



Cumberland Council

Community Satisfaction Research

Prepared by: Micromex Research
Date: October 2019

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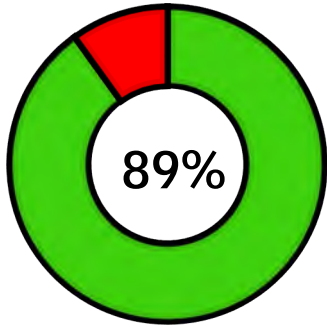
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Summary and Recommendations

Summary of Results – Quick Stats



of residents are at least somewhat satisfied with the overall performance of Council over the last 12 months

Residents are at least moderately satisfied with

48 out of 49

Council services/facilities



88%

of residents rate their quality of life as 'good' to 'excellent'



72%

of residents strongly agree/agree with the statement 'Cumberland is a great place to live'

Key Drivers of Overall Satisfaction with Council



Level of communication Council has with the community



Appearance of your local area



CCTV and safe public spaces



Supporting local jobs and businesses

Key Drivers of Quality of Life



Cumberland is a great place to live



Council makes decisions in the best interests of the community



I feel a part of my local community



Summary and Recommendations

Summary

Managing development and the upkeep of the area continue to be priority items for residents.

The 2019 research has demonstrated an increase in satisfaction across many areas.

- Overall satisfaction with the performance of Council has increased since 2018, with 89% of residents being at least somewhat satisfied with Council's performance in the last 12 months. This result is on par with the Micromex LGA Metro benchmark (90%).
- Perceived quality of life was high, with 88% rating their quality of life as 'good' to 'excellent'.
- Satisfaction with Council's communication with the community has remained on par with 2018 results, with 78% of residents being at least somewhat satisfied with Council's communication, although through investigation with the Shapley analysis, it is apparent this measure has the greatest influence on overall satisfaction.
- Level of agreement has increased significantly in 2019 for areas including 'I can easily access local services and facilities', and 'Council offers good value for money'.
- Residents are at least moderately satisfied with 48/49 services and facilities.

As with other metropolitan Councils, managing development and population growth are top of mind for immediate priorities for the area. Other areas of interest include aesthetics of the area, community safety, and multiculturalism/integration.

Recommendations - TBC

Based on the research findings, Council could consider reviewing the current methods of communicating and engaging with the Cumberland community.

- Specifically, with regard to contextualising community expectations regarding the management of population growth and current/future infrastructure requirements.
 - As seen in previous years, how the LGA is presented and maintained remain important drivers of satisfaction. Council could look to explore how they can better deliver to community expectations in this area.
- We recommend that Cumberland Council looks to further explore community understanding and perceptions across these areas in order to contextualise the issues and in doing so identify solutions.

Community safety initiatives remain an area of concern for some residents, previous qualitative research in this area suggests that the issue is likely to be perceptual.

The quality of life regression identifies that there are potential benefits to investing in building a sense of community and place making.





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 methods of communication and engagement with Council
- Identifying top priority areas for Council to focus on

To facilitate this, Micromex Research updated the 2018 questionnaire to further assess 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 C.

Data collection

The survey was conducted during the period 22nd August – 4th September 2019 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Survey area

Cumberland Council Local Government Area.

Sample selection and error

A total of 602 resident interviews were completed.

549 of the 602 respondents were selected by means of a computer based random selection process using the electronic White Pages and SamplePages. The remaining 53 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Cumberland LGA, i.e. Auburn Central/Auburn Train Station, Wentworthville Mall, Merrylands Train Station, Greystanes Shopping Centre and Lidcombe Train Station.

A sample size of 602 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. This means that if the survey was replicated with a new universe of N=602 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.0%.

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

The sample was weighted by age and gender to reflect the 2016 ABS Census data for Cumberland Council LGA.

Interviewing

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



Background and Methodology

Prequalification

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

Data analysis

The data within this report was analysed using Q Professional.

Significance difference testing is a statistical test performed to evaluate the difference between two measurements. 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.

Within the report, ▲▼ and blue and red font colours are used to identify statistically significant differences between groups, i.e., gender, age, ratepayer status, residential location, languages spoken and whether or not residents identify as having a disability.

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.

Top 2 Box: refers to the aggregate percentage (%) score of the top two scores for importance. (i.e. important & very important)

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

Top 3 Box: refers to the aggregate percentage (%) score of the top three scores for satisfaction. (i.e. somewhat satisfied, satisfied & very satisfied)

Percentages

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

Micromex LGA Benchmark

Micromex has worked for over 90 LGAs in the last 10 years and conducted over 70 community satisfaction surveys since 2016. We have compared Cumberland Council results against those of the developed Council Benchmarks based on over 30,000 interviews.

