



Cumberland Council

Community Satisfaction Research

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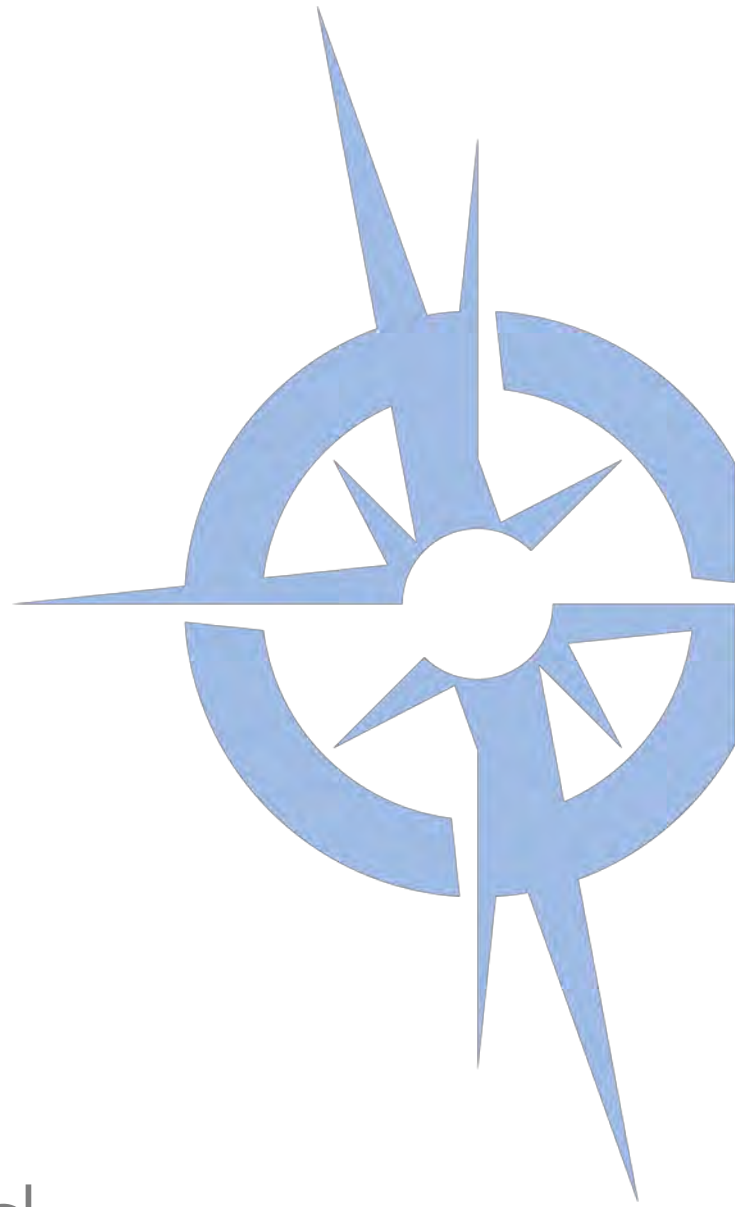
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Summary and Recommendations

Summary and Recommendations

Summary

The 2018 Cumberland Council community research results have shown significant improvement across a number of key deliverables. Whilst in many cases, resident satisfaction is still only moderate, Council can draw confidence from the positive shift in residents' opinion of Council.

Key improvements noted in 2018 include:

- Whilst remaining moderate, residents of the Cumberland Council LGA expressed a significantly higher degree of satisfaction with the performance of Council, overall
- Satisfaction with Council's level of communication with the community has seen significant improvement
- Residents' satisfaction with 33 of the 41 comparable services/facilities provided by Council significantly increased in 2018, including of note, improved satisfaction with the 'provision of information to the community', 'opportunities to participate in Council decision making' and 'long term planning for the Council area'
- Residents in 2018 reported significantly higher levels of agreement with the statements; 'Cumberland is a harmonious, respectful and tolerant community', 'I feel a part of my local community', 'Council manages its finances well', 'Cumberland has transparent, accountable and honest leadership' and 'Council offers good value for money'

Development and its repercussions – overpopulation, congestion and a perceived lack of infrastructure, are continued to be seen by residents as the key challenge facing the LGA in the next 10 years.

A review of the Shapley Analysis shows that the key drivers of overall resident satisfaction continue to centre on issues regarding the presentation, maintenance and beautification of the LGA. Of the top 15 drivers, 7 specifically relate to the aesthetic condition of the local area, including the 'appearance of your local area', 'maintenance and cleaning of town centres', 'removal of illegally dumped rubbish', 'maintenance of local parks and playgrounds', 'maintenance of footpaths', 'graffiti removal' and 'building heights in town centres'. The top driver of overall satisfaction, 'household garbage collection', is also further evidence of the community's high regard for presentation and an aesthetically pleasing local environment.

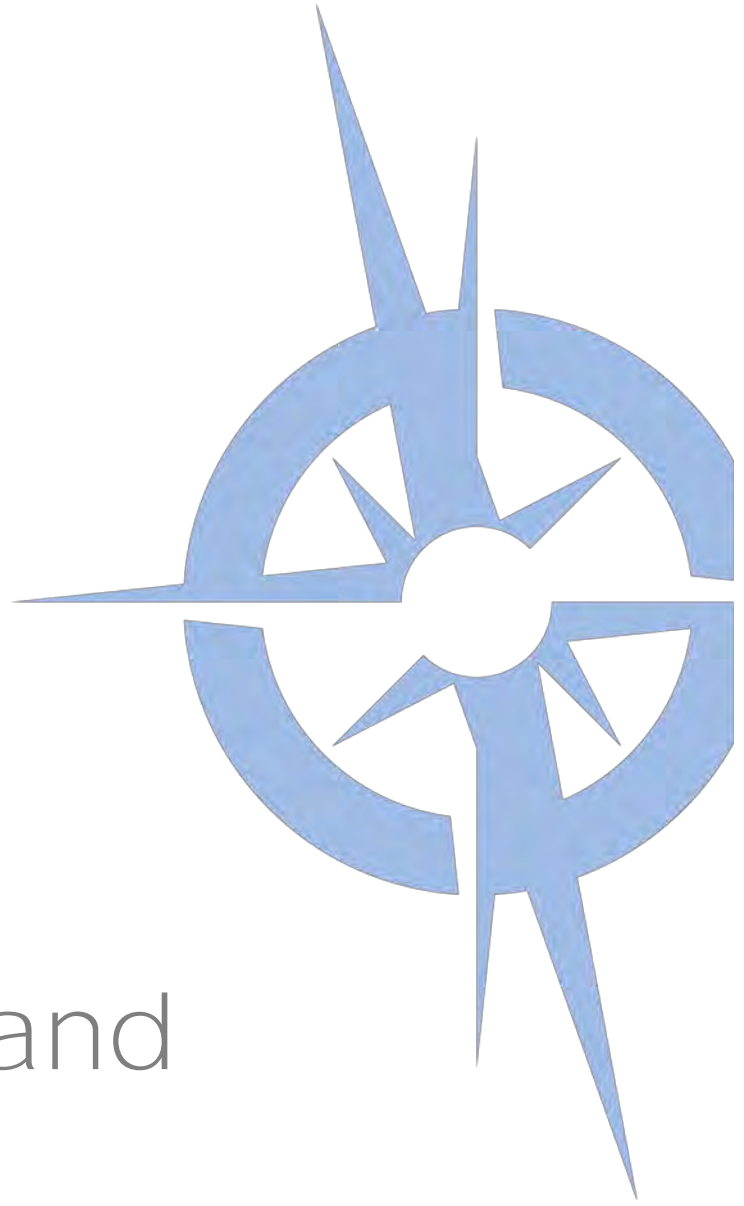
Additionally, 'community safety' and the provision of 'CCTV and safe public spaces' are seen by residents as further key contributors to overall satisfaction with Council.

Recommendations

The aesthetic condition of the LGA is clearly a key priority for residents and is an opportunity area for Council. 2018 saw a significant increase in satisfaction with key maintenance/presentation deliverables including; 'maintenance of local parks and playgrounds', 'graffiti removal', 'maintenance and cleaning of town centres', 'appearance of your local area', 'removal of illegally dumped rubbish' and 'building heights in town centres'. Council should continue to maximise its efforts in the presentation, maintenance and beautification of the LGA in order to positively transition residents' overall satisfaction. Council could also benefit from further community engagement in order to clarify residents' expectations of service levels in these areas.

Development is also seen as a key concern in the eyes of residents. While many of the issues surrounding development are outside of Council's direct control, Council needs to continue to engage and inform the community with regard to planning and how the community can help shape outcomes.





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 updated the 2017 survey enabling 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 6th – 20th August 2018 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

492 of the 600 respondents were selected by means of a computer based random selection process using the electronic White Pages and SamplePages. Of these respondents, 50 were CALD interviews conducted in Arabic (20), Cantonese (5), Korean (2), Mandarin (10), Persian/Farsi (5), Turkish (3), Hindi (2) and Tamil (3).

108 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, Merrylands Station, Greystanes Shopping Centre and Lidcombe Station.

A sample size of 600 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=600 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 2017 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.

Demographic comparisons – Language spoken at home

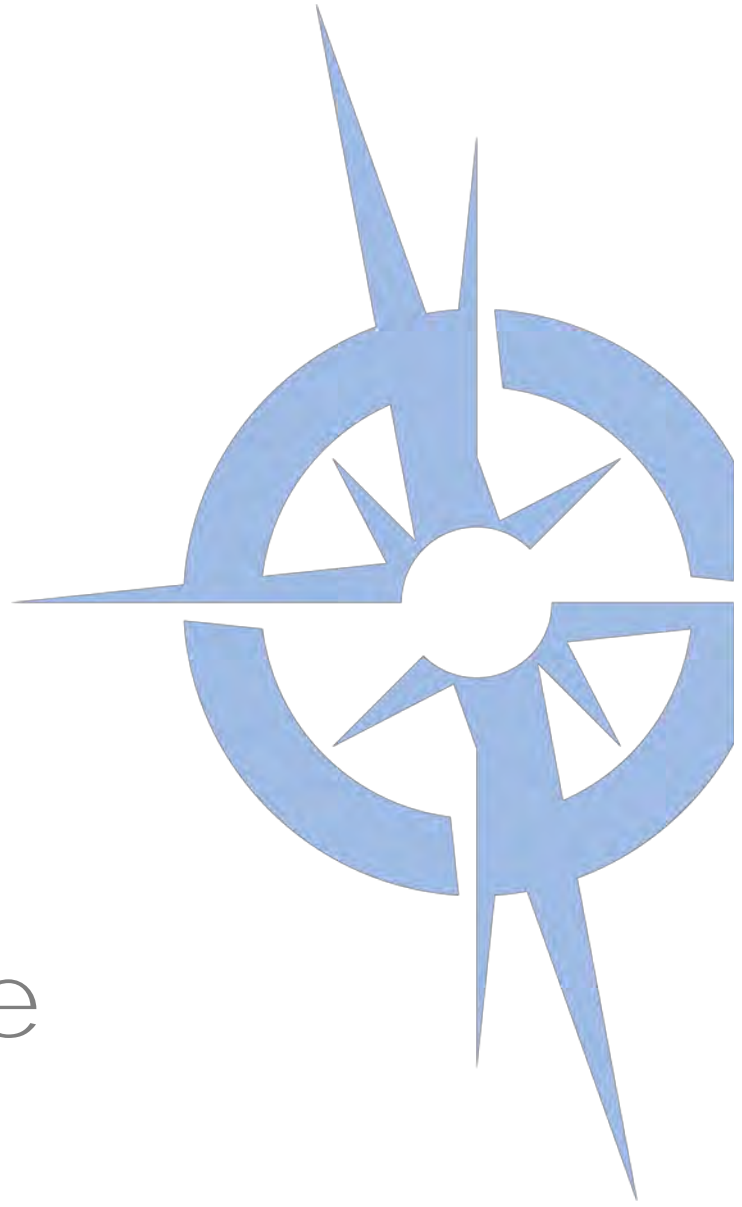
Throughout the report we have made comparisons by the following:

English only – Respondents do not speak a language other than English N=267

Multilingual – Respondents speak a language other than English, but were interviewed in English N=283

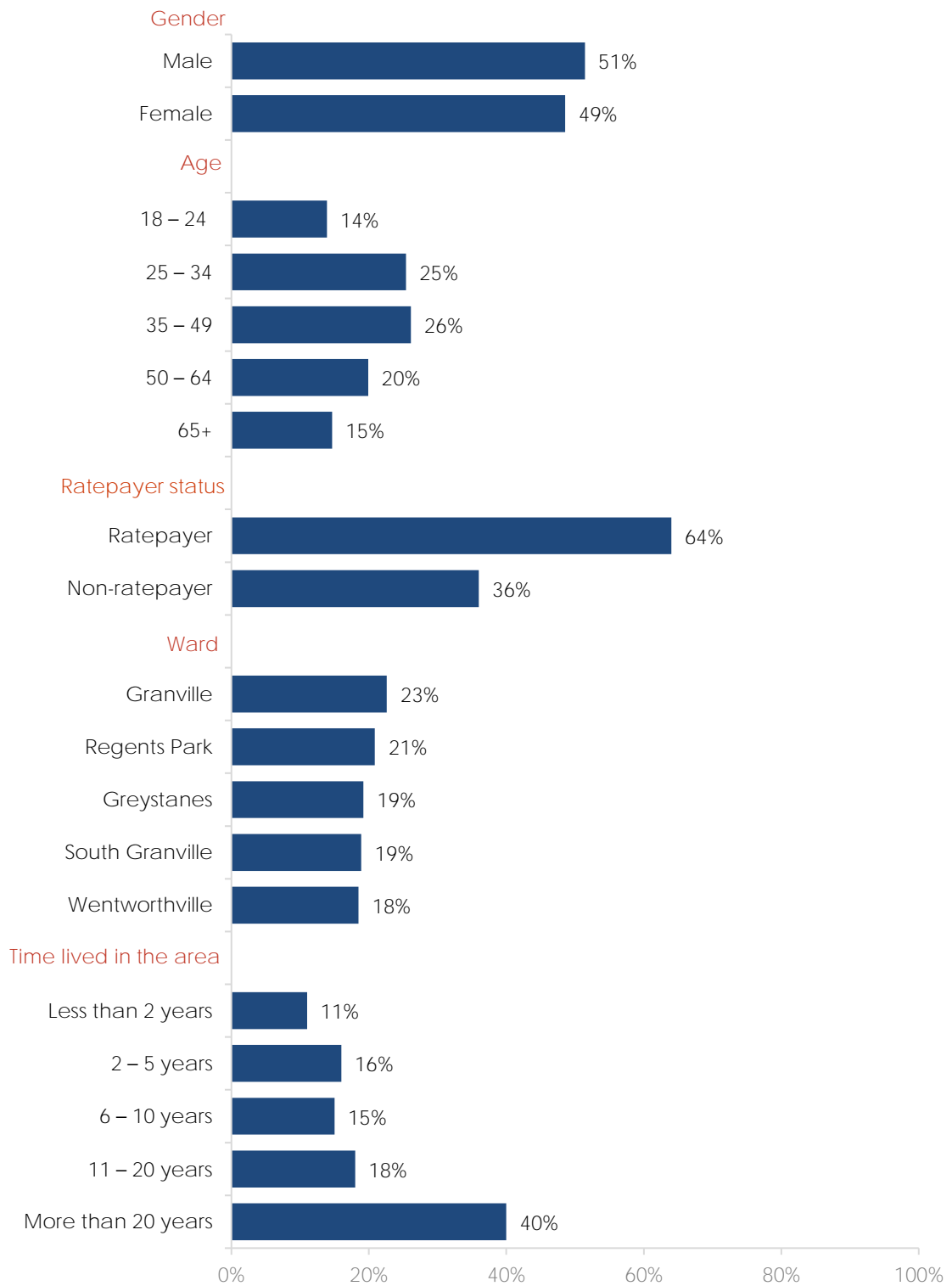
CALD – Respondents speak a language other than English and were interviewed in this language N=50





Sample Profile

Sample Profile

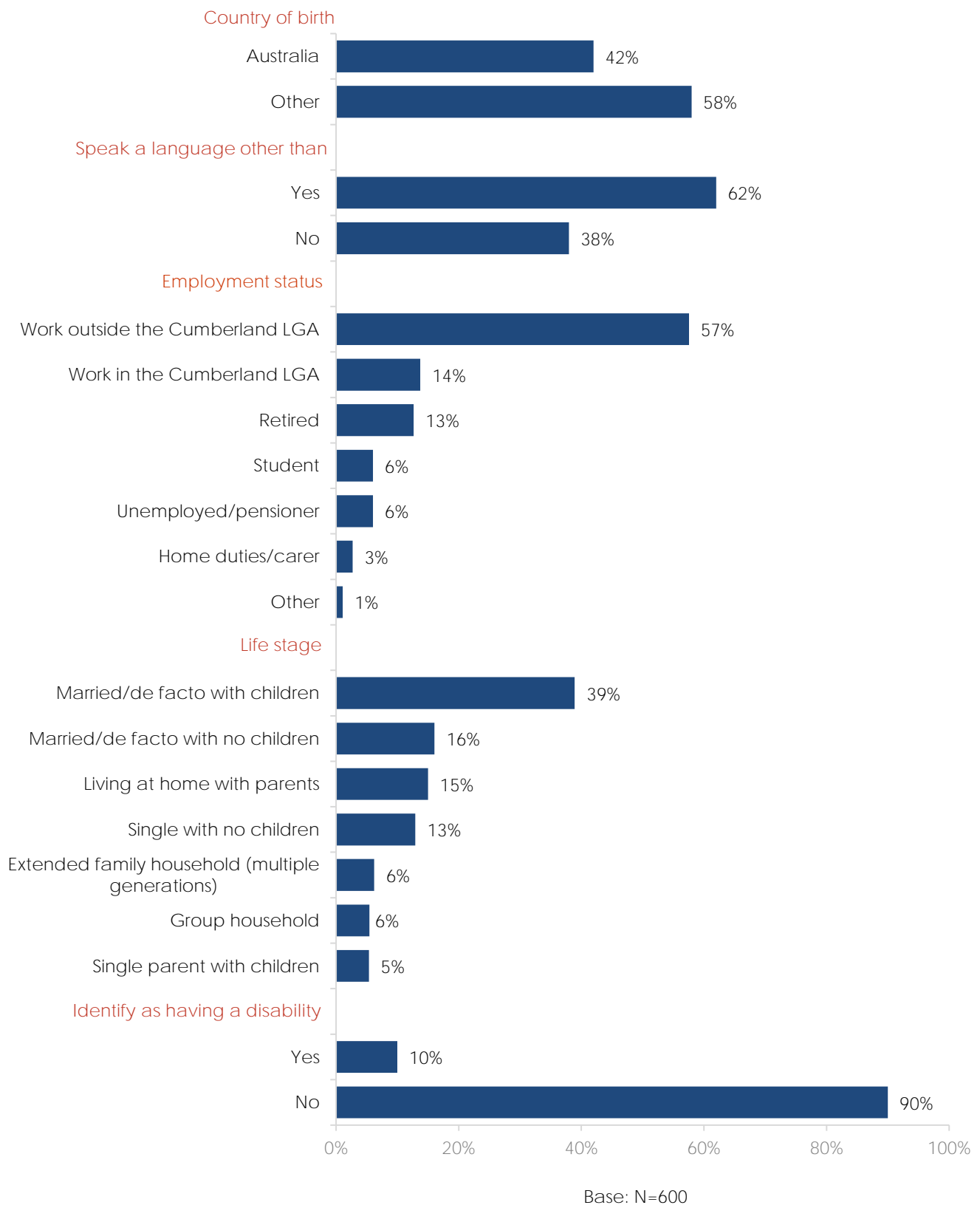


Base: N = 600

A sample size of 600 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.



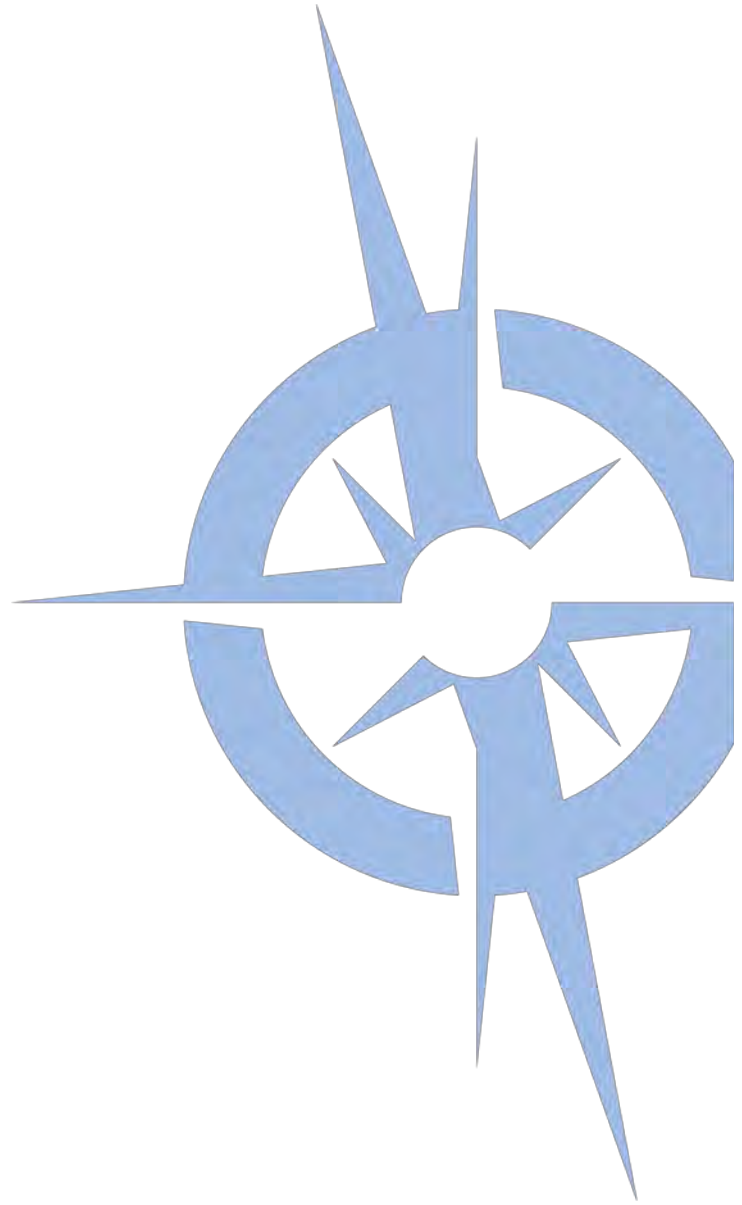
Sample Profile



A sample size of 600 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

Overall, residents of the Cumberland Council LGA are moderately satisfied with the performance of Council over the last 12 months. 51% of residents indicated they are 'satisfied' to 'very satisfied' with the performance of Council, whilst a further 34% are 'somewhat satisfied'.

Compared to the research conducted in 2017, residents in 2018 expressed a significantly higher degree of satisfaction with Council, overall.

