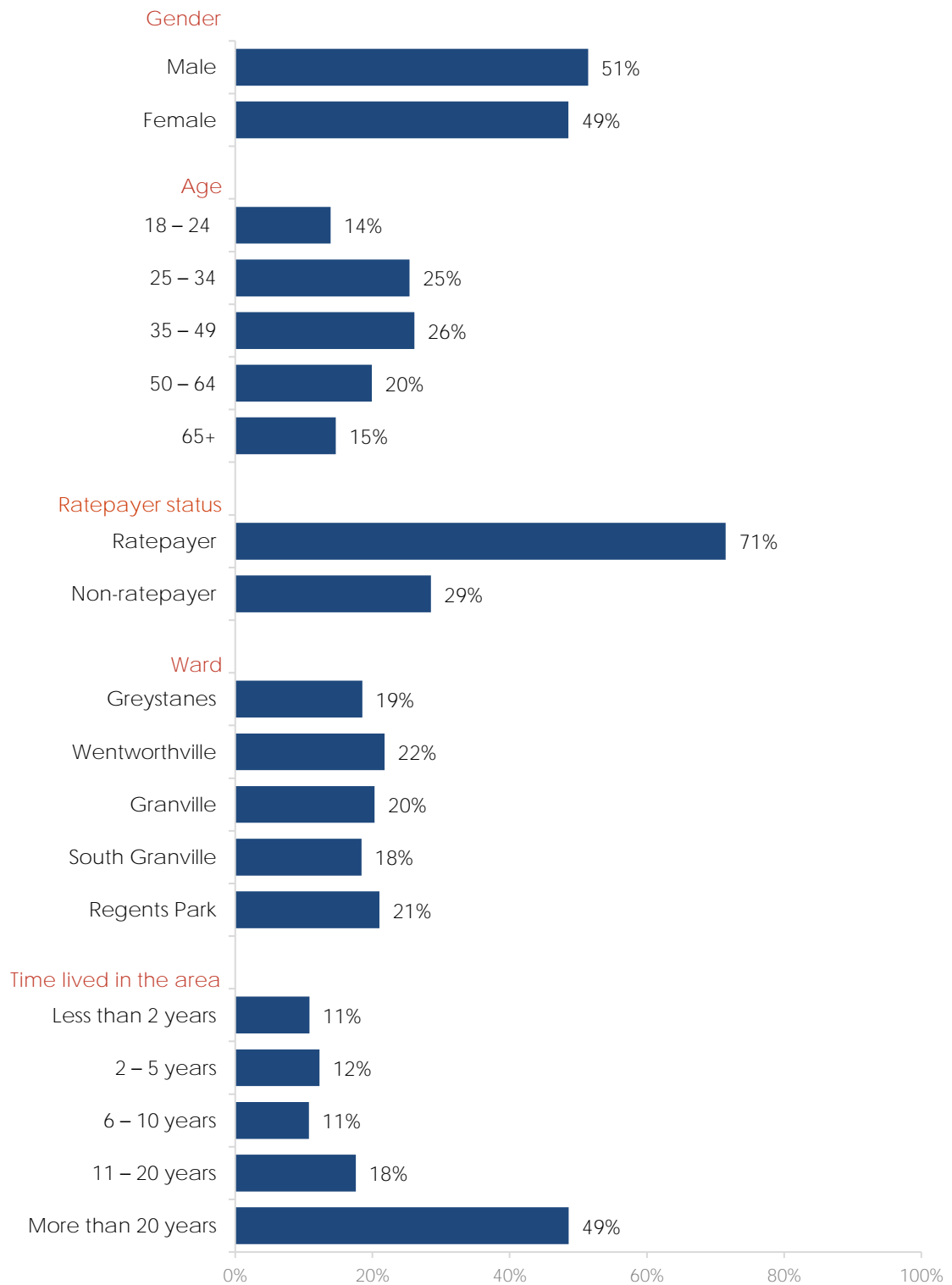
Base: N = 602

Note: 1 resident refused to disclose their ratepayer status.

A sample size of 602 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 2016 ABS community profile of Cumberland Council.

Sample Profile

Country of birth

Australia	57%
Other	43%

Language spoken at home

English only	53%
English plus other	47%

Employment status

Work in the Cumberland LGA	16%
Work outside the Cumberland LGA	55%
Home duties/carer	3%
Student	2%
Retired	13%
Unemployed/Pensioner	9%
Other	2%

Life stage

Living at home with parents	22%
Single with no children	11%
Single parent with children	4%
Married/de facto with no children	15%
Married/de facto with children	39%
Group household	3%
Extended family household	6%

Base: N=602

A sample size of 602 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 2016 ABS community profile of Cumberland Council.

Key Findings

Key Findings

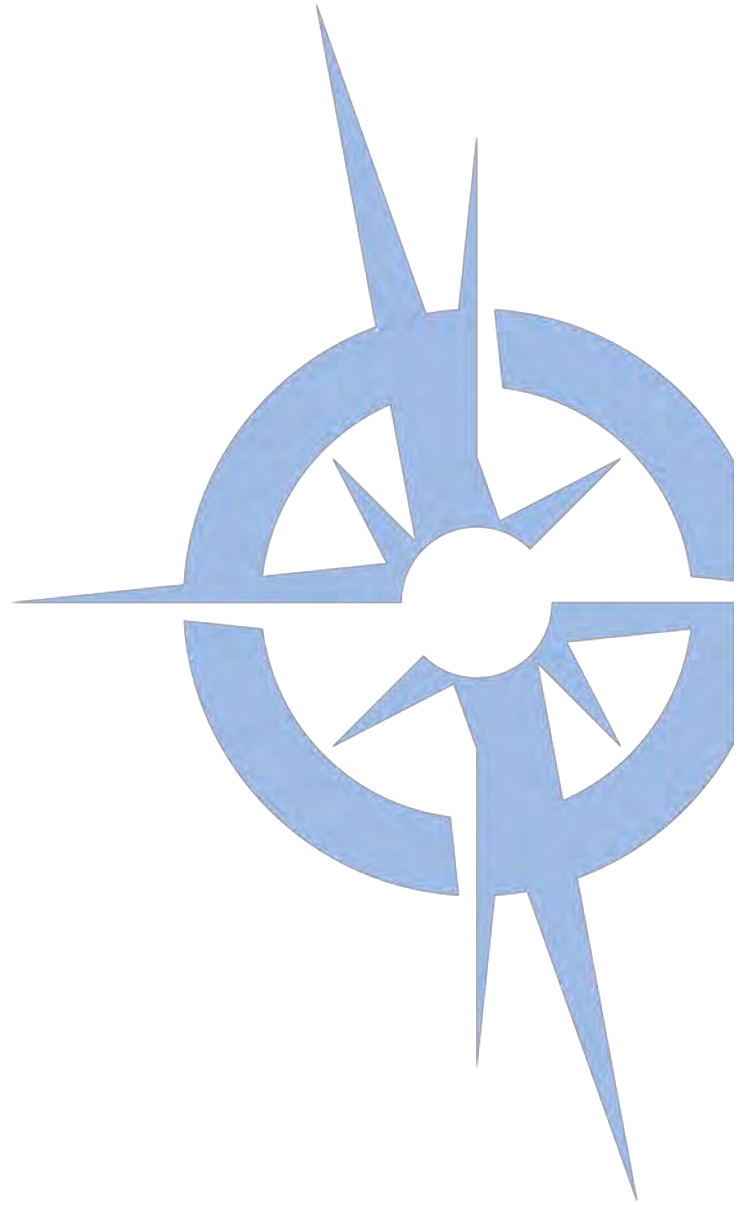## Overview (Overall Satisfaction)

Summary

78% of residents were at least 'somewhat satisfied' with Council's overall performance. However this result is significantly lower than that achieved in 2016 and below the metropolitan benchmark.

Q3. *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 2017	Overall 2016	Male	Female	18-24	25-34	35-49	50-64	65+
Mean ratings	3.19▼	3.38	3.19	3.19	3.38	3.36	3.01▼	3.05	3.24

	Ratepayer	Non-ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Mean ratings	3.08	3.47▲	3.29	3.23	3.32	3.18	2.95▼

NSW LGA BRAND SCORES	Metro Benchmark	All of NSW	Cumberland Council
Mean ratings	3.45▲	3.31	3.19▼

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

▲▼ = A significantly higher/lower level of satisfaction

Very satisfied — 6% (2017), 9% (2016)
Satisfied — 37% (2017), 40% (2016)
Somewhat satisfied — 35% (2017), 35% (2016)
Not very satisfied — 15% (2017), 11% (2016)
Not at all satisfied — 7% (2017), 5% (2016)

■ 2017 N=602   ■ 2016 N=603

Key Findings

Overview (Quality of Life)

Summary

83% of residents rated their quality of life as 'good' to 'excellent'.

Q8.   Overall, how would you rate the quality of life you have living in the Cumberland Council area?

	Overall 2017	Male	Female	18-24	25-34	35-49	50-64	65+
Mean ratings	4.28	4.35	4.21	4.43	4.27	4.16	4.25	4.41

	Ratepayer	Non-ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Mean ratings	4.28	4.29	4.52▲	4.39	4.33	4.03▼	4.12

Scale: 1 = very poor, 6 = excellent

▲▼ = A significantly higher/lower rating

Base: N=602

Key Findings

Overview (Key Challenges in the Next 10 Years)

Summary

Development remains a priority concern for residents, particularly with the number of units being constructed, along with associated problems, such as lack of infrastructure and overpopulation.

Q6.   *Thinking of Cumberland as a whole what would you say is the key challenge facing the area in the next 10 years?*

Base: N=602

Key Findings

Overview (**Satisfaction with Council's Communication**)

Summary

Satisfaction with Council's communication remained similar to last year's result, with two-thirds of residents stating they were at least 'somewhat satisfied'.
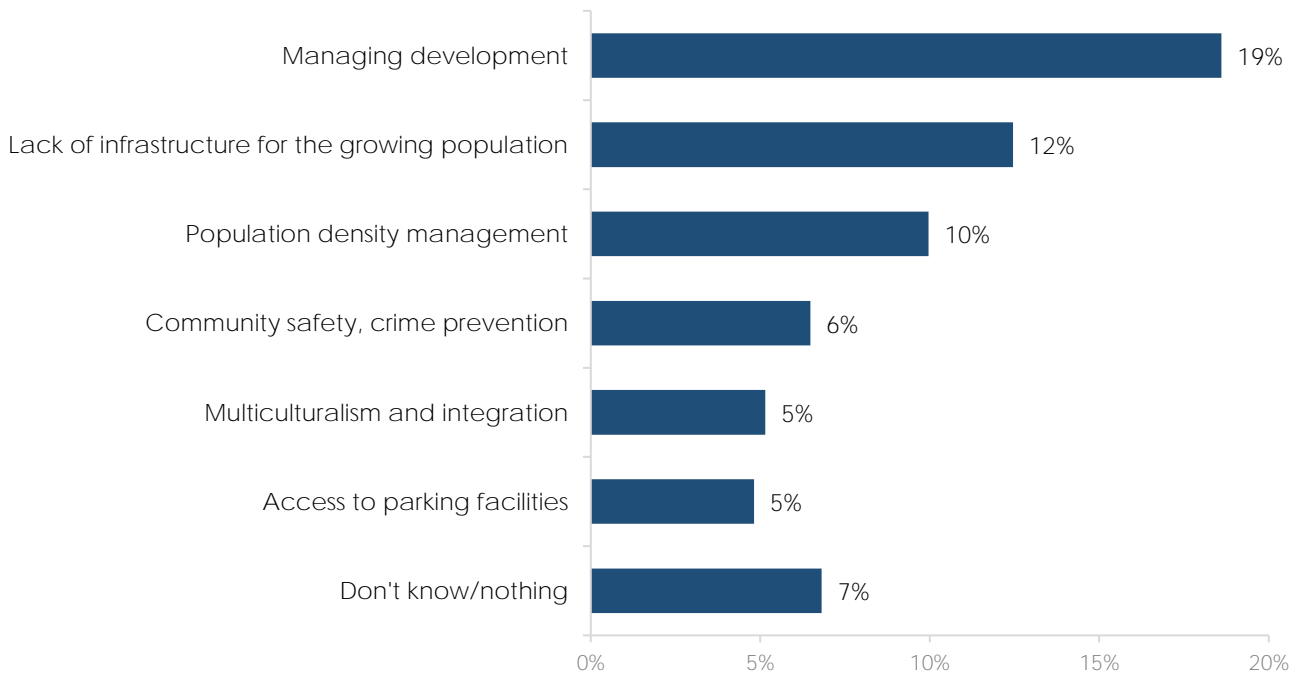
Q4.   How satisfied are you with the level of communication Council currently has with the community?

	Overall 2017	Overall 2016	Male	Female	18-24	25-34	35-49	50-64	65+
Mean ratings	2.99	3.04	3.11▲	2.87	3.02	3.11	2.84	3.02	3.00

	Ratepayer	Non-ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Mean ratings	2.89	3.26▲	2.92	3.10	3.06	2.89	2.97

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

▲▼ = A significantly higher/lower level of satisfaction

■ 2017 N=602   ■ 2016 N=603

Key Findings

Key Importance Trends

Compared to the previous research conducted in 2016, there were no significant differences **in residents'** levels of importance.

Key Satisfaction Trends

Over the same period there was a decline **in residents' levels of** satisfaction across 6 of the comparable 42 services and facilities provided by Council.

Notably, all 6 can be seen to interrelate to the upkeep and condition of the local area. Specifically:

	2017	2016
Removal of illegally dumped rubbish	3.01	3.47
Household garbage collection	3.95	4.31
Appearance of your local area	3.07	3.29
Maintenance and cleaning of town centres	3.19	3.39
Graffiti removal	3.23	3.42
Maintenance of local parks and playgrounds	3.48	3.65

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 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 2.71 and 3.36, which indicates that their satisfaction for these measures is 'moderately low' to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Availability of public car parking	4.51	2.71	1.80
2	Removal of illegally dumped rubbish	4.65	3.01	1.64
3	Traffic management and road safety	4.72	3.18	1.54
4	Long term planning for Council area	4.50	2.97	1.53
5	CCTV and safe public spaces	4.51	3.03	1.48
6	Maintaining local roads	4.67	3.22	1.45
7	Community safety	4.71	3.36	1.35
8	Development applications and construction certificates	4.12	2.77	1.35
9	Supporting local jobs and businesses	4.49	3.16	1.33
10	Opportunities to participate in Council's decision-making process	4.11	2.79	1.32

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 4.23 and the average rated satisfaction score was 3.26. Therefore, any facility or service that received a mean stated importance score of ≥ 4.23 would be plotted in the higher importance section and, conversely, any that scored < 4.23 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.26. 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
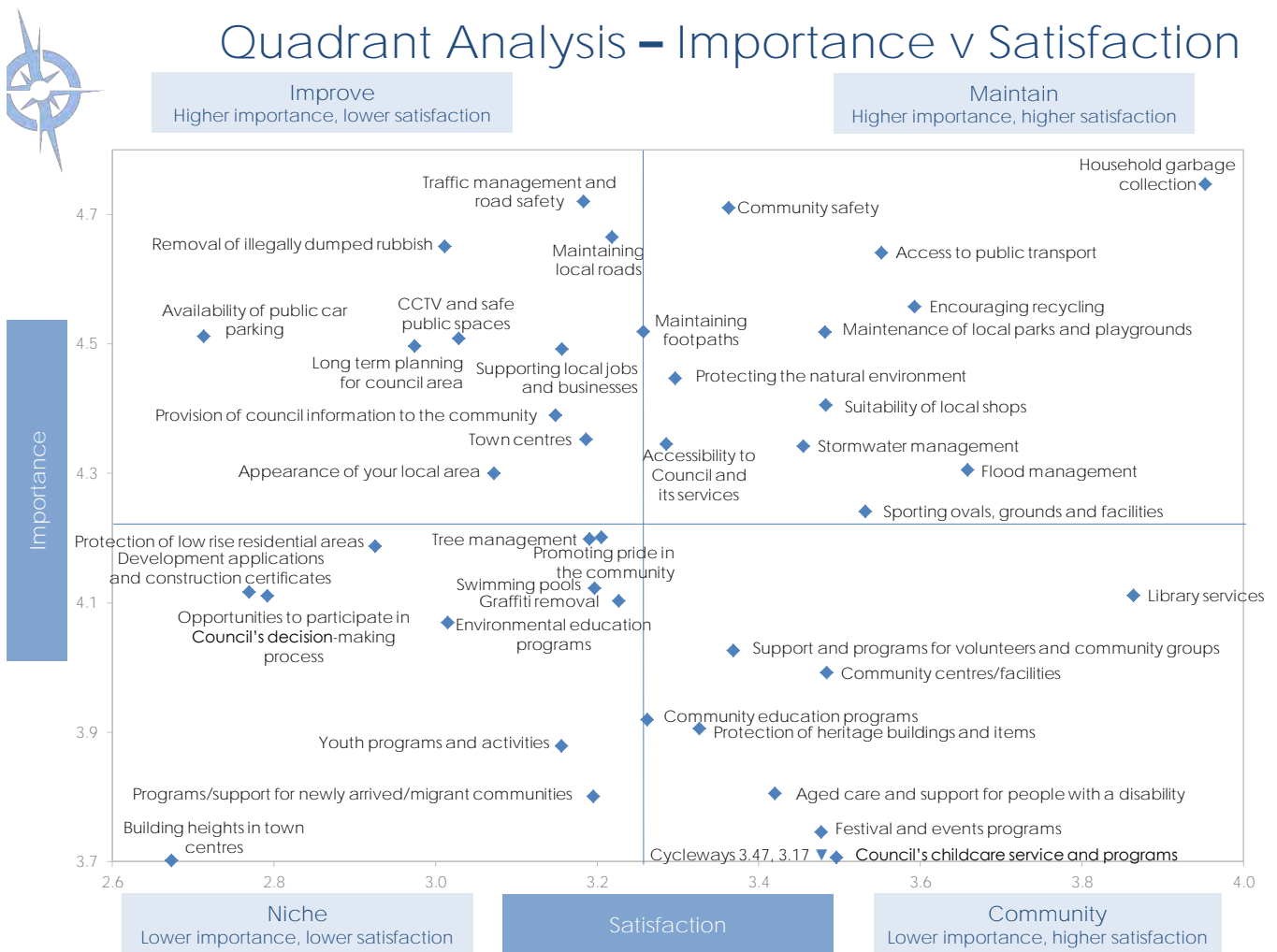
Key Findings