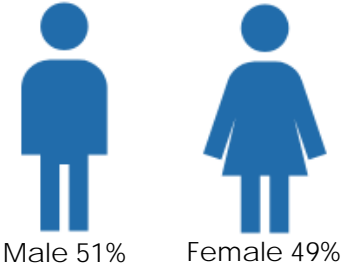




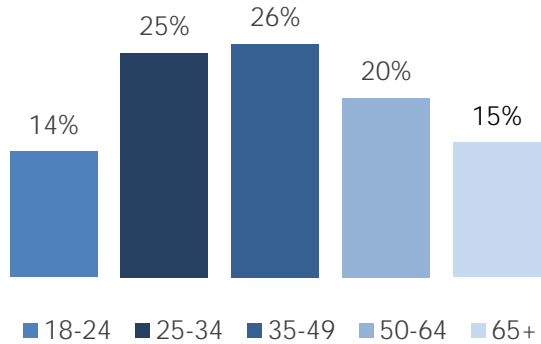
Sample Profile

Sample Profile

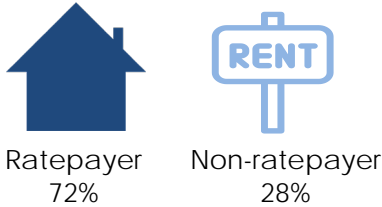
Gender



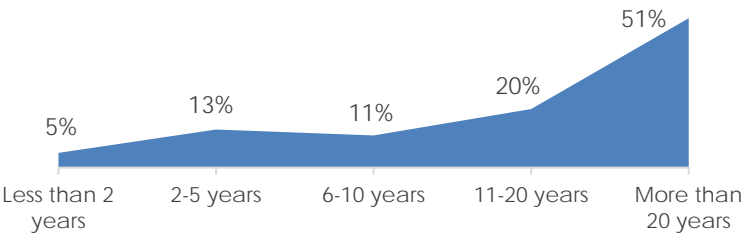
Age



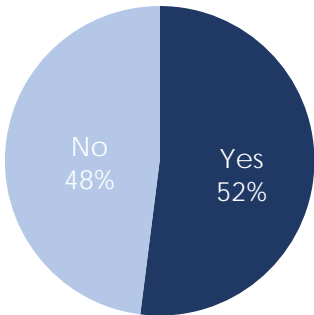
Ratepayer status



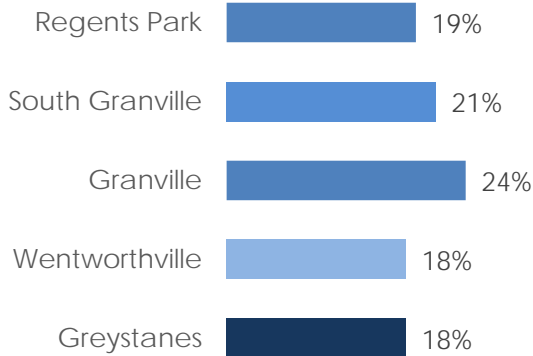
Time lived in the area



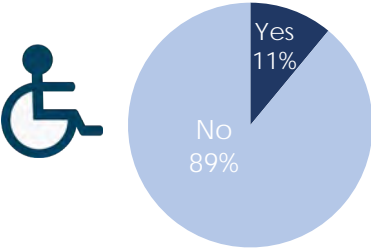
Speak a language other than English



Ward

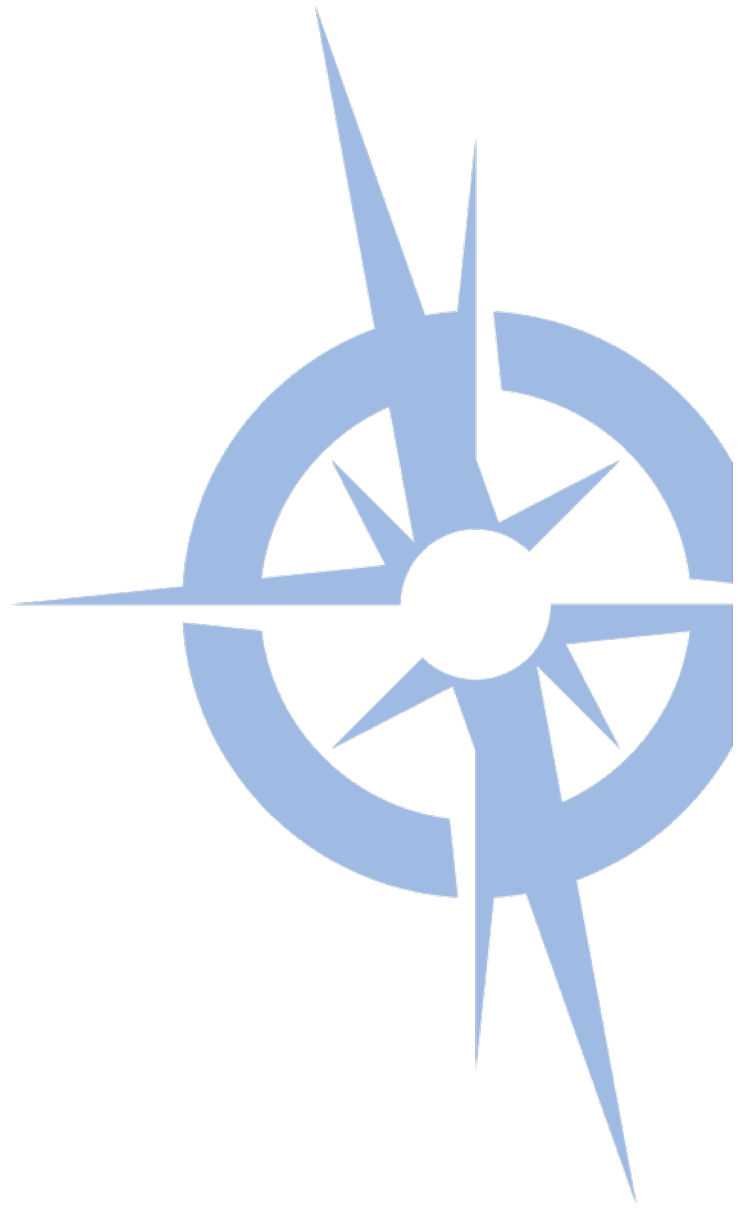


Do you identify as having a disability?



N=602
Telephone Interviews with Cumberland Council Residents