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 2018	Overall 2017	Male	Female	18-24	25-34	35-49	50-64	65+
Mean ratings	3.40 ↑	3.19 ↓	3.43	3.37	3.49	3.53	3.25 ↓	3.28	3.51

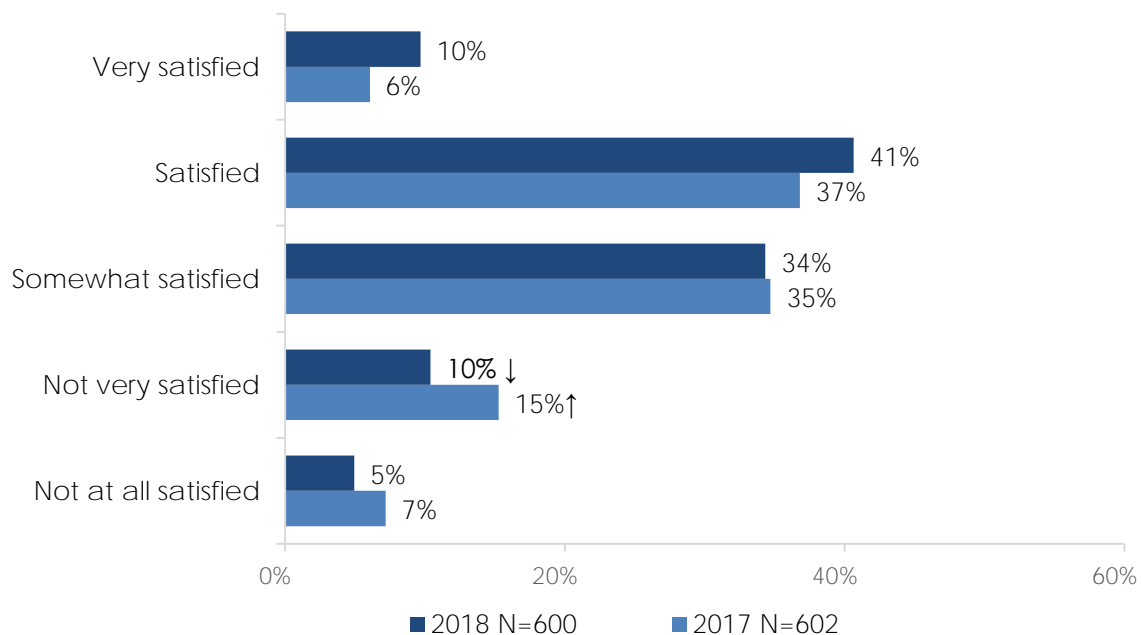
	Ratepayer	Non-ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Mean ratings	3.36	3.48	3.13 ↓	3.24	3.59 ↑	3.48	3.50

	English only	Multilingual	CALD	Identify as having a disability	Do not identify as having a disability
Mean ratings	3.33	3.45	3.33	3.42	3.39

NSW LGA BRAND SCORES	Metro Benchmark	All of NSW	Cumberland Council
Mean ratings	3.55 ↑	3.42	3.40

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

↑↓ = A significantly higher/lower level of satisfaction (by group)



Key Findings

Overview (Quality of Life)

Summary

81% of residents rate their quality of life in the Cumberland Council area as 'good' to 'excellent'. Only 4% of respondents consider their quality of life 'poor' or 'very poor'.

The results have remained on par with the 2017 rating for quality of life.

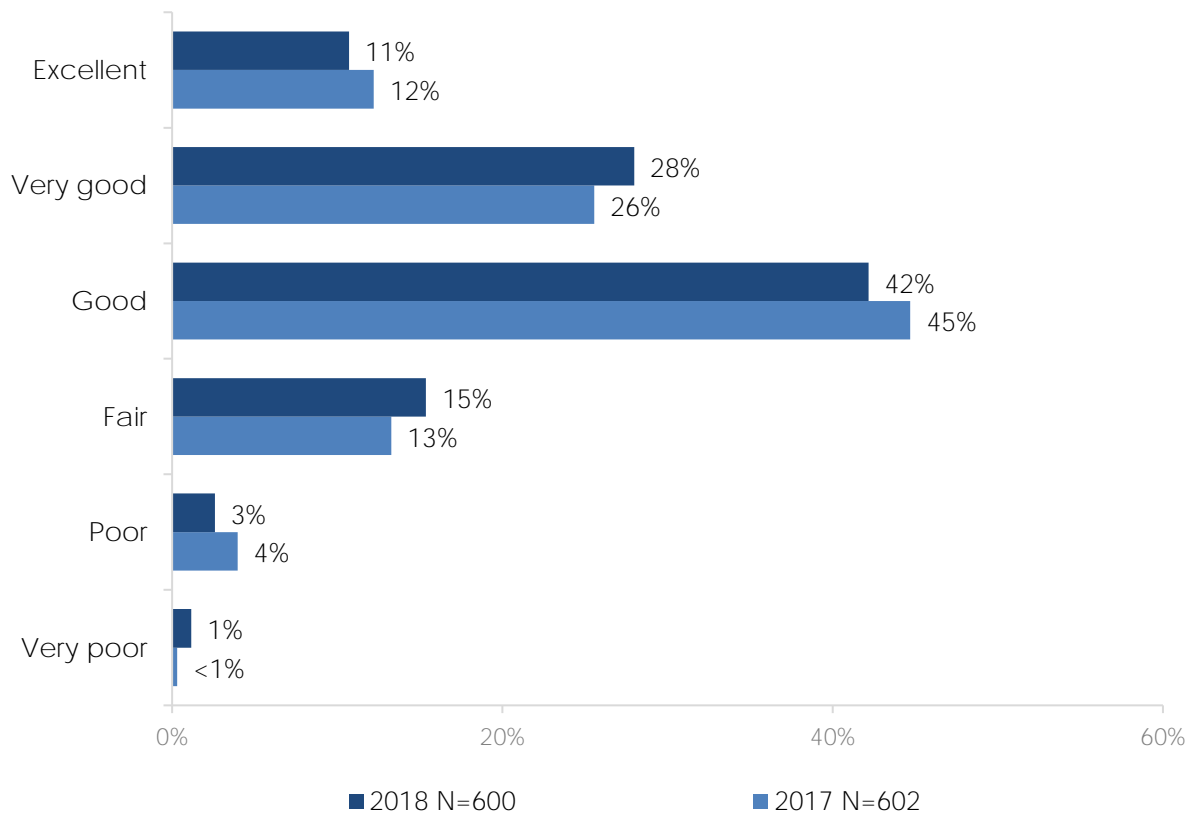
Q8. Overall, how would you rate the quality of life you have living in the Cumberland Council area?

	Overall 2018	Overall 2017	Male	Female	18-24	25-34	35-49	50-64	65+
Mean ratings	4.25	4.28	4.31	4.20	4.30	4.25	4.17	4.26	4.36

	Ratepayer	Non-ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Mean ratings	4.27	4.22	4.35	4.18	4.29	4.27	4.17

	English only	Multilingual	CALD	Identify as having a disability	Do not identify as having a disability
Mean ratings	4.24	4.27	4.21	4.35	4.24

Scale: 1 = very poor, 6 = excellent



Key Findings

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

Summary

Residents reported a moderate degree of satisfaction with Council's level of communication with the community, with 34% 'somewhat satisfied' and a further 43% 'satisfied' to 'very satisfied'.

Compared to 2017, residents in 2018 were significantly more satisfied with the level of communication Council has with the community.

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

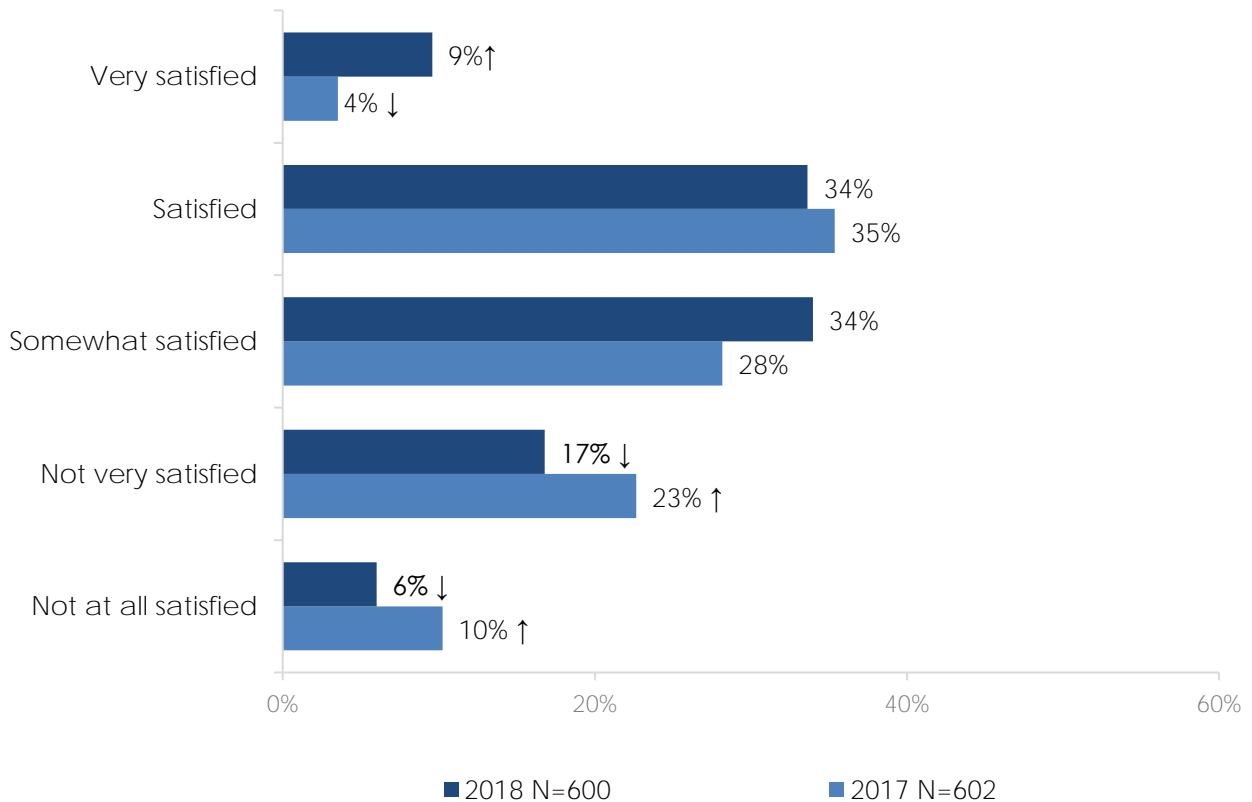
	Overall 2018	Overall 2017	Male	Female	18-24	25-34	35-49	50-64	65+
Mean ratings	3.24 ↑	2.99 ↓	3.28	3.20	3.17	3.35	3.12	3.16	3.43 ↑

	Ratepayer	Non-ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Mean ratings	3.21	3.29	3.08	3.18	3.38	3.36	3.18

	English only	Multilingual	CALD	Identify as having a disability	Do not identify as having a disability
Mean ratings	3.22	3.25	3.21	3.25	3.24

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

↑↓ = A significantly higher/lower level of satisfaction (by group)



Key Findings

Key Importance Trends

Compared to the previous research conducted in 2017, there was a significant increase in the importance of 6 of the comparable 41 services and facilities.

	2018	2017
Availability and maintenance of sporting ovals, grounds and facilities	4.37 ↑	4.24 ↓
Library services	4.26 ↑	4.11 ↓
Community centres and facilities	4.20 ↑	3.99 ↓
Council's childcare service and programs	4.03 ↑	3.71 ↓
Youth programs and activities	4.03 ↑	3.88 ↓
Cycleways	3.47 ↑	3.17 ↓

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

↑↓ = A significantly higher/lower level of importance (by year)

There were no significant decreases in importance in 2018.



Key Findings

Key Satisfaction Trends

Over the same period there was a significant increase in **residents' levels** of satisfaction across 33 of the comparable 41 services and facilities provided by Council.

	2018	2017
Flood management	3.84 ↑	3.66 ↓
Council's childcare service and programs	3.73 ↑	3.50 ↓
Stormwater management	3.71 ↑	3.46 ↓
Maintenance of local parks and playgrounds	3.68 ↑	3.48 ↓
Protection of heritage buildings and items	3.67 ↑	3.33 ↓
Graffiti removal	3.66 ↑	3.23 ↓
Aged care and/or support for people with a disability	3.66 ↑	3.42 ↓
Suitability of local shops	3.65 ↑	3.48 ↓
Community centres and facilities	3.64 ↑	3.48 ↓
Support and programs for volunteers and community groups	3.60 ↑	3.37 ↓
Community safety	3.59 ↑	3.36 ↓
Accessibility to Council and its services	3.58 ↑	3.29 ↓
Community education programs	3.55 ↑	3.26 ↓
Tree management	3.53 ↑	3.19 ↓
Maintaining footpaths	3.53 ↑	3.26 ↓
Maintaining local roads (excluding Parramatta Rd and the M4)	3.51 ↑	3.22 ↓
Protecting the natural environment (e.g. bush care)	3.49 ↑	3.30 ↓
Maintenance and cleaning of town centres	3.49 ↑	3.19 ↓
Swimming pools	3.46 ↑	3.20 ↓
Appearance of your local area	3.46 ↑	3.07 ↓
Youth programs and activities	3.44 ↑	3.16 ↓
Traffic management and road safety	3.44 ↑	3.18 ↓
Removal of illegally dumped rubbish	3.43 ↑	3.01 ↓
Provision of Council information to the community	3.41 ↑	3.15 ↓
Promoting pride in the community	3.40 ↑	3.21 ↓
Long term planning for Council area	3.33 ↑	2.97 ↓
Supporting local jobs and businesses	3.32 ↑	3.16 ↓
Environmental education programs	3.31 ↑	3.01 ↓
Protection of low rise residential areas	3.24 ↑	2.93 ↓
Development applications and construction certificates	3.24 ↑	2.77 ↓
Opportunities to participate in Council's decision-making process	3.16 ↑	2.79 ↓
Building heights in town centres	3.10 ↑	2.67 ↓
Availability of public car parking	2.91 ↑	2.71 ↓

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

↑↓ = A significantly higher/lower level of satisfaction (by year)

There were no significant decreases in satisfaction in 2018.



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.

The higher the differential between importance and satisfaction, the greater the difference is between the provision of that service by Cumberland Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the 43 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is important to recognise that, for the most part, a gap of up to 1.0 is acceptable when the initial importance rating is 4.0+, as it indicates that residents consider the attribute to be of 'high' to 'extremely high' importance and that the satisfaction they have with Cumberland Council's performance on that same measure is 'moderate' to 'moderately high'.

For example, 'protecting the natural environment' was given an importance score of 4.48, which indicates that it is considered an area of 'very high' importance by residents. At the same time, it was given a satisfaction score of 3.49, which indicates that residents have a 'moderate' level of satisfaction with Cumberland Council's performance and focus on that measure.

In the case of a performance gap such as for 'cycleways' (3.47 importance vs. 3.66 satisfaction), we can identify that the facility/service has 'moderate' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'moderately high' level of satisfaction.



Key Findings

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

Performance Gap Ranking

2017 Rank	2018 Rank		Importance	Satisfaction	Gap
1	1	Availability of public car parking	4.49	2.91	1.58
5	2	CCTV and safe public spaces	4.49	3.18	1.31
2	3	Removal of illegally dumped rubbish	4.68	3.43	1.25
3	4	Traffic management and road safety	4.64	3.44	1.20
9	5	Supporting local jobs and businesses	4.46	3.32	1.14
4	6	Long term planning for Council area	4.46	3.33	1.13
6	7	Maintaining local roads	4.61	3.51	1.10
7	8	Community safety	4.67	3.59	1.08
11	9	Maintaining footpaths	4.54	3.53	1.01
16	10	Protecting the natural environment (e.g. bush care)	4.48	3.49	0.99
10	11	Opportunities to participate in Council's decision-making process	4.08	3.16	0.92
11	12	Protection of low rise residential areas	4.15	3.24	0.91
7	13	Development applications and construction certificates	4.14	3.24	0.90
24	14	Encouraging recycling	4.59	3.70	0.89
13		Provision of Council information to the community	4.30	3.41	0.89
N/A		Council's customer service/community engagement	4.27	3.38	0.89
N/A	17	Protection of green and open spaces	4.52	3.64	0.88
20	18	Maintenance of local parks and playgrounds	4.54	3.68	0.86
15		Maintenance and cleaning of town centres	4.35	3.49	0.86
23	20	Promoting pride in the community	4.21	3.40	0.81
18		Environmental education programs	4.12	3.31	0.81
25	22	Suitability of local shops	4.41	3.65	0.76
18	23	Accessibility to Council and its services	4.33	3.58	0.75
14	24	Appearance of your local area	4.20	3.46	0.74
22	25	Tree management	4.26	3.53	0.73
26	26	Swimming pools	4.18	3.46	0.72
35	27	Programs and support for newly arrived & migrant communities	3.94	3.24	0.70
31	28	Availability and maintenance of sporting ovals, grounds and facilities	4.37	3.68	0.69
21	29	Building heights in town centres	3.78	3.10	0.68
27	30	Stormwater management	4.37	3.71	0.66
29	31	Household garbage collection	4.72	4.07	0.65
30	32	Youth programs and activities	4.03	3.44	0.59

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



Key Findings

Performance Gap Ranking (Cont'd)

2017 Rank	2018 Rank		Importance	Satisfaction	Gap
37	33	Community centres and facilities	4.20	3.64	0.56
32	34	Support and programs for volunteers and community groups	4.12	3.60	0.52
32	35	Community education programs	4.03	3.55	0.48
28	36	Graffiti removal	4.13	3.66	0.47
34	37	Flood management	4.29	3.84	0.45
41	38	Council's childcare service and programs	4.03	3.73	0.30
38	39	Aged care and/or support for people with a disability	3.95	3.66	0.29
36	40	Protection of heritage buildings and items	3.95	3.67	0.28
40	41	Library services	4.26	4.02	0.24
39		Festival and events programs	3.83	3.59	0.24
42	43	Cycleways	3.47	3.66	-0.19

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



Key Findings

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as 'very high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.91 and 3.59, 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	4.49	2.91	1.58
2	CCTV and safe public spaces	4.49	3.18	1.31
3	Removal of illegally dumped rubbish	4.68	3.43	1.25
4	Traffic management and road safety	4.64	3.44	1.20
5	Supporting local jobs and businesses	4.46	3.32	1.14
6	Long term planning for Council area	4.46	3.33	1.13
7	Maintaining local roads	4.61	3.51	1.10
8	Community safety	4.67	3.59	1.08
9	Maintaining footpaths	4.54	3.53	1.01
10	Protecting the natural environment	4.48	3.49	0.99

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

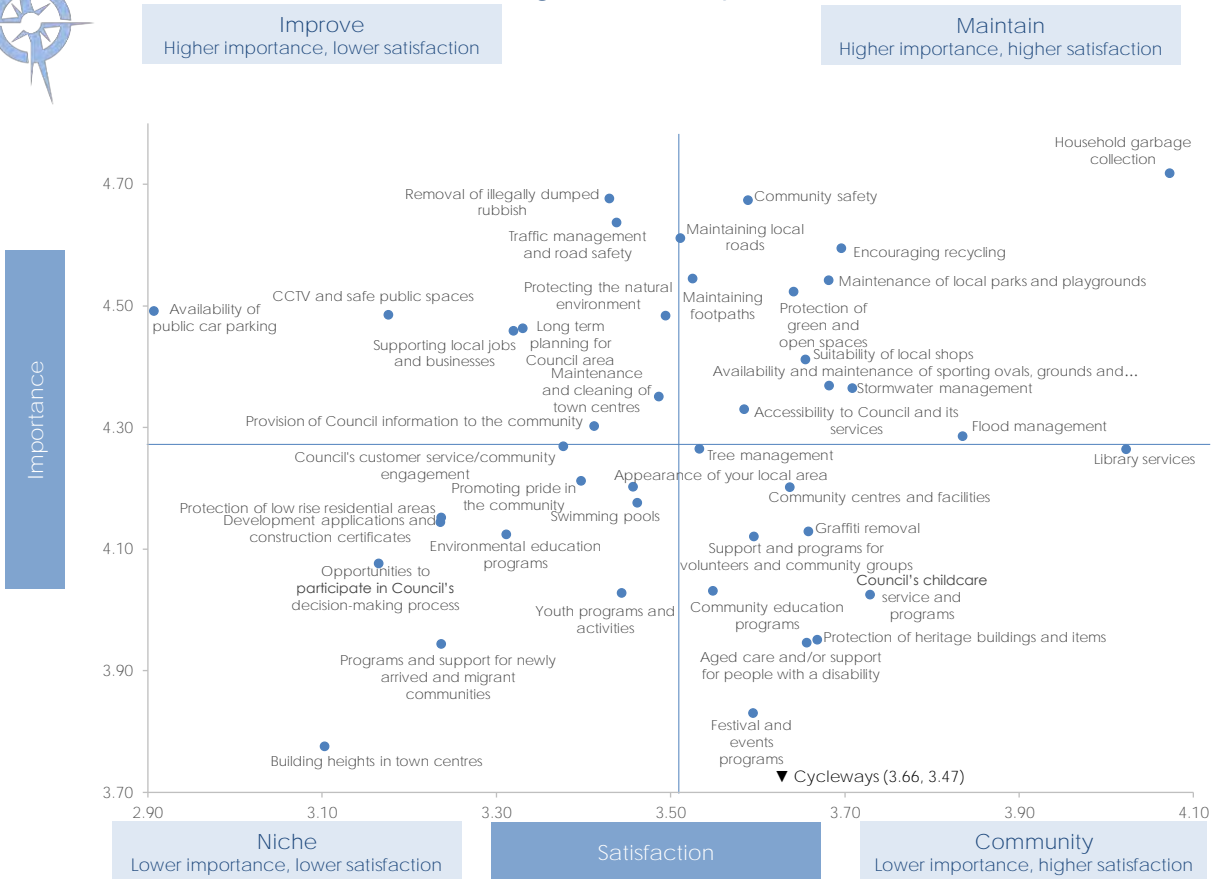
Step 2. Quadrant Analysis

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 4.27 and the average rated satisfaction score was 3.51. Therefore, any facility or service that received a mean stated importance score of ≥ 4.27 would be plotted in the higher importance section and, conversely, any that scored < 4.27 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.51. 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 'removal of illegally dumped rubbish' 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 'cycleways', are core strengths, but in relative terms they are deemed less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

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

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a council dedicates to 'traffic management and road safety', it will often be found in the IMPROVE quadrant. This is because, perceptually, the traffic management 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'.