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 road 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 centres', 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 'Council's childcare service and programs', 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 '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'.
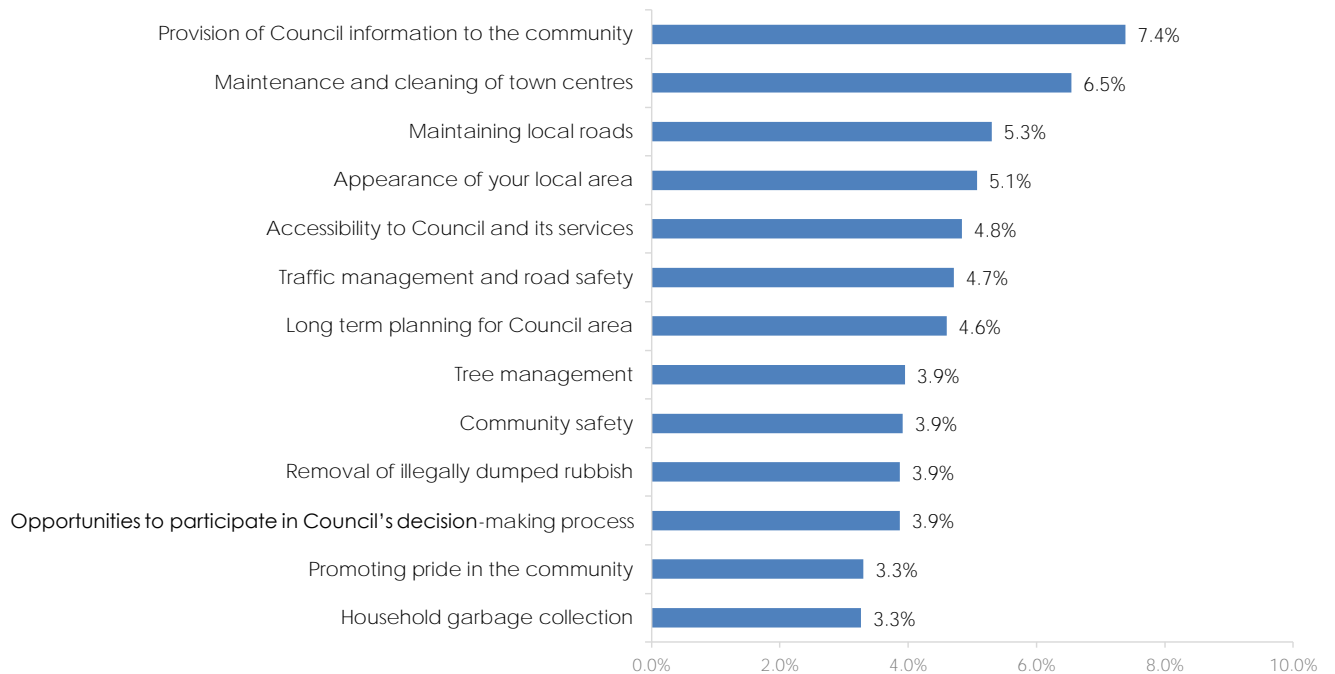
Key Findings

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 61% 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 61% of Overall Satisfaction with Council

Indicator	%
Provision of Council information to the community	7.4%
Maintenance and cleaning of town centres	6.5%
Maintaining local roads	5.3%
Appearance of your local area	5.1%
Accessibility to Council and its services	4.8%
Traffic management and road safety	4.7%
Long term planning for Council area	4.6%
Tree management	3.9%
Community safety	3.9%
Removal of illegally dumped rubbish	3.9%
Opportunities to participate in Council's decision-making process	3.9%
Promoting pride in the community	3.3%
Household garbage collection	3.3%

> 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, 'household garbage collection' and 'promoting pride in the community' each contribute 3.3% towards overall satisfaction, while 'provision of council information to the community' (7.4%) is a far stronger driver, contributing more than twice as much to overall satisfaction with Council.

Key Findings

Clarifying Priorities

By mapping satisfaction against derived importance we can see that, for some of the core drivers, Council is already providing 'moderately high' or greater levels of satisfaction, i.e. 'household garbage collection'. 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
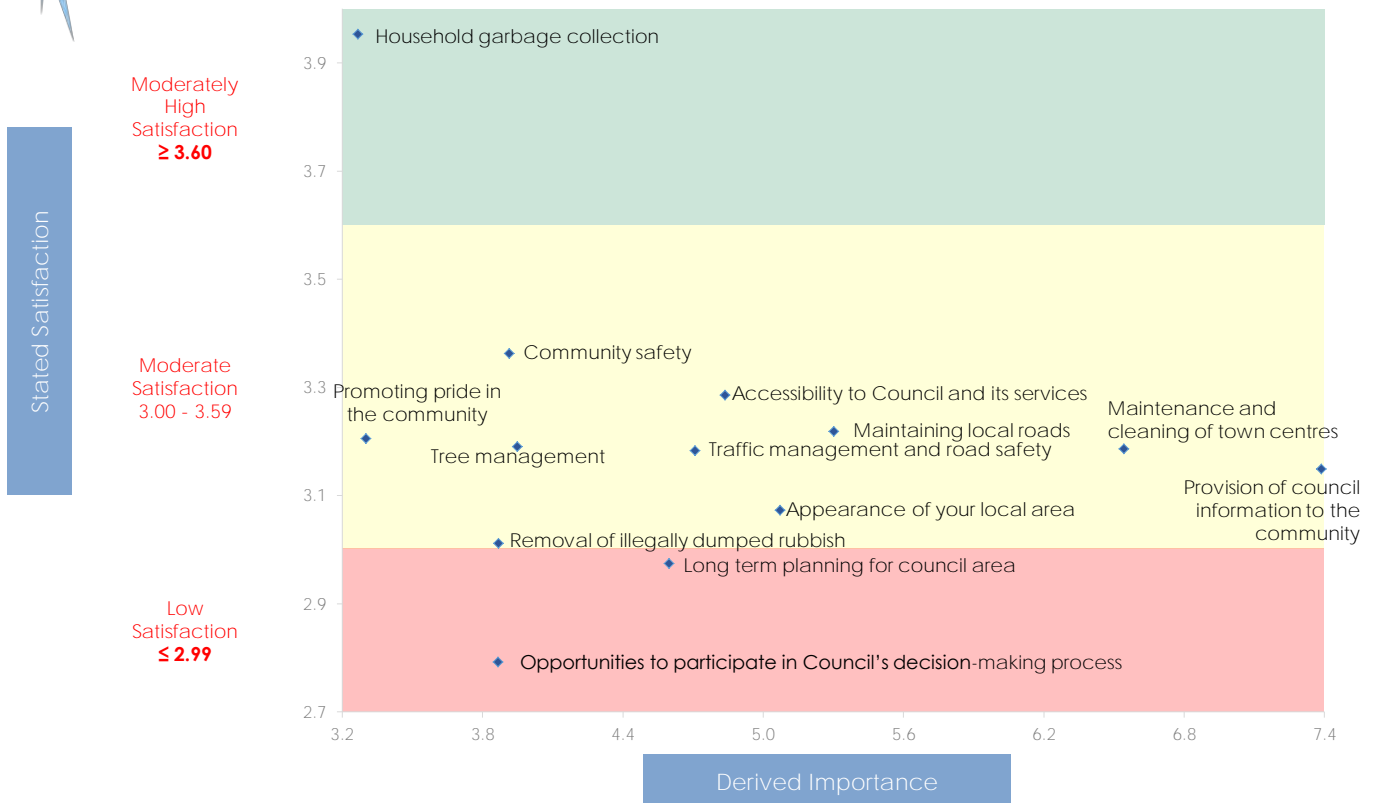
This analysis indicates that areas such as 'community safety', 'accessibility to Council and its services', 'maintaining local roads', 'promoting pride in the community', 'tree management', 'maintenance and cleaning of town centres', 'traffic management and road safety', 'provision of council information to the community', 'appearance of your local area', and 'removal of illegally dumped rubbish' could possibly be targeted for optimisation.

Furthermore, areas such as 'long term planning for council area' and 'opportunities to participate in Council's decision-making process' 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.
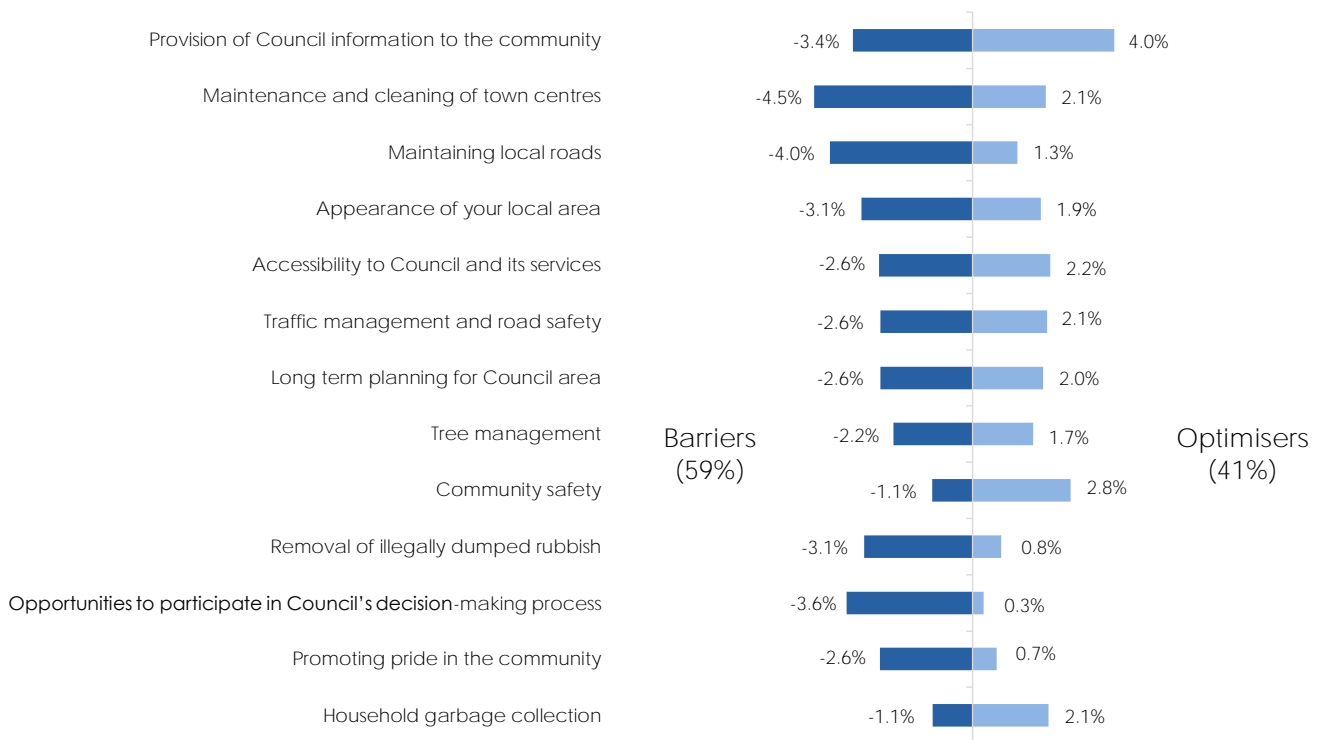
Key Findings

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

Driver	Barriers (59%)	Optimisers (41%)
Provision of Council information to the community	-3.4%	4.0%
Maintenance and cleaning of town centres	-4.5%	2.1%
Maintaining local roads	-4.0%	1.3%
Appearance of your local area	-3.1%	1.9%
Accessibility to Council and its services	-2.6%	2.2%
Traffic management and road safety	-2.6%	2.1%
Long term planning for Council area	-2.6%	2.0%
Tree management	-2.2%	1.7%
Community safety	-1.1%	2.8%
Removal of illegally dumped rubbish	-3.1%	0.8%
Opportunities to participate in Council's decision-making process	-3.6%	0.3%
Promoting pride in the community	-2.6%	0.7%
Household garbage collection	-1.1%	2.1%

Different levers address the different levels of satisfaction across the community
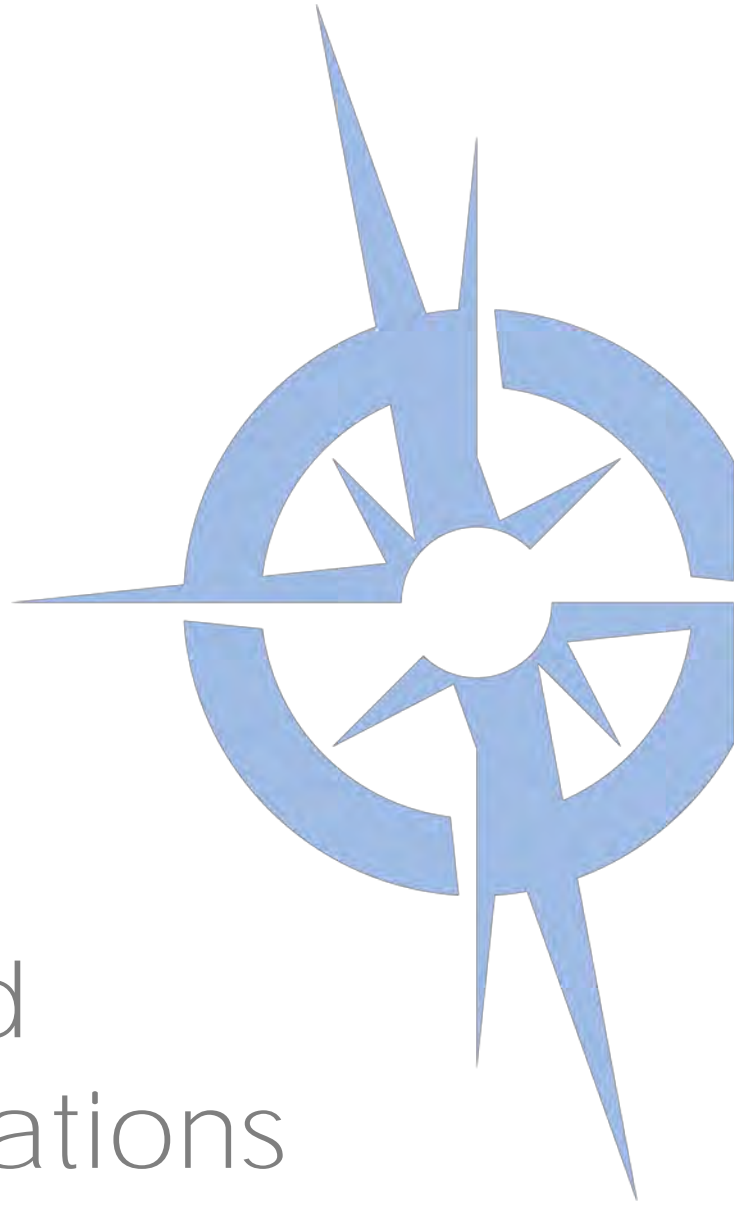
Summary and Recommendations

Summary and Recommendations

Summary

83% of residents indicated that they have a good to excellent quality of life. However there has also been some softening in quality of life measure; 'Cumberland is a great place to live', 'I feel a part of my local community' and housing affordability.

In Cumberland Council's first full year following the amalgamation of Parramatta, Holroyd and Auburn Councils, overall satisfaction has declined from 84% at least somewhat satisfied to 78%.

This is possibly due to teething problems associated with any such merger as the different communities adjust to a new council and the perceived differences in the allocation of services to the larger area, for example Regents Park Ward residents were significantly less satisfied than their counterparts.

For the same period residents indicated that they were at least moderately satisfied with 36 of the 42 services/facilities.

Development and its associated symptoms, such as congestion, overpopulation and a perceived lack of infrastructure remain the primary community concerns for the LGA. These opinions are mirrored in the satisfaction ratings of the services/facilities, with 'building heights in town centres', 'availability of public car parking', and 'development applications and construction certificates' receiving the lowest ratings.

Key satisfaction trends compared to last year suggest that residents have service level concerns with regard to the aesthetic condition of the LGA, with 'removal of illegally dumped rubbish', 'household garbage collection', 'appearance of your local area', 'maintenance and cleaning of town centres', 'graffiti removal', and 'maintenance of local parks and playgrounds' all significantly lower in satisfaction.

The key drivers of overall satisfaction were varied and centred around the beautification and maintenance of the local area, maintenance of the local infrastructure, and Council communicating and consulting with the community.