A sample size of 602 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. The sample has been weighted by age and gender to reflect the 2016 ABS community profile of Cumberland Council. Note: 2 respondents refused to answer other language spoken at home. Please see Appendix A for remaining demographics.



Key Findings

Key Findings

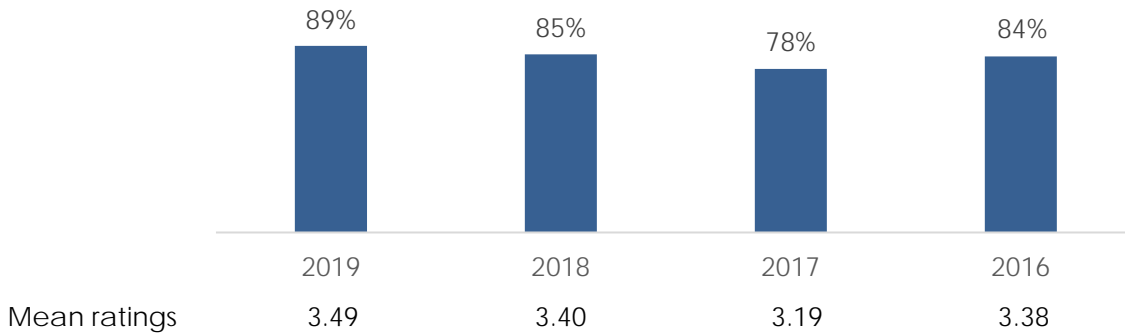
Overview (Overall Satisfaction)

Summary

89% of Cumberland residents are at least somewhat satisfied with the performance of Council over the last 12 months. Resident satisfaction has continued to strengthen over the last 3 years.