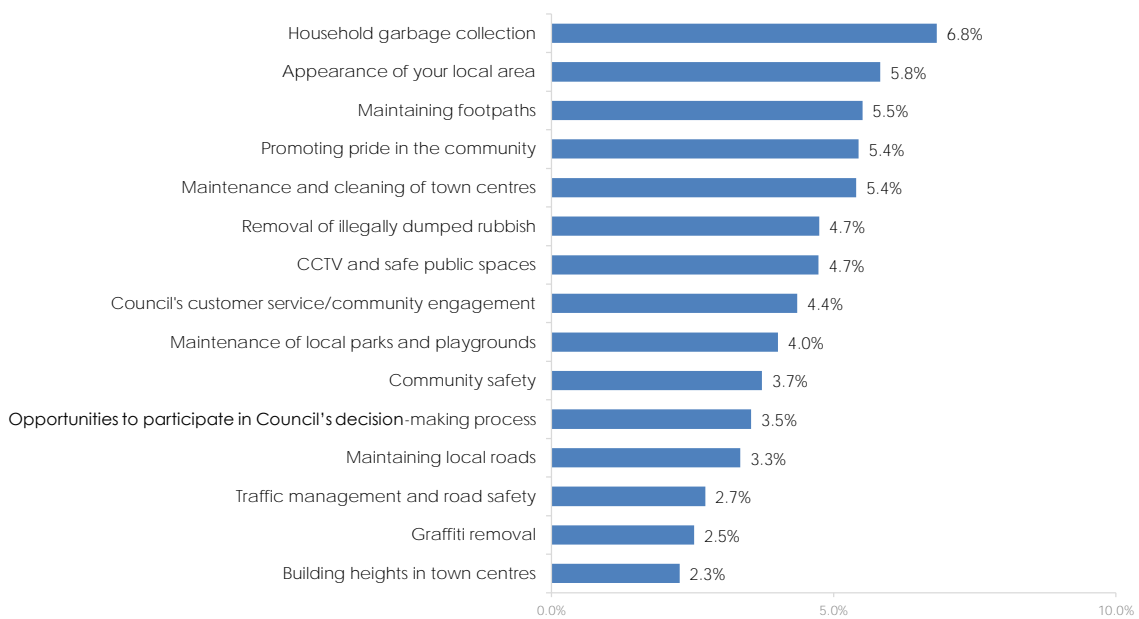
Key Findings

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 15 services/facilities account for 65% of overall satisfaction with Council. This indicates that the remaining 28 attributes we obtained measures on have only a limited impact on the community's satisfaction with Cumberland Council's performance. Therefore, whilst all 43 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

These Top 15 Indicators Contribute to 65% of Overall Satisfaction with Council



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

These 15 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, 'building heights in town centres' contributes 2.3% towards overall satisfaction, while 'household garbage collection' (6.8%) is a far stronger driver, contributing almost three times as much to overall satisfaction with Council.



Key Findings

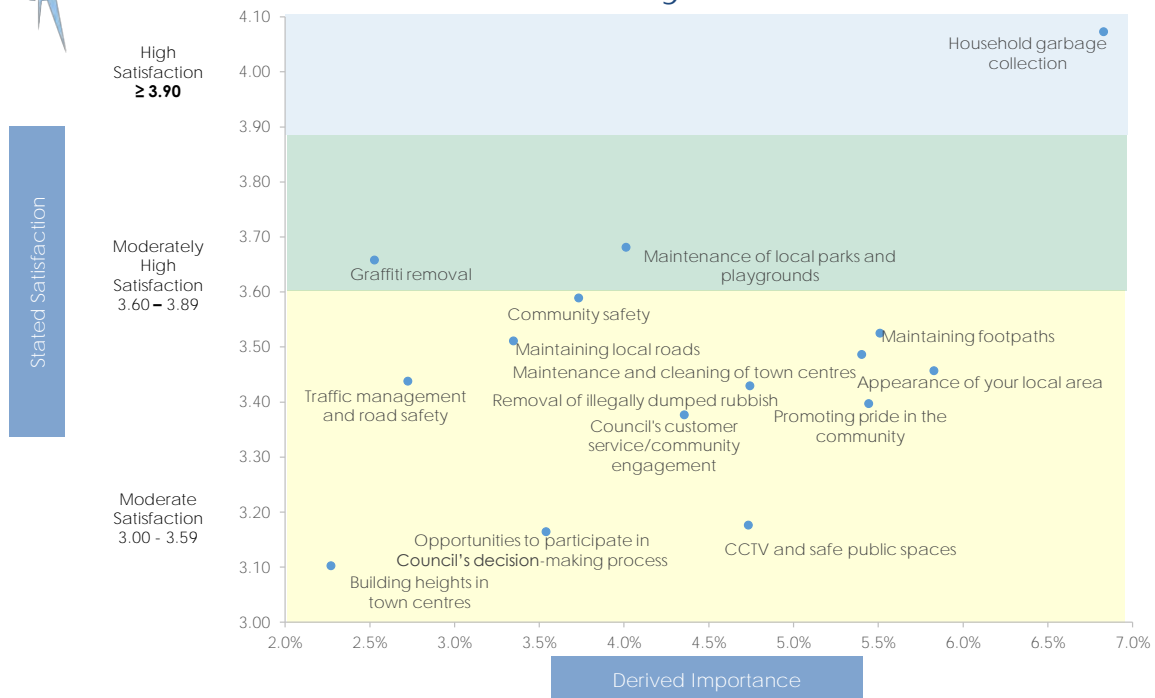
Clarifying Priorities

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' and 'maintenance of local parks and playgrounds' and 'graffiti removal'. Council should look to maintain/consolidate their delivery in these areas.

It is also apparent that there is room to elevate satisfaction within the variables that fall in the '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', 'maintaining footpaths', 'maintaining local roads', 'maintenance and cleaning of town centres', 'removal of illegally dumped rubbish', 'promoting pride in the community', 'appearance of your local area', 'traffic management and road safety', 'Council's customer service/community engagement', 'CCTV and safe public spaces', 'opportunities to participate in Council's decision-making process' and 'building heights in town centres' could possibly be targeted for optimisation.



Key Findings

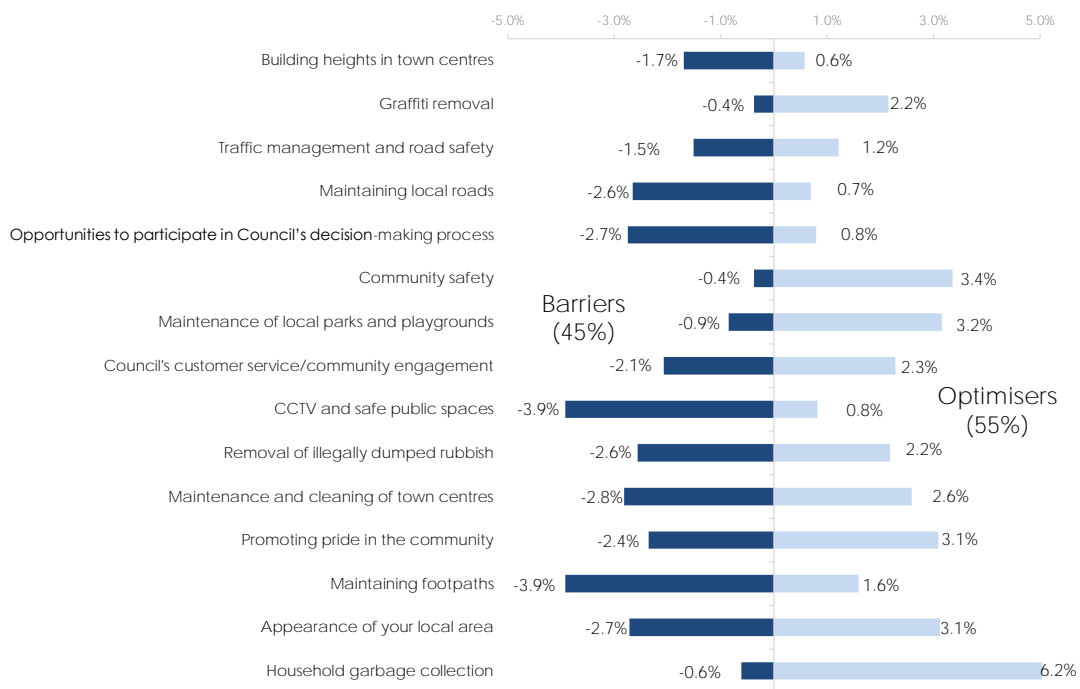
Advanced Shapley Outcomes

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

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

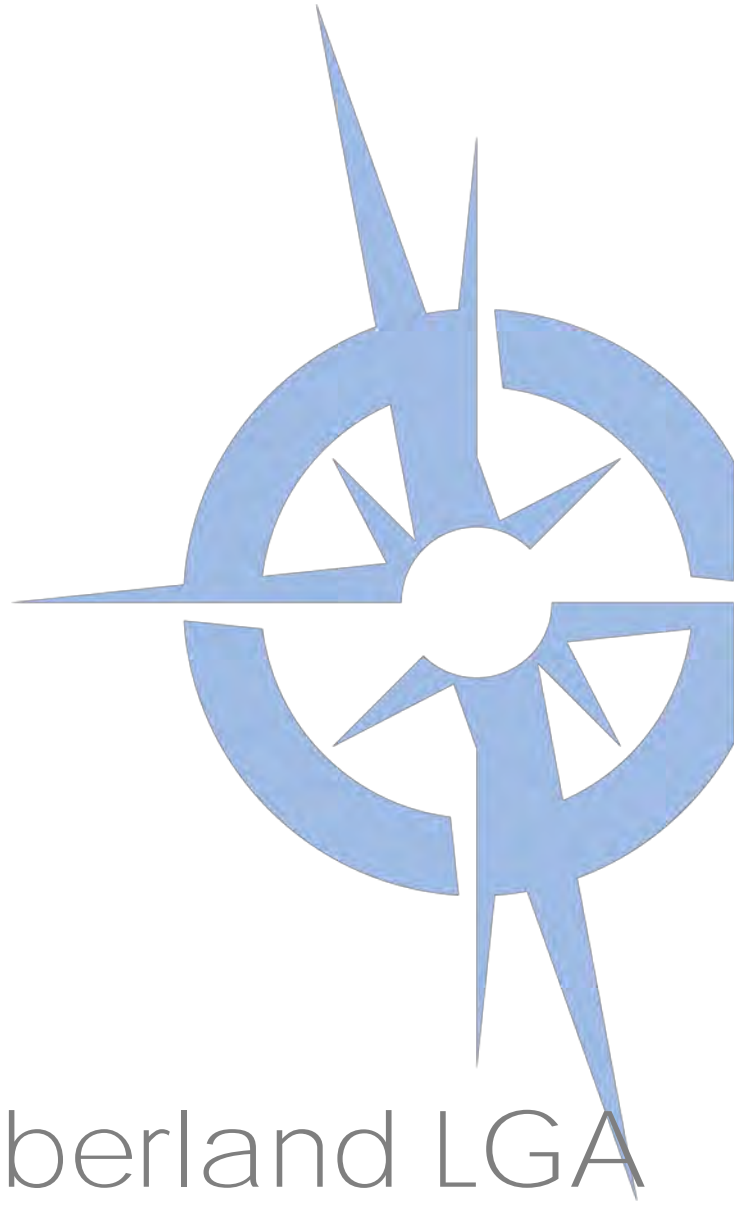
The scores on the positive indicate the contribution the driver makes towards optimising satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently already 'somewhat satisfied', towards being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

Key Contributors to Barriers/Optimisers



Different levers address the different levels of satisfaction across the community





Section A –
Living in Cumberland LGA

Overall Satisfaction with Council's Performance

Summary

Overall, residents of the Cumberland Council LGA are moderately satisfied with the performance of Council over the last 12 months. 51% of residents indicated they are 'satisfied' to 'very satisfied' with the performance of Council, whilst a further 34% are 'somewhat satisfied'.

Compared to the research conducted in 2017, residents in 2018 expressed a significantly higher degree of satisfaction with Council, overall.

Residents of Granville Ward expressed a significantly higher level of satisfaction with Council, overall.

Residents aged 35-49 expressed a significantly lower degree of overall satisfaction with Council, as did those that reside within the Greystanes Ward.

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 2018	Overall 2017	Male	Female	18-24	25-34	35-49	50-64	65+
Mean ratings	3.40 ↑	3.19 ↓	3.43	3.37	3.49	3.53	3.25 ↓	3.28	3.51

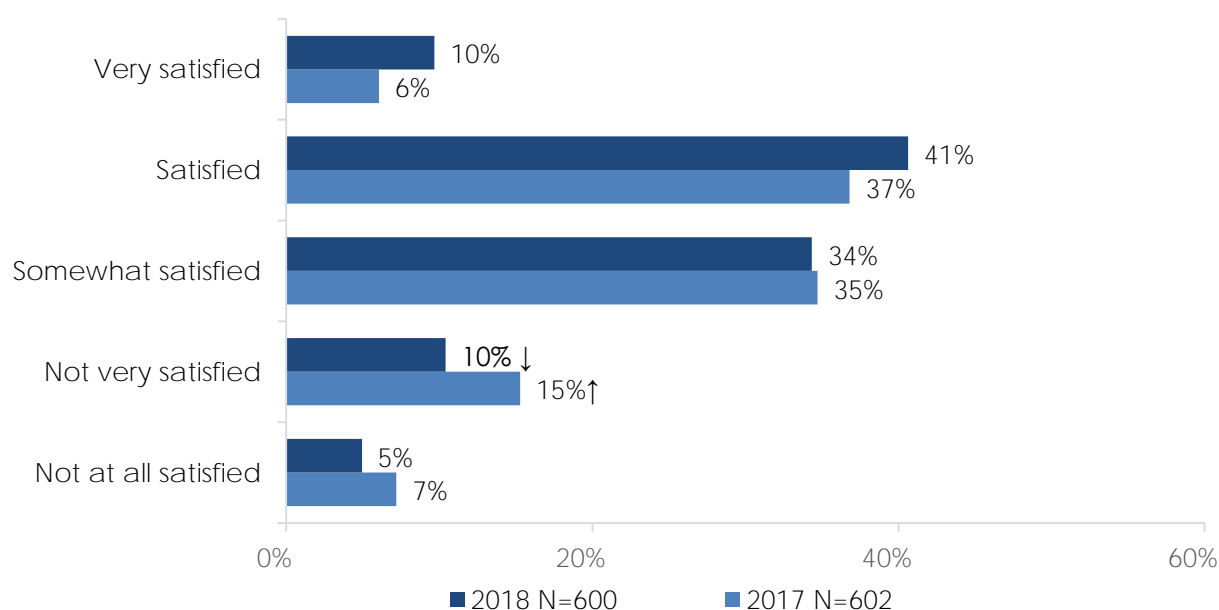
	Ratepayer	Non-ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Mean ratings	3.36	3.48	3.13 ↓	3.24	3.59 ↑	3.48	3.50

	English only	Multilingual	CALD	Identify as having a disability	Do not identify as having a disability
Mean ratings	3.33	3.45	3.33	3.42	3.39

NSW LGA BRAND SCORES	Metro Benchmark	All of NSW	Cumberland Council
Mean ratings	3.55 ↑	3.42	3.40

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

↑↓ = A significantly higher/lower level of satisfaction (by group)



Quality of Life in the Cumberland Council Area

Summary

81% of residents rate their quality of life in the Cumberland Council area as 'good' to 'excellent'. Only 4% of respondents consider their quality of life 'poor' or 'very poor'.

The results have remained on par with the 2017 rating for quality of life.

Interestingly, perceptions of quality of life did not differ across demographics.

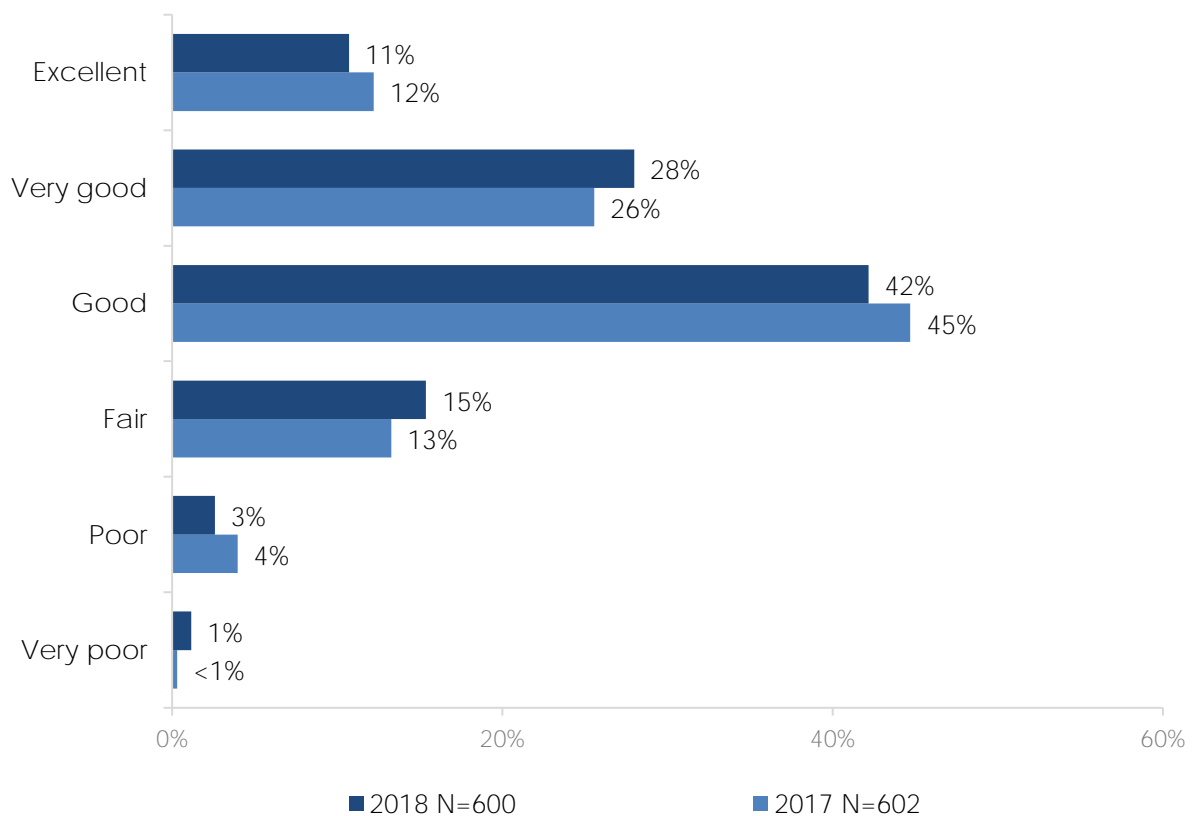
Q8. Overall, how would you rate the quality of life you have living in the Cumberland Council area?

	Overall 2018	Overall 2017	Male	Female	18-24	25-34	35-49	50-64	65+
Mean ratings	4.25	4.28	4.31	4.20	4.30	4.25	4.17	4.26	4.36

	Ratepayer	Non-ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Mean ratings	4.27	4.22	4.35	4.18	4.29	4.27	4.17

	English only	Multilingual	CALD	Identify as having a disability	Do not identify as having a disability
Mean ratings	4.24	4.27	4.21	4.35	4.24

Scale: 1 = very poor, 6 = excellent



Living in the Cumberland LGA

Summary

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

Residents in 2018 continued to most likely agree that 'Cumberland is a great place to live', with 63% of respondents agreeing or strongly agreeing with the statement and just 9% disagreeing or strongly disagreeing.

Although respondents were least likely to agree with the statement 'housing in the area is affordable', a significantly higher proportion of residents expressed agreement with this statement in 2018.

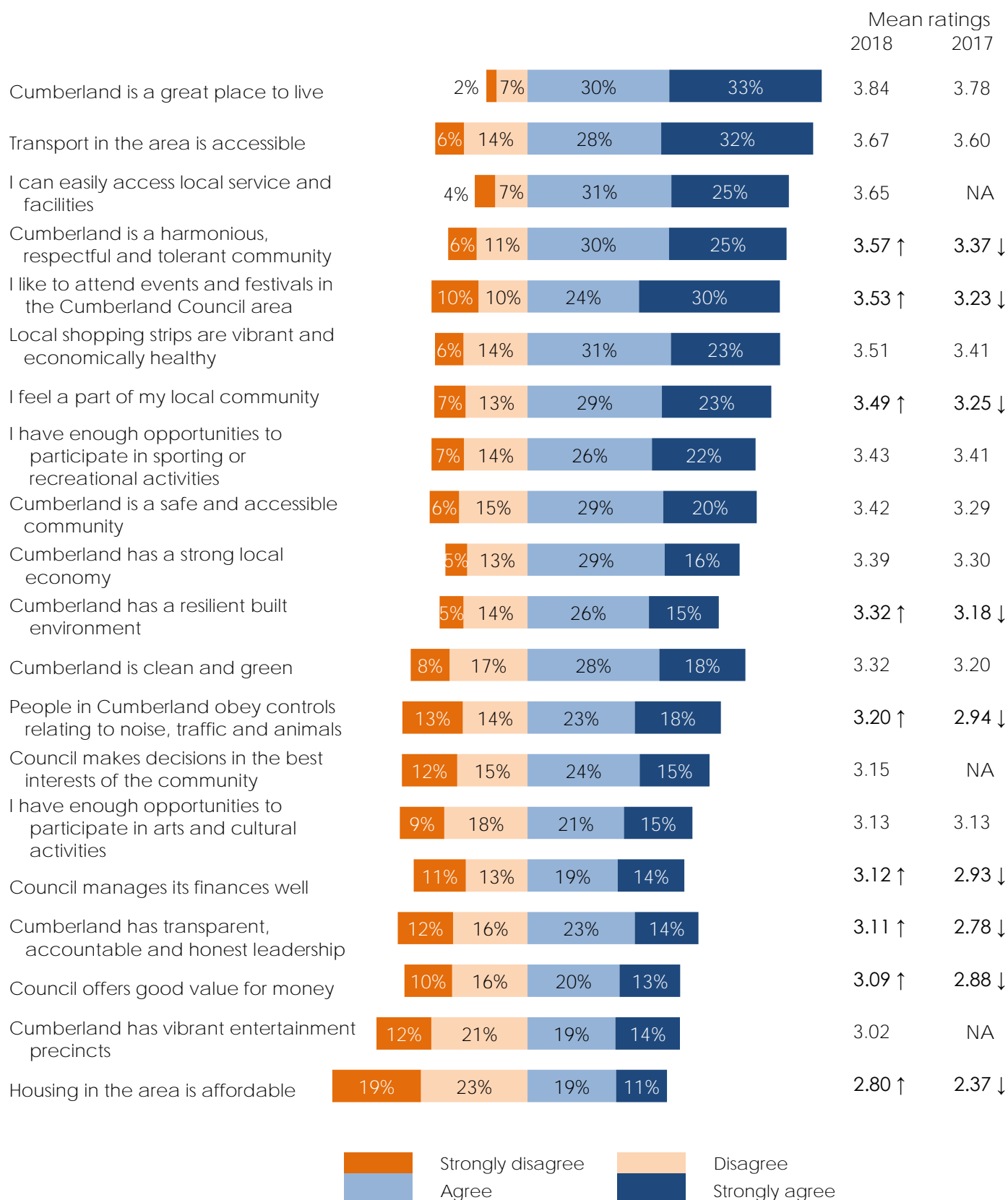
As well as increasing agreement with the statement, 'housing is affordable in the area', residents in 2018 also expressed a significantly higher level of agreement with the following:

- Cumberland is a harmonious, respectful and tolerant community
- I like to attend events and festivals in the Cumberland Council area
- I feel a part of my local community
- Cumberland has a resilient built environment
- People in Cumberland obey controls relating to noise, traffic and animals
- Council manages its finances well
- Cumberland has transparent, accountable and honest leadership
- Council offers good value for money



Living in the Cumberland LGA

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



Scale: 1 = strongly disagree, 5 = strongly agree

↑↓ = A significantly higher/lower level of agreement (compared to 2017)

Note: Please see Appendix A for the results by demographics.



Feeling Safe in the Local Area

Summary

94% of residents feel safe alone during the day, which has significantly increased from the results in 2017 (91%).

Residents aged 18-24 were significantly more likely to feel safe alone during the day, whilst those aged 35-49, residents from South Granville Ward and CALD respondents were significantly less likely.