Recommendations

Based on the results of this report, Council could look to the following:

1. Continue to look to engage and involve the community in matters relating to long term planning and the future of local development

2. Measure service level expectations regarding the appearance and maintenance of the LGA, it is likely that the service level declines in these areas have at least partially impacted on overall satisfaction

3. From a community care perspective, Council should explore the role it can play in assisting bringing the community together
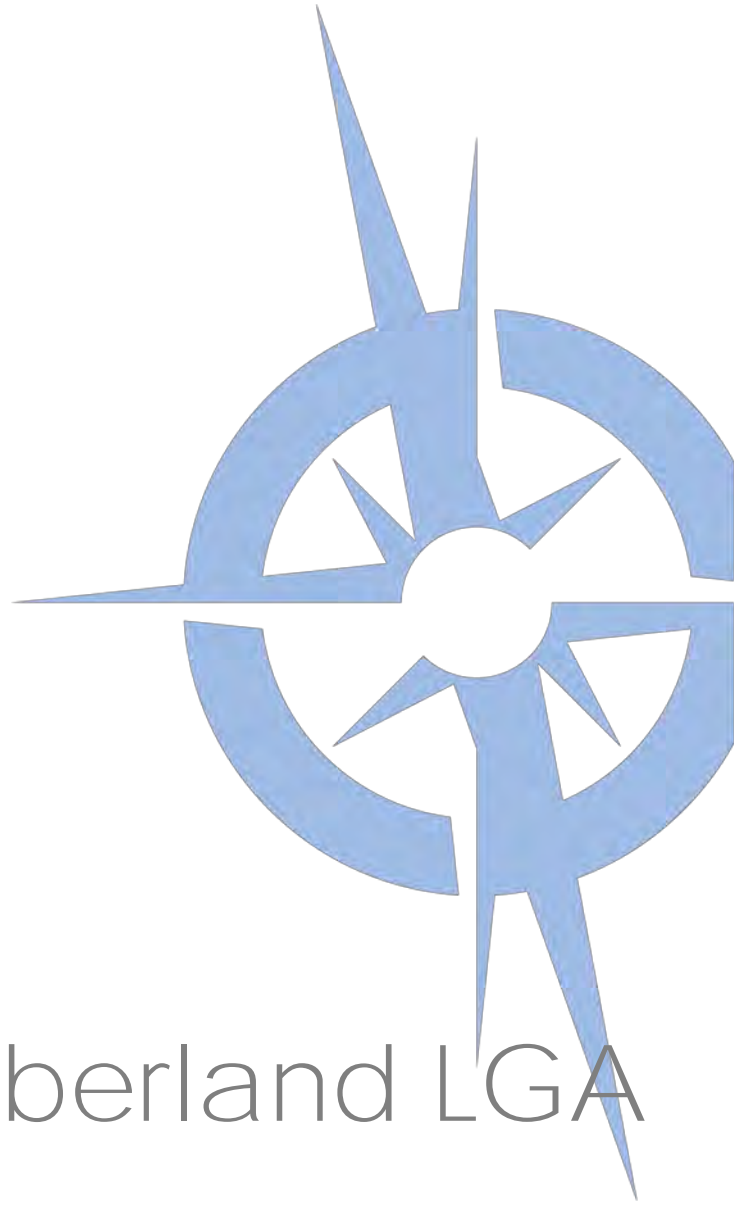
Section A –
Living in Cumberland LGA

Overall Satisfaction with Council's Performance

Summary

78% of residents were at least 'somewhat satisfied' with Council's overall performance in the last 12 months. This result is significantly lower than that achieved last year, as well as significantly lower than the metropolitan benchmark, but is similar to the 'all of NSW' score.

Non-ratepayers were significantly more satisfied overall with Council, whilst those aged 35-49 and those living in Regents Park Ward were significantly less satisfied.

Q3. *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 2017	Overall 2016	Male	Female	18-24	25-34	35-49	50-64	65+
Mean ratings	3.19▼	3.38	3.19	3.19	3.38	3.36	3.01▼	3.05	3.24

	Ratepayer	Non-ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Mean ratings	3.08	3.47▲	3.29	3.23	3.32	3.18	2.95▼

NSW LGA BRAND SCORES	Metro Benchmark	All of NSW	Cumberland Council
Mean ratings	3.45▲	3.31	3.19▼

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

▲▼ = A significantly higher/lower level of satisfaction

Very satisfied: 2017 6%, 2016 9%
Satisfied: 2017 37%, 2016 40%
Somewhat satisfied: 2017 35%, 2016 35%
Not very satisfied: 2017 15%, 2016 11%
Not at all satisfied: 2017 7%, 2016 5%

■ 2017 N=602 ■ 2016 N=603

Quality of Life in the Cumberland Council Area

Summary

83% of residents rated their quality of life as 'good' to 'excellent'. Those living in Greystanes Ward were significantly more happy with their quality of life, while residents of South Granville Ward were significantly less so.

Q8.   Overall, how would you rate the quality of life you have living in the Cumberland Council area?

	Overall 2017	Male	Female	18-24	25-34	35-49	50-64	65+
Mean ratings	4.28	4.35	4.21	4.43	4.27	4.16	4.25	4.41

	Ratepayer	Non-ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Mean ratings	4.28	4.29	4.52▲	4.39	4.33	4.03▼	4.12

Scale: 1 = very poor, 6 = excellent

▲▼ = A significantly higher/lower rating

Base: N=602

Key Challenges in the Next 10 Years

Summary

Development remains the priority concern for residents, particularly the number of units being constructed, along with its associated problems such as infrastructure and overpopulation.

Q6.   Thinking of Cumberland as a whole what would you say is the key challenge facing the area in the next 10 years?

Base: N=602

Please see Appendix A for responses <5%

Living in the Cumberland LGA

Summary

Residents remained most likely to agree that 'Cumberland is a great place to live', and least likely to agree that 'housing in the area is affordable', although both of these statements along with 'I feel a part of my local community' experienced significant declines compared to 2016.

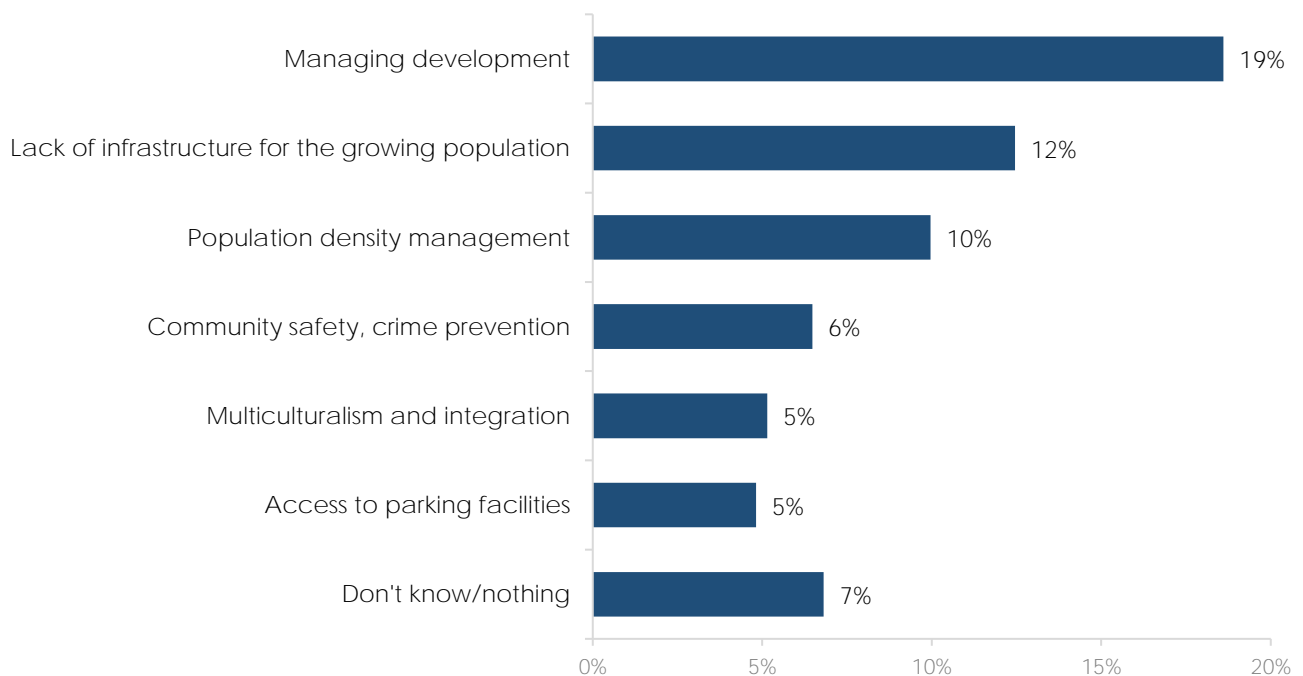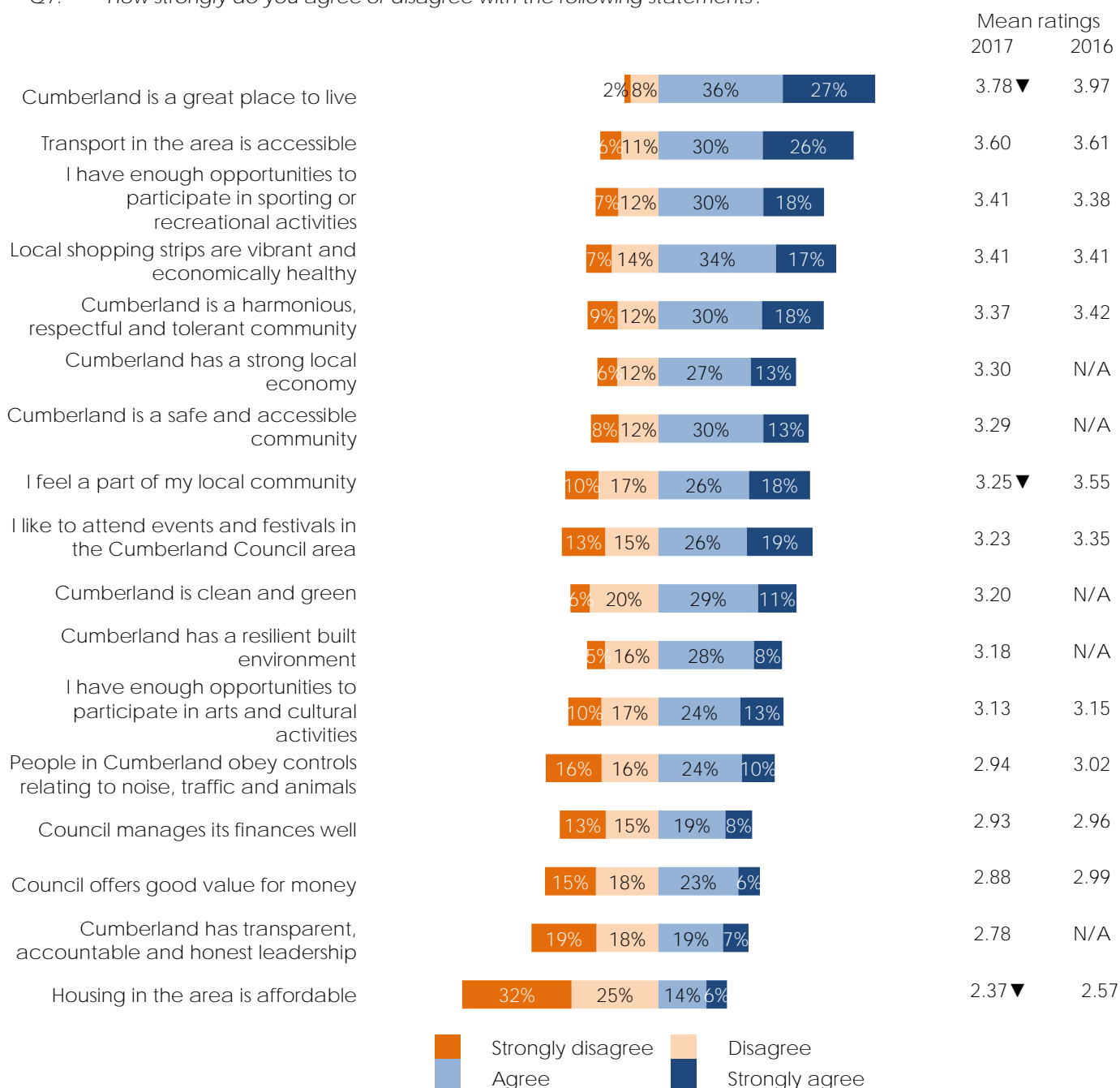The community has expressed some concern with the running of its Council, indicating a need for Council to be more transparent, particularly with its finances, and to keep the community informed of its dealings.

Q7.   How strongly do you agree or disagree with the following statements?

Mean ratings

Statement	2017	2016
Cumberland is a great place to live	3.78 ▼	3.97
Transport in the area is accessible	3.60	3.61
I have enough opportunities to participate in sporting or recreational activities	3.41	3.38
Local shopping strips are vibrant and economically healthy	3.41	3.41
Cumberland is a harmonious, respectful and tolerant community	3.37	3.42
Cumberland has a strong local economy	3.30	N/A
Cumberland is a safe and accessible community	3.29	N/A
I feel a part of my local community	3.25 ▼	3.55
I like to attend events and festivals in the Cumberland Council area	3.23	3.35
Cumberland is clean and green	3.20	N/A
Cumberland has a resilient built environment	3.18	N/A
I have enough opportunities to participate in arts and cultural activities	3.13	3.15
People in Cumberland obey controls relating to noise, traffic and animals	2.94	3.02
Council manages its finances well	2.93	2.96
Council offers good value for money	2.88	2.99
Cumberland has transparent, accountable and honest leadership	2.78	N/A
Housing in the area is affordable	2.37 ▼	2.57

Legend:
- Strongly disagree
- Disagree
- Agree
- Strongly agree

Scale: 1 = strongly disagree, 5 = strongly agree
▲▼ = A significantly higher/lower level of agreement compared to 2016
Please see Appendix A for the results by demographics.
Base: N=596-602

Feeling Safe in the Local Area

Summary

91% of residents indicated they feel safe 'during the day', with only 53% feeling safe 'after dark'. These results are similar to those achieved last year.

Whilst males and residents of Greystanes Ward are significantly more likely to **feel safe 'after dark'**, those aged 65+ were significantly less likely.

South Granville residents were significantly less likely to feel safe in both situations.

Q9.   Do you feel safe in the following situations:

Yes responses	Overall 2017	Overall 2016	Male	Female	18-24	25-34	35-49	50-64	65+
During the day	91%	91%	93%	89%	95%	91%	90%	89%	88%
After dark	53%	54%	**63%▲**	43%	55%	60%	52%	51%	**44%▼**

Yes responses	Ratepayer	Non-ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
During the day	90%	92%	95%	92%	93%	**83%▼**	90%
After dark	52%	55%	**66%▲**	60%	51%	**37%▼**	50%

During the day
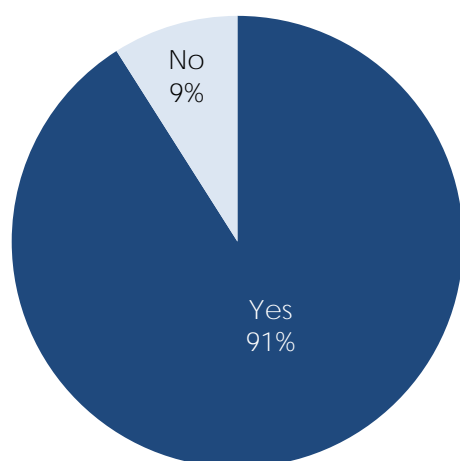
Base: N=602

After dark
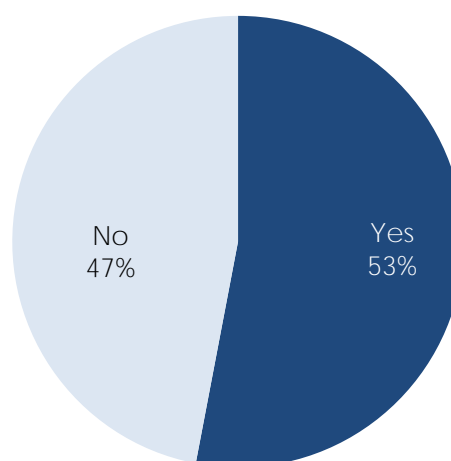
Base: N=602

Section B – Communication

Satisfaction with Communication from Council

Summary

67% of residents were at least 'somewhat satisfied' with the communication they received from Council.

Males and non-ratepayers were significantly more satisfied.

Q4. *How satisfied are you with the level of communication Council currently has with the community?*

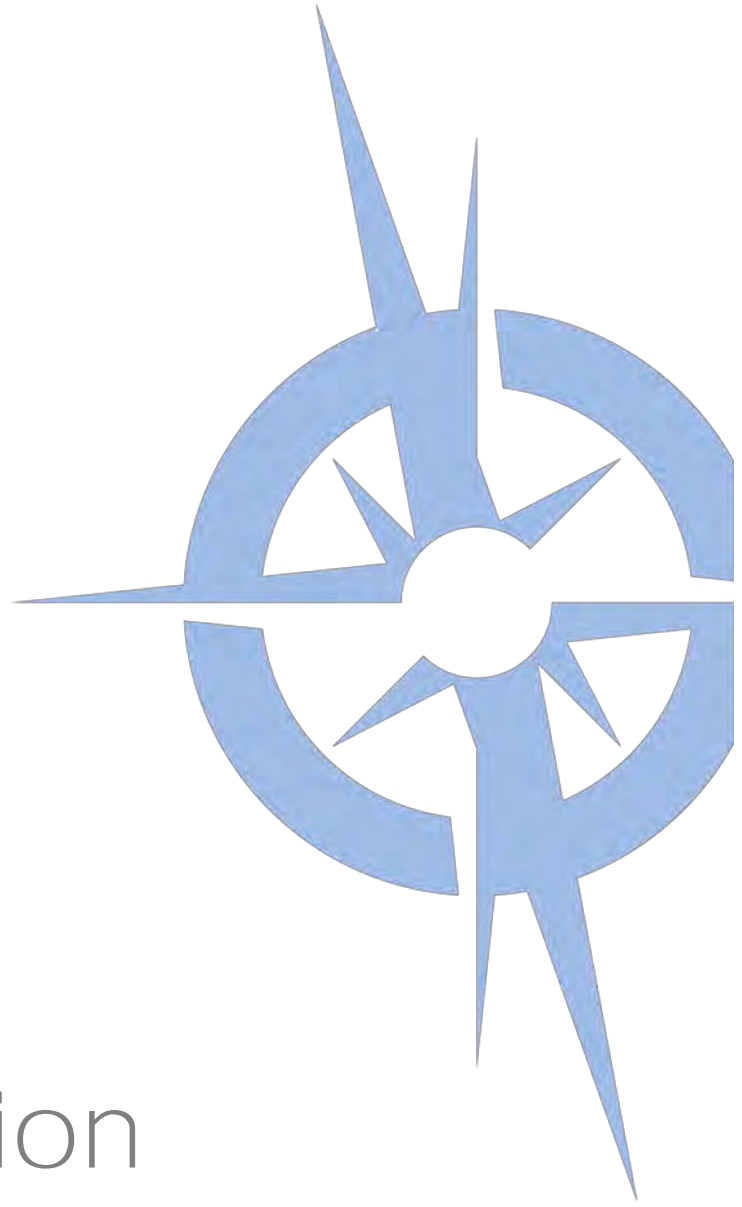|	Overall 2017	Overall 2016	Male	Female	18-24	25-34	35-49	50-64	65+
Mean ratings	2.99	3.04	3.11▲	2.87	3.02	3.11	2.84	3.02	3.00