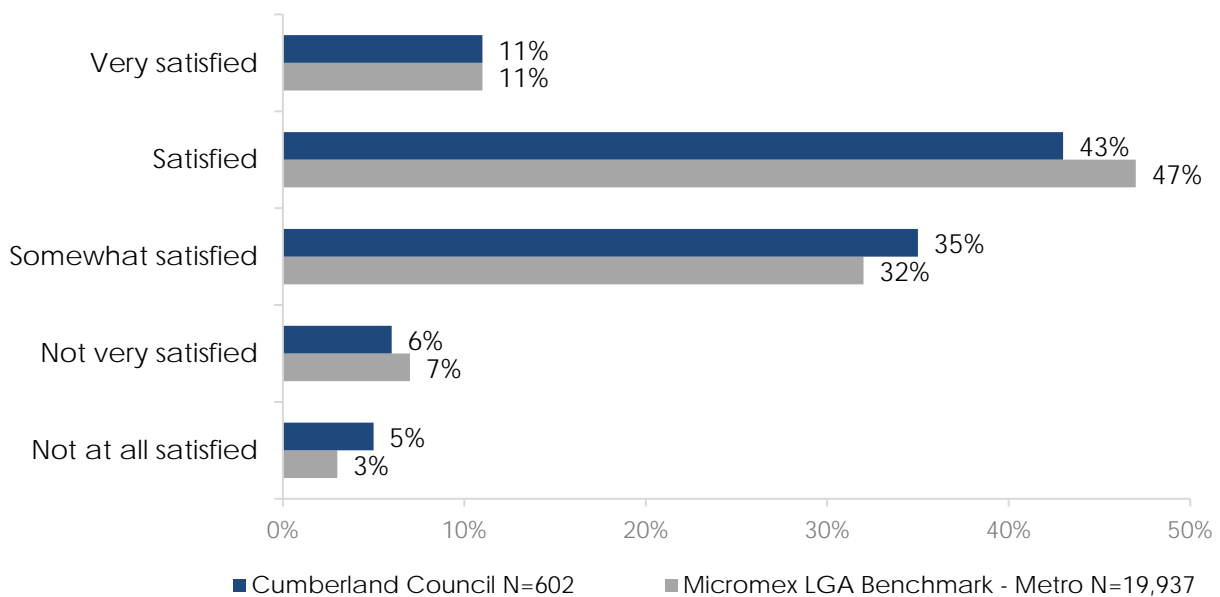
Q4. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?

T3B Satisfaction Scores



	Cumberland Council	Micromex LGA Benchmark - Metro
Mean ratings	3.49	3.55
T3B Satisfaction	89%	90%

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



Key Findings

Overview (Key challenges)

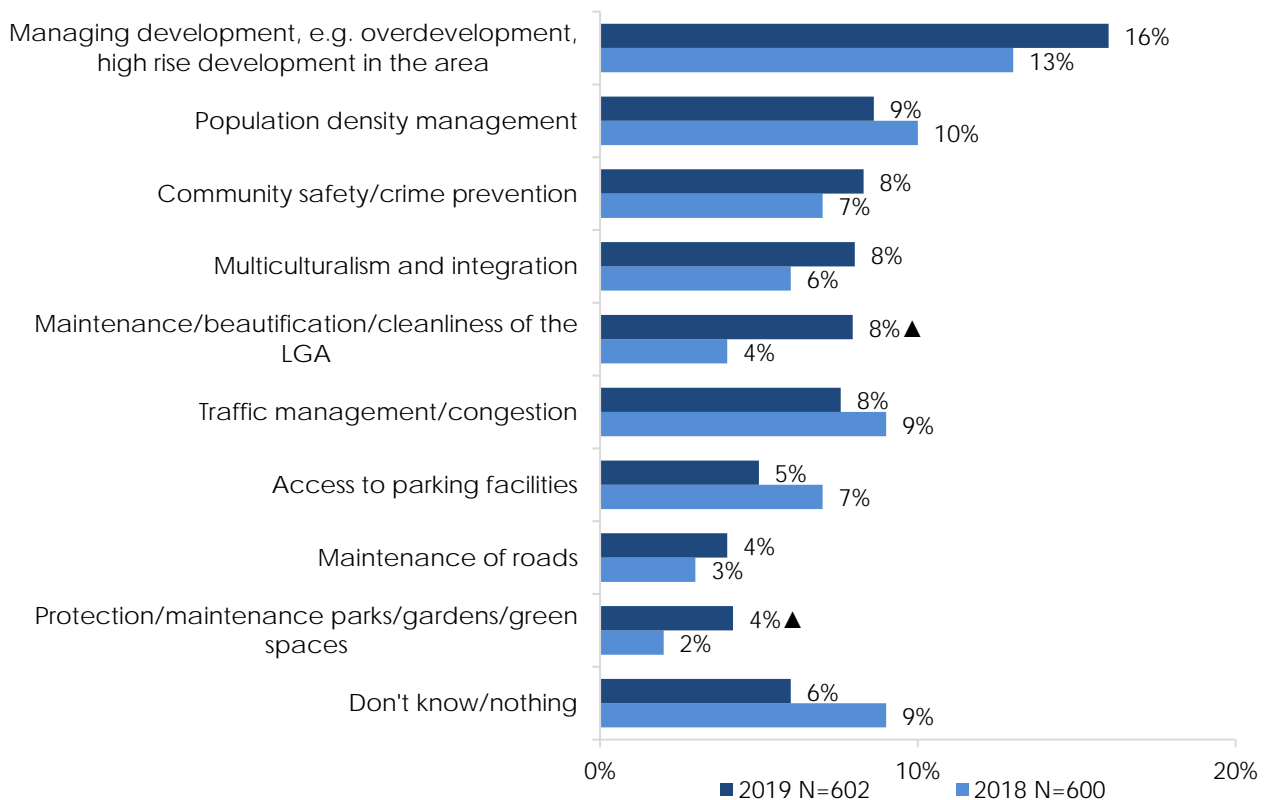
Summary

Managing development and the associated issues of population density and congestion continues to be perceived and experienced as the biggest challenge facing the Cumberland LGA in the next 10 years. Safety, community integration and maintenance of the local area are also mentioned.