Only 53% of residents feel safe alone after dark, which has remained on par with the 2017 results. Males were significantly more likely to feel safe alone after dark.

Q9. Do you feel safe in the following situations?

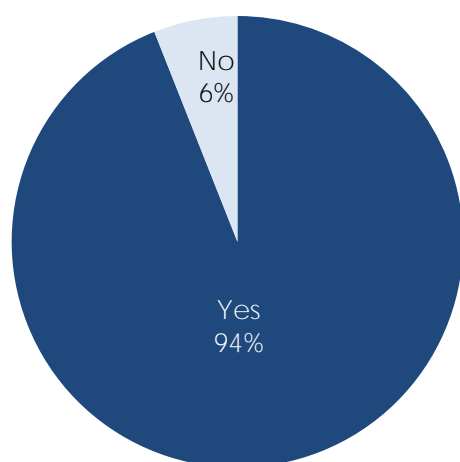
Yes responses	Overall 2018	Overall 2017	Male	Female	18-24	25-34	35-49	50-64	65+
Alone during the day	94% ↑	91% ↓	94%	94%	100% ↑	96%	91% ↓	95%	92%
Alone after dark	53%	53%	61% ↑	44% ↓	47%	59%	49%	55%	50%

Yes responses	Ratepayer	Non-ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Alone during the day	95%	94%	98%	96%	95%	89% ↓	94%
Alone after dark	53%	52%	51%	52%	56%	48%	55%

Yes responses	English only	Multilingual	CALD	Identify as having a disability	Do not identify as having a disability
Alone during the day	97%	95%	82% ↓	92%	95%
Alone after dark	54%	53%	44%	60%	52%

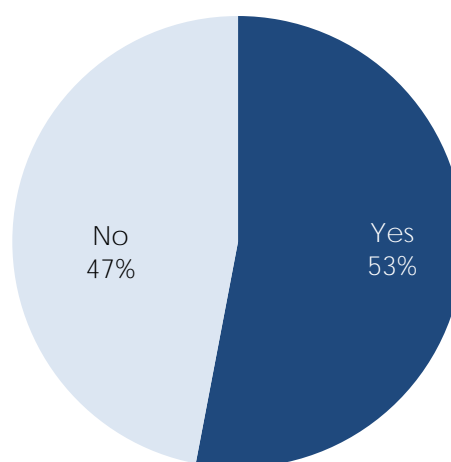
↑↓ = A significantly higher/lower percentage (by group)

Alone during the day



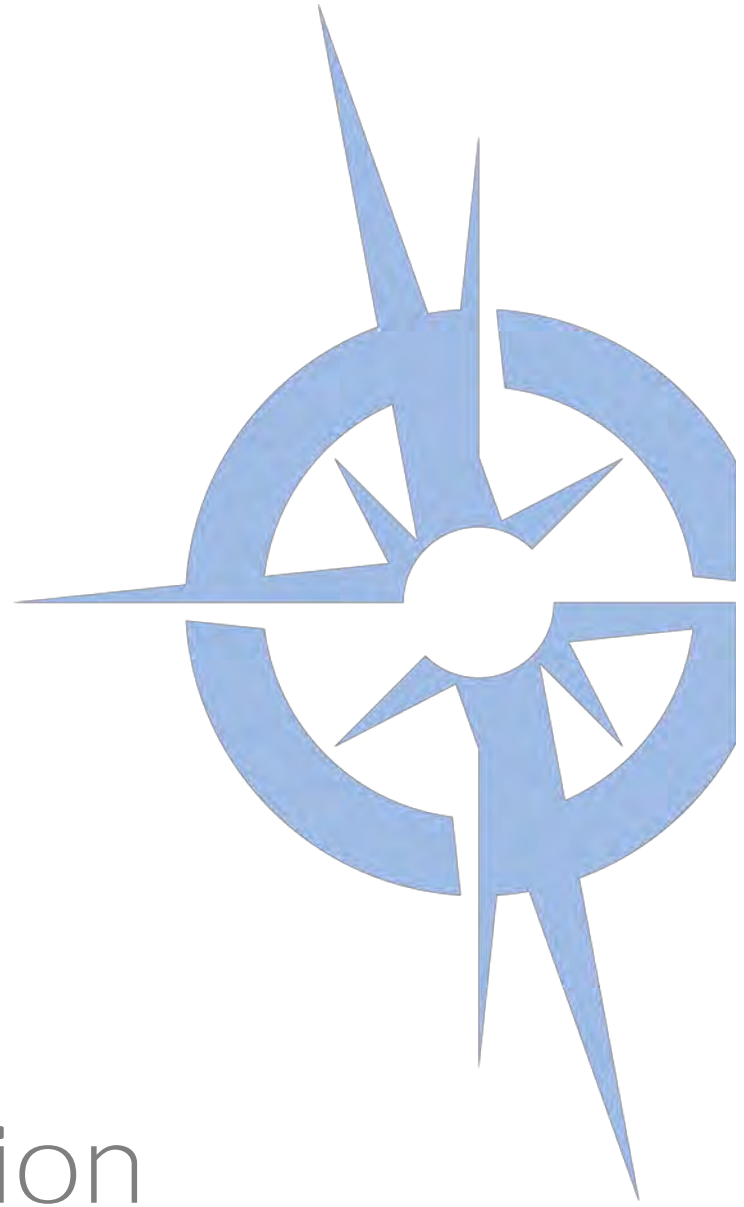
Base: N=600

Alone after dark



Base: N=600





Section B – Communication

Satisfaction with Communication from Council

Summary

Residents reported a moderate degree of satisfaction with Council's level of communication with the community, with 34% 'somewhat satisfied' and a further 43% 'satisfied' to 'very satisfied'.

Compared to 2017, residents in 2018 were significantly more satisfied with the level of communication Council has with the community.

Residents aged 65+ expressed a significantly higher level of satisfaction with Council's level of communication with the community.

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

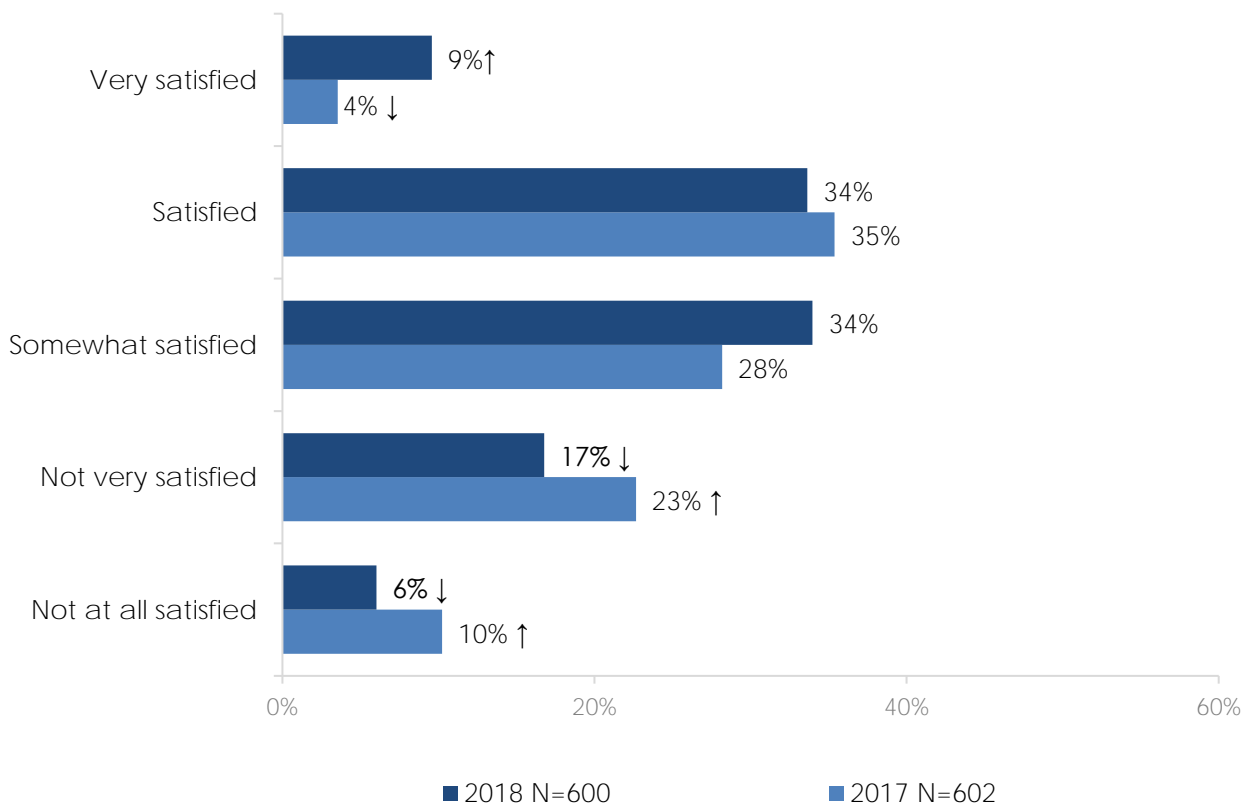
	Overall 2018	Overall 2017	Male	Female	18-24	25-34	35-49	50-64	65+
Mean ratings	3.24 ↑	2.99 ↓	3.28	3.20	3.17	3.35	3.12	3.16	3.43 ↑

	Ratepayer	Non-ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Mean ratings	3.21	3.29	3.08	3.18	3.38	3.36	3.18

	English only	Multilingual	CALD	Identify as having a disability	Do not identify as having a disability
Mean ratings	3.22	3.25	3.21	3.25	3.24

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

↑↓ = A significantly higher/lower level of satisfaction (by group)



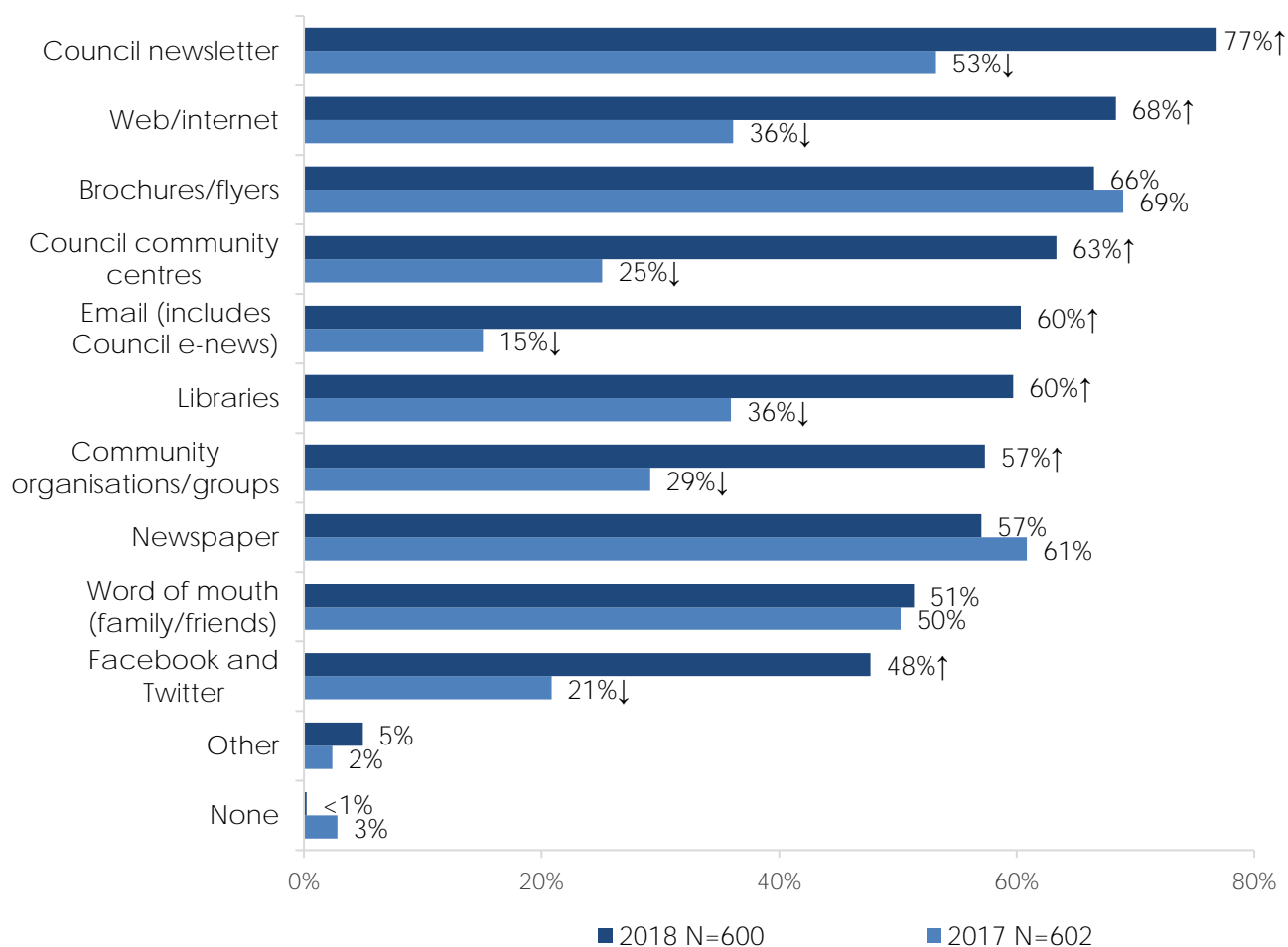
Communication Mediums

Summary

In 2018 residents most prefer to receive information about Council via a 'Council newsletter' (77%), the 'web/internet' (68%) and 'brochures/flyers' (66%).

There was considerable shift in the preferred modes of communications from Council, with residents in 2018 significantly more likely to have selected 'Council newsletter', 'web/internet', 'Council community centres', 'email', 'libraries', 'community organisations/groups' and 'Facebook and Twitter'. As there were no significant decreases in 2018, it may suggest residents are receiving information from a larger range of sources.

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

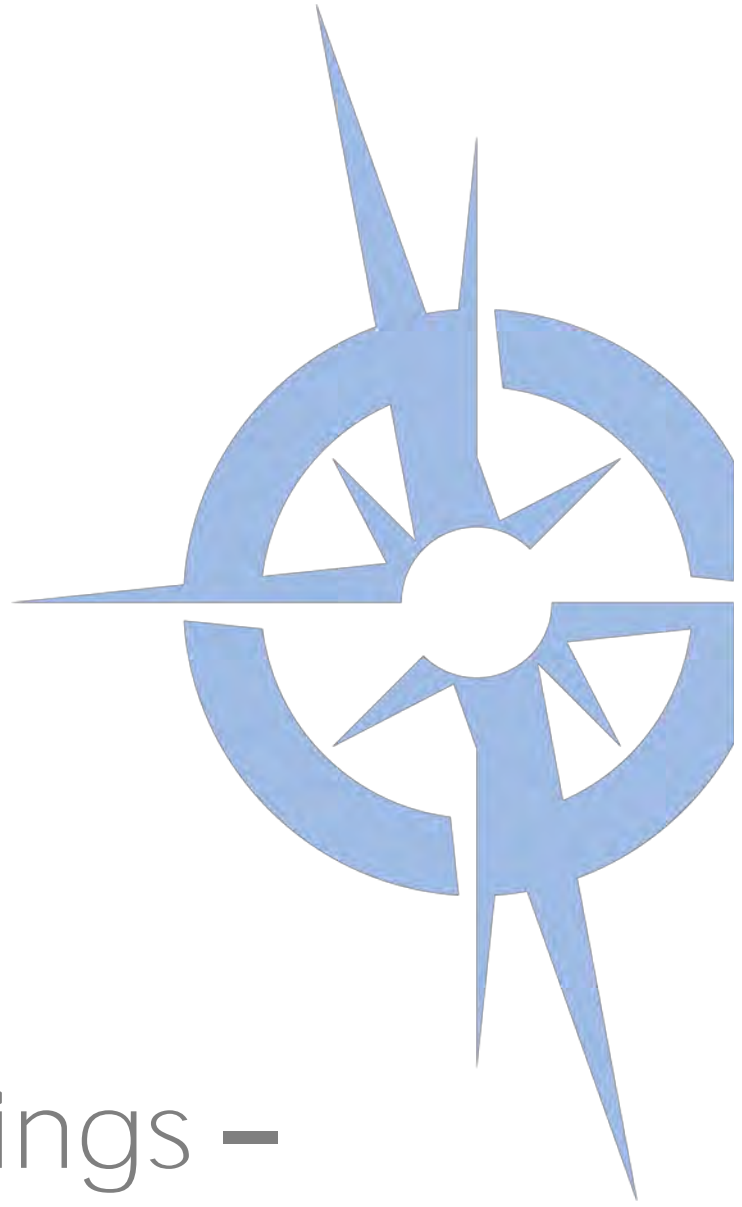


↑↓ = A significantly higher/lower percentage (compared to 2017)

Other (specified)	Count	Other (specified)	Count
Letters in the post	9	Magnets	1
Public notice boards, e.g. at train stations	6	Radio	1
SMS	4	Sporting groups	1
Community meetings	3	Telephone	1
Instagram	2	Through a Council member who can speak Korean	1
Television	2	Translated newsletters	1
Door knocking for major issues	1		

Note: Please see Appendix A for the results by demographics.





Section C –
Detailed Findings –
Importance of, and Satisfaction
with, Council Services & Facilities

Comparison to LGA Benchmarks

11 of the 38 comparable measures were rated above the benchmark threshold of 0.15, these were 'maintaining local roads', 'flood management', 'maintaining footpaths', 'cycleways', 'traffic management and road safety', 'stormwater management', 'tree management', 'long term planning for Council area', 'graffiti removal', 'youth programs and activities' and 'protection of heritage buildings and items'.

4 of the measures were rated lower than the benchmark threshold of -0.15, including, 'programs and support for newly arrived and migrant communities', 'encouraging recycling', 'swimming pools' and 'CCTV and safe public spaces'.

Service/Facility	Cumberland Council 2018 Satisfaction Scores	Benchmark Variances
Maintaining local roads (excluding Parramatta Rd and the M4)	3.51	0.61 ↑
Flood management	3.84	0.47 ↑
Maintaining footpaths	3.53	0.44 ↑
Cycleways	3.66	0.43 ↑
Traffic management and road safety	3.44	0.37 ↑
Stormwater management	3.71	0.34 ↑
Tree management	3.53	0.27 ↑
Long term planning for Council area	3.33	0.24 ↑
Graffiti removal	3.66	0.23 ↑
Youth programs and activities	3.44	0.22 ↑
Protection of heritage buildings and items	3.67	0.16 ↑
Opportunities to participate in Council's decision-making process	3.16	0.15
Supporting local jobs and businesses	3.32	0.14
Council's childcare service and programs	3.73	0.12
Protection of low rise residential areas	3.24	0.11
Development applications and construction certificates	3.24	0.11
Community safety	3.59	0.10
Provision of Council information to the community	3.41	0.06
Protecting the natural environment (e.g. bush care)	3.49	0.06
Aged care and/or support for people with a disability	3.66	0.06
Household garbage collection	4.07	0.05
Appearance of your local area	3.46	0.03
Support and programs for volunteers and community groups	3.60	0.00
Maintenance and cleaning of town centres	3.49	-0.01

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

↑↓ = positive/negative difference greater than 0.15 from LGA Benchmark

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



Comparison to LGA Benchmarks

Service/Facility	Cumberland Council 2018 Satisfaction Scores	Benchmark Variances
Building heights in town centres	3.10	-0.02
Community centres and facilities	3.64	-0.02
Environmental education programs	3.31	-0.05
Removal of illegally dumped rubbish	3.43	-0.06
Maintenance of local parks and playgrounds	3.68	-0.08
Library services	4.02	-0.12
Protection of green and open spaces	3.64	-0.12
Availability and maintenance of sporting ovals, grounds and facilities	3.68	-0.14
Availability of public car parking	2.91	-0.14
Festival and events programs	3.59	-0.15
Programs and support for newly arrived and migrant communities	3.24	-0.19 ↓
Encouraging recycling	3.70	-0.20 ↓
Swimming pools	3.46	-0.31 ↓
CCTV and safe public spaces	3.18	-0.31 ↓

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

↑↓ = positive/negative difference greater than 0.15 from LGA Benchmark

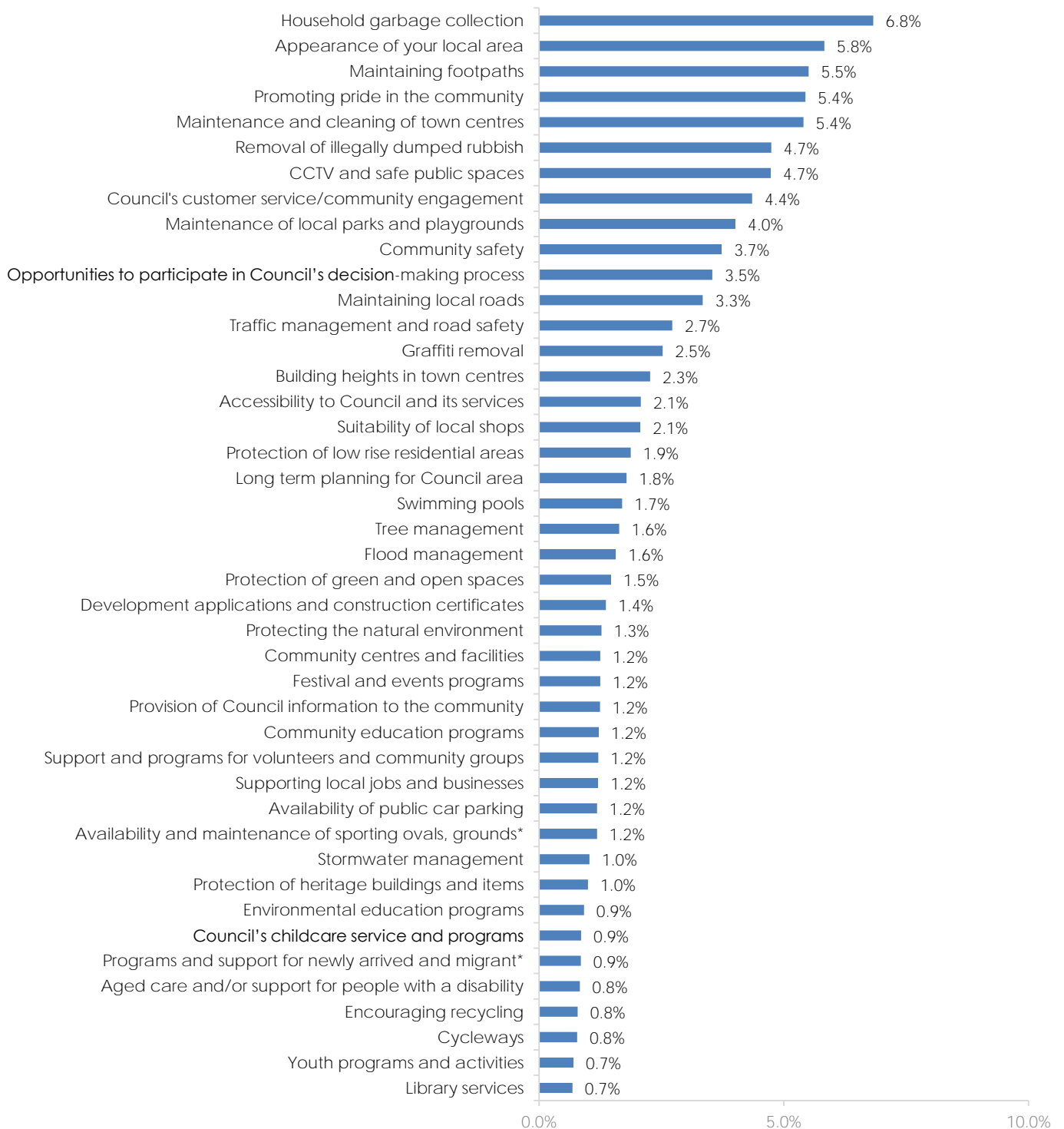
Note: Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant



Influence on Overall Satisfaction

A core element of this community survey was the rating of 43 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 43 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:



*Availability and maintenance of sporting ovals, grounds and facilities

*Programs and support for newly arrived and migrant communities



Service Areas

Each of the 43 facilities/services were grouped into service areas as detailed below

<p>Environment</p> <ul style="list-style-type: none"> Maintenance and cleaning of town centres Cycleways Building heights in town centres Protection of low rise residential areas Environmental education programs Protecting the natural environment (e.g. bush care) Removal of illegally dumped rubbish Encouraging recycling Household garbage collection Maintaining footpaths Graffiti removal Availability of public car parking Availability and maintenance of sporting ovals, grounds and facilities Maintenance of local parks and playgrounds Swimming pools Traffic management and road safety Maintaining local roads (excluding Parramatta Rd and the M4) Community centres and facilities Tree management Stormwater management Flood management Protection of green and open spaces Development applications and construction certificates 	<p>Civic leadership</p> <ul style="list-style-type: none"> Provision of Council information to the community Opportunities to participate in Council's decision-making process Long term planning for Council area Accessibility to Council and its services Council's customer service/community engagement
	<p>Economic</p> <ul style="list-style-type: none"> Appearance of your local area Supporting local jobs and businesses Suitability of local shops
	<p>Social and cultural</p> <ul style="list-style-type: none"> Aged care and/or support for people with a disability Protection of heritage buildings and items Festival and events programs Council's childcare service and programs Library services Youth programs and activities Community education programs Programs and support for newly arrived and migrant communities Support and programs for volunteers and community groups Community safety Promoting pride in the community CCTV and safe public spaces

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 Over 55% of Overall Satisfaction with Council



Service Area 1: Environment

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

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

Importance – by gender

Female residents considered 'building heights in town centres' and 'swimming pools' significantly more important.