	Ratepayer	Non-ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Mean ratings	2.89	3.26▲	2.92	3.10	3.06	2.89	2.97

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

▲▼ = A significantly higher/lower level of satisfaction

Very satisfied: 4% (2017), 6% (2016)
Satisfied: 35% (2017), 29% (2016)
Somewhat satisfied: 28% (2017), 39% (2016)
Not very satisfied: 23% (2017), 17% (2016)
Not at all satisfied: 10% (2017), 9% (2016)

■ 2017 N=602   ■ 2016 N=603

Communication Mediums

Summary

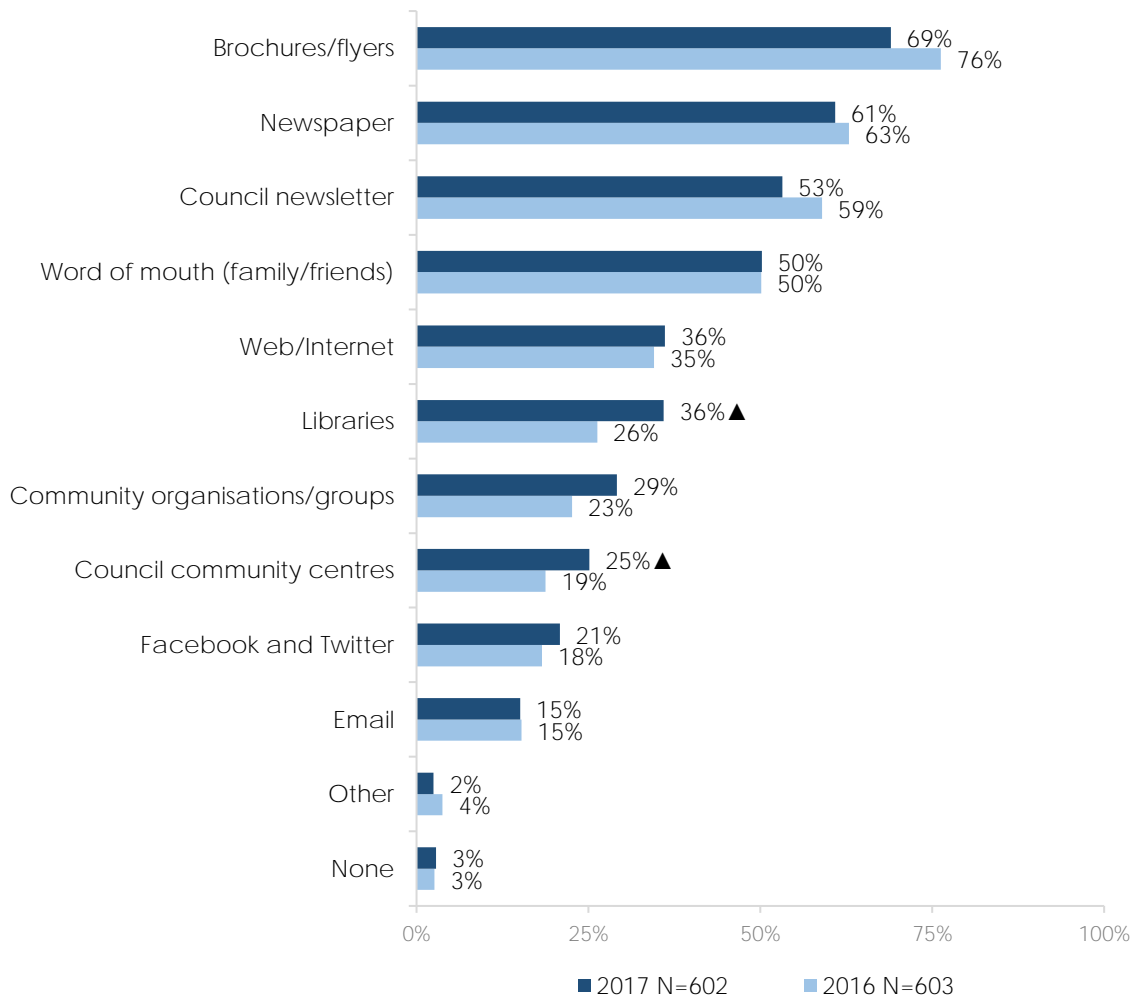'Brochures/flyers' remained the predominant method for residents to receive information about Council, followed by a 'newspaper' and the 'Council newsletter'. There was a significant increase in the information accessed at 'libraries' or 'Council community centres'.

In order to **improve residents' satisfaction with Council's communication, we** would recommend the inclusion of a question regarding how they prefer to receive their information in the next research conducted.

Q5.   Through which of the following means do you receive information about Council?

Brochures/flyers: 69% (2017), 76% (2016)
Newspaper: 61% (2017), 63% (2016)
Council newsletter: 53% (2017), 59% (2016)
Word of mouth (family/friends): 50% (2017), 50% (2016)
Web/Internet: 36% (2017), 35% (2016)
Libraries: 36%▲ (2017), 26% (2016)
Community organisations/groups: 29% (2017), 23% (2016)
Council community centres: 25%▲ (2017), 19% (2016)
Facebook and Twitter: 21% (2017), 18% (2016)
Email: 15% (2017), 15% (2016)
Other: 2% (2017), 4% (2016)
None: 3% (2017), 3% (2016)

■ 2017 N=602   ■ 2016 N=603

▲▼ = Significantly higher/lower than in 2016

Other specified	Count
Direct mail from Council	4
Community facility/event	3
Council meeting/chamber	2
Councillor	1
Council employee	1
Radio	1
RSL club	1
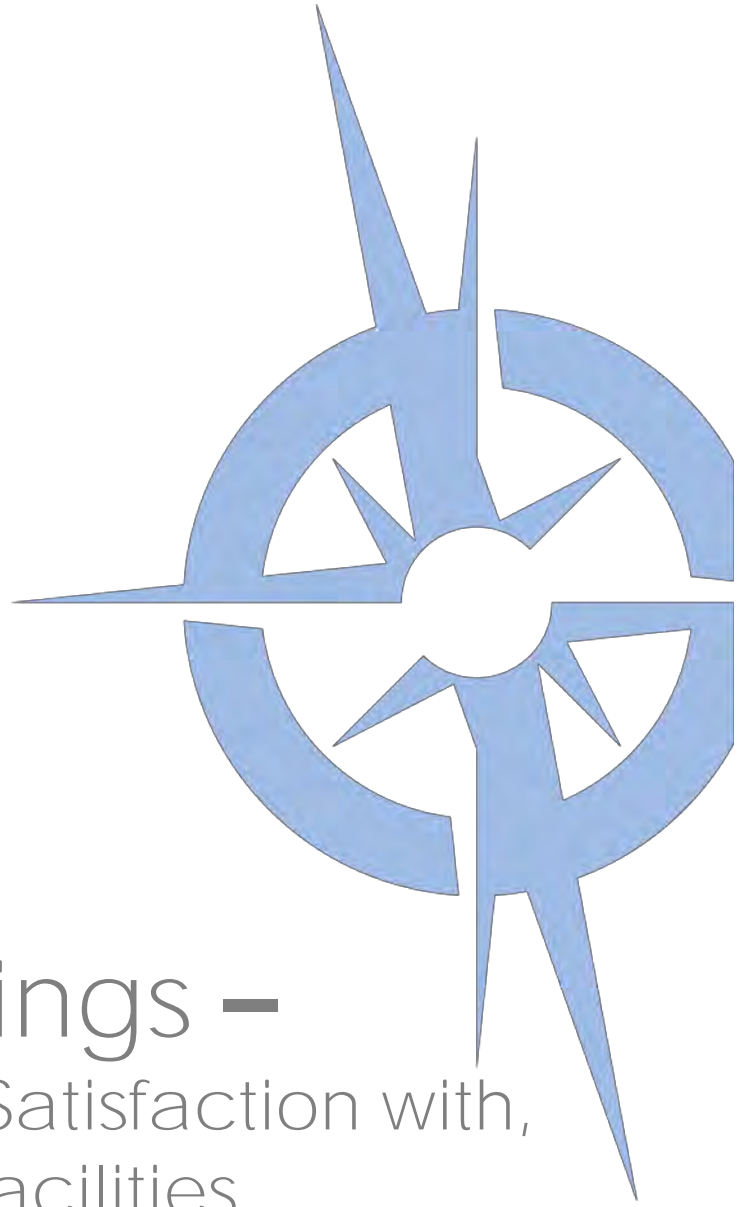
Detailed Findings –
Importance of, and Satisfaction with,
Council Services & Facilities

Comparison to LGA Benchmarks

4 of the 22 comparable measures were rated above the benchmark threshold of 0.15, these were 'maintaining local roads', 'flood management', 'cycleways', and 'maintaining footpaths'.

11 of the measures were rated lower than the benchmark threshold of -0.15, including: 'protection of heritage buildings and items', 'provision of council information to the community', 'community centres and facilities', 'opportunities to participate in Council's decision-making process', 'availability and maintenance of sporting ovals, grounds and facilities', 'maintenance of local parks and playgrounds', 'protecting the natural environment', library services', 'availability of public car parking', 'encouraging recycling', and 'swimming pools'.

Service/Facility	Cumberland Council Satisfaction Scores	Benchmark Variances
Maintaining local roads	3.22	0.42
Flood management	3.66	0.35
Cycleways	3.47	0.26
Maintaining footpaths	3.26	0.22
Supporting local jobs and businesses	3.16	-0.01
Youth programs and activities	3.16	-0.01
Long term planning for Council area	2.97	-0.10
Community safety	3.36	-0.12
Aged care and support for people with a disability	3.42	-0.12
Household garbage collection	3.95	-0.14
Maintenance and cleaning of town centres	3.19	-0.15
Protection of heritage buildings and items	3.33	-0.17
Provision of Council information to the community	3.15	-0.18
Community centres and facilities	3.48	-0.18
Opportunities to participate in Council's decision-making process	2.79	-0.19
Availability and maintenance of sporting ovals, grounds and facilities	3.53	-0.20
Maintenance of local parks and playgrounds	3.48	-0.25
Protecting the natural environment	3.30	-0.26
Library services	3.86	-0.28
Availability of public car parking	2.71	-0.29
Encouraging recycling	3.59	-0.31
Swimming pools	3.20	-0.49

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 2016	Ranking 2017	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	1	Availability of public car parking	4.51	2.71	1.80
12	2▼	Removal of illegally dumped rubbish	4.65	3.01	1.64
5	3	Traffic management and road safety	4.72	3.18	1.54
3	4	Long term planning for Council area	4.50	2.97	1.53
4	5	CCTV and safe public spaces	4.51	3.03	1.48
2	6	Maintaining local roads	4.67	3.22	1.45
7	7	Community safety	4.71	3.36	1.35
14	7	Development applications and construction certificates	4.12	2.77	1.35
6	9	Supporting local jobs and businesses	4.49	3.16	1.33
9	10	Opportunities to participate in Council's decision-making process	4.11	2.79	1.32
13	11	Maintaining footpaths	4.52	3.26	1.26
10	11	Protection of low rise residential areas	4.19	2.93	1.26
8	13	Provision of Council information to the community	4.39	3.15	1.24
16	14	Appearance of your local area	4.30	3.07	1.23
18	15	Maintenance and cleaning of town centres	4.35	3.19	1.16
11	16	Protecting the natural environment (e.g. bush care)	4.45	3.30	1.15
15	17	Access to public transport	4.64	3.55	1.09
20	18	Accessibility to Council and its services	4.35	3.29	1.06
20	18	Environmental education programs	4.07	3.01	1.06
25	20	Maintenance of local parks and playgrounds	4.52	3.48	1.04
19	21	Building heights in town centres	3.70	2.67	1.03
22	22	Tree management	4.20	3.19	1.01
17	23	Promoting pride in the community	4.20	3.21	0.99
24	24	Encouraging recycling	4.56	3.59	0.97
22	25	Suitability of local shops	4.41	3.48	0.93
31	26	Swimming pools	4.12	3.20	0.92
27	27	Stormwater management	4.34	3.46	0.88
28	28	Graffiti removal	4.10	3.23	0.87
36	29	Household garbage collection	4.75	3.95	0.80
35	30	Youth programs and activities	3.88	3.16	0.72
29	31	Availability and maintenance of sporting ovals, grounds and facilities	4.24	3.53	0.71
34	32	Community education programs	3.92	3.26	0.66
32	32	Support/programs for volunteers/community groups	4.03	3.37	0.66
30	34	Flood management	4.31	3.66	0.65
26	35▲	Programs and support for newly arrived and migrant communities	3.80	3.20	0.60
33	36	Protection of heritage buildings and items	3.91	3.33	0.58
37	37	Community centres and facilities	3.99	3.48	0.51
38	38	Aged care and support for people with a disability	3.80	3.42	0.38
39	39	Festival and events programs	3.75	3.48	0.27
41	40	Library services	4.11	3.86	0.25
40	41	Council's childcare service and programs	3.71	3.50	0.21
42	42	Cycleways	3.17	3.47	-0.30

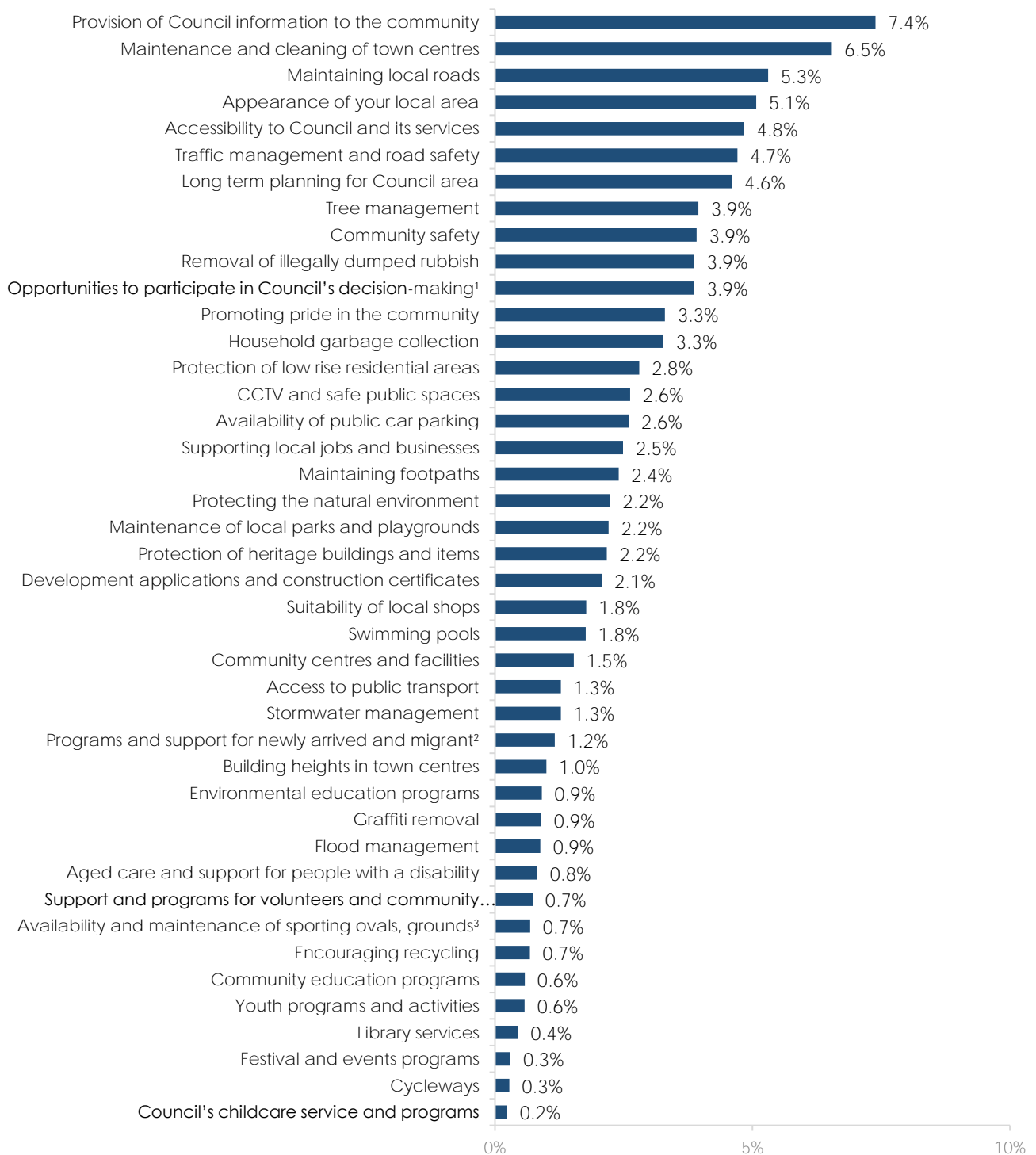Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied
▲▼ = significantly positive/negative shift in ranking (2017 compared to 2016)

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:

Provision of Council information to the community	7.4%
Maintenance and cleaning of town centres	6.5%
Maintaining local roads	5.3%
Appearance of your local area	5.1%
Accessibility to Council and its services	4.8%
Traffic management and road safety	4.7%
Long term planning for Council area	4.6%
Tree management	3.9%
Community safety	3.9%
Removal of illegally dumped rubbish	3.9%
Opportunities to participate in Council's decision-making[1]	3.9%
Promoting pride in the community	3.3%
Household garbage collection	3.3%
Protection of low rise residential areas	2.8%
CCTV and safe public spaces	2.6%
Availability of public car parking	2.6%
Supporting local jobs and businesses	2.5%
Maintaining footpaths	2.4%
Protecting the natural environment	2.2%
Maintenance of local parks and playgrounds	2.2%
Protection of heritage buildings and items	2.2%
Development applications and construction certificates	2.1%
Suitability of local shops	1.8%
Swimming pools	1.8%
Community centres and facilities	1.5%
Access to public transport	1.3%
Stormwater management	1.3%
Programs and support for newly arrived and migrant[2]	1.2%
Building heights in town centres	1.0%
Environmental education programs	0.9%
Graffiti removal	0.9%
Flood management	0.9%
Aged care and support for people with a disability	0.8%
Support and programs for volunteers and community…	0.7%
Availability and maintenance of sporting ovals, grounds[3]	0.7%
Encouraging recycling	0.7%
Community education programs	0.6%
Youth programs and activities	0.6%
Library services	0.4%
Festival and events programs	0.3%
Cycleways	0.3%
Council's childcare service and programs	0.2%