Q7a. Thinking of Cumberland as a whole, what would you say is the key challenge facing the area?

Word Frequency Tagging

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



Please see Appendix B for responses less than 4%

▲ ▼ = A significantly higher lower rating (compared to 2018)



Key Findings

Overview (Priorities for Cumberland Council in the next 4 years)

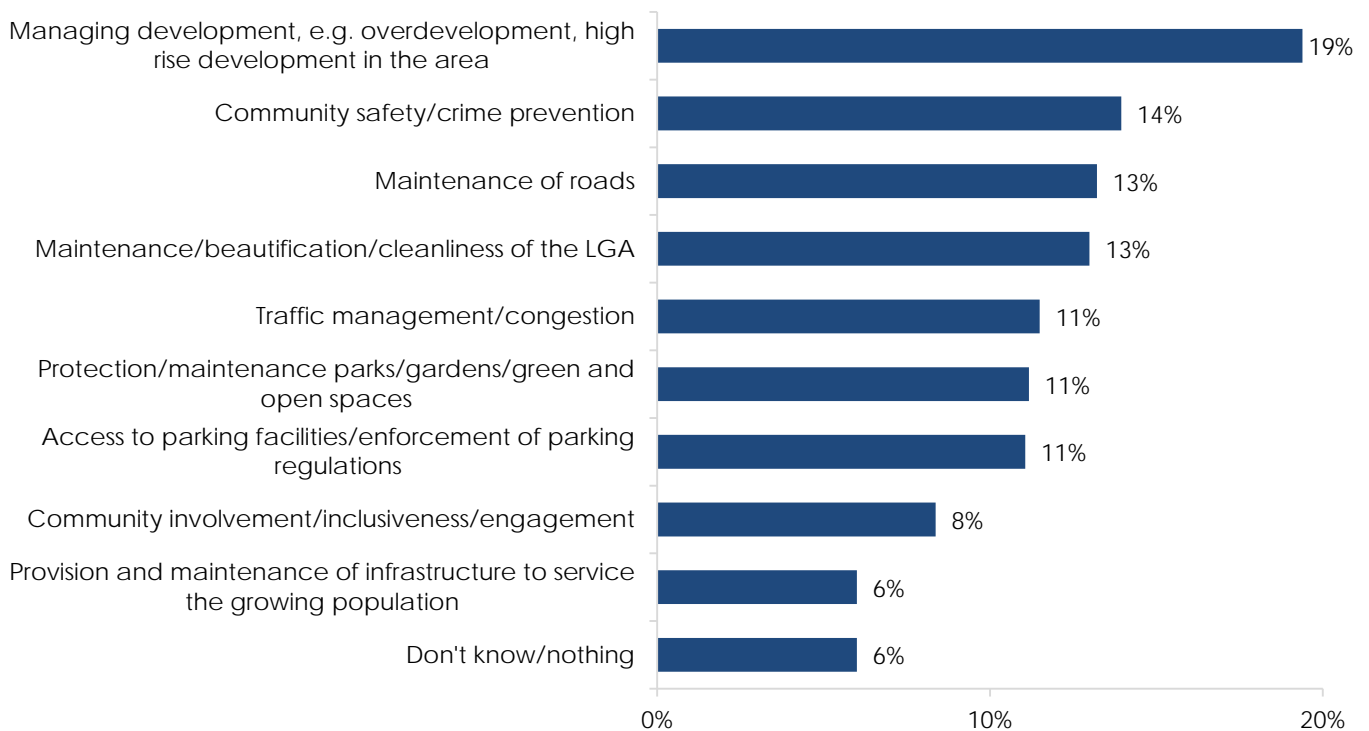
Summary

Similar to the long-term challenges, residents believe overdevelopment, safety/crime prevention, roads, and the overall appearance of Cumberland Council Area should be the top priorities for the next 4 years.

Q7b. What do you think the priorities should be for Cumberland Council over the next 4 years?