Importance – by age

Residents aged 25-34 rated 'swimming pools' and 'stormwater management' significantly lower in importance'.

Residents aged 35-49 rated the importance of 'building heights in town centres' and 'stormwater management' significantly higher.

Those aged 50-64 considered the 'availability of public car parking' and the 'maintenance of local parks and playgrounds' significantly less important.

Residents aged 65+ rated the importance of 'graffiti removal', 'maintaining local roads', 'tree management', 'stormwater management' and 'flood management' significantly higher, whilst the importance of 'cycleways' significantly lower.

Importance – by ratepayer status

Non-ratepayers rated 'cycleways', 'environmental education programs', 'protecting the natural environment', 'availability of public car parking', 'maintenance of local parks and playgrounds', 'tree management' and 'development applications and construction certificates' significantly higher in importance.



Service Area 1: Environment

Overview of Importance Rating Scores by Key Demographics

Importance – by ward

Residents of Greystanes Ward considered the importance of 'graffiti removal' significantly higher and the 'availability of public car parking' significantly lower.

Residents of Regents Park Ward deem the importance of 'maintenance and cleaning of town centres' and 'cycleways' significantly higher.

Importance – by language

Residents of only English-speaking backgrounds rated 'maintaining local roads' significantly more important and 'cycleways' significantly less important.

Multilingual respondents, interviewed in English, considered 'cycleways', 'environmental education programs', 'protecting the natural environment', 'removal of illegally dumped rubbish', 'encouraging recycling', 'household garbage collection', 'availability of public car parking', 'availability and maintenance of sporting ovals, grounds and facilities', 'maintenance of local parks and playgrounds', 'traffic management and road safety', 'community centres and facilities', 'flood management' and 'development applications and construction certificates' significantly higher in importance.

CALD respondents, interviewed in a language other than English, rated the importance of the following services/facilities significantly lower in importance:

- Maintenance and cleaning of town centres
- Protection of low rise residential areas
- Protecting the natural environment
- Removal of illegally dumped rubbish
- Encouraging recycling
- Household garbage collection
- Maintaining footpaths
- Graffiti removal
- Availability of public car parking
- Availability and maintenance of sporting ovals, grounds and facilities
- Maintenance of local parks and playgrounds
- Swimming pools
- Traffic management and road safety
- Maintaining local roads
- Community centres and facilities
- Stormwater management
- Flood management
- Protection of green and open spaces
- Development applications and construction certificates

Importance – by disability status

Residents who identify as having a disability rated the importance of 'community centres and facilities' significantly higher.

Importance – by year

Residents in 2018 considered the importance of 'cycleways', 'availability and maintenance of sporting ovals, grounds and facilities' and 'community centres and facilities' significantly higher.



Service Area 1: Environment

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Maintenance and cleaning of town centres	4.35	4.33	4.38	4.49	4.38	4.46	4.19	4.20
Cycleways	3.47	3.45	3.50	3.45	3.62	3.59	3.36	3.18 ↓
Building heights in town centres	3.78	3.67 ↓	3.89 ↑	3.51	3.63	3.98 ↑	3.80	3.88
Protection of low rise residential areas	4.15	4.05	4.24	4.19	4.00	4.23	4.12	4.24
Environmental education programs	4.12	4.04	4.21	4.06	4.12	4.23	4.03	4.12
Protecting the natural environment	4.48	4.45	4.52	4.64	4.52	4.51	4.35	4.42
Removal of illegally dumped rubbish	4.68	4.70	4.65	4.72	4.66	4.72	4.57	4.72
Encouraging recycling	4.59	4.57	4.62	4.70	4.57	4.62	4.47	4.67
Household garbage collection	4.72	4.72	4.72	4.79	4.65	4.80	4.59	4.79
Maintaining footpaths	4.54	4.55	4.54	4.66	4.44	4.59	4.51	4.60
Graffiti removal	4.13	4.18	4.08	3.83	4.07	4.17	4.05	4.54 ↑
Availability of public car parking	4.49	4.47	4.52	4.64	4.48	4.57	4.30 ↓	4.49
Availability and maintenance of sporting ovals, grounds and facilities	4.37	4.43	4.31	4.34	4.39	4.43	4.26	4.38
Maintenance of local parks and playgrounds	4.54	4.53	4.55	4.68	4.53	4.62	4.35 ↓	4.55
Swimming pools	4.18	4.05 ↓	4.31 ↑	4.40	3.97 ↓	4.29	4.03	4.30
Traffic management and road safety	4.64	4.62	4.65	4.76	4.63	4.65	4.51	4.66
Maintaining local roads	4.61	4.59	4.63	4.68	4.49	4.66	4.53	4.77 ↑
Community centres and facilities	4.20	4.20	4.21	4.36	4.19	4.19	4.07	4.28
Tree management	4.26	4.28	4.25	4.23	4.17	4.35	4.12	4.51 ↑
Stormwater management	4.37	4.38	4.35	4.28	4.17 ↓	4.49 ↑	4.33	4.60 ↑
Flood management	4.29	4.23	4.34	4.30	4.15	4.33	4.25	4.48 ↑
Protection of green and open spaces	4.52	4.52	4.53	4.53	4.49	4.58	4.41	4.62
Development applications and construction certificates	4.14	4.16	4.13	4.17	4.16	4.17	4.02	4.22

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

↑↓ = A 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
Maintenance and cleaning of town centres	4.32	4.40	4.43	4.18	4.32	4.29	4.51 ↑
Cycleways	3.36 ↓	3.66 ↑	3.38	3.37	3.41	3.43	3.75 ↑
Building heights in town centres	3.78	3.77	3.79	3.72	3.79	3.73	3.84
Protection of low rise residential areas	4.14	4.15	4.31	4.16	4.02	4.15	4.11
Environmental education programs	4.03 ↓	4.29 ↑	4.10	4.14	4.11	4.09	4.17
Protecting the natural environment	4.40 ↓	4.62 ↑	4.51	4.39	4.47	4.55	4.50
Removal of illegally dumped rubbish	4.64	4.74	4.68	4.66	4.68	4.69	4.67
Encouraging recycling	4.54	4.68	4.56	4.59	4.56	4.60	4.66
Household garbage collection	4.69	4.76	4.72	4.70	4.68	4.75	4.74
Maintaining footpaths	4.53	4.57	4.59	4.54	4.57	4.57	4.46
Graffiti removal	4.15	4.08	4.33 ↑	4.19	4.09	4.00	4.06
Availability of public car parking	4.42 ↓	4.61 ↑	4.31 ↓	4.53	4.54	4.56	4.51
Availability and maintenance of sporting ovals, grounds and facilities	4.31	4.47	4.47	4.42	4.37	4.22	4.37
Maintenance of local parks and playgrounds	4.47 ↓	4.66 ↑	4.56	4.57	4.63	4.47	4.48
Swimming pools	4.17	4.18	4.05	4.24	4.21	4.23	4.15
Traffic management and road safety	4.61	4.68	4.58	4.55	4.65	4.74	4.66
Maintaining local roads	4.60	4.63	4.67	4.61	4.55	4.65	4.58
Community centres and facilities	4.15	4.29	4.11	4.30	4.13	4.24	4.24
Tree management	4.18 ↓	4.41 ↑	4.24	4.18	4.32	4.35	4.23
Stormwater management	4.34	4.40	4.45	4.35	4.33	4.38	4.33
Flood management	4.25	4.35	4.30	4.34	4.20	4.41	4.21
Protection of green and open spaces	4.51	4.54	4.61	4.47	4.42	4.52	4.60
Development applications and construction certificates	4.06 ↓	4.29 ↑	4.11	4.15	4.09	4.23	4.15

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

↑↓ = A significantly higher/lower level of importance (by group)



Service Area 1: Environment

Importance Mean Scores by Key Demographics

	English only	Multilingual	CALD	Identify as having a disability	Do not identify as having a disability
Maintenance and cleaning of town centres	4.40	4.40	3.69 ↓	4.33	4.35
Cycleways	3.27 ↓	3.64 ↑	3.26	3.56	3.46
Building heights in town centres	3.82	3.79	3.41	3.88	3.77
Protection of low rise residential areas	4.25	4.16	3.45 ↓	4.05	4.16
Environmental education programs	4.05	4.21 ↑	3.85	4.22	4.11
Protecting the natural environment	4.46	4.56 ↑	3.96 ↓	4.34	4.50
Removal of illegally dumped rubbish	4.70	4.75 ↑	3.98 ↓	4.61	4.68
Encouraging recycling	4.65	4.66 ↑	3.81 ↓	4.68	4.59
Household garbage collection	4.78	4.78 ↑	3.87 ↓	4.82	4.71
Maintaining footpaths	4.56	4.59	4.08 ↓	4.53	4.55
Graffiti removal	4.24	4.16	3.32 ↓	4.15	4.13
Availability of public car parking	4.40	4.66 ↑	3.64 ↓	4.67	4.47
Availability and maintenance of sporting ovals, grounds and facilities	4.32	4.48 ↑	3.74 ↓	4.30	4.38
Maintenance of local parks and playgrounds	4.54	4.62 ↑	3.90 ↓	4.64	4.53
Swimming pools	4.16	4.26	3.59 ↓	4.39	4.15
Traffic management and road safety	4.59	4.76 ↑	3.87 ↓	4.59	4.64
Maintaining local roads	4.72 ↑	4.63	3.84 ↓	4.50	4.62
Community centres and facilities	4.10	4.36 ↑	3.50 ↓	4.44 ↑	4.18 ↓
Tree management	4.19	4.33	4.11	4.21	4.27
Stormwater management	4.37	4.42	3.91 ↓	4.35	4.37
Flood management	4.20	4.41 ↑	3.74 ↓	4.38	4.28
Protection of green and open spaces	4.59	4.55	3.97 ↓	4.47	4.53
Development applications and construction certificates	4.16	4.25 ↑	3.21 ↓	4.14	4.15

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

↑↓ = A 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
Maintenance and cleaning of town centres	3%	3%	13%	19%	62%	600
Cycleways	13%	11%	24%	20%	32%	600
Building heights in town centres	8%	9%	21%	22%	40%	600
Protection of low rise residential areas	4%	5%	17%	19%	55%	600
Environmental education programs	3%	4%	19%	26%	48%	600
Protecting the natural environment	2%	1%	11%	19%	67%	600
Removal of illegally dumped rubbish	1%	1%	5%	14%	79%	600
Encouraging recycling	1%	2%	7%	16%	74%	600
Household garbage collection	2%	1%	3%	11%	83%	600
Maintaining footpaths	1%	1%	8%	21%	69%	600
Graffiti removal	5%	4%	16%	23%	52%	600
Availability of public car parking	2%	3%	9%	16%	70%	600
Availability and maintenance of sporting ovals, grounds and facilities	3%	3%	11%	21%	62%	600
Maintenance of local parks and playgrounds	1%	2%	7%	22%	68%	600
Swimming pools	5%	5%	14%	21%	55%	600
Traffic management and road safety	2%	2%	5%	12%	79%	600
Maintaining local roads	2%	1%	5%	18%	74%	600
Community centres and facilities	2%	4%	16%	27%	51%	600
Tree management	2%	4%	16%	21%	57%	600
Stormwater management	2%	3%	13%	21%	61%	600
Flood management	3%	4%	16%	17%	60%	600
Protection of green and open spaces	2%	2%	8%	18%	70%	600
Development applications and construction certificates	5%	4%	16%	21%	54%	600



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

Satisfaction – by gender

Males expressed a significantly higher degree of satisfaction with 'tree management' and 'flood management'.

Satisfaction – by age

Residents aged 18-24 were significantly more satisfied with the 'maintenance and cleaning of town centres', 'maintaining footpaths', 'maintaining local roads' and 'flood management'.

Residents aged 25-34 expressed a significantly higher level of satisfaction with 'building heights in town centres', 'protection of low rise residential areas', 'tree management' and 'development applications and construction certificates'.

Those aged 35-49 were significantly less satisfied with the 'maintenance and cleaning of town centres', 'swimming pools' and 'tree management'. Residents aged 50-64 were also significantly less satisfied with 'building heights in town centres', 'protection of low rise residential areas', 'maintaining local roads', 'removal of illegally dumped rubbish' and 'development applications and construction certificates'.

Residents aged 65+ were significantly more satisfied with 'cycleways', 'environmental education programs', 'protecting the natural environment', 'encouraging recycling', 'household garbage collection', 'availability of public car parking', 'availability and maintenance of sporting ovals, grounds and facilities', 'maintenance of local parks and playgrounds', 'swimming pools', 'traffic management and road safety', 'community centres and facilities' and the 'protection of green and open spaces'.



Service Area 1: Environment

Overview of Satisfaction Rating Scores by Key Demographics

Satisfaction – by ratepayer status

Non-ratepayers expressed a significantly higher degree of satisfaction with the following services/facilities:

- Maintenance and cleaning of town centres
- Building heights in town centres
- Protection of low rise residential areas
- Maintaining footpaths
- Flood management
- Development applications and construction certificates

Ratepayers were significantly more satisfied with 'encouraging recycling' and the 'household garbage collection'.

Satisfaction – by ward

Residents of the Greystanes Ward were significantly less satisfied with 'protecting the natural environment', 'maintaining footpaths', 'graffiti removal', 'availability of public car parking', 'maintenance of local parks and playgrounds', 'swimming pools', 'maintaining local roads', 'tree management' and 'development applications and construction certificates'.

Residents of Wentworthville Ward were significantly less satisfied with the 'availability and maintenance of sporting ovals, grounds and facilities', 'swimming pools' and the 'protection of green and open spaces'.

Residents of Granville Ward were significantly more satisfied with 'building heights in town centres', 'protection of low rise residential areas' and 'maintaining footpaths', while those from South Granville Ward were significantly more satisfied with the 'availability and maintenance of sporting ovals, grounds and facilities'.

Regents Park Ward residents were significantly more satisfied with 'maintaining footpaths', 'graffiti removal' and 'swimming pools'.

Satisfaction – by language

Residents of only English-speaking backgrounds were significantly less satisfied with the 'maintenance and cleaning of town centres', 'building heights in town centres', 'protection of low rise residential areas', 'protecting the natural environment', 'maintaining footpaths', 'traffic management and road safety', 'maintaining local roads', 'tree management', 'protection of green and open spaces' and 'development applications and construction certificates'.

Multilingual residents, interviewed in English, were significantly more satisfied with the 'maintenance and cleaning of town centres', 'building heights in town centres', 'protection of low rise residential areas', 'traffic management and road safety', 'maintaining local roads' and 'development applications and construction certificates'.

CALD residents, interviewed in a language other than English, expressed a significantly higher degree of satisfaction with 'building heights in town centres', 'protection of low rise residential areas', 'environmental education programs', 'protecting the natural environment', 'maintaining footpaths', 'availability of public car parking', 'maintenance of local parks and playgrounds', 'swimming pools', 'tree management', 'protection of green and open spaces' and 'development applications and construction certificates'.



Service Area 1: Environment

Overview of Satisfaction Rating Scores by Key Demographics

Satisfaction – by disability status

Residents who identified as having a disability were significantly more satisfied with the 'household garbage collection'.

Satisfaction – by year

Residents in 2018 were significantly more satisfied with the following services/facilities:

- Maintenance and cleaning of town centres
- Building heights in town centres
- Protection of low rise residential areas
- Environmental education programs
- Protecting the natural environment
- Removal of illegally dumped rubbish
- Maintaining footpaths
- Graffiti removal
- Availability of public car parking
- Maintenance of local parks and playgrounds
- Swimming pools
- Traffic management and road safety
- Maintaining local roads
- Community centres and facilities
- Tree management
- Stormwater management
- Flood management
- Development applications and construction certificates



Service Area 1: Environment

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Maintenance and cleaning of town centres	3.49	3.52	3.45	3.80 ↑	3.55	3.22 ↓	3.44	3.63
Cycleways	3.66	3.60	3.72	3.71	3.48	3.45	3.83	4.18 ↑
Building heights in town centres	3.10	3.23	2.99	3.33	3.62 ↑	2.97	2.76 ↓	2.85
Protection of low rise residential areas	3.24	3.27	3.21	3.46	3.72 ↑	3.03	2.88 ↓	3.13
Environmental education programs	3.31	3.34	3.28	3.09	3.21	3.32	3.30	3.70 ↑
Protecting the natural environment	3.49	3.59	3.40	3.26	3.59	3.45	3.45	3.71 ↑
Removal of illegally dumped rubbish	3.43	3.48	3.37	3.61	3.31	3.53	3.19 ↓	3.59
Encouraging recycling	3.70	3.74	3.65	3.58	3.57	3.65	3.60	4.22 ↑
Household garbage collection	4.07	4.13	4.02	3.82	4.02	4.05	4.02	4.50 ↑
Maintaining footpaths	3.53	3.53	3.52	4.05 ↑	3.53	3.34	3.42	3.49
Graffiti removal	3.66	3.66	3.65	3.67	3.57	3.65	3.68	3.77
Availability of public car parking	2.91	2.94	2.88	3.00	2.78	2.83	2.93	3.15 ↑
Availability and maintenance of sporting ovals, grounds and facilities	3.68	3.69	3.67	3.90	3.49	3.61	3.59	4.08 ↑
Maintenance of local parks and playgrounds	3.68	3.68	3.68	3.65	3.61	3.52	3.80	3.98 ↑
Swimming pools	3.46	3.45	3.47	3.63	3.41	3.16 ↓	3.58	3.79 ↑
Traffic management and road safety	3.44	3.36	3.52	3.56	3.44	3.34	3.32	3.64 ↑
Maintaining local roads	3.51	3.50	3.52	3.84 ↑	3.45	3.47	3.29 ↓	3.67
Community centres and facilities	3.64	3.59	3.69	3.74	3.51	3.50	3.68	3.95 ↑
Tree management	3.53	3.66 ↑	3.41 ↓	3.75	3.81 ↑	3.30 ↓	3.43	3.45
Stormwater management	3.71	3.81	3.60	3.92	3.69	3.66	3.54	3.86
Flood management	3.84	3.95 ↑	3.72 ↓	4.14 ↑	3.86	3.68	3.70	3.95
Protection of green and open spaces	3.64	3.72	3.56	3.78	3.64	3.57	3.46	3.87 ↑
Development applications and construction certificates	3.24	3.22	3.25	3.59	3.45 ↑	3.12	2.81 ↓	3.31

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

↑↓ = A 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
Maintenance and cleaning of town centres	3.40 ↓	3.64 ↑	3.33	3.36	3.58	3.58	3.57
Cycleways	3.68	3.63	3.53	3.46	3.81	3.93	3.56
Building heights in town centres	2.89 ↓	3.47 ↑	2.87	3.07	3.55 ↑	3.04	2.93
Protection of low rise residential areas	3.06 ↓	3.58 ↑	3.15	3.00	3.55 ↑	3.21	3.24
Environmental education programs	3.31	3.31	3.12	3.29	3.34	3.44	3.36
Protecting the natural environment	3.48	3.52	3.28 ↓	3.48	3.58	3.62	3.50
Removal of illegally dumped rubbish	3.45	3.38	3.39	3.52	3.38	3.36	3.51
Encouraging recycling	3.79 ↑	3.54 ↓	3.68	3.63	3.62	3.84	3.72
Household garbage collection	4.16 ↑	3.92 ↓	4.08	4.21	4.05	3.90	4.13
Maintaining footpaths	3.43 ↓	3.72 ↑	3.14 ↓	3.40	3.72 ↑	3.48	3.86 ↑
Graffiti removal	3.67	3.64	3.42 ↓	3.74	3.74	3.51	3.87 ↑
Availability of public car parking	2.93	2.87	2.66 ↓	3.03	2.99	2.87	2.96
Availability and maintenance of sporting ovals, grounds and facilities	3.70	3.65	3.52	3.42 ↓	3.75	3.95 ↑	3.80
Maintenance of local parks and playgrounds	3.72	3.62	3.45 ↓	3.56	3.78	3.75	3.83
Swimming pools	3.48	3.45	3.15 ↓	3.07 ↓	3.55	3.68	3.80 ↑
Traffic management and road safety	3.42	3.48	3.26	3.50	3.44	3.42	3.56
Maintaining local roads	3.46	3.60	3.27 ↓	3.54	3.62	3.45	3.65
Community centres and facilities	3.66	3.61	3.53	3.70	3.64	3.63	3.67
Tree management	3.46	3.66	3.13 ↓	3.50	3.72	3.70	3.58
Stormwater management	3.67	3.77	3.58	3.74	3.73	3.72	3.78
Flood management	3.74 ↓	4.02 ↑	3.72	3.95	3.75	3.75	4.01
Protection of green and open spaces	3.65	3.62	3.63	3.40 ↓	3.77	3.58	3.78
Development applications and construction certificates	3.10 ↓	3.48 ↑	2.79 ↓	3.33	3.31	3.39	3.34

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

↑↓ = A significantly higher/lower level of satisfaction (by group)