[1] Opportunities to participate in Council's decision-making process
[2] Programs and support for newly arrived and migrant communities
[3] Availability and maintenance of sporting ovals, grounds and facilities

Service Areas

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

We Explored Resident Response to 42 Service Areas

Environment	Civic Leadership
Availability and maintenance of sporting ovals, grounds and facilities	Accessibility to Council and its services
Availability of public car parking	Long term planning for Council area
Building heights in town centres	Opportunities to participate in Council's decision-making process
Community centres and facilities	Provision of Council information to the community
Cycleways	**Economic**
Development applications and construction certificates	Access to public transport
Encouraging recycling	Appearance of your local area
Environmental education programs	Suitability of local shops
Flood management	Supporting local jobs and businesses
Graffiti removal	**Social and Cultural**
Household garbage collection	Aged care and support for people with a disability
Maintaining footpaths	CCTV and safe public spaces
Maintaining local roads (excluding Parramatta Rd and the M4)	Community education programs
Maintenance and cleaning of town centres	Community safety
Maintenance of local parks and playgrounds	Council's childcare service and programs
Protecting the natural environment (e.g. bush care)	Festival and events programs
Protection of low rise residential areas	Library services
Removal of illegally dumped rubbish	Programs and support for newly arrived and migrant communities
Stormwater management	Promoting pride in the community
Swimming pools	Protection of heritage buildings and items
Traffic management and road safety	Support and programs for volunteers and community groups
Tree management	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 Almost 52% of Overall Satisfaction with Council

Category	Value
Nett: Environment	51.8%
Maintenance and cleaning of town centres	6.5%
Maintaining local roads	5.3%
Traffic management and road safety	4.7%
Tree management	3.9%
Removal of illegally dumped rubbish	3.9%
Household garbage collection	3.3%
Protection of low rise residential areas	2.8%
Availability of public car parking	2.6%
Maintaining footpaths	2.4%
Protecting the natural environment	2.2%
Maintenance of local parks and playgrounds	2.2%
Development applications and construction certificates	2.1%
Swimming pools	1.8%
Community centres and facilities	1.5%
Stormwater management	1.3%
Building heights in town centres	1.0%
Environmental education programs	0.9%
Graffiti removal	0.9%
Flood management	0.9%
Availability and maintenance of sporting ovals, grounds and facilities	0.7%
Encouraging recycling	0.7%
Cycleways	0.3%

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
	Removal of illegally dumped rubbish
	Encouraging recycling
	Maintaining footpaths
	Maintenance of local parks and playgrounds
	Availability of public car parking
Very high	Protecting the natural environment
	Maintenance and cleaning of town centres
	Stormwater management
	Flood management
	Availability and maintenance of sporting ovals, grounds and facilities
	Tree management
High	Protection of low rise residential areas
	Swimming pools
	Development applications and construction certificates
	Graffiti removal
	Environmental education programs
	Community centres and facilities
Moderately high	Building heights in town centres
Moderate	Cycleways

Importance **–** by gender

Females considered 'encouraging recycling', 'environmental education programs', 'household garbage collection', 'maintaining footpaths', 'maintenance and cleaning of town centres', 'protecting the natural environment', 'protection of low rise residential areas', 'removal of illegally dumped rubbish', and 'tree management' of significantly higher importance.

Importance **–** by age

Residents aged 18-24 considered 'traffic management and road safety' of significantly higher importance, but 'maintenance and cleaning of town centres' significantly lower. Those aged 25-34 rating 'building heights in town centres' of significantly lower importance.

Residents aged 35-49 rated 'maintenance and cleaning of town centres' of significantly higher importance, but 'protecting the natural environment' of significantly lower importance. Those aged 50-64 considered 'availability of public car parking', 'building heights in town centres', 'protection of low rise residential areas', and 'stormwater management' significantly higher in importance.

Those aged 65+ rated 'building heights in town centres', 'community centres and facilities', 'encouraging recycling', 'flood management', 'graffiti removal', 'household garbage collection', 'maintaining footpaths', 'maintaining local roads', 'protection of low rise residential areas', 'removal of illegally dumped rubbish', 'stormwater management', and 'tree management' significantly higher in importance, and 'cycleways' of significantly lower importance.

Service Area 1: Environment

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance **–** by area

Residents of Greystanes Ward rated 'availability and maintenance of sporting ovals, grounds and facilities', 'graffiti removal', and 'stormwater management' significantly higher in importance, whilst those living in the South Granville Ward rated 'maintaining footpaths', 'maintaining local roads', 'stormwater management', and 'swimming pools' significantly higher.

Importance **–** by ratepayer status

Ratepayers considered 'building heights in town centres' of significantly higher importance, whilst non-ratepayers considered 'availability and maintenance of sporting ovals, grounds and facilities', 'community centres and facilities', 'cycleways', and 'tree management' significantly higher.

Importance **–** by year

There were no significant differences compared to 2016.

Service Area 1: Environment

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Availability and maintenance of sporting ovals, grounds and facilities	4.24	4.27	4.21	4.10	4.26	4.37	4.17	4.22
Availability of public car parking	4.51	4.43	4.60	4.40	4.52	4.45	4.66	4.52
Building heights in town centres	3.70	3.64	3.77	3.38	3.34	3.76	4.07	4.03
Community centres and facilities	3.99	3.89	4.10	3.93	3.98	3.95	3.94	4.22
Cycleways	3.17	3.10	3.26	2.98	3.42	3.18	3.18	2.93
Development applications and construction certificates	4.12	4.14	4.09	3.89	3.98	4.22	4.25	4.20
Encouraging recycling	4.56	4.41	4.71	4.55	4.53	4.45	4.65	4.68
Environmental education programs	4.07	3.92	4.23	4.23	4.12	3.98	4.00	4.08
Flood management	4.31	4.26	4.36	4.22	4.34	4.15	4.38	4.51
Graffiti removal	4.10	4.06	4.15	3.72	3.98	4.09	4.23	4.53
Household garbage collection	4.75	4.67	4.82	4.60	4.78	4.72	4.78	4.84
Maintaining footpaths	4.52	4.42	4.62	4.40	4.58	4.43	4.51	4.68
Maintaining local roads	4.67	4.61	4.72	4.52	4.62	4.66	4.73	4.80
Maintenance and cleaning of town centres	4.35	4.19	4.53	4.06	4.33	4.50	4.41	4.33
Maintenance of local parks and playgrounds	4.52	4.45	4.59	4.52	4.47	4.58	4.48	4.54
Protecting the natural environment	4.45	4.32	4.58	4.65	4.47	4.25	4.51	4.47
Protection of low rise residential areas	4.19	4.02	4.37	3.88	4.06	4.19	4.40	4.41
Removal of illegally dumped rubbish	4.65	4.54	4.77	4.48	4.60	4.68	4.69	4.80
Stormwater management	4.34	4.28	4.41	4.09	4.26	4.29	4.50	4.59
Swimming pools	4.12	4.03	4.22	3.75	4.18	4.14	4.21	4.23
Traffic management and road safety	4.72	4.65	4.79	4.87	4.71	4.69	4.64	4.75
Tree management	4.20	4.04	4.36	4.10	4.06	4.19	4.24	4.49

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

Significantly higher/lower level of importance (by group)

Service Area 1: Environment

Importance Mean Scores by Key Demographics

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Availability and maintenance of sporting ovals, grounds and facilities	4.17	4.40	4.53	4.25	4.05	4.30	4.11
Availability of public car parking	4.46	4.65	4.65	4.40	4.48	4.65	4.43
Building heights in town centres	3.86	3.30	3.60	3.78	3.68	3.86	3.59
Community centres and facilities	3.87	4.30	3.93	4.03	3.94	4.05	4.01
Cycleways	3.00	3.60	3.29	3.11	3.05	3.09	3.33
Development applications and construction certificates	4.19	3.92	4.15	3.92	4.01	4.31	4.22
Encouraging recycling	4.53	4.63	4.59	4.51	4.61	4.54	4.54
Environmental education programs	4.00	4.25	3.91	4.02	4.12	4.12	4.16
Flood management	4.26	4.41	4.40	4.29	4.24	4.43	4.19
Graffiti removal	4.14	4.00	4.30	3.95	4.05	4.32	3.95
Household garbage collection	4.73	4.80	4.77	4.71	4.63	4.82	4.82
Maintaining footpaths	4.48	4.60	4.53	4.57	4.37	4.70	4.43
Maintaining local roads	4.65	4.70	4.73	4.59	4.60	4.80	4.62
Maintenance and cleaning of town centres	4.37	4.29	4.42	4.34	4.20	4.29	4.51
Maintenance of local parks and playgrounds	4.48	4.62	4.58	4.52	4.43	4.58	4.49
Protecting the natural environment	4.40	4.58	4.42	4.44	4.49	4.46	4.42
Protection of low rise residential areas	4.20	4.17	4.24	4.26	4.15	4.18	4.10
Removal of illegally dumped rubbish	4.64	4.67	4.77	4.55	4.63	4.66	4.66
Stormwater management	4.34	4.34	4.52	4.22	4.25	4.54	4.22
Swimming pools	4.12	4.13	4.07	4.11	3.96	4.35	4.13
Traffic management and road safety	4.74	4.67	4.71	4.75	4.71	4.80	4.65
Tree management	4.07	4.54	4.11	4.15	4.21	4.20	4.32

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	Base
Availability and maintenance of sporting ovals, grounds and facilities	2%	3%	16%	28%	51%	602
Availability of public car parking	2%	2%	7%	20%	69%	602
Building heights in town centres	7%	11%	24%	21%	37%	602
Community centres and facilities	3%	6%	22%	28%	42%	602
Cycleways	19%	15%	23%	17%	27%	602
Development applications and construction certificates	5%	3%	19%	20%	53%	602
Encouraging recycling	1%	1%	9%	20%	69%	602
Environmental education programs	5%	6%	16%	26%	48%	602
Flood management	2%	4%	16%	18%	60%	602
Graffiti removal	3%	4%	20%	28%	46%	602
Household garbage collection	0%	1%	3%	14%	81%	602
Maintaining footpaths	1%	1%	10%	23%	66%	602
Maintaining local roads	0%	1%	6%	19%	74%	602
Maintenance and cleaning of town centres	1%	3%	13%	27%	57%	602
Maintenance of local parks and playgrounds	1%	1%	7%	29%	63%	602
Protecting the natural environment	2%	2%	9%	22%	64%	602
Protection of low rise residential areas	6%	4%	13%	20%	57%	602
Removal of illegally dumped rubbish	1%	1%	7%	17%	75%	602
Stormwater management	1%	3%	14%	26%	56%	602
Swimming pools	4%	5%	15%	27%	49%	602
Traffic management and road safety	1%	1%	4%	14%	80%	602
Tree management	3%	3%	18%	24%	52%	602

Service Area 1: Environment

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction **–** overall

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

Satisfaction **–** by gender

There were no significant differences between the genders.

Satisfaction **–** by age

Residents aged 18-24 were significantly more satisfied with 'development applications and construction certificates', 'maintaining footpaths', 'maintaining local roads', and 'tree management', whilst those aged 25-34 were significantly more satisfied with 'building heights in town centres', 'protection of low rise residential areas', and 'tree management'.

Residents aged 35-49 were significantly less satisfied with 'development applications and construction certificates', 'environmental education programs', 'household garbage collection', maintaining footpaths', and 'maintenance of local parks and playgrounds', whilst those aged 50-64 were significantly less satisfied with 'building heights in town centres', 'development applications and construction certificates', maintaining local roads', maintenance and cleaning of town centres', 'protecting the natural environment', 'protection of low rise residential areas', 'traffic management and road safety', and 'tree management'.

65+ y/o were significantly more satisfied with the provision of 'availability and maintenance of sporting ovals, grounds and facilities', 'community centres and facilities', 'cycleways', 'encouraging recycling', 'environmental education programs', 'household garbage collection', 'maintenance of local parks and playgrounds', and the 'removal of illegally dumped rubbish', but significantly less satisfied with 'maintaining footpaths' and 'tree management'.

Service Area 1: Environment

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction **–** by area

Residents of the Greystanes Ward were significantly more satisfied with 'availability and maintenance of sporting ovals, grounds and facilities', 'availability of public car parking', 'encouraging recycling', 'household garbage collection ', 'protection of low rise residential areas', 'removal of illegally dumped rubbish', and 'traffic management and road safety', whilst Regents Park Ward residents were significantly less satisfied with all of these services.

Additionally, Greystanes Ward residents were significantly more satisfied with 'cycleways', 'maintenance and cleaning of town centres', 'maintenance of local parks and playgrounds', and 'protecting the natural environment', whilst residents of Regents Park Ward were also significantly less satisfied with 'building heights in town centres', 'development applications and construction certificates', and 'stormwater management'.

Granville Ward residents were significantly more satisfied with 'building heights in town centres' and 'protection of low rise residential areas', whilst Wentworthville Ward residents were significantly less satisfied with 'swimming pools', and residents of South Granville Ward were significantly less satisfied with 'protecting the natural environment'.

Satisfaction **–** by ratepayer status

Non-ratepayers were significantly more satisfied with 'building heights in town centres', 'development applications and construction certificates', 'maintaining footpaths', 'maintaining local roads', 'maintenance and cleaning of town centres', 'protecting the natural environment', 'protection of low rise residential areas', and 'tree management'.

Satisfaction **–** by year

Compared to 2016, residents were significantly less satisfied with Council's provision of 'graffiti removal', 'household garbage collection', 'maintenance and cleaning of town centres', maintenance of local parks and playgrounds', and 'removal of illegally dumped rubbish'.

Service Area 1: Environment

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Availability and maintenance of sporting ovals, grounds and facilities	3.53	3.48	3.58	3.87	3.41	3.43	3.46	3.71
Availability of public car parking	2.71	2.65	2.77	2.81	2.84	2.67	2.54	2.73
Building heights in town centres	2.67	2.65	2.70	3.01	3.21	2.56	2.26	2.63
Community centres and facilities	3.48	3.47	3.49	3.31	3.68	3.36	3.30	3.77
Cycleways	3.47	3.36	3.58	3.26	3.59	3.32	3.45	3.76
Development applications and construction certificates	2.77	2.77	2.77	3.48	2.96	2.47	2.50	2.77
Encouraging recycling	3.59	3.63	3.55	3.71	3.61	3.39	3.57	3.83
Environmental education programs	3.01	3.02	3.01	3.00	3.22	2.70	2.97	3.27
Flood management	3.66	3.71	3.61	3.96	3.80	3.51	3.48	3.64
Graffiti removal	3.23	3.27	3.18	3.32	3.26	3.18	3.10	3.36
Household garbage collection	3.95	4.03	3.87	4.25	3.94	3.73	3.88	4.21
Maintaining footpaths	3.26	3.32	3.19	4.16	3.36	2.98	3.08	3.04
Maintaining local roads	3.22	3.17	3.27	3.59	3.30	3.11	2.97	3.30
Maintenance and cleaning of town centres	3.19	3.24	3.14	3.61	3.33	3.03	2.87	3.33
Maintenance of local parks and playgrounds	3.48	3.45	3.51	3.76	3.45	3.25	3.47	3.70
Protecting the natural environment	3.30	3.39	3.21	3.38	3.43	3.33	2.99	3.34
Protection of low rise residential areas	2.93	2.90	2.94	3.16	3.30	2.87	2.51	2.81
Removal of illegally dumped rubbish	3.01	3.03	3.00	3.13	3.11	2.86	2.86	3.22
Stormwater management	3.46	3.47	3.44	3.78	3.50	3.31	3.34	3.54
Swimming pools	3.20	3.20	3.20	3.60	3.18	3.07	3.04	3.30
Traffic management and road safety	3.18	3.20	3.17	3.60	3.33	2.98	2.85	3.30
Tree management	3.19	3.12	3.25	3.55	3.55	3.05	2.90	2.96

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

Significantly higher/lower level of satisfaction (by group)
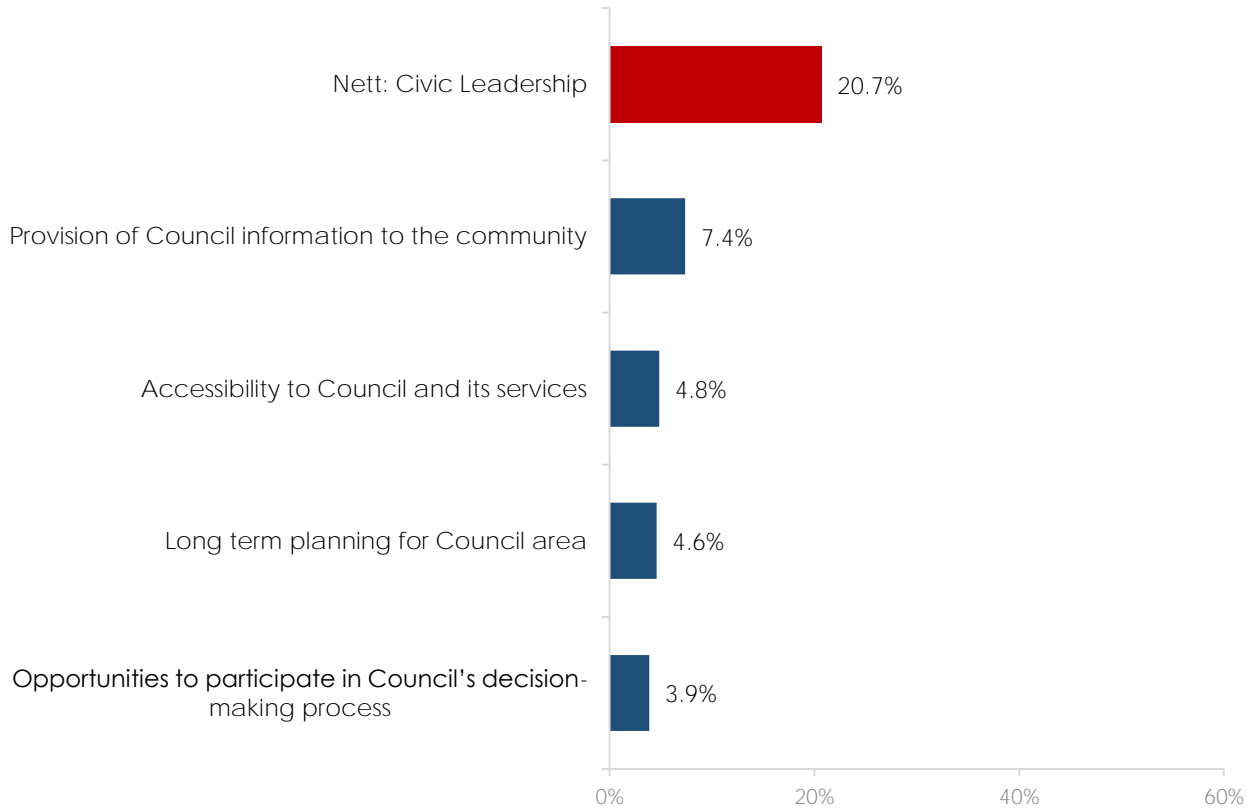
Service Area 1: Environment