Word Frequency Tagging

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



Base N=602

Please see Appendix B for responses <6%



Key Findings

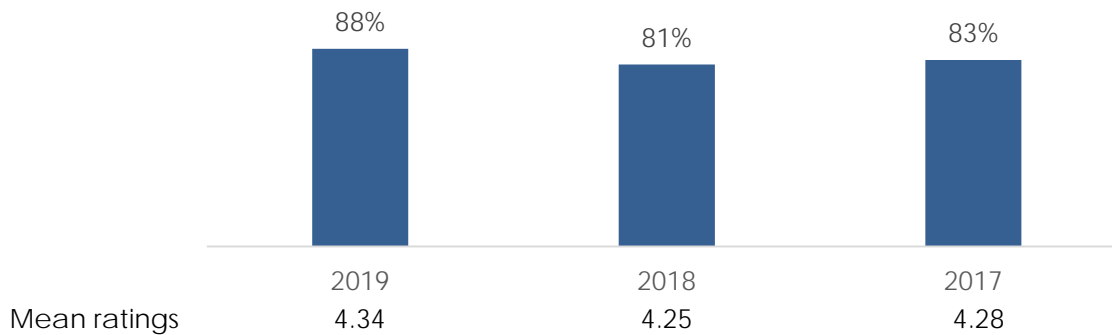
Overview (Quality of Life)

Summary

Although ratings fell below the Micromex LGA benchmark, Cumberland residents perceived quality of life is very high, with 88% rating it as good to excellent. This result is a noticeable improvement on 2018 and 2017 ratings.

Q9. Overall how would you rate the quality of life you have living in the Cumberland Council area?

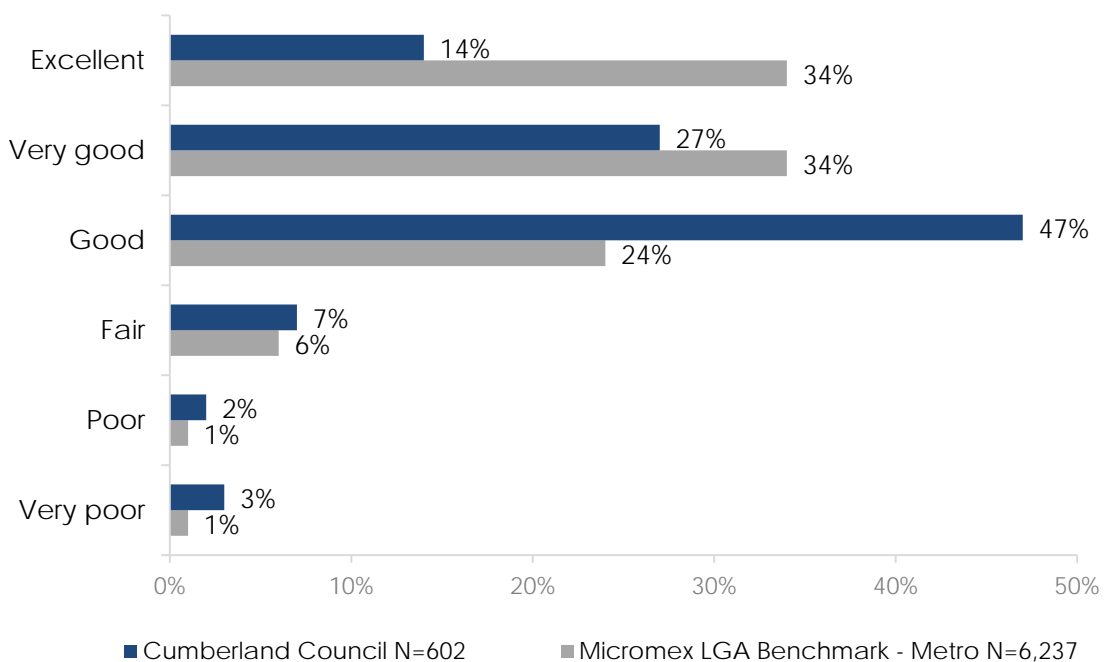
T3B Quality of Life Scores (Good to Excellent)



	Cumberland Council	Micromex LGA Benchmark - Metro
Mean ratings	4.34↓	4.91
T3B Satisfaction	88%↓	92%

Scale: 1 = very poor, 6 = excellent

↑↓ = Significantly higher/lower rating (compared to the benchmark)