Service Area 1: Environment

Satisfaction Mean Scores by Key Demographics

	English only	Multilingual	CALD	Identify as having a disability	Do not identify as having a disability
Maintenance and cleaning of town centres	3.26 ↓	3.61 ↑	3.87	3.77	3.46
Cycleways	3.71	3.60	3.99	3.83	3.64
Building heights in town centres	2.68 ↓	3.35 ↑	3.66 ↑	3.09	3.10
Protection of low rise residential areas	2.82 ↓	3.48 ↑	3.91 ↑	3.33	3.23
Environmental education programs	3.25	3.30	3.82 ↑	3.30	3.31
Protecting the natural environment	3.34 ↓	3.55	4.04 ↑	3.36	3.51
Removal of illegally dumped rubbish	3.35	3.48	3.45	3.37	3.44
Encouraging recycling	3.69	3.69	3.83	3.60	3.71
Household garbage collection	4.13	4.05	3.89	4.43 ↑	4.03 ↓
Maintaining footpaths	3.36 ↓	3.60	3.96 ↑	3.56	3.52
Graffiti removal	3.70	3.60	3.98	3.84	3.64
Availability of public car parking	2.80	2.93	3.50 ↑	2.95	2.90
Availability and maintenance of sporting ovals, grounds and facilities	3.68	3.65	4.07	3.74	3.68
Maintenance of local parks and playgrounds	3.67	3.66	3.99 ↑	3.85	3.66
Swimming pools	3.50	3.38	4.13 ↑	3.61	3.44
Traffic management and road safety	3.28 ↓	3.54 ↑	3.47	3.47	3.43
Maintaining local roads	3.33 ↓	3.61 ↑	3.81	3.74	3.49
Community centres and facilities	3.71	3.57	3.97	3.77	3.62
Tree management	3.38 ↓	3.58	4.05 ↑	3.57	3.53
Stormwater management	3.63	3.76	3.71	3.87	3.69
Flood management	3.77	3.87	3.90	3.76	3.84
Protection of green and open spaces	3.45 ↓	3.73	4.08 ↑	3.62	3.64
Development applications and construction certificates	2.87 ↓	3.43 ↑	3.97 ↑	3.38	3.22

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

↑↓ = A significantly higher/lower level of satisfaction (by group)



Service Area 1: Environment

Detailed Overall Response for Satisfaction

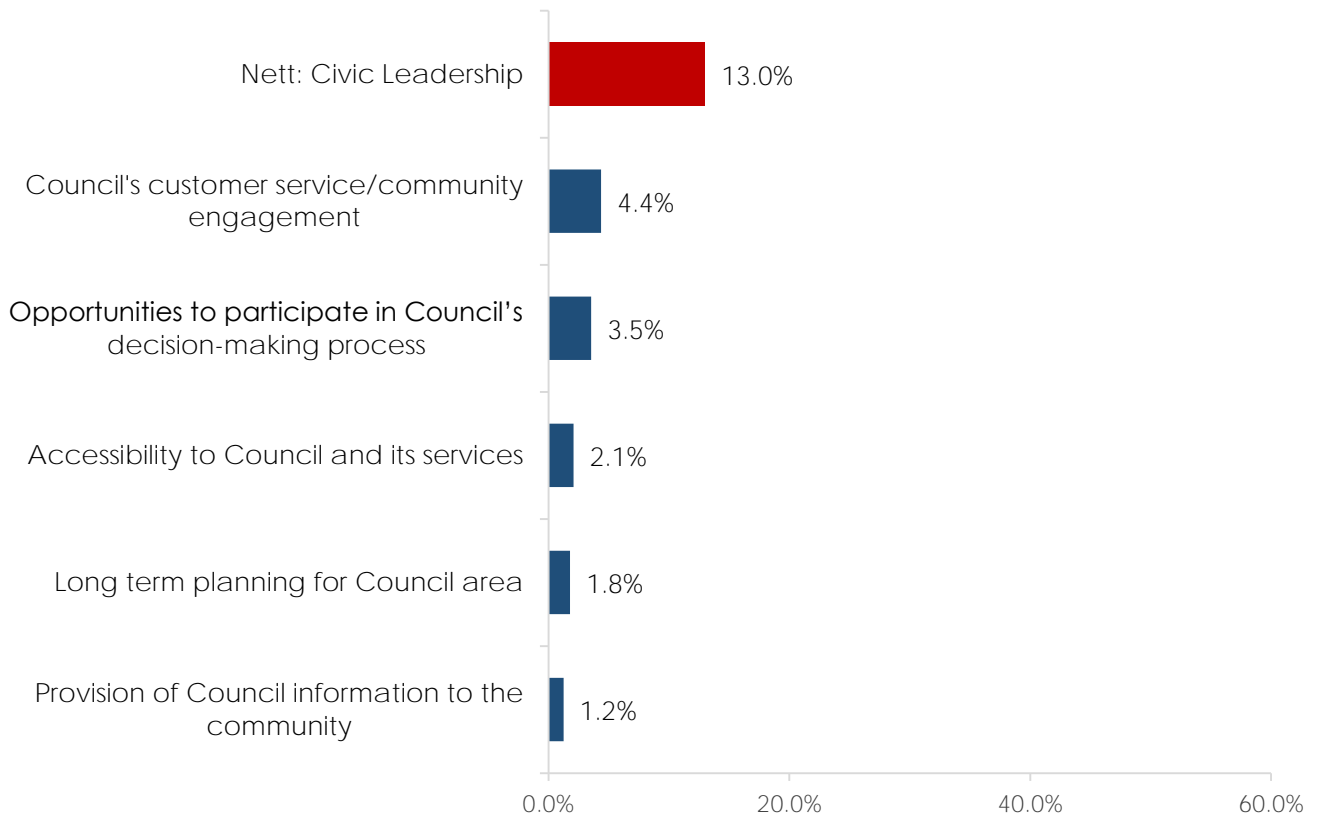
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Maintenance and cleaning of town centres	6%	13%	28%	31%	22%	485
Cycleways	6%	11%	23%	32%	28%	314
Building heights in town centres	18%	18%	20%	25%	19%	372
Protection of low rise residential areas	16%	13%	24%	25%	22%	439
Environmental education programs	7%	15%	35%	24%	19%	436
Protecting the natural environment	5%	14%	30%	28%	23%	511
Removal of illegally dumped rubbish	11%	13%	22%	29%	25%	546
Encouraging recycling	5%	11%	24%	30%	30%	538
Household garbage collection	4%	7%	14%	29%	46%	561
Maintaining footpaths	7%	13%	27%	28%	25%	535
Graffiti removal	4%	12%	23%	36%	25%	443
Availability of public car parking	16%	22%	31%	17%	14%	511
Availability and maintenance of sporting ovals, grounds and facilities	4%	10%	27%	33%	26%	496
Maintenance of local parks and playgrounds	4%	10%	26%	35%	25%	538
Swimming pools	10%	14%	22%	26%	28%	450
Traffic management and road safety	9%	13%	27%	27%	24%	544
Maintaining local roads	7%	12%	29%	27%	25%	543
Community centres and facilities	3%	11%	29%	32%	25%	460
Tree management	9%	11%	25%	29%	26%	464
Stormwater management	7%	6%	24%	35%	28%	482
Flood management	6%	6%	22%	33%	34%	458
Protection of green and open spaces	6%	8%	27%	34%	25%	528
Development applications and construction certificates	13%	15%	26%	28%	18%	434



Service Area 2: Civic Leadership

Shapley Regression

Contributes to 13% of Overall Satisfaction with Council



Service Area 2: Civic Leadership

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

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

Importance – by gender

There were no significant differences by gender.

Importance – by age

Residents aged 65+ rated the importance of 'accessibility to Council and its services' significantly higher.

Importance – by ratepayer status

Non- ratepayers rated the importance of the 'provision of Council information to the community' and 'Council's customer service/community engagement' significantly higher.

Importance – by ward

There were no significant differences by ward.

Importance – by language

Multilingual residents, interviewed in English, rated the importance of the 'provision of Council information to the community', 'opportunities to participate in Council's decision-making process', 'long term planning for Council area', 'accessibility to Council and its services' and 'Council's customer service/community engagement' significantly more important, whilst CALD residents, interviewed in a language other than English, rated them significantly less important.

Importance – by disability status

There were no significant differences by those who identified as having a disability.

Importance – by year

There were no significant differences compared to 2017.



Service Area 2: Civic Leadership

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Provision of Council information to the community	4.30	4.28	4.33	4.28	4.34	4.28	4.27	4.35
Opportunities to participate in Council's decision-making process	4.08	4.05	4.10	4.17	4.09	4.13	4.00	3.97
Long term planning for Council area	4.46	4.45	4.47	4.57	4.38	4.47	4.40	4.57
Accessibility to Council and its services	4.33	4.33	4.33	4.45	4.22	4.35	4.20	4.55 ↑
Council's customer service/community engagement	4.27	4.26	4.28	4.23	4.29	4.32	4.26	4.21

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Provision of Council information to the community	4.23 ↓	4.43 ↑	4.33	4.27	4.26	4.35	4.31
Opportunities to participate in Council's decision-making process	4.03	4.16	3.98	4.12	4.05	4.22	4.03
Long term planning for Council area	4.41	4.55	4.37	4.50	4.41	4.54	4.50
Accessibility to Council and its services	4.32	4.35	4.35	4.30	4.32	4.38	4.31
Council's customer service/community engagement	4.18 ↓	4.42 ↑	4.26	4.26	4.25	4.30	4.28

	English only	Multilingual	CALD	Identify as having a disability	Do not identify as having a disability
Provision of Council information to the community	4.33	4.38 ↑	3.53 ↓	4.21	4.31
Opportunities to participate in Council's decision-making process	3.99	4.21 ↑	3.47 ↓	4.10	4.07
Long term planning for Council area	4.47	4.56 ↑	3.64 ↓	4.51	4.46
Accessibility to Council and its services	4.32	4.42 ↑	3.66 ↓	4.46	4.32
Council's customer service/community engagement	4.28	4.35 ↑	3.59 ↓	4.39	4.26

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

↑↓ = A significantly higher/lower level of importance (by group)



Service Area 2: Civic Leadership

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Provision of Council information to the community	2%	3%	11%	29%	55%	600
Opportunities to participate in Council's decision-making process	4%	6%	16%	28%	46%	600
Long term planning for Council area	2%	2%	11%	19%	66%	600
Accessibility to Council and its services	2%	2%	12%	28%	56%	600
Council's customer service/community engagement	3%	3%	13%	26%	55%	600



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
Council's customer service/community engagement
Long term planning for Council area
Opportunities to participate in Council's decision-making process

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by age

Residents aged 18-24 were significantly more satisfied with 'opportunities to participate in Council's decision-making process', whilst those aged 35-49 were significantly less satisfied.

Residents aged 65+ were significantly more satisfied with all Civic Leadership services/facilities, whilst those aged 50-64 were significantly less satisfied with 'long term planning for the Council area'.

Satisfaction – by ratepayer status

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

Satisfaction – by ward

Residents of Greystanes Ward were significantly less satisfied with 'opportunities to participate in Council's decision-making process', 'long term planning for the Council area' and 'Council's customer service/community engagement'.

Residents of South Granville Ward were significantly more satisfied with 'long term planning for the Council area'.

Satisfaction – by language

Residents of only English-speaking backgrounds were significantly less satisfied with the 'provision of Council information to the community', 'opportunities to participate in Council's decision-making process', 'long term planning for Council area' and 'Council's customer service/community engagement'.

CALD residents, interviewed in a language other than English, were significantly more satisfied with 'opportunities to participate in Council's decision-making process', 'long term planning for the Council area' and 'Council's customer service/community engagement'.

Satisfaction – by disability status

There no significant differences by those who identify as having a disability.

Satisfaction – by year

Residents in 2018 were significantly more satisfied with the 'provision of Council information to the community', 'opportunities to participate in Council's decision-making process', 'long term planning for the Council area' and 'accessibility to Council and its services'.



Service Area 2: Civic Leadership

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Provision of Council information to the community	3.41	3.50	3.32	3.32	3.47	3.35	3.28	3.70 ↑
Opportunities to participate in Council's decision-making process	3.16	3.08	3.25	3.55 ↑	3.14	2.92 ↓	2.99	3.50 ↑
Long term planning for Council area	3.33	3.31	3.35	3.63	3.38	3.20	3.06 ↓	3.57 ↑
Accessibility to Council and its services	3.58	3.52	3.65	3.61	3.42	3.56	3.51	3.95 ↑
Council's customer service/community engagement	3.38	3.29	3.46	3.43	3.40	3.21	3.33	3.68 ↑

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Provision of Council information to the community	3.37	3.49	3.21	3.50	3.41	3.54	3.41
Opportunities to participate in Council's decision-making process	3.06 ↓	3.34 ↑	2.73 ↓	3.23	3.31	3.30	3.23
Long term planning for Council area	3.22 ↓	3.51 ↑	3.00 ↓	3.12	3.51	3.58 ↑	3.38
Accessibility to Council and its services	3.61	3.56	3.41	3.63	3.59	3.63	3.65
Council's customer service/community engagement	3.33	3.46	3.05 ↓	3.39	3.34	3.55	3.54

	English only	Multilingual	CALD	Identify as having a disability	Do not identify as having a disability
Provision of Council information to the community	3.27 ↓	3.48	3.73	3.64	3.39
Opportunities to participate in Council's decision-making process	2.96 ↓	3.26	3.71 ↑	3.41	3.14
Long term planning for Council area	3.18 ↓	3.40	3.89 ↑	3.55	3.31
Accessibility to Council and its services	3.60	3.56	3.80	3.74	3.57
Council's customer service/community engagement	3.22 ↓	3.44	3.85 ↑	3.47	3.37

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

↑↓ = A significantly higher/lower level of satisfaction (by group)



Service Area 2: Civic Leadership

Detailed Overall Response for Satisfaction

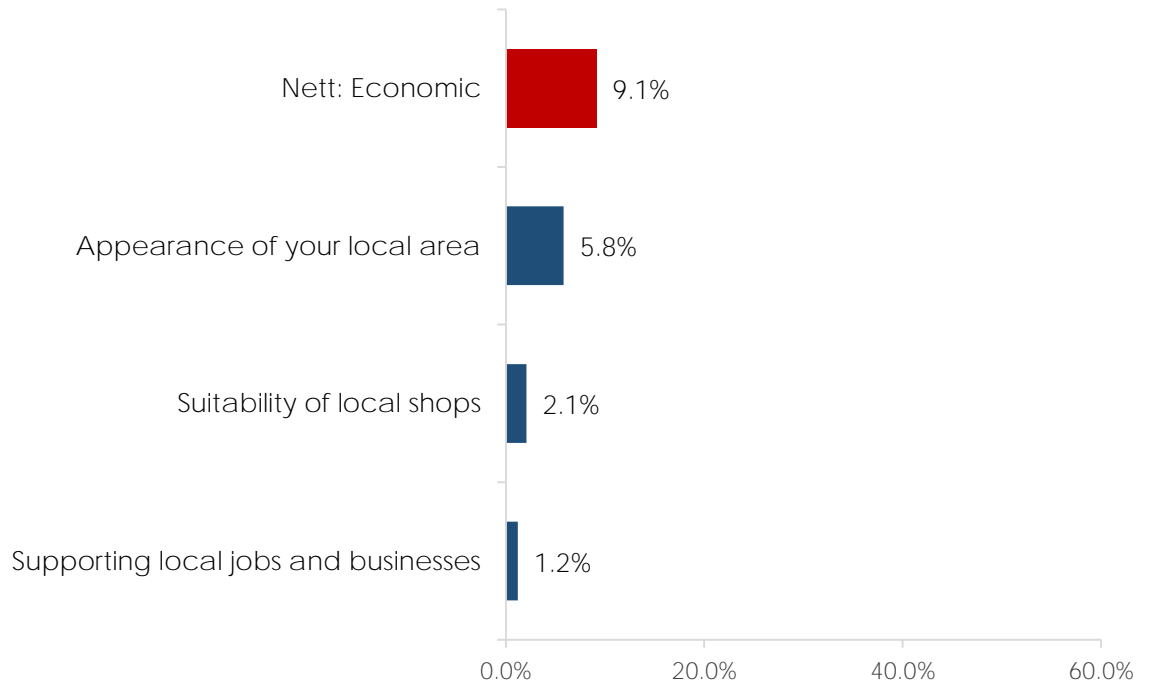
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Provision of Council information to the community	7%	14%	29%	30%	20%	496
Opportunities to participate in Council's decision-making process	14%	17%	28%	21%	20%	437
Long term planning for Council area	8%	13%	37%	23%	19%	495
Accessibility to Council and its services	4%	13%	26%	35%	22%	499
Council's customer service/ community engagement	9%	12%	31%	27%	21%	478



Service Area 3: Economic

Shapley Regression

Contributes to Over 9% of Overall Satisfaction with Council



Service Area 3: Economic

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Very high Supporting local jobs and businesses
 Suitability of local shops
 Appearance of your local area

Importance – by gender

There were no significant differences by gender.

Importance – by age

Residents aged 18-24 rated the importance of 'appearance of your local area' significantly lower, whilst those aged 65+ rated the 'suitability of local shops' significantly higher.

Residents 35-49 rated the importance of the 'appearance of your local area' and 'supporting local jobs and businesses' significantly higher.

Those aged 50-64 rated 'supporting local jobs and businesses' and 'suitability of local shops' significantly lower in importance.

Importance – by ratepayer status

Non-ratepayers rated the importance of the 'suitability of local shops' significantly higher.

Importance – by ward

There were no significant differences by ward.

Importance – by language

Multilingual residents, interviewed in English, rated the importance of 'supporting local jobs and businesses' and the 'suitability of local shops' significantly higher, whilst those CALD residents rated the importance of all three criteria significantly lower.

Importance – by disability status

There were no significant differences by those who identify as having a disability.

Importance – by year

There were no significant differences compared to 2017.



Service Area 3: Economic

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Appearance of your local area	4.20	4.20	4.21	3.91 ↓	4.27	4.40 ↑	4.09	4.16
Supporting local jobs and businesses	4.46	4.43	4.49	4.55	4.40	4.59 ↑	4.26 ↓	4.52
Suitability of local shops	4.41	4.34	4.49	4.45	4.42	4.46	4.21 ↓	4.57 ↑

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Appearance of your local area	4.20	4.20	4.34	4.22	4.08	4.10	4.28
Supporting local jobs and businesses	4.42	4.52	4.56	4.53	4.43	4.49	4.32
Suitability of local shops	4.35 ↓	4.52 ↑	4.50	4.40	4.36	4.45	4.37

	English only	Multilingual	CALD	Identify as having a disability	Do not identify as having a disability
Appearance of your local area	4.24	4.23	3.80 ↓	4.09	4.22
Supporting local jobs and businesses	4.41	4.58 ↑	3.72 ↓	4.44	4.46
Suitability of local shops	4.40	4.52 ↑	3.59 ↓	4.41	4.41

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

↑↓ = A 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
Appearance of your local area	2%	4%	16%	28%	50%	600
Supporting local jobs and businesses	3%	2%	8%	21%	66%	600
Suitability of local shops	2%	2%	9%	25%	62%	600



Service Area 3: Economic

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderately high	Suitability of local shops
Moderate	Appearance of your local area
	Supporting local jobs and businesses

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by age

Respondents 25-34 were significantly more satisfied with the 'suitability of local shops'.

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

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with the 'appearance of your local area' and the 'suitability of local shops'.

Satisfaction – by ward

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

Satisfaction – by language

Residents of only English-speaking backgrounds were significantly more satisfied with 'supporting local jobs and businesses' and significantly less satisfied with the 'appearance of your local area' and 'suitability of local shops'.

Multilingual respondents, interviewed in English, were significantly more satisfied with the 'suitability of local shops' and significantly less satisfied with 'supporting local jobs and businesses'.

Additionally, CALD respondents, who were interviewed in a language other than English were significantly more satisfied with the 'appearance of your local area'.

Satisfaction – by disability status

There were no significant differences by those who identify as having a disability.

Satisfaction – by year

Compared to 2017, residents were significantly more satisfied with all three statements, 'appearance of your local area', 'supporting local jobs and businesses' and the 'suitability of local shops'.



Service Area 3: Economic

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Appearance of your local area	3.46	3.50	3.41	3.74	3.51	3.31	3.34	3.58
Supporting local jobs and businesses	3.32	3.24	3.40	3.15	3.25	3.21	3.31	3.81 ↑
Suitability of local shops	3.65	3.64	3.67	3.87	3.85 ↑	3.50	3.52	3.58

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Appearance of your local area	3.36 ↓	3.64 ↑	3.36	3.33	3.64	3.40	3.53
Supporting local jobs and businesses	3.31	3.33	3.22	3.31	3.39	3.25	3.41
Suitability of local shops	3.51 ↓	3.90 ↑	3.62	3.37 ↓	3.80	3.66	3.77

	English only	Multilingual	CALD	Identify as having a disability	Do not identify as having a disability
Appearance of your local area	3.25 ↓	3.54	4.03 ↑	3.67	3.44
Supporting local jobs and businesses	3.46 ↑	3.21 ↓	3.71	3.35	3.32
Suitability of local shops	3.47 ↓	3.77 ↑	3.71	3.65	3.66

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

↑↓ = A significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

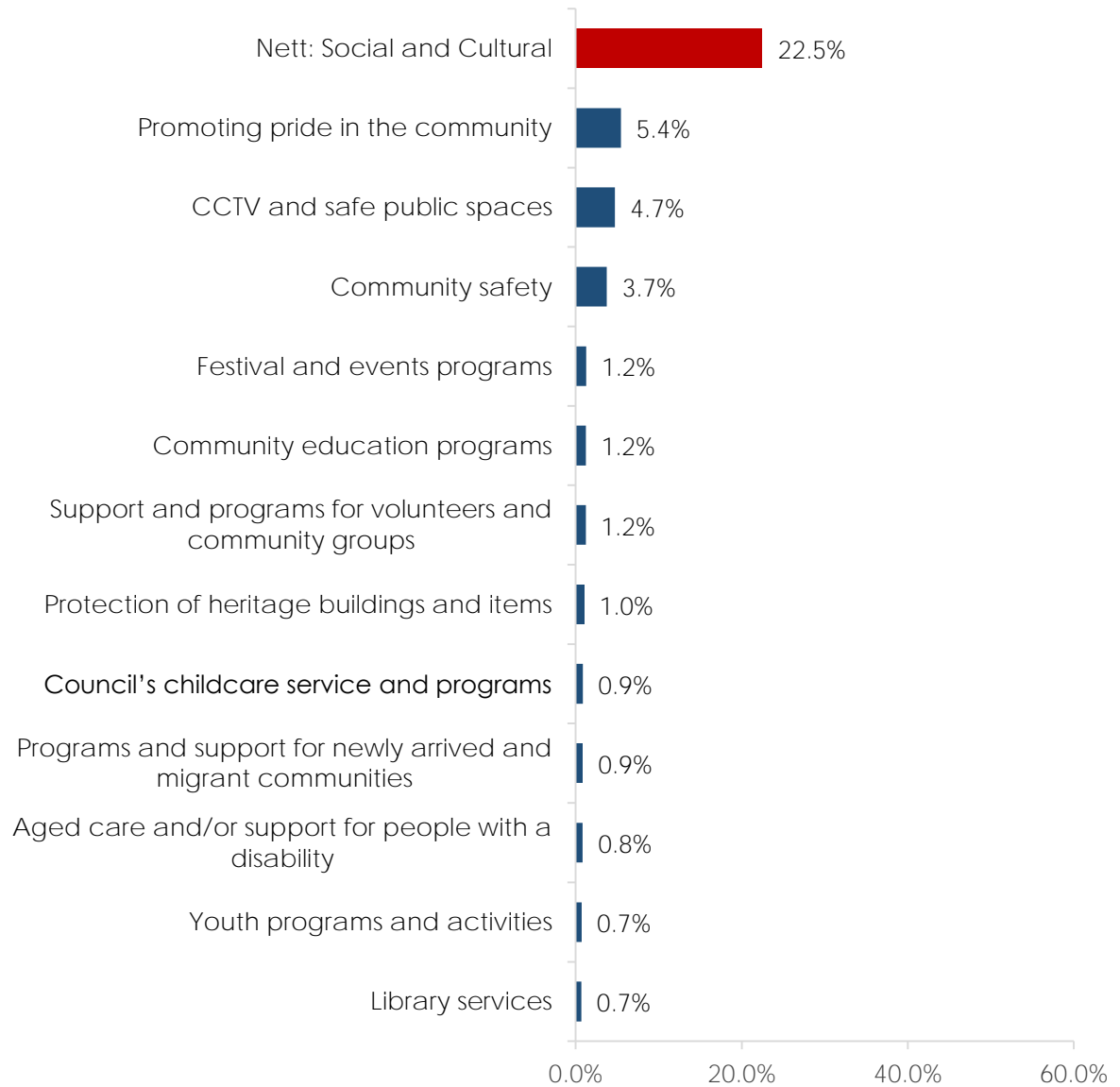
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Appearance of your local area	6%	13%	28%	33%	20%	466
Supporting local jobs and businesses	8%	13%	35%	26%	18%	503
Suitability of local shops	6%	11%	23%	33%	27%	515



Service Area 4: Social and Cultural

Shapley Regression

Contributes to Over 22% of Overall Satisfaction with Council



Service Area 4: Social and Cultural

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

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

Importance – by gender

Female residents rated the importance of the 'protection of heritage buildings and items' and 'community education programs' significantly higher.