Satisfaction Mean Scores by Key Demographics

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Availability and maintenance of sporting ovals, grounds and facilities	3.56	3.47	3.77	3.45	3.62	3.55	3.26
Availability of public car parking	2.64	2.88	3.16	2.80	2.63	2.72	2.29
Building heights in town centres	2.48	3.37	2.82	2.71	3.14	2.48	2.24
Community centres and facilities	3.43	3.61	3.49	3.49	3.52	3.47	3.46
Cycleways	3.42	3.56	4.13	3.39	3.49	3.31	3.05
Development applications and construction certificates	2.55	3.41	2.89	2.80	3.02	2.76	2.42
Encouraging recycling	3.61	3.56	3.99	3.46	3.64	3.75	3.20
Environmental education programs	2.92	3.22	3.22	2.96	3.22	2.86	2.86
Flood management	3.64	3.70	3.80	3.64	3.73	3.59	3.52
Graffiti removal	3.20	3.28	3.27	3.29	3.16	3.21	3.19
Household garbage collection	3.93	4.01	4.21	3.93	3.95	4.08	3.66
Maintaining footpaths	3.14	3.53	3.33	3.24	3.18	3.43	3.12
Maintaining local roads	3.11	3.49	3.30	3.24	3.28	3.20	3.07
Maintenance and cleaning of town centres	3.06	3.51	3.54	3.23	3.21	2.91	3.04
Maintenance of local parks and playgrounds	3.45	3.55	3.71	3.41	3.58	3.43	3.31
Protecting the natural environment	3.15	3.63	3.70	3.18	3.42	3.04	3.16
Protection of low rise residential areas	2.75	3.35	3.25	2.78	3.25	2.77	2.63
Removal of illegally dumped rubbish	3.02	2.98	3.49	2.91	2.93	3.09	2.68
Stormwater management	3.43	3.53	3.56	3.51	3.44	3.55	3.22
Swimming pools	3.27	3.01	3.08	2.90	3.31	3.30	3.40
Traffic management and road safety	3.15	3.26	3.45	3.26	3.22	3.11	2.89
Tree management	3.07	3.45	3.05	3.09	3.30	3.14	3.35

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	Base
Availability and maintenance of sporting ovals, grounds and facilities	3%	11%	30%	42%	14%	477
Availability of public car parking	20%	23%	32%	17%	9%	535
Building heights in town centres	27%	15%	29%	22%	7%	351
Community centres and facilities	1%	9%	45%	28%	16%	413
Cycleways	8%	13%	26%	30%	23%	260
Development applications and construction certificates	21%	19%	31%	20%	9%	428
Encouraging recycling	5%	12%	29%	28%	27%	537
Environmental education programs	9%	23%	37%	21%	10%	443
Flood management	3%	11%	27%	35%	24%	457
Graffiti removal	7%	18%	33%	31%	11%	444
Household garbage collection	3%	8%	18%	30%	40%	574
Maintaining footpaths	11%	13%	31%	29%	16%	533
Maintaining local roads	9%	16%	33%	31%	12%	561
Maintenance and cleaning of town centres	8%	20%	33%	23%	16%	502
Maintenance of local parks and playgrounds	4%	9%	34%	37%	15%	553
Protecting the natural environment	6%	16%	32%	31%	14%	521
Protection of low rise residential areas	18%	18%	29%	24%	11%	464
Removal of illegally dumped rubbish	14%	20%	30%	22%	14%	549
Stormwater management	4%	11%	35%	34%	16%	486
Swimming pools	11%	17%	31%	23%	18%	455
Traffic management and road safety	12%	15%	29%	30%	14%	566
Tree management	10%	19%	30%	27%	15%	458

Service Area 2: Civic Leadership

Shapley Regression

Contributes to Almost 21% of Overall Satisfaction with Council

Category	Value
Nett: Civic Leadership	20.7%
Provision of Council information to the community	7.4%
Accessibility to Council and its services	4.8%
Long term planning for Council area	4.6%
Opportunities to participate in Council's decision-making process	3.9%

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 gender

Females rated 'provision of Council information to the community' of significantly higher importance.

Importance **–** by age

Residents aged 25-34 rated 'provision of Council information to the community' of significantly higher importance.

65+ y/o rated 'accessibility to Council and its services' significantly higher.

Importance **–** by area

Residents of the Granville Ward considered 'opportunities to participate in Council's decision-making **process' of significantly lower** importance.

Importance **–** by ratepayer status

There were no significant differences by ratepayer status.

Importance **–** by year

There were no significant differences compared to 2016.

Service Area 2: Civic Leadership

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Accessibility to Council and its services	4.35	4.29	4.41	4.05	4.31	4.38	4.39	4.57
Long term planning for Council area	4.50	4.45	4.54	4.67	4.43	4.44	4.50	4.54
Opportunities to **participate in Council's** decision-making process	4.11	4.05	4.18	4.20	4.11	4.12	4.07	4.06
Provision of Council information to the community	4.39	4.22	4.56	4.23	4.54	4.28	4.36	4.50

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Accessibility to Council and its services	4.33	4.40	4.38	4.27	4.33	4.35	4.41
Long term planning for Council area	4.52	4.44	4.52	4.53	4.35	4.62	4.48
Opportunities to **participate in Council's** decision-making process	4.06	4.24	4.02	4.16	3.91	4.17	4.29
Provision of Council information to the community	4.36	4.46	4.35	4.43	4.35	4.51	4.31

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	Base
Accessibility to Council and its services	0%	3%	13%	31%	53%	602
Long term planning for Council area	2%	1%	10%	21%	66%	602
Opportunities to participate in **Council's decision**-making process	3%	4%	16%	32%	45%	602
Provision of Council information to the community	1%	2%	12%	27%	58%	602

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 gender

There were no significant differences between the genders.

Satisfaction **–** by age

Residents aged 18-24 were significantly more satisfied with Council's 'long term planning for council area' and those aged 25-34 were significantly more satisfied with 'opportunities to participate in Council's decision-making process' and 'provision of council information to the community'.

Residents aged 35-49 were significantly less satisfied with all 4 criteria, whilst those aged 50-64 were significantly less satisfied with 3 of the 4, 'long term planning for council area', 'opportunities to participate in Council's decision-making process', and 'provision of council information to the community'.

Residents aged 65+ were significantly more satisfied with 'accessibility to Council and its services'.

Satisfaction **–** by area

There were no significant differences between the wards.

Satisfaction **–** by ratepayer status

Non-ratepayers were significantly more satisfied with all 4 criteria.

Satisfaction **–** by year

There were no significant differences compared to 2016.

Service Area 2: Civic Leadership

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Accessibility to Council and its services	3.29	3.36	3.21	3.59	3.38	2.99	3.12	3.63
Long term planning for Council area	2.97	2.97	2.98	3.38	3.18	2.69	2.78	3.03
Opportunities to participate in Council's decision-making process	2.79	2.78	2.80	2.91	3.17	2.52	2.53	2.87
Provision of Council information to the community	3.15	3.17	3.13	3.34	3.44	2.91	2.85	3.24

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Accessibility to Council and its services	3.21	3.47	3.43	3.29	3.35	3.18	3.18
Long term planning for Council area	2.88	3.24	3.18	2.90	3.11	2.94	2.78
Opportunities to participate in Council's decision-making process	2.62	3.21	2.98	2.76	3.03	2.73	2.55
Provision of Council information to the community	3.00	3.51	3.34	3.23	3.22	2.97	2.98

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

Significantly higher/lower level of satisfaction (by group)
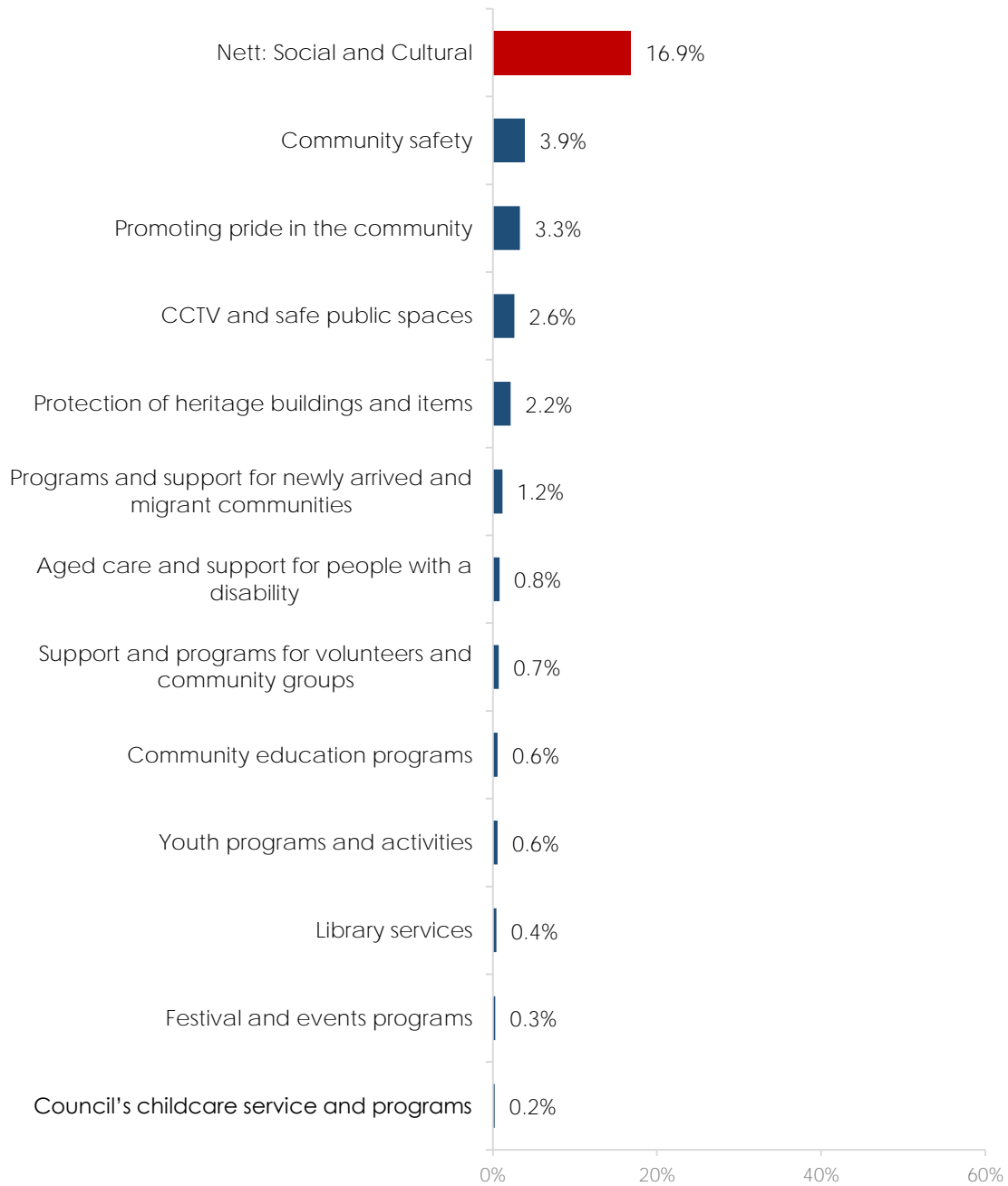
Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Accessibility to Council and its services	8%	13%	36%	29%	14%	508
Long term planning for Council area	10%	20%	40%	22%	8%	520
Opportunities to participate in Council's decision-making process	19%	22%	30%	21%	9%	458
Provision of Council information to the community	12%	14%	34%	27%	13%	511

Service Area 3: Economic

Shapley Regression

Contributes to Almost 11% of Overall Satisfaction with Council

Category	Value
Nett: Economic	10.6%
Appearance of your local area	5.1%
Supporting local jobs and businesses	2.5%
Suitability of local shops	1.8%
Access to public transport	1.3%
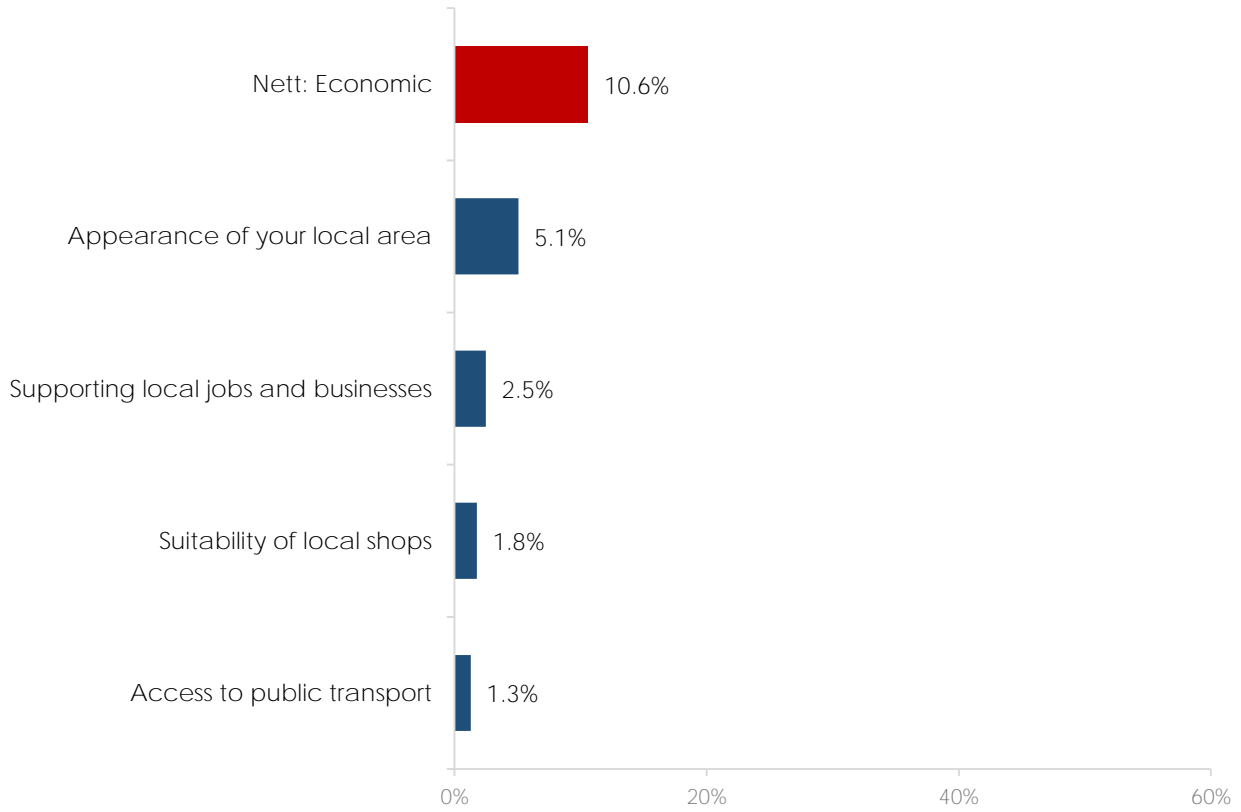
Service Area 3: Economic

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 gender

Females rated 'access to public transport' and 'suitability of local shops' significantly higher in importance.

Importance **–** by age

Those aged 65+ rated 'suitability of local shops' significantly higher.

Importance **–** by area

Residents of Greystanes Ward rated 'supporting local jobs and businesses' significantly higher, and South Granville Ward residents rated 'suitability of local shops' significantly higher in importance.

Importance **–** by ratepayer status

There were no significant differences by ratepayer status.

Importance **–** by year

There were no significant differences compared to 2016.

Service Area 3: Economic

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Access to public transport	4.64	4.56	4.73	4.78	4.57	4.67	4.60	4.64
Appearance of your local area	4.30	4.22	4.38	4.03	4.30	4.38	4.32	4.38
Suitability of local shops	4.41	4.29	4.53	4.25	4.36	4.43	4.43	4.55
Supporting local jobs and businesses	4.49	4.46	4.53	4.48	4.54	4.44	4.46	4.55

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Access to public transport	4.65	4.62	4.54	4.72	4.61	4.63	4.68
Appearance of your local area	4.35	4.17	4.34	4.29	4.18	4.42	4.28
Suitability of local shops	4.38	4.48	4.44	4.35	4.32	4.57	4.38
Supporting local jobs and businesses	4.46	4.58	4.64	4.51	4.49	4.46	4.38

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	Base
Access to public transport	2%	1%	5%	14%	78%	602
Appearance of your local area	1%	2%	13%	33%	51%	602
Suitability of local shops	0%	2%	13%	26%	59%	602
Supporting local jobs and businesses	1%	3%	7%	24%	65%	602

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
                  Supporting local jobs and businesses
                  Appearance of your local area

Satisfaction **–** by gender

There were no significant differences between the genders.