Key Findings

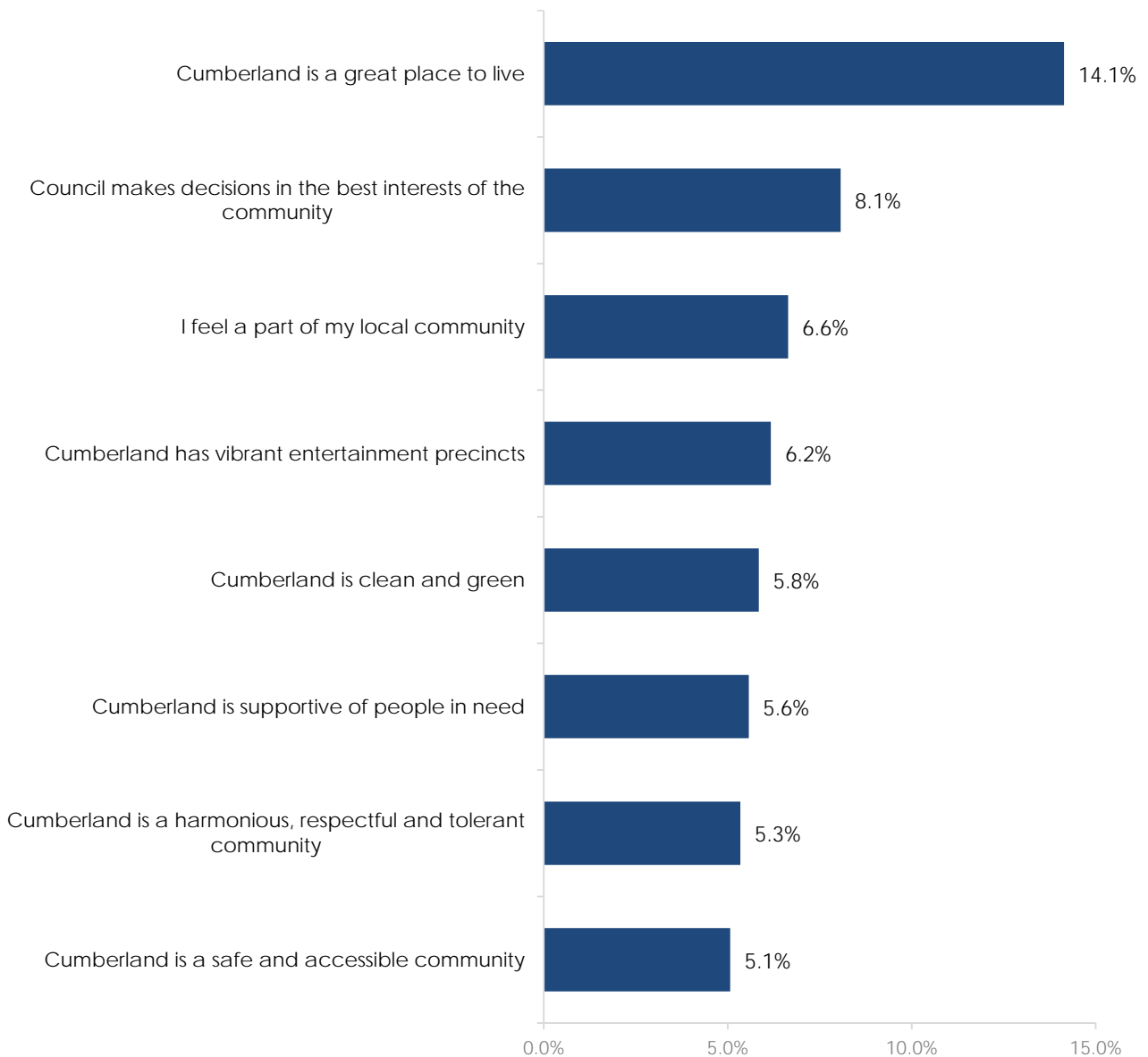
Overview (Agreement Statements – Influence on Quality of Life)

Summary

Residents were asked to rate their level of agreement with each of the statements.

The chart below summarises the key drivers of quality of life for Cumberland residents. These top drivers indicate that 'sense of community' is a key influencer of Quality of Life for Cumberland residents, particularly as the majority of top drivers are community-related.

Q9. Overall, how would you rate the quality of life you have living in the Cumberland Council area?



Key Findings

Agreement with Statements Regarding Living in the Cumberland LGA – Comparison to the Micromex LGA Benchmark (Regional)

The table below shows the variance between Cumberland Council's top 2 box agreement scores and the Micromex LGA Benchmark – Metro. 12 of the 21 measures were comparable to the benchmarks, of those, 2 were rated significantly greater (Council offers good value for money and housing in the area is affordable), whilst 4 fell significantly below.