Importance – by age

Residents aged 18-24 rated the importance of 'library services' and 'programs and support for newly arrived and migrant communities' significantly higher.

Those aged 25-34 rated 'festival and events programs', 'Council's childcare service and programs', and 'programs and support for newly arrived and migrant communities' significantly higher in importance.

Residents aged 50-64 rated the importance of 'festival and events programs', 'Council's childcare service and programs', 'youth programs and activities', 'programs and support for newly arrived and migrant communities', 'community education programs' and 'CCTV and safe public spaces' significantly lower.

Residents aged 65+ rated the 'protection of heritage buildings and items', 'support and programs for volunteers and community groups', 'promoting pride in the community' and 'CCTV and safe public spaces' significantly higher in importance and 'programs and support for newly arrived and migrant communities' significantly lower.

Importance – by ratepayer status

Non-ratepayers rated the importance of the following services/facilities significantly higher:

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



Service Area 4: Social and Cultural

Overview of Importance Rating Scores by Key Demographics

Importance – by ward

Residents of South Granville and Wentworthville Wards rated the importance of 'library services' significantly higher, whilst those from Greystanes Ward rated the service significantly lower in importance.

Residents of South Granville Ward rated the importance of 'programs and support for newly arrived and migrant communities' significantly higher, whilst those from Greystanes Ward rated the service significantly lower.

Importance – by language

Residents from English only speaking backgrounds rated the importance of the 'protection of heritage buildings and items' significantly higher and 'festival and events programs', 'Council's childcare service and programs', 'library services', 'youth programs and activities', 'community education programs' and 'programs and support for newly arrived and migrant communities' significantly lower.

Multilingual residents, interviewed in English, rated 'aged care and/or support for people with a disability', 'festival and events programs', 'Council's childcare service and programs', 'library services', 'youth programs and activities', 'community education programs', 'programs and support for newly arrived and migrant communities', 'support and programs for volunteers and community groups' and 'CCTV and safe public spaces' significantly more important.

CALD residents, interviewed in a language other than English, rated the following services/facilities significantly lower in importance:

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

Importance – by disability status

Residents who identify as having a disability rated the importance of 'aged care and/or support for people with a disability', 'library services' and 'support and programs for volunteers and community groups' significantly higher.

Importance – by year

Compared to 2017, residents rated the importance of 'Council's childcare service and programs', 'library services' and 'youth programs and activities' significantly higher.



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/or support for people with a disability	3.95	3.87	4.02	4.15	3.96	3.81	3.90	4.04
Protection of heritage buildings and items	3.95	3.84 ↓	4.06 ↑	3.81	3.93	3.91	3.98	4.16 ↑
Festival and events programs	3.83	3.75	3.92	3.96	4.01 ↑	3.90	3.48 ↓	3.76
Council's childcare service and programs	4.03	3.96	4.09	4.21	4.24 ↑	4.02	3.72 ↓	3.90
Library services	4.26	4.19	4.34	4.47 ↑	4.22	4.34	4.15	4.16
Youth programs and activities	4.03	3.97	4.09	4.13	4.13	3.96	3.82 ↓	4.15
Community education programs	4.03	3.94 ↓	4.13 ↑	4.19	4.20	3.92	3.81 ↓	4.10
Programs and support for newly arrived and migrant communities	3.94	3.94	3.95	4.38 ↑	4.20 ↑	3.85	3.62 ↓	3.72 ↓
Support and programs for volunteers and community groups	4.12	4.09	4.15	4.06	4.15	4.11	3.99	4.32 ↑
Community safety	4.67	4.65	4.70	4.72	4.64	4.73	4.57	4.72
Promoting pride in the community	4.21	4.15	4.28	4.02	4.18	4.21	4.24	4.42 ↑
CCTV and safe public spaces	4.49	4.42	4.56	4.62	4.44	4.49	4.32 ↓	4.66 ↑

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Aged care and/or support for people with a disability	3.89	4.05	3.87	4.02	3.89	4.08	3.89
Protection of heritage buildings and items	3.85 ↓	4.13 ↑	4.00	3.80	4.11	3.82	3.98
Festival and events programs	3.68 ↓	4.11 ↑	3.69	3.85	3.98	3.87	3.75
Council's childcare service and programs	3.92 ↓	4.21 ↑	3.97	3.94	4.13	4.01	4.06
Library services	4.17 ↓	4.43 ↑	4.08 ↓	4.43 ↑	4.16	4.47 ↑	4.22
Youth programs and activities	3.91 ↓	4.25 ↑	3.98	4.08	4.05	3.99	4.04
Community education programs	3.93 ↓	4.22 ↑	3.88	3.98	4.11	4.15	4.02
Programs and support for newly arrived and migrant communities	3.77 ↓	4.26 ↑	3.62 ↓	3.85	4.02	4.16 ↑	4.05
Support and programs for volunteers and community groups	4.05 ↓	4.25 ↑	4.12	4.06	4.13	4.17	4.12
Community safety	4.63	4.74	4.65	4.66	4.73	4.74	4.59
Promoting pride in the community	4.14 ↓	4.34 ↑	4.27	4.24	4.20	4.18	4.18
CCTV and safe public spaces	4.40 ↓	4.63 ↑	4.44	4.52	4.45	4.53	4.49

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

↑↓ = A significantly higher/lower level of importance (by group)



Service Area 4: Social and Cultural

Importance Mean Scores by Key Demographics

	English only	Multilingual	CALD	Identify as having a disability	Do not identify as having a disability
Aged care and/or support for people with a disability	3.85	4.06 ↑	3.55	4.38 ↑	3.90 ↓
Protection of heritage buildings and items	4.10 ↑	3.93	3.29 ↓	4.17	3.93
Festival and events programs	3.58 ↓	4.05 ↑	3.43 ↓	3.94	3.82
Council's childcare service and programs	3.73 ↓	4.31 ↑	3.32 ↓	4.09	4.02
Library services	4.06 ↓	4.44 ↑	3.99	4.48 ↑	4.24 ↓
Youth programs and activities	3.84 ↓	4.21 ↑	3.58 ↓	4.23	4.01
Community education programs	3.84 ↓	4.22 ↑	3.56 ↓	4.25	4.01
Programs and support for newly arrived and migrant communities	3.61 ↓	4.23 ↑	3.48 ↓	3.71	3.97
Support and programs for volunteers and community groups	4.11	4.22 ↑	3.41 ↓	4.40 ↑	4.09 ↓
Community safety	4.70	4.73	4.08 ↓	4.70	4.67
Promoting pride in the community	4.31	4.23	3.60 ↓	4.28	4.20
CCTV and safe public spaces	4.45	4.60 ↑	3.77 ↓	4.34	4.50

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

↑↓ = A 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
Aged care and/or support for people with a disability	9%	5%	16%	22%	48%	600
Protection of heritage buildings and items	5%	7%	20%	23%	45%	600
Festival and events programs	5%	6%	25%	28%	36%	600
Council's childcare service and programs	8%	6%	14%	19%	53%	600
Library services	4%	3%	13%	23%	57%	600
Youth programs and activities	5%	6%	16%	27%	46%	600
Community education programs	5%	5%	19%	24%	47%	600
Programs and support for newly arrived and migrant communities	8%	6%	17%	22%	47%	600
Support and programs for volunteers and community groups	3%	5%	16%	28%	48%	600
Community safety	2%	1%	5%	11%	81%	600
Promoting pride in the community	2%	5%	17%	22%	55%	600
CCTV and safe public spaces	3%	2%	7%	18%	70%	600



Service Area 4: Social and Cultural

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

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

Satisfaction – by gender

Males were significantly more satisfied with 'aged care and/or support for people with a disability'.

Satisfaction – by age

Residents aged 18-24 were significantly less satisfied with 'festival and events programs', those 25-34 were significantly less satisfied with 'aged care and/or support for people with a disability' and those 35-49 significantly less satisfied with 'CCTV and safe public spaces'.

Residents aged 50-64 were significantly less satisfied with the 'protection of heritage buildings and items' and 'youth programs and activities'.

Residents aged 65+ were significantly more satisfied with the following services and facilities:

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

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with 'promoting pride in the community'.

Satisfaction – by ward

Residents of Granville Ward were significantly more satisfied with the 'protection of heritage buildings and items' and those from Greystanes Ward were significantly less satisfied with 'festival and events programs', 'community education programs', 'programs and support for newly arrived and migrant communities', 'promoting pride in the community' and 'CCTV and safe public spaces'.



Service Area 4: Social and Cultural

Overview of Satisfaction Rating Scores by Key Demographics

Satisfaction – by language

Multilingual residents were significantly more satisfied with the 'protection of heritage buildings and items' and significantly less satisfied with 'programs and support for newly arrived and migrant communities'.

Those from English only speaking backgrounds were significantly less satisfied with the 'protection of heritage buildings and items'.

CALD residents, interviewed in a language other than English, were significantly more satisfied with the following services/facilities:

- Aged care and/or support for people with a disability
- Protection of heritage buildings and items
- Council's childcare service and programs
- Community education programs
- Programs and support for newly arrived and migrant communities
- Support and programs for volunteers and community groups
- Promoting pride in the community
- CCTV and safe public spaces

Satisfaction – by disability status

Residents who identify as having a disability were significantly more satisfied with 'CCTV and safe public spaces'.

Satisfaction – by year

Residents in 2018 were significantly more satisfied with the following services/facilities:

- Aged care and/or support for people with a disability
- Protection of heritage buildings and items
- Council's childcare service and programs
- Youth programs and activities
- Community education programs
- Support and programs for volunteers and community groups
- Community safety
- Promoting pride in the community



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/or support for people with a disability	3.66	3.79 ↑	3.53 ↓	3.77	3.42 ↓	3.71	3.64	3.90 ↑
Protection of heritage buildings and items	3.67	3.73	3.62	3.96	3.69	3.67	3.43 ↓	3.70
Festival and events programs	3.59	3.57	3.62	3.22 ↓	3.65	3.54	3.65	3.93 ↑
Council's childcare service and programs	3.73	3.64	3.82	3.81	3.64	3.68	3.59	4.08 ↑
Library services	4.02	3.94	4.10	3.95	4.01	3.91	4.03	4.35 ↑
Youth programs and activities	3.44	3.47	3.41	3.45	3.48	3.36	3.23 ↓	3.77 ↑
Community education programs	3.55	3.52	3.58	3.53	3.42	3.48	3.54	3.96 ↑
Programs and support for newly arrived and migrant communities	3.24	3.21	3.26	3.05	3.21	3.10	3.39	3.61 ↑
Support and programs for volunteers and community groups	3.60	3.56	3.63	3.50	3.53	3.51	3.52	4.05 ↑
Community safety	3.59	3.53	3.65	3.64	3.55	3.49	3.59	3.77
Promoting pride in the community	3.40	3.51	3.29	3.47	3.49	3.27	3.23	3.61 ↑
CCTV and safe public spaces	3.18	3.16	3.20	3.24	3.20	2.96 ↓	3.14	3.49 ↑

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Aged care and/or support for people with a disability	3.63	3.71	3.41	3.71	3.80	3.60	3.72
Protection of heritage buildings and items	3.60	3.78	3.55	3.58	3.88 ↑	3.66	3.59
Festival and events programs	3.58	3.62	3.26 ↓	3.48	3.74	3.72	3.68
Council's childcare service and programs	3.75	3.70	3.70	3.70	3.83	3.57	3.81
Library services	4.00	4.07	3.92	3.94	4.14	4.06	4.02
Youth programs and activities	3.39	3.52	3.26	3.41	3.44	3.49	3.60
Community education programs	3.52	3.60	3.26 ↓	3.70	3.53	3.77	3.46
Programs and support for newly arrived and migrant communities	3.31	3.13	2.83 ↓	3.43	3.23	3.37	3.24
Support and programs for volunteers and community groups	3.57	3.64	3.41	3.65	3.64	3.69	3.58
Community safety	3.62	3.54	3.44	3.62	3.77	3.39	3.68
Promoting pride in the community	3.30 ↓	3.55 ↑	3.05 ↓	3.55	3.49	3.39	3.49
CCTV and safe public spaces	3.09	3.33	2.83 ↓	2.98	3.36	3.34	3.29

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

↑↓ = A significantly higher/lower level of satisfaction (by group)



Service Area 4: Social and Cultural

Satisfaction Mean Scores by Key Demographics

	English only	Multilingual	CALD	Identify as having a disability	Do not identify as having a disability
Aged care and/or support for people with a disability	3.51	3.71	4.16 ↑	3.71	3.65
Protection of heritage buildings and items	3.45 ↓	3.78 ↑	4.36 ↑	3.55	3.68
Festival and events programs	3.64	3.55	3.90	3.69	3.58
Council's childcare service and programs	3.70	3.72	4.09 ↑	3.74	3.73
Library services	4.06	3.98	4.22	4.04	4.02
Youth programs and activities	3.41	3.43	3.82	3.32	3.46
Community education programs	3.54	3.52	3.99 ↑	3.55	3.55
Programs and support for newly arrived and migrant communities	3.37	3.13 ↓	3.67 ↑	3.17	3.24
Support and programs for volunteers and community groups	3.59	3.56	4.07 ↑	3.63	3.59
Community safety	3.60	3.59	3.49	3.57	3.59
Promoting pride in the community	3.31	3.42	3.87 ↑	3.50	3.39
CCTV and safe public spaces	3.08	3.20	3.67 ↑	3.64 ↑	3.13 ↓

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

↑↓ = A 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
Aged care and/or support for people with a disability	5%	9%	31%	27%	28%	377
Protection of heritage buildings and items	6%	10%	26%	29%	29%	393
Festival and events programs	3%	15%	26%	32%	24%	378
Council's childcare service and programs	2%	9%	33%	27%	29%	413
Library services	3%	7%	15%	35%	40%	473
Youth programs and activities	4%	14%	34%	29%	19%	420
Community education programs	5%	12%	29%	33%	21%	413
Programs and support for newly arrived and migrant communities	9%	13%	37%	26%	15%	394
Support and programs for volunteers and community groups	4%	8%	36%	28%	24%	439
Community safety	5%	14%	26%	29%	27%	542
Promoting pride in the community	8%	12%	31%	28%	20%	448
CCTV and safe public spaces	11%	18%	31%	19%	20%	514



Comparison to Previous Research

	Importance		Satisfaction	
	2018	2017	2018	2017
Environment				
Maintenance and cleaning of town centres	4.35	4.35	3.49 ↑	3.19 ↓
Cycleways	3.47 ↑	3.17 ↓	3.66	3.47
Building heights in town centres	3.78	3.70	3.10 ↑	2.67 ↓
Protection of low rise residential areas	4.15	4.19	3.24 ↑	2.93 ↓
Environmental education programs	4.12	4.07	3.31 ↑	3.01 ↓
Protecting the natural environment (e.g. bush care)	4.48	4.45	3.49 ↑	3.30 ↓
Removal of illegally dumped rubbish	4.68	4.65	3.43 ↑	3.01 ↓
Encouraging recycling	4.59	4.56	3.70	3.59
Household garbage collection	4.72	4.75	4.07	3.95
Maintaining footpaths	4.54	4.52	3.53 ↑	3.26 ↓
Graffiti removal	4.13	4.10	3.66 ↑	3.23 ↓
Availability of public car parking	4.49	4.51	2.91 ↑	2.71 ↓
Availability and maintenance of sporting ovals, grounds and facilities	4.37 ↑	4.24 ↓	3.68	3.53
Maintenance of local parks and playgrounds	4.54	4.52	3.68 ↑	3.48 ↓
Swimming pools	4.18	4.12	3.46 ↑	3.20 ↓
Traffic management and road safety	4.64	4.72	3.44 ↑	3.18 ↓
Maintaining local roads (excluding Parramatta Rd and the M4)	4.61	4.67	3.51 ↑	3.22 ↓
Community centres and facilities	4.20 ↑	3.99 ↓	3.64 ↑	3.48 ↓
Tree management	4.26	4.20	3.53 ↑	3.19 ↓
Stormwater management	4.37	4.34	3.71 ↑	3.46 ↓
Flood management	4.29	4.31	3.84 ↑	3.66 ↓
Development applications and construction certificates	4.14	4.12	3.24 ↑	2.77 ↓
Civic leadership				
Provision of Council information to the community	4.30	4.39	3.41 ↑	3.15 ↓
Opportunities to participate in Council's decision-making process	4.08	4.11	3.16 ↑	2.79 ↓
Long term planning for Council area	4.46	4.50	3.33 ↑	2.97 ↓
Accessibility to Council and its services	4.33	4.35	3.58 ↑	3.29 ↓
Economic				
Appearance of your local area	4.20	4.30	3.46 ↑	3.07 ↓
Supporting local jobs and businesses	4.46	4.49	3.32 ↑	3.16 ↓
Suitability of local shops	4.41	4.41	3.65 ↑	3.48 ↓

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

↑↓ = A significantly higher/lower level of importance/satisfaction (by year)



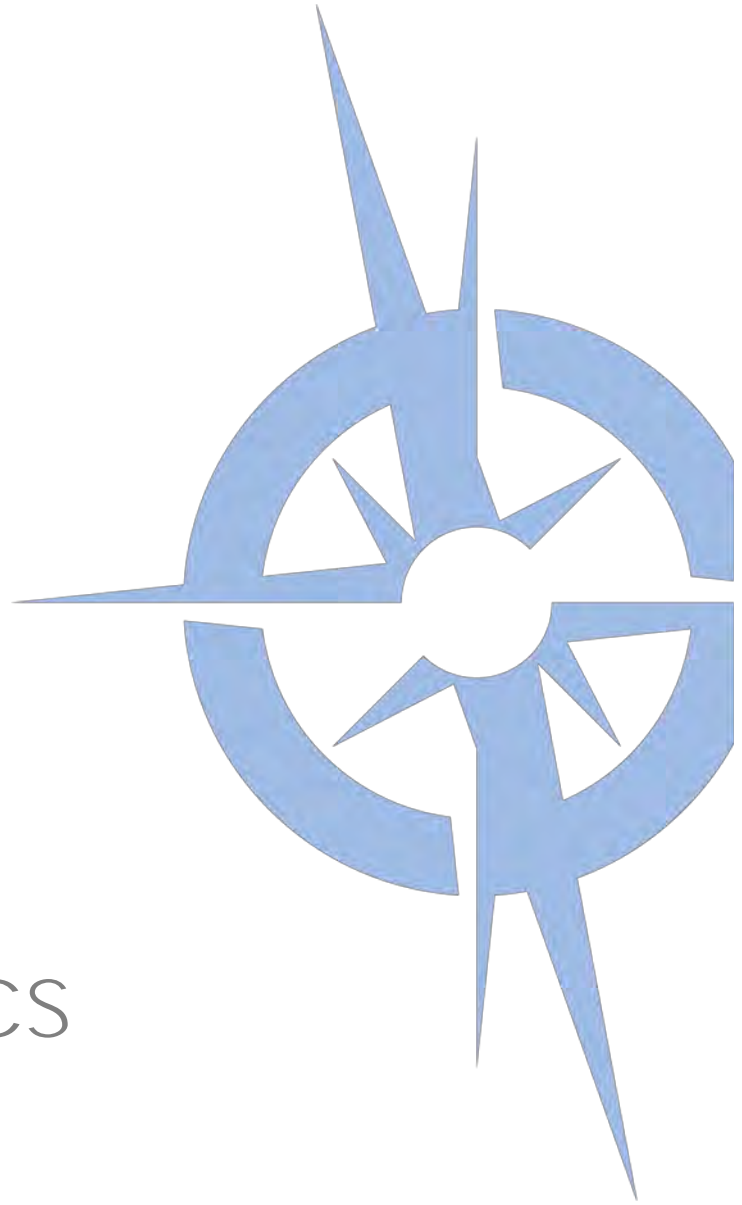
Comparison to Previous Research

	Importance		Satisfaction	
	2018	2017	2018	2017
Social and cultural				
Aged care and/or support for people with a disability	3.95	3.80	3.66 ↑	3.42 ↓
Protection of heritage buildings and items	3.95	3.91	3.67 ↑	3.33 ↓
Festival and events programs	3.83	3.75	3.59	3.48
Council's childcare service and programs	4.03 ↑	3.71 ↓	3.73 ↑	3.50 ↓
Library services	4.26 ↑	4.11 ↓	4.02	3.86
Youth programs and activities	4.03 ↑	3.88 ↓	3.44 ↑	3.16 ↓
Community education programs	4.03	3.92	3.55 ↑	3.26 ↓
Programs and support for newly arrived and migrant communities	3.94	3.80	3.24	3.20
Support and programs for volunteers and community groups	4.12	4.03	3.60 ↑	3.37 ↓
Community safety	4.67	4.71	3.59 ↑	3.36 ↓
Promoting pride in the community	4.21	4.20	3.40 ↑	3.21 ↓
CCTV and safe public spaces	4.49	4.51	3.18	3.03

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

↑↓ = A significantly higher/lower 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%
65+	15%

Base: N = 600

Q18. Gender.

	%
Male	51%
Female	49%

Base: N = 600

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

	%
Work outside the Cumberland LGA	57%
Work in the Cumberland LGA	14%
Retired	13%
Student	6%
Unemployed/pensioner	6%
Home duties/carer	3%
Other	1%

Base: N = 600

Q14. Do you identify as having a disability?

	%
Yes	10%
No	90%

Base: N = 600



Demographics

Q11. Which country were you born in?