Satisfaction **–** by age

Residents aged 18-24 were significantly **more satisfied with 'appearance of your local area', whilst those** aged 50-64 were significantly less satisfied.

Those aged 65+ were significantly more satisfied with 'supporting local jobs and businesses'.

Satisfaction **–** by area

Residents of the Greystanes Ward were significantly more satisfied with 3 of the 4 criteria, 'appearance of your local area', 'suitability of local shops', and 'supporting local jobs and businesses'.

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

Satisfaction **–** by ratepayer status

Non-**ratepayers were significantly more satisfied with 'appearance of your local area'.**

Satisfaction **–** by year

Compared to 2016, residents expressed significantly lower satisfaction with **the 'appearance of your local area'.**

Service Area 3: Economic

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Access to public transport	3.55	3.51	3.59	3.50	3.79	3.42	3.38	3.67
Appearance of your local area	3.07	3.08	3.06	3.71	3.17	2.90	2.71	3.19
Suitability of local shops	3.48	3.41	3.55	3.74	3.58	3.34	3.39	3.49
Supporting local jobs and businesses	3.16	3.21	3.10	3.06	3.27	3.01	3.06	3.42

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Access to public transport	3.48	3.74	3.60	3.52	3.58	3.66	3.42
Appearance of your local area	2.95	3.42	3.51	3.12	2.95	2.92	2.86
Suitability of local shops	3.42	3.62	3.89	3.34	3.45	3.57	3.20
Supporting local jobs and businesses	3.14	3.19	3.46	3.06	3.21	3.05	2.98

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	Base
Access to public transport	6%	16%	24%	25%	29%	549
Appearance of your local area	10%	18%	37%	25%	10%	504
Suitability of local shops	7%	9%	33%	33%	19%	510
Supporting local jobs and businesses	7%	18%	40%	23%	12%	530

Service Area 4: Social and Cultural

Shapley Regression

Contributes to Almost 17% of Overall Satisfaction with Council

Category	Value
Nett: Social and Cultural	16.9%
Community safety	3.9%
Promoting pride in the community	3.3%
CCTV and safe public spaces	2.6%
Protection of heritage buildings and items	2.2%
Programs and support for newly arrived and migrant communities	1.2%
Aged care and support for people with a disability	0.8%
Support and programs for volunteers and community groups	0.7%
Community education programs	0.6%
Youth programs and activities	0.6%
Library services	0.4%
Festival and events programs	0.3%
Council's childcare service and programs	0.2%

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
	CCTV and safe public spaces
Very high	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
	Youth programs and activities
	Aged care and support for people with a disability
	Programs and support for newly arrived and migrant communities
	Festival and events programs
	Council's childcare service and programs

Importance – by gender

Females rated 8 of the 12 criteria significantly higher in importance:

- Aged care and support for people with a disability
- CCTV and safe public spaces
- Community education programs
- Community safety
- Festival and events programs
- Library services
- Promoting pride in the community
- Protection of heritage builds and items

Importance – by age

Residents aged 18-24 deemed 'programs and support for newly arrived and migrant communities' of significantly higher importance, whilst those aged 25-34 considered 'Council's childcare service and programs' significantly higher.

Residents aged 35-49 felt 'aged care and support for people with a disability' was significantly less important, whilst those aged 50-64 believed 'CCTV and safe public spaces' and 'programs and support for newly arrived and migrant communities' to be of significantly lower importance.

Residents aged 65+ rated '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' significantly higher in importance, but 'festival and events programs' significantly lower.

Importance – by area

There were no significant differences between the wards.

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 **–** by ratepayer status

Non-ratepayers rated 8 of the 12 criteria significantly higher in importance:

- Aged care and support for people with a disability
- Community education programs
- **Council's childcare service and programs**
- Festival and events programs
- Library services
- Programs and support for newly arrived and migrant communities
- Support and programs for volunteers and community groups
- Youth programs and activities

Importance **–** by year

There were no significant differences compared to 2016.

Service Area 4: Social and Cultural

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Aged care and support for people with a disability	3.80	3.67	3.95	3.72	3.85	3.54	3.93	4.10
CCTV and safe public spaces	4.51	4.40	4.62	4.40	4.55	4.57	4.35	4.65
Community education programs	3.92	3.80	4.05	4.13	3.98	3.81	3.80	3.97
Community safety	4.71	4.60	4.82	4.78	4.65	4.65	4.77	4.78
Council's childcare service and programs	3.71	3.61	3.81	3.63	4.07	3.63	3.53	3.52
Festival and events programs	3.75	3.63	3.87	4.07	3.94	3.61	3.58	3.56
Library services	4.11	3.92	4.31	4.23	4.11	4.06	4.09	4.11
Programs and support for newly arrived and migrant communities	3.80	3.73	3.88	4.35	3.94	3.64	3.56	3.66
Promoting pride in the community	4.20	4.04	4.37	4.10	4.06	4.18	4.23	4.52
Protection of heritage buildings and items	3.91	3.73	4.09	3.91	3.66	3.83	4.09	4.21
Support and programs for volunteers and community groups	4.03	3.98	4.07	3.97	4.04	3.88	4.02	4.32
Youth programs and activities	3.88	3.79	3.97	4.07	3.92	3.79	3.81	3.88

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Aged care and support for people with a disability	3.69	4.09	3.67	3.75	3.98	3.64	3.95
CCTV and safe public spaces	4.45	4.65	4.51	4.48	4.45	4.62	4.50
Community education programs	3.77	4.28	3.89	3.74	3.90	4.00	4.07
Community safety	4.69	4.75	4.69	4.63	4.70	4.82	4.73
Council's childcare service and programs	3.53	4.15	3.88	3.66	3.64	3.76	3.62
Festival and events programs	3.59	4.13	3.68	3.71	3.95	3.70	3.70
Library services	4.01	4.36	4.08	4.06	4.15	4.11	4.16
Programs and support for newly arrived and migrant communities	3.67	4.13	3.61	3.81	3.84	3.87	3.87
Promoting pride in the community	4.14	4.34	4.38	4.06	4.20	4.38	4.02
Protection of heritage buildings and items	3.88	3.98	4.03	3.89	3.90	3.81	3.90
Support and programs for volunteers and community groups	3.94	4.25	4.19	3.92	4.09	4.06	3.90
Youth programs and activities	3.77	4.16	3.99	3.73	3.95	3.86	3.88

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	Base
Aged care and support for people with a disability	11%	6%	15%	26%	41%	602
CCTV and safe public spaces	2%	2%	8%	19%	69%	602
Community education programs	4%	7%	22%	27%	40%	602
Community safety	1%	1%	4%	14%	80%	602
Council's childcare service and programs	15%	5%	19%	17%	44%	602
Festival and events programs	6%	6%	29%	24%	34%	602
Library services	4%	5%	16%	26%	49%	602
Programs and support for newly arrived and migrant communities	10%	8%	17%	22%	43%	602
Promoting pride in the community	2%	3%	17%	27%	51%	602
Protection of heritage buildings and items	7%	7%	18%	23%	45%	602
Support and programs for volunteers and community groups	2%	6%	21%	30%	41%	602
Youth programs and activities	5%	6%	23%	28%	38%	602

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

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

Satisfaction **–** by gender

Males were significantly more satisfied with the 'protection of heritage buildings and items'.

Satisfaction **–** by age

Those aged 18-24 were significantly more satisfied with 'community safety', and those aged 25-34 were significantly more satisfied with the 'protection of heritage buildings and items'.

Residents aged 35-49 were significantly less satisfied with Council's provision of 'CCTV and safe public spaces' and with 'community safety', whilst those aged 50-64 were significantly less satisfied with 'aged care and support for people with a disability' and 'protection of heritage buildings and items'.

65+ y/o were significantly more satisfied with 9 of the 12 criteria:

- 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
- Support and programs for volunteers and community groups
- Youth programs and activities

Satisfaction **–** by ratepayer status

Non-ratepayers were significantly more satisfied with 'aged care and support for people with a disability', 'promoting pride in the community', and 'protection of heritage buildings and items'.

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 **–** by area

Residents of Greystanes Ward were significantly more satisfied with 'CCTV and safe public spaces', 'community safety', 'Council's childcare service and programs', 'promoting pride in the community', and 'support and programs for volunteers and community groups'.

Granville Ward residents were significantly more satisfied with 'youth programs and activities'.

Residents of Wentworthville Ward were significantly less satisfied with 'CCTV and safe public spaces', South Granville Ward residents were significantly less satisfied with 'Council's childcare service and programs', and 'protection of heritage buildings and items', and Regents Park Ward residents were significantly less satisfied with 'community safety'.

Satisfaction **–** by year

There were no significant differences compared to 2016.

Service Area 4: Social and Cultural

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Aged care and support for people with a disability	3.42	3.48	3.36	3.57	3.39	3.49	3.07	3.70
CCTV and safe public spaces	3.03	3.09	2.97	3.21	3.20	2.67	2.91	3.35
Community education programs	3.26	3.26	3.27	3.13	3.26	3.16	3.29	3.53
Community safety	3.36	3.38	3.34	3.73	3.44	3.10	3.22	3.55
Council's childcare service and programs	3.50	3.45	3.54	3.53	3.41	3.46	3.45	3.81
Festival and events programs	3.48	3.60	3.36	3.27	3.42	3.57	3.45	3.73
Library services	3.86	3.81	3.91	4.00	3.65	3.81	3.88	4.15
Programs and support for newly arrived and migrant communities	3.20	3.22	3.17	3.16	3.25	3.18	3.10	3.27
Promoting pride in the community	3.21	3.22	3.19	3.56	3.21	3.11	3.02	3.28
Protection of heritage buildings and items	3.33	3.46	3.21	3.36	3.61	3.40	3.00	3.29
Support and programs for volunteers and community groups	3.37	3.43	3.30	3.17	3.37	3.38	3.28	3.61
Youth programs and activities	3.16	3.08	3.23	3.33	3.02	3.04	3.14	3.42

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Aged care and support for people with a disability	3.29	3.67	3.57	3.43	3.60	3.28	3.23
CCTV and safe public spaces	2.95	3.21	3.31	2.72	3.02	3.12	3.04
Community education programs	3.17	3.43	3.49	3.24	3.32	3.19	3.10
Community safety	3.30	3.51	3.68	3.31	3.45	3.32	3.10
Council's childcare service and programs	3.53	3.43	3.79	3.48	3.66	3.21	3.32
Festival and events programs	3.45	3.53	3.56	3.33	3.49	3.56	3.49
Library services	3.90	3.78	3.88	3.75	4.03	4.04	3.64
Programs and support for newly arrived and migrant communities	3.10	3.38	3.31	3.01	3.21	3.40	3.11
Promoting pride in the community	3.08	3.48	3.59	3.35	3.12	2.99	2.95
Protection of heritage buildings and items	3.23	3.59	3.51	3.38	3.52	2.94	3.24
Support and programs for volunteers and community groups	3.32	3.46	3.59	3.27	3.31	3.28	3.38
Youth programs and activities	3.09	3.29	3.20	3.05	3.39	3.18	2.96

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	Base
Aged care and support for people with a disability	5%	9%	40%	30%	16%	387
CCTV and safe public spaces	12%	19%	36%	21%	12%	526
Community education programs	3%	19%	38%	29%	11%	393
Community safety	6%	13%	35%	31%	15%	565
Council's childcare service and programs	5%	9%	36%	32%	18%	356
Festival and events programs	5%	13%	29%	34%	19%	351
Library services	2%	9%	19%	38%	31%	450
Programs and support for newly arrived and migrant communities	5%	17%	42%	26%	10%	378
Promoting pride in the community	9%	14%	35%	30%	12%	467
Protection of heritage buildings and items	8%	13%	32%	33%	14%	396
Support and programs for volunteers and community groups	3%	13%	41%	32%	12%	424
Youth programs and activities	4%	22%	38%	28%	9%	390

Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2017	2016	2017	2016
Availability and maintenance of sporting ovals, grounds and facilities	4.24	4.23	3.53	3.57
Availability of public car parking	4.51	4.49	2.71	2.70
Building heights in town centres	3.70	3.65	2.67	2.70
Community centres and facilities	3.99	3.97	3.48	3.60
Cycleways	3.17	3.20	3.47	3.51
Development applications and construction certificates	4.12	3.98	2.77	2.83
Encouraging recycling	4.56	4.60	3.59	3.75
Environmental education programs	4.07	4.01	3.01	3.08
Flood management	4.31	4.18	3.66	3.54
Graffiti removal	4.10	4.18	3.23▼	3.42
Household garbage collection	4.75	4.76	3.95▼	4.31
Maintaining footpaths	4.52	4.56	3.26	3.39
Maintaining local roads	4.67	4.68	3.22	3.24
Maintenance and cleaning of town centres	4.35	4.39	3.19▼	3.39
Maintenance of local parks and playgrounds	4.52	4.46	3.48▼	3.65
Protecting the natural environment	4.45	4.52	3.30	3.29
Protection of low rise residential areas	4.19	4.18	2.93	2.94
Removal of illegally dumped rubbish	4.65	4.65	3.01▼	3.47
Stormwater management	4.34	4.28	3.46	3.50
Swimming pools	4.12	3.95	3.20	3.40
Traffic management and road safety	4.72	4.69	3.18	3.30
Tree management	4.20	4.10	3.19	3.22
Accessibility to Council and its services	4.35	4.37	3.29	3.44
Long term planning for Council area	4.50	4.52	2.97	3.10
Opportunities to participate in Council's decision-making process	4.11	4.10	2.79	2.84
Provision of Council information to the community	4.39	4.42	3.15	3.12
Access to public transport	4.64	4.66	3.55	3.52
Appearance of your local area	4.30	4.36	3.07▼	3.29
Suitability of local shops	4.41	4.37	3.48	3.49
Supporting local jobs and businesses	4.49	4.49	3.16	3.17
Aged care and support for people with a disability	3.80	3.71	3.42	3.41
CCTV and safe public spaces	4.51	4.45	3.03	3.05
Community education programs	3.92	3.90	3.26	3.39
Community safety	4.71	4.73	3.36	3.42
Council's childcare service and programs	3.71	3.55	3.50	3.47
Festival and events programs	3.75	3.67	3.48	3.51
Library services	4.11	3.97	3.86	3.92
Programs and support for newly arrived and migrant communities	3.80	3.82	3.20	3.03
Promoting pride in the community	4.20	4.23	3.21	3.17
Protection of heritage buildings and items	3.91	3.89	3.33	3.37
Support and programs for volunteers and community groups	4.03	3.95	3.37	3.41
Youth programs and activities	3.88	3.76	3.16	3.29

▲▼ = A significantly higher level of importance/satisfaction (by year)
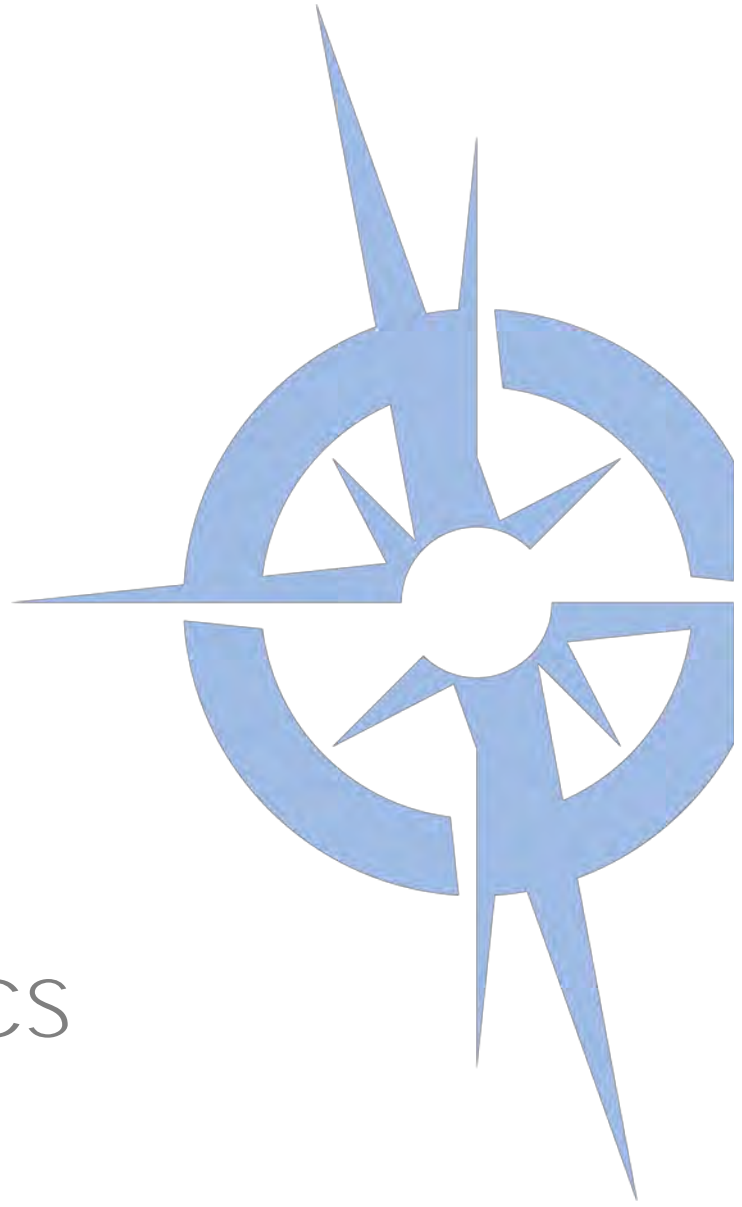
Demographics

Demographics

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

	%
18 – 24	14%
25 – 34	25%
35 – 49	26%
50 – 64	20%

Base: N = 602

Q11. Which country were you born in?