	%
Australia	42%
India	10%
Lebanon	6%
Pakistan	5%
Nepal	5%
China	4%
Afghanistan	4%
Sri Lanka	3%
United Kingdom	2%
Africa	1%
Bangladesh	1%
Ghana	1%
Hong Kong	1%
Indonesia	1%
Iran	1%
Iraq	1%
Malta	1%
New Zealand	1%
Philippines	1%
Turkey	1%
Vietnam	1%
Argentina	<1%
Austria	<1%
Brazil	<1%
Brunei	<1%
Cambodia	<1%
Colombia	<1%
Croatia	<1%
Cyprus	<1%
Denmark	<1%
Dubai	<1%
East Timor	<1%
Egypt	<1%

	%
Fiji	<1%
Former Yugoslavia	<1%
France	<1%
Germany	<1%
Greece	<1%
Holland	<1%
India	<1%
Ireland	<1%
Italy	<1%
Jordan	<1%
Korea	<1%
Laos	<1%
Malaysia	<1%
Papua New Guinea	<1%
Poland	<1%
Saudi Arabia	<1%
Scandinavia	<1%
Senegal	<1%
Serbia	<1%
Singapore	<1%
Somalia	<1%
South Africa	<1%
Sri Lanka	<1%
Syria	<1%
Taiwan	<1%
Tanzania	<1%
Thailand	<1%
Tonga	<1%
Trinidad	<1%
United States	<1%
West Africa	<1%
Yugoslavia	<1%

Base: N = 596



Demographics

Q12. How long have you lived in Australia?

	%
Less than 2 years	12%
2 – 5 years	12%
6 – 10 years	15%
11 – 20 years	19%
More than 20 years	42%

Base: N = 349

Q15. Which of the following best describes the house where you are currently living?

	%
I/We own/are currently buying this property	64%
I/We currently rent this property	36%

Base: N = 599

Q16. Which of the following best describes your status?

	%
Married/de facto with children	39%
Married/de facto with no children	16%
Living at home with parents	15%
Single with no children	13%
Extended family household (multiple generations)	6%
Group household	6%
Single parent with children	5%

Base: N = 600

Q17. How long have you lived in the Council area?

	%
Less than 2 years	11%
2 – 5 years	16%
6 – 10 years	15%
11 – 20 years	18%
More than 20 years	40%

Base: N = 600



Demographics

Q19a. Do you speak any language(s) other than English at home?

	%
Yes	62%
No	38%

Base: N = 600

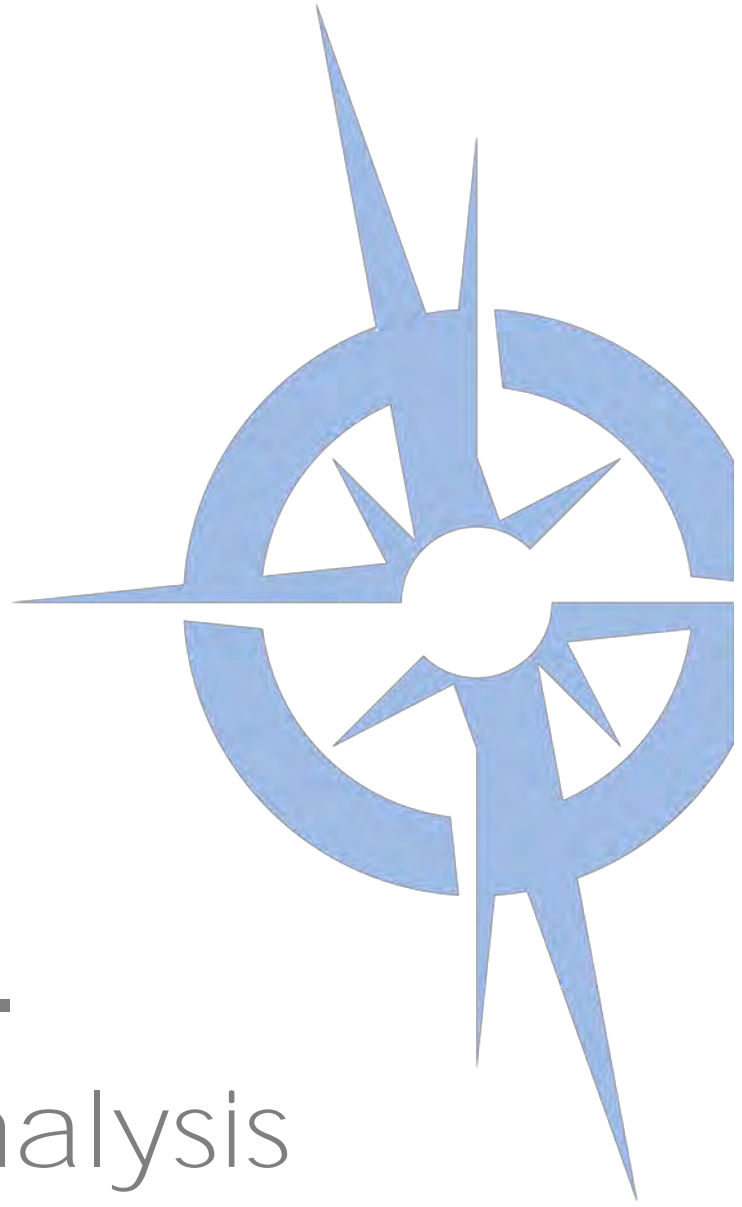
Q19b. (If yes), which language?

	%
Arabic	21%
Hindi	14%
Mandarin	9%
Urdu	8%
Nepali	6%
Persian/Dari	6%
Cantonese	5%
Tamil	4%
Gujarati	3%
Italian	3%
Punjabi	3%
Maltese	2%
Telugu	2%
Turkish	4%
Assyrian	1%
Bari	1%
Bengali	1%
Croatian	1%
French	2%
German	1%
Greek	1%
Hazaragi	1%
Indonesian	1%
Japanese	1%
Lebanese	1%
Sinhalese	1%
Somali	1%

	%
Spanish	1%
Tagalog	1%
Twi	1%
Vietnamese	1%
Afghan	<1%
Afrikaans	<1%
Danish	<1%
Fijian	<1%
Filipino	<1%
Ghanaian	<1%
Hindustani	<1%
Kannada	<1%
Khmer	<1%
Korean	<1%
Polish	<1%
Portuguese	<1%
Russian	<1%
Samoan	<1%
Sarsi	<1%
Serbian	<1%
Serbo-Croatian	<1%
Thai	<1%
Tongan	<1%
Turkish	<1%
Vietnamese	<1%
Wolof	<1%
Xhosa	<1%

Base: N = 373





Appendix A – Additional Analysis

Communication Mediums

Preferred Mediums by Key Demographics

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

	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Web/internet	74% ↑	62% ↓	89% ↑	86% ↑	71%	54% ↓	34% ↓
Newspaper	55%	59%	53%	54%	50%	64%	69% ↑
Word of mouth	51%	52%	59%	61% ↑	49%	39% ↓	48%
Email	64%	57%	60%	73% ↑	68% ↑	53%	35% ↓
Brochures/flyers	63%	70%	45% ↓	63%	72%	70%	78% ↑
Council newsletter	76%	78%	64% ↓	76%	74%	82%	90% ↑
Facebook and Twitter	49%	46%	66% ↑	63% ↑	57% ↑	29% ↓	11% ↓
Libraries	59%	61%	55%	71% ↑	63%	54%	46% ↓
Council community centres	65%	62%	66%	69%	65%	55% ↓	60%
Community organisations/groups	61%	53%	47%	64%	61%	55%	51%
Other	3%	7%	2%	3%	6%	8%	6%
None	0%	<1%	0%	1%	0%	0%	0%

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Web/internet	47% ↓	63% ↑	50%	56%	54%	50%	50%
Newspaper	61%	55%	51% ↓	55%	58%	60%	70% ↑
Word of mouth	47% ↓	58% ↑	49%	54%	49%	50%	51%
Email	34% ↓	46% ↑	36%	37%	40%	36%	39%
Brochures/flyers	70% ↑	63% ↓	69%	71%	65%	72%	63%
Council newsletter	63%	68%	63%	66%	72% ↑	55% ↓	68%
Facebook and Twitter	27% ↓	50% ↑	36%	32%	39%	31%	33%
Libraries	41% ↓	62% ↑	37% ↓	52%	53%	47%	48%
Council community centres	38% ↓	57% ↑	38%	45%	47%	45%	45%
Community organisations/groups	38% ↓	53% ↑	37%	48%	44%	44%	43%
Other	3%	4%	4%	4%	3%	6%	3%
None	2%	1%	1%	1%	2%	1%	2%

↑↓ = A significantly higher/lower percentage (by group)



Communication Mediums

Preferred Mediums by Key Demographics

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

	English only	Multilingual	CALD	Identify as having a disability	Do not identify as having a disability
Web/internet	62% ↓	78% ↑	25% ↓	62%	69%
Newspaper	61%	56%	42% ↓	62%	56%
Word of mouth	48%	57% ↑	25% ↓	51%	51%
Email	51% ↓	71% ↑	27% ↓	51%	61%
Brochures/flyers	70%	67%	41% ↓	75%	66%
Council newsletter	81%	77%	52% ↓	84%	76%
Facebook and Twitter	39% ↓	59% ↑	4% ↓	38%	49%
Libraries	57%	66% ↑	21% ↓	53%	60%
Council community centres	63%	68% ↑	25% ↓	67%	63%
Community organisations/groups	59%	62% ↑	11% ↓	60%	57%
Other	4%	6%	1%	9%	4%
None	0%	<1%	0%	0%	0%

↑↓ = A significantly higher/lower percentage (by group)



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?

Complete list of comments	Base N=600 %
Managing development, e.g. overdevelopment, high rise development in the area	13%
Lack of infrastructure to service the growing population	11%
Population density management	10%
Traffic management/congestion	9%
Access to parking facilities	7%
Community safety/crime prevention	7%
Multiculturalism and integration	6%
Maintenance/beautification/cleanliness of the LGA	4%
Maintenance of roads	3%
Access to public transport, including direct services	2%
Provision of quality/affordable housing	2%
Protection/maintenance parks/gardens/green spaces	2%
Community involvement/inclusiveness	1%
Lack of communication with the community	1%
Lack of provision of services/facilities for families/children	1%
Unemployment	1%
Waste management	1%
Access to shopping facilities	1%
Cohesiveness of Council	1%
Council's ability to service the area due to size of the area and varied population demographics	1%
Maintaining the volume/quality of services and facilities that Council provides	1%
Pollution	1%
Quality/access to education in the area	1%
Access to health services/hospitals	<1%
Access to services/facilities for people with a disability	<1%
Cost of rates	<1%
Guilford overbridge too busy	<1%
Improvements are required in all areas	<1%
Keeping the landmarks iconic	<1%
Lack of books other than English in the library	<1%
Lack of support for the local sporting community by Council	<1%
Lack of support services for the amount of people in the area	<1%
Maintaining the quiet atmosphere of the area	<1%
Managing the large volume of international students	<1%
Need to become a more advanced Council	<1%
Noise during the night, especially motorcycles	<1%
Not proud to live here because of demographics	<1%
Replacing the old infrastructure around Lidcombe station	<1%
Don't know/nothing	9%



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?

Complete list of comments	Base N=600 %
Smoking areas around restaurants and public areas need to be cleaned up	<1%
Stop the local soccer club from closing down	<1%
Stormwater management	<1%
Strata management	<1%
Supporting the local economy	<1%
The image of the area as it is perceived to be a low socio-economic area	<1%
The merger has to be abolished	<1%
Transform Guildford into a city with more high rises, more jobs and more opportunities	<1%



Living in the Cumberland LGA

Agreement with Specific Statements by Key Demographics

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

	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Cumberland is a great place to live	3.91	3.77	3.94	3.81	3.76	3.81	3.98
I feel a part of my local community	3.56	3.41	3.47	3.35	3.52	3.52	3.65
I like to attend events and festivals in the Cumberland Council area	3.55	3.51	3.59	3.67	3.63	3.46	3.16 ↓
I can easily access local service and facilities	3.63	3.67	3.87	3.72	3.59	3.47 ↓	3.66
Cumberland is a harmonious, respectful and tolerant community	3.62	3.53	3.79	3.73	3.54	3.37 ↓	3.42
Housing in the area is affordable	2.86	2.74	2.79	2.74	2.65	2.86	3.10 ↑
Transport in the area is accessible	3.66	3.69	3.98	3.67	3.61	3.59	3.63
People in Cumberland obey controls relating to noise, traffic and animals	3.18	3.22	3.51	3.34	3.07	3.01	3.15
I have enough opportunities to participate in arts and cultural activities	3.19	3.07	3.34	3.03	3.05	3.10	3.29
I have enough opportunities to participate in sporting or recreational activities	3.54 ↑	3.32 ↓	3.68	3.22 ↓	3.41	3.45	3.59
Local shopping strips are vibrant and economically healthy	3.57	3.46	3.98 ↑	3.63	3.38	3.26 ↓	3.46
Council manages its finances well	3.25 ↑	2.99 ↓	3.49 ↑	3.18	2.99	2.87 ↓	3.26
Council offers good value for money	3.16	3.01	3.30	3.11	2.90 ↓	3.03	3.29 ↑
Cumberland is a safe and accessible community	3.47	3.36	3.60	3.38	3.32	3.37	3.55
Cumberland is clean and green	3.35	3.28	3.55	3.19	3.21	3.26	3.59 ↑
Cumberland has a strong local economy	3.46	3.31	3.51	3.46	3.19 ↓	3.28	3.65 ↑
Cumberland has a resilient built environment	3.36	3.27	3.62 ↑	3.29	3.23	3.14 ↓	3.49 ↑
Cumberland has transparent, accountable and honest leadership	3.11	3.10	3.44 ↑	3.02	3.05	2.96	3.23
Cumberland has vibrant entertainment precincts	3.04	3.00	3.25	3.05	2.82 ↓	2.94	3.22 ↑
Council makes decisions in the best interests of the community	3.14	3.16	3.53 ↑	3.21	2.95 ↓	2.93 ↓	3.34

Scale: 1 = strongly disagree, 5 = strongly agree

↑↓ = A significantly higher/lower level of agreement (by group)



Living in the Cumberland LGA

Agreement with Specific Statements by Key Demographics

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	3.81	3.91	3.95	3.87	3.76	3.84	3.80
I feel a part of my local community	3.46	3.53	3.47	3.46	3.42	3.57	3.53
I like to attend events and festivals in the Cumberland Council area	3.36 ↓	3.85 ↑	3.38	3.52	3.48	3.61	3.67
I can easily access local service and facilities	3.59	3.76	3.47 ↓	3.57	3.83 ↑	3.73	3.63
Cumberland is a harmonious, respectful and tolerant community	3.48 ↓	3.75 ↑	3.54	3.54	3.59	3.50	3.68
Housing in the area is affordable	2.77	2.86	2.58 ↓	2.87	2.99	2.59	2.92
Transport in the area is accessible	3.55 ↓	3.89 ↑	3.39 ↓	3.72	3.82	3.65	3.76
People in Cumberland obey controls relating to noise, traffic and animals	3.14	3.31	3.04	3.42 ↑	3.26	3.07	3.21
I have enough opportunities to participate in arts and cultural activities	3.11	3.17	3.13	3.09	3.22	3.18	3.01
I have enough opportunities to participate in sporting or recreational activities	3.52 ↑	3.28 ↓	3.61	3.39	3.45	3.38	3.33
Local shopping strips are vibrant and economically healthy	3.41 ↓	3.69 ↑	3.50	3.20 ↓	3.70 ↑	3.58	3.53
Council manages its finances well	3.04 ↓	3.28 ↑	2.78 ↓	3.05	3.31 ↑	3.28	3.16
Council offers good value for money	3.03	3.20	2.78 ↓	3.11	3.29 ↑	3.23	3.01
Cumberland is a safe and accessible community	3.40	3.45	3.44	3.49	3.41	3.41	3.34
Cumberland is clean and green	3.29	3.36	3.31	3.33	3.30	3.34	3.31
Cumberland has a strong local economy	3.35	3.47	3.23 ↓	3.29	3.51	3.42	3.47
Cumberland has a resilient built environment	3.28	3.40	3.27	3.26	3.46	3.29	3.28
Cumberland has transparent, accountable and honest leadership	3.00 ↓	3.29 ↑	2.92	3.20	3.25	3.24	2.92
Cumberland has vibrant entertainment precincts	2.92 ↓	3.21 ↑	2.81 ↓	2.96	3.16	3.08	3.08
Council makes decisions in the best interests of the community	3.03 ↓	3.37 ↑	2.84 ↓	3.07	3.38 ↑	3.32	3.10

Scale: 1 = strongly disagree, 5 = strongly agree

↑↓ = A significantly higher/lower level of agreement (by group)



Living in the Cumberland LGA

Agreement with Specific Statements by Key Demographics

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

	English only	Multilingual	CALD	Identify as having a disability	Do not identify as having a disability
Cumberland is a great place to live	3.77	3.92 ↑	3.58	3.86	3.84
I feel a part of my local community	3.33 ↓	3.53	3.99 ↑	3.61	3.47
I like to attend events and festivals in the Cumberland Council area	3.15 ↓	3.80 ↑	3.45	3.52	3.53
I can easily access local service and facilities	3.63	3.72	3.20 ↓	3.72	3.64
Cumberland is a harmonious, respectful and tolerant community	3.26 ↓	3.78 ↑	3.55	3.63	3.57
Housing in the area is affordable	2.67 ↓	2.86	3.03	2.90	2.79
Transport in the area is accessible	3.52 ↓	3.78 ↑	3.64	3.94	3.65
People in Cumberland obey controls relating to noise, traffic and animals	3.13	3.27	3.03	3.09	3.21
I have enough opportunities to participate in arts and cultural activities	3.17	3.10	3.14	3.14	3.13
I have enough opportunities to participate in sporting or recreational activities	3.56	3.38	3.19	3.37	3.44
Local shopping strips are vibrant and economically healthy	3.29 ↓	3.66 ↑	3.55	3.66	3.50
Council manages its finances well	2.94 ↓	3.25 ↑	3.09	3.21	3.11
Council offers good value for money	2.97 ↓	3.15	3.26	3.17	3.08
Cumberland is a safe and accessible community	3.26 ↓	3.50 ↑	3.56	3.67	3.39
Cumberland is clean and green	3.19	3.35	3.68	3.59	3.29
Cumberland has a strong local economy	3.36	3.42	3.30	3.65 ↑	3.36 ↓
Cumberland has a resilient built environment	3.21 ↓	3.38	3.39	3.44	3.30
Cumberland has transparent, accountable and honest leadership	2.92 ↓	3.22 ↑	3.20	3.33	3.08
Cumberland has vibrant entertainment precincts	2.84 ↓	3.09	3.44 ↑	3.09	3.02
Council makes decisions in the best interests of the community	2.97 ↓	3.25 ↑	3.32	3.37	3.13

Scale: 1 = strongly disagree, 5 = strongly agree

↑↓ = A significantly higher/lower level of agreement (by group)



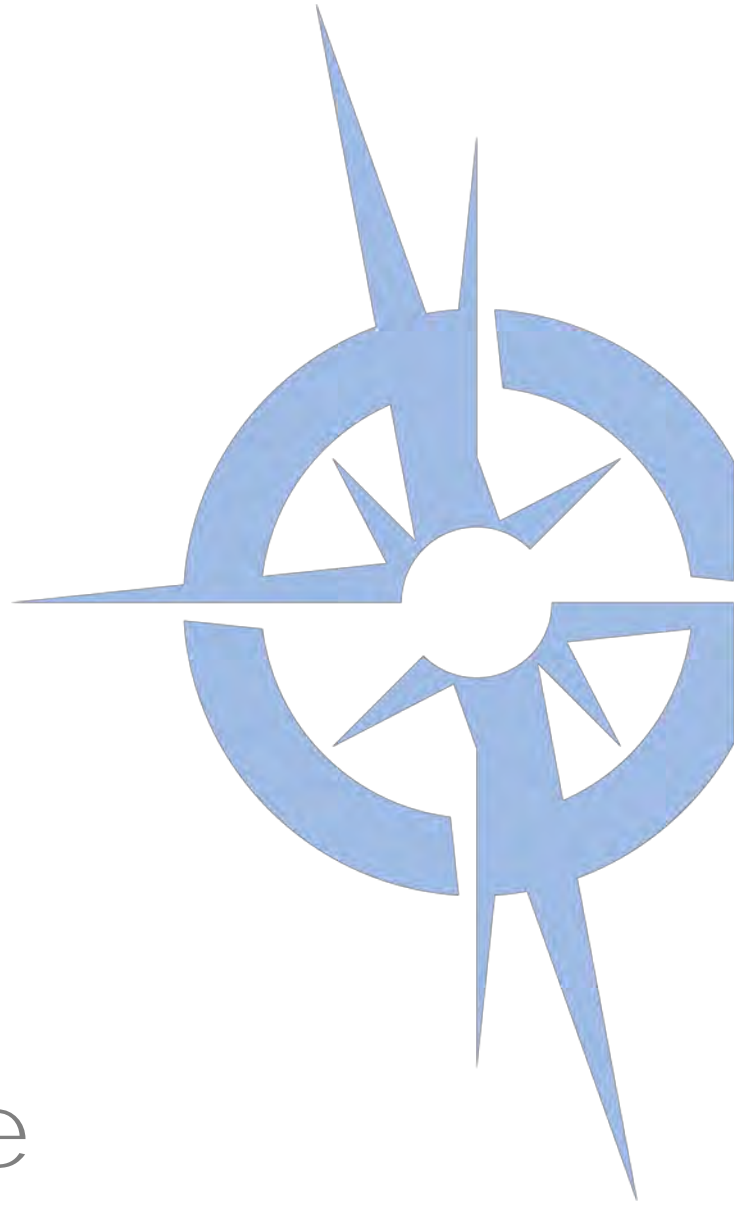
Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number (sampling error).

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 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?

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

* Crosses LGA



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



Q2. (Continued)

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

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*

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- 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*

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

Q5. Through which of these means would you prefer to receive information about Council? *Prompt*

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

I'd like to now shift the focus away from Council services and performance 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a part of my local community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to attend events and festivals in the Cumberland Council area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can easily access local service and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cumberland is a harmonious, respectful and tolerant community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing in the area is affordable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transport in the area is accessible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People in Cumberland obey controls relating to noise, traffic and animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have enough opportunities to participate in arts and cultural activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have enough opportunities to participate in sporting or recreational activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local shopping strips are vibrant and economically healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council manages its finances well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council offers good value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cumberland is a safe and accessible community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cumberland is clean and green	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cumberland has a strong local economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cumberland has a resilient built environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cumberland has transparent, accountable and honest leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cumberland has vibrant entertainment precincts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council makes decisions in the best interests of the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

- Excellent
- Very good
- Good
- Fair
- Poor
- Very poor

Q9. Do you feel safe in the following situations:

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



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

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

Q11. Which country were you born in?

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

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

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

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

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

Q14. Do you identify as having a disability? *Prompt*

- Yes
- No

Q15. Which of the following best describes the house where you are currently living? *Prompt*

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



Q16. Which of the following best describes your status? *Prompt*

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

Q17. How long have you lived in the Council area? *Prompt*

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

Q18. Gender (determine by voice):

- Male
- Female

Q19a. Do you speak any language(s) other than English at home?

- Yes
- No (If no, go to Q20a)

Q19b. (If yes), which language?

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

Q20a. Would you like to sign up to Council e-news to keep up to date with Council plans, news, programs and services?

- Yes
- No

Q20b. (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.