	%
Australia	57%
India	10%
Nepal	6%
Lebanon	3%
China	3%
Vietnam	2%
Afghanistan	2%
United Kingdom	2%
Korea	2%
Sri Lanka	1%
Turkey	1%
New Zealand	1%
Pakistan	<1%
Other	10%

Other specified	Count		Count		Count
Italy	6	Malaysia	2	Czech Republic	1
Malta	6	Mauritius	2	Holland	1
Croatia	5	Serbia	2	Indonesia	1
Germany	5	Singapore	2	Iran	1
Egypt	4	South Africa	2	Macedonia	1
Fiji	4	Taiwan	2	Poland	1
Iraq	3	Argentina	1	Russia	1
Portugal	3	Austria	1	Samoa	1
Syria	3	Bolivia	1	Soviet Union	1
Bangladesh	2	Cambodia	1	Western Samoa	1
Hong Kong	2	Canada	1	Zimbabwe	1
Ireland	2	Chile	1	Refused	2
Lebanon	2				

Base: N = 602

Demographics

Q12. How long have you lived in Australia?

	%
Less than 2 years	13%
2 – 5 years	13%
6 – 10 years	19%
11 – 20 years	15%
More than 20 years	40%

Base: N = 259

Q13. What is the employment status of the main income earner in your household?

	%
Work in the Cumberland LGA	16%
Work outside the Cumberland LGA	55%
Home duties/carer	2%
Student	2%
Retired	13%
Unemployed/Pensioner	9%
Other	1%

Base: N = 602

Q14. 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 = 601

Q15. Which of the following best describes your status?

	%
Living at home with parents	22%
Single with no children	11%
Single parent with children	4%
Married/de facto with no children	15%
Married/de facto with children	39%
Group household	3%
Extended family household	6%

Base: N = 602

Demographics

Q16.   How long have you lived in the council area?

	%
Less than 2 years	11%
2 – 5 years	12%
6 – 10 years	11%
11 – 20 years	18%
More than 20 years	49%

Base: N = 602

Q17.   Gender:

	%
Male	51%
Female	49%

Base: N = 602

Q18a.   Do you speak any language(s) other than English at home?

	%
Arabic	19%
Hindi	14%
Nepali	10%
Cantonese	8%
Tamil	6%
Mandarin	6%
Turkish	5%
Greek	4%
Vietnamese	4%
Korean	3%
Persian/Dari	3%
French	3%
Tagalog	1%
Other	29%

Base: N = 320

Q18b.   Which language?

	Count		Count		Count		Count
Croatian	7	Bengali	2	Czech	1	Kuchchhi	1
Serbian	7	German	2	Danish	1	Filipino	1
Italian	6	Marathi	2	Dari	1	Punjabi	1
Lebanese	6	Polish	2	Dutch	1	Refused	1
Maltese	5	Urdu	2	Farsi	1	Shona	1
Telugu	5	Afrikaans	1	Gaelic	1	Sinhalise	1
Malayalam	4	Assyrian	1	Gujarati	1	Samoen	1
Russian	4	Bosnian	1	Hazaragi	1	Tetum	1
Konkani	3	Cambodian	1	Indian	1	Tongan	1
Spanish	3	Sindhi	1	Indonesian	1	Ukrainian	1
Auslan	2						

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.

Appendix A
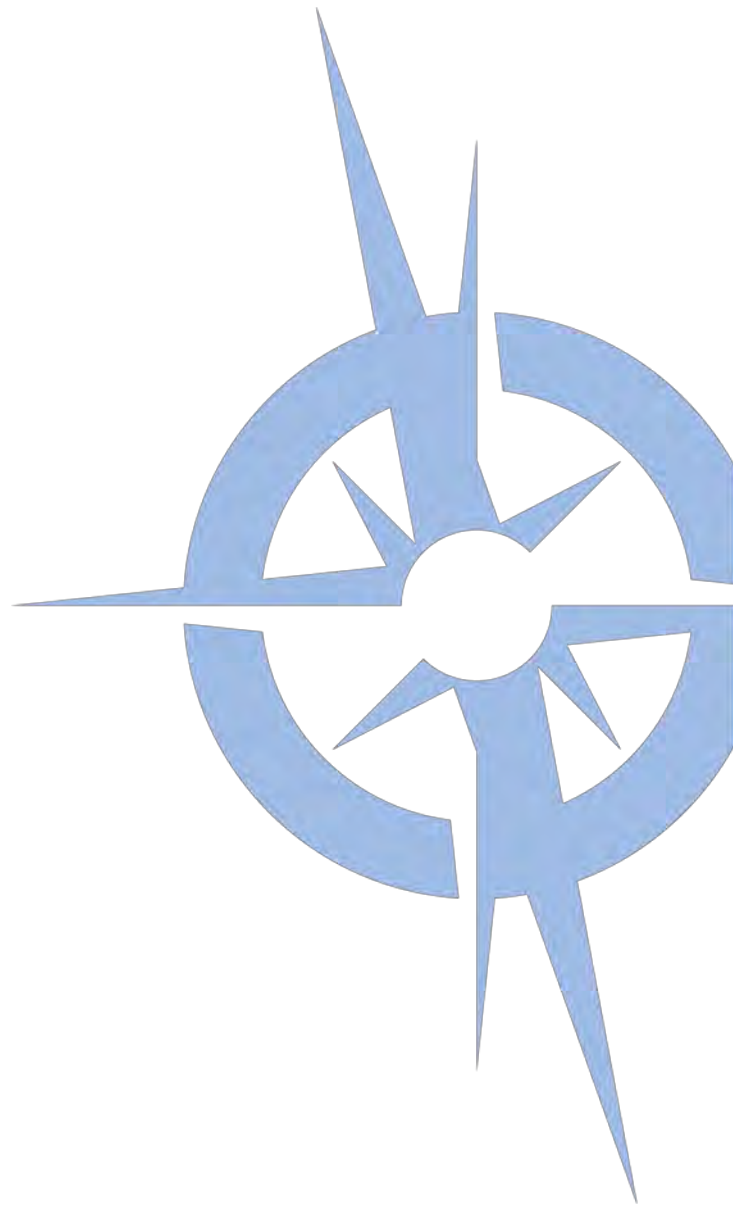
Key Challenges in the Next 10 Years

Q6.   *Thinking of Cumberland as a whole what would you say is the key challenge facing the area in the next 10 years?*

	Count
Traffic management/congestion	25
Maintaining a clean environment	23
Adjusting to the amalgamation	20
Improving road infrastructure/maintenance of roads	18
Having an honest, transparent and efficient Council	16
Housing affordability/availability	16
Updating public transport	16
Provision of adequate education facilities	9
Building a strong community	7
Council consulting and communicating with the community	7
Environmental protection	6
Parks and playgrounds	5
Maintaining footpaths	4
Maintaining the local swimming pools	4
Provision of lighting	4
Provision of services and facilities for the aged	4
Waste collection services/control	4
High rates	3
Providing a stronger police presence	3
Disability access	2
Local employment opportunities	2
Maintaining community facilities	2
Providing facilities and activities for youth	2
Supporting local/small businesses	2
Airport noise reduction	1
Changes to the area away from Cumberland	1
Dealing with income equality	1
Improving the local economy	1
Keeping up with the good work that they are doing now	1
Provision of medical treatment	1
Rate of inflation of products versus gross income of local residents	1
Restoration of heritage buildings	1
Revitalising shopping centres	1
The use of sporting grounds	1

Living in the Cumberland LGA

Q7.   How strongly do you agree or disagree with the following statements?

	2017	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Cumberland is a great place to live	3.78	3.76	3.81	4.05▲	3.78	3.68	3.71	3.80
Transport in the area is accessible	3.60	3.52	3.69	3.85	3.59	3.54	3.53	3.57
I have enough opportunities to participate in sporting or recreational activities	3.41	3.50	3.31	3.89▲	3.28	3.26	3.49	3.33
Local shopping strips are vibrant and economically healthy	3.41	3.48	3.34	3.97▲	3.39	3.29	3.20▼	3.40
Cumberland is a harmonious, respectful and tolerant community	3.37	3.38	3.35	3.80▲	3.47	3.42	3.04▼	3.13▼
Cumberland has a strong local economy	3.30	3.33	3.26	3.35	3.48	3.25	3.17	3.18
Cumberland is a safe and accessible community	3.29	3.31	3.27	3.87▲	3.28	3.17	3.15	3.17
I feel a part of my local community	3.25	3.23	3.27	3.30	3.12	3.29	3.23	3.38
I like to attend events and festivals in the Cumberland Council area	3.23	3.13	3.34	3.13	3.47	3.38	2.99▼	2.98▼
Cumberland is clean and green	3.20	3.25	3.15	3.60▲	3.24	3.07	3.02▼	3.25
Cumberland has a resilient built environment	3.18	3.19	3.17	3.43	3.34	3.09	3.00▼	3.09
I have enough opportunities to participate in arts and cultural activities	3.13	3.19	3.06	3.47	3.04	3.05	3.10	3.17
People in Cumberland obey controls relating to noise, traffic and animals	2.94	2.91	2.98	3.13	3.18▲	2.87	2.64▼	2.89
Council manages its finances well	2.93	2.97	2.89	3.45▲	2.97	2.71▼	2.81	2.92
Council offers good value for money	2.88	2.89	2.88	3.32▲	3.02	2.57▼	2.76	2.93
Cumberland has transparent, accountable and honest leadership	2.78	2.79	2.77	2.95	3.05▲	2.54▼	2.67	2.73
Housing in the area is affordable	2.37	2.25	2.50▲	2.09	2.55	2.34	2.29	2.49

Scale: 1 = strongly disagree, 5 = strongly agree

▲▼ = **significantly** higher/lower rating by group

Living in the Cumberland LGA

Q7.   How strongly do you agree or disagree with the following statements?

	Ratepayer	Non-ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Cumberland is a great place to live	3.75	3.87	4.12▲	3.86	3.69	3.63	3.63
Transport in the area is accessible	3.54	3.75	3.30▼	3.73	3.73	3.75	3.48
I have enough opportunities to participate in sporting or recreational activities	3.47	3.25	3.78▲	3.31	3.48	3.33	3.19
Local shopping strips are vibrant and economically healthy	3.34	3.59▲	3.79▲	3.20▼	3.50	3.35	3.26
Cumberland is a harmonious, respectful and tolerant community	3.22	3.74▲	3.53	3.44	3.39	3.29	3.19
Cumberland has a strong local economy	3.16	3.64▲	3.57▲	3.26	3.35	3.25	3.08▼
Cumberland is a safe and accessible community	3.23	3.46	3.49	3.38	3.35	3.10	3.15
I feel a part of my local community	3.18	3.42	3.47▲	3.29	3.23	3.14	3.14
I like to attend events and festivals in the Cumberland Council area	2.99	3.85▲	3.17	3.32	3.42	3.14	3.09
Cumberland is clean and green	3.10	3.45▲	3.64▲	3.26	3.29	3.00	2.85▼
Cumberland has a resilient built environment	3.05	3.51▲	3.38	3.25	3.27	3.08	2.94▼
I have enough opportunities to participate in arts and cultural activities	3.13	3.13	3.25	3.09	3.23	3.18	2.93
People in Cumberland obey controls relating to noise, traffic and animals	2.79	3.32▲	3.30▲	3.24▲	2.94	2.50▼	2.72
Council manages its finances well	2.80	3.27▲	3.16▲	2.95	3.13	2.73	2.69▼
Council offers good value for money	2.76	3.20▲	3.13▲	2.90	2.87	2.78	2.74
Cumberland has transparent, accountable and honest leadership	2.66	3.08▲	2.91	2.87	3.00	2.72	2.41▼
Housing in the area is affordable	2.27	2.62▲	2.29	2.45	2.70▲	2.28	2.13

Scale: 1 = strongly disagree, 5 = strongly agree

▲▼ = significantly higher/lower rating by group
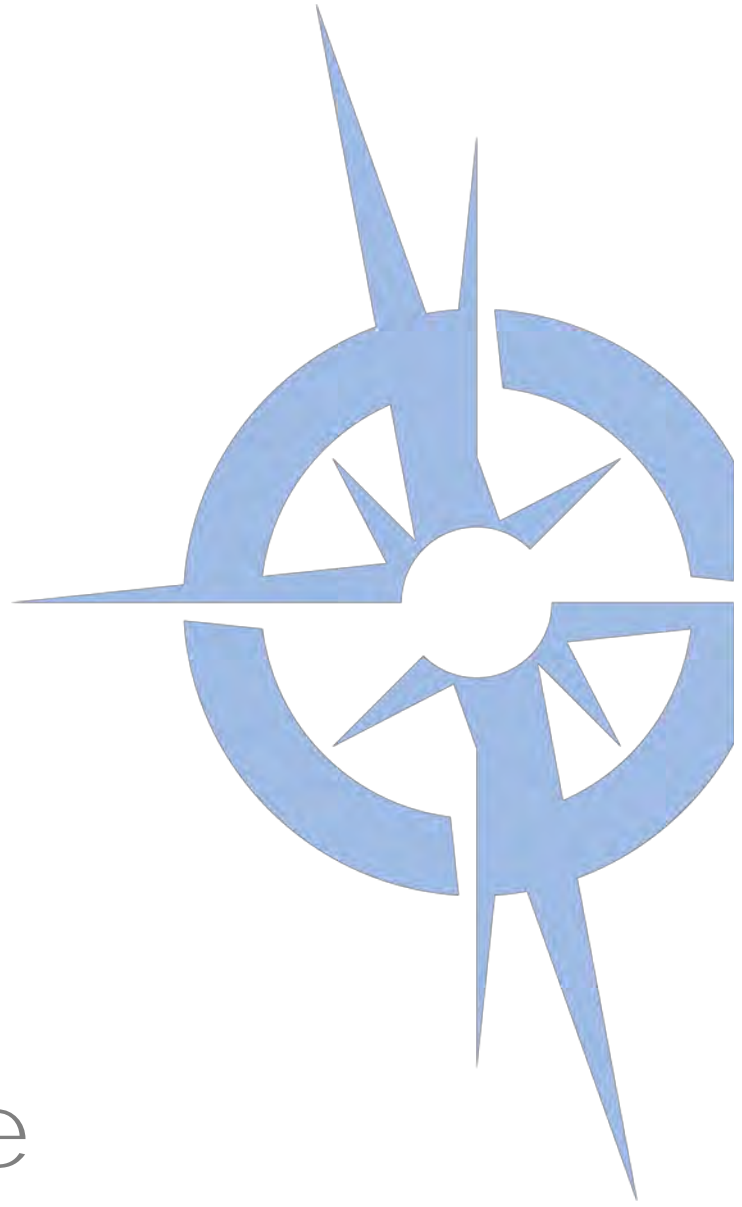
Appendix B – Questionnaire

Good morning/afternoon/evening, my name is .... from Micromex Research and we are conducting a survey on behalf of 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, alternatively ask for someone else in the household.

Q1.   In which suburb do you live?

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

Q2. 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 5 is high importance and where 1 is low satisfaction and 5 is high satisfaction. Prompt
Note: Only rate satisfaction if importance is 4 or 5.

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

Q2.   (Continued)

	Importance					Satisfaction					
	Low				High	Low				High	N/A
	1	2	3	4	5	1	2	3	4	5	N/A
Tree management	O	O	O	O	O	O	O	O	O	O	O
Stormwater management	O	O	O	O	O	O	O	O	O	O	O
Flood management	O	O	O	O	O	O	O	O	O	O	O
Community safety	O	O	O	O	O	O	O	O	O	O	O
Development applications and construction certificates	O	O	O	O	O	O	O	O	O	O	O
Promoting pride in the community	O	O	O	O	O	O	O	O	O	O	O
Suitability of local shops	O	O	O	O	O	O	O	O	O	O	O
CCTV and safe public spaces	O	O	O	O	O	O	O	O	O	O	O

Q3.   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*

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

Thinking now about your local council.

Q4.   How satisfied are you with the level of communication Council currently has with the community? *Prompt*

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

Q5.   Through which of the following means do you receive information about Council? *Prompt*

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

I'd like to now shift the focus away from Council services and performance on to general life in Cumberland.

Q6.   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.

Q7. How strongly do you agree or disagree with the following statements, on a scale is from 1 to 5 where 1 is strongly disagree and 5 is strongly agree. Prompt

	Strongly disagree				Strongly agree
	1	2	3	4	5
Cumberland is a great place to live	O	O	O	O	O
I feel a part of my local community	O	O	O	O	O
I like to attend events and festivals in the Cumberland Council area	O	O	O	O	O
Cumberland is a harmonious, respectful and tolerant community	O	O	O	O	O
Housing in the area is affordable	O	O	O	O	O
Transport in the area is accessible	O	O	O	O	O
People in Cumberland obey controls relating to noise, traffic and animals	O	O	O	O	O
I have enough opportunities to participate in arts and cultural activities	O	O	O	O	O
I have enough opportunities to participate in sporting or recreational activities	O	O	O	O	O
Local shopping strips are vibrant and economically healthy	O	O	O	O	O
Council manages its finances well	O	O	O	O	O
Council offers good value for money	O	O	O	O	O
Cumberland is a safe and accessible community	O	O	O	O	O
Cumberland is clean and green	O	O	O	O	O
Cumberland has a strong local economy	O	O	O	O	O
Cumberland has a resilient built environment	O	O	O	O	O
Cumberland has transparent, accountable and honest leadership	O	O	O	O	O

Q8. Overall, how would you rate the quality of life you have living in the Cumberland Council area? *Prompt*

O   Excellent
O   Very good
O   Good
O   Fair
O   Poor
O   Very poor

Q9. Do you feel safe in the following situations:

	Yes	No
In your local area alone during the day	O	O
In your local area alone after dark	O	O

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

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

Q11.   Which country were you born in?

    O   Australia   (Go to Q13)
    O   Afghanistan
    O   China
    O   India
    O   Korea
    O   Lebanon
    O   New Zealand
    O   Pakistan
    O   Philippines
    O   Sri Lanka
    O   Turkey
    O   Vietnam
    O   Other (please specify) ....

Q12.   How long have you lived in Australia? *Prompt*

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

Q13.   What is the employment status of the main income earner in your household? *Prompt*

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

Q14.   Which of the following best describes the house where you are currently living? *Prompt*

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

Q15.   Which of the following best describes your status? *Prompt*

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

Q16.   How long have you lived in the Council area? *Prompt*

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

Q17.   Gender (determine by voice):

  O   Male
  O   Female
  O   Not specified

Q18a.   Do you speak any language(s) other than English at home?

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

Q18b.   (If yes), which language?

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

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

  O   Yes
  O   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.