Service/Facility	Cumberland Council T2B Agreement	LGA Benchmark – Metro T2B Agreement Scores	Variance
Housing in the area is affordable	34%	14%	20%
Council offers good value for money	44%	31%	13%
Council makes decisions in the best interests of the community	38%	32%	6%
Transport in the area is accessible	64%	61%	3%
Local shopping strips are vibrant and economically healthy	51%	49%	2%
Cumberland is supportive of people in need	50%	50%	0%
Cumberland is a harmonious, respectful and tolerant community	56%	63%	-7%
I have enough opportunities to participate in sporting or recreational activities	51%	58%	-7%
I have enough opportunities to participate in arts and cultural activities	37%	47%	-10%
Cumberland is a great place to live	72%	85%	-13%
I feel a part of my local community	55%	68%	-13%
Cumberland is a safe and accessible community	49%	78%	-29%
I like to attend events and festivals in the Cumberland Council area	56%	NA	NA
I can easily access local services and facilities	68%	NA	NA
People in Cumberland obey controls relating to noise, traffic and animals	41%	NA	NA
Cumberland is clean and green	44%	NA	NA
Cumberland has a strong local economy	47%	NA	NA
Cumberland has a resilient built environment	43%	NA	NA
Cumberland has transparent, accountable and honest leadership	39%	NA	NA
Cumberland has vibrant entertainment precincts	31%	NA	NA
Cumberland is welcoming of new residents	57%	NA	NA



Key Findings

A core element of this community survey was the rating of 49 facilities/services in terms of Importance and Satisfaction. The following analysis identifies the key importance and satisfaction trends when compared to the 2018 research.

Key Importance Trends

Although there were increases in residents' level of importance compared to the previous research conducted in 2018, there were no significant increases in residents' levels of importance for the 42 comparable services and facilities provided by Council.

There was a significant decline in residents' level of importance placed on the following:

	2019	2018
Community safety programs	4.33	4.67
Library services	4.10	4.26

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

Key Satisfaction Trends

There were no significant increases in satisfaction in 2019.

Satisfaction with tree management has softened compared to 2018.

	2019	2018
Tree management	3.31	3.53

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



Key Findings

Importance

The following services/facilities received the highest importance ratings. Household garbage collection, road maintenance and traffic management were considered to be the most important areas overall.

Top 5 for Importance	Mean ratings	T2 Box
Household garbage collection	4.73	94%
Maintaining local roads (excluding Parramatta Rd and the M4)	4.65	93%
Traffic management and road safety	4.65	91%
Removal of illegally dumped rubbish	4.63	92%
Encouraging recycling	4.56	90%

The following services/facilities received the lowest importance ratings:

Bottom 5 for Importance	Mean ratings	T2 Box
Cycleways	3.55	59%
Festival and events programs	3.79	59%
Building heights in town centres	3.84	62%
Council's childcare service and programs	3.85	67%
Programs and support for newly arrived and migrant communities	3.85	64%

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

Satisfaction

The following services/facilities received the highest satisfaction ratings. Household garbage collection and library services were the services/facilities that Cumberland residents were most satisfied with.

Top 5 for Satisfaction	Mean ratings	T3 Box
Household garbage collection	4.19	93%
Library services	4.03	96%
Flood management	3.88	90%
Encouraging recycling	3.86	89%
Access to community centres and facilities	3.79	90%

The following services/facilities received the lowest satisfaction ratings:

Bottom 5 for Satisfaction	Mean ratings	T3 Box
Availability of public parking	2.86	60%
Building heights in town centres	3.03	68%
CCTV and safe public spaces	3.05	66%
Development applications and construction certificates	3.05	72%
Protection of low-rise residential areas	3.05	64%

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



Key Findings

The following table shows the hierarchy of the 49 services/facilities ranked by the top 2 box importance ratings, as well as residents' corresponding top 3 box satisfaction ratings. The service/facility ranked most important by residents is household garbage collection, with a top 2 box importance score of 94%. For the most part, the majority of services/facilities provided by Council are considered highly important, with only 9 measures falling below a 70% T2B rating. This is why further analysis is needed to determine the services/facilities that *actually drive* overall satisfaction with Council.

Service/Facility (Ranked by importance)	Importance T2B	Satisfaction T3B
Household garbage collection	94%	93%
Maintaining local roads	93%	82%
Removal of illegally dumped rubbish	92%	79%
Traffic management and road safety	91%	77%
Encouraging recycling	90%	89%
Maintenance of local parks and playgrounds	89%	89%
Protection of green and open spaces	89%	84%
Protecting the natural environment	89%	83%
Maintaining footpaths	89%	82%
Availability of public car parking	88%	60%
Supporting local jobs and businesses	87%	87%
Maintenance and cleaning of town centres	86%	84%
Long term planning for the Cumberland Council area	86%	81%
Provision of Council information to the community	84%	77%
CCTV and safe public spaces	84%	66%
Suitability of local shops	80%	85%
Availability and maintenance of sporting ovals, grounds and facilities	79%	90%
Accessibility to Council and its services	79%	89%
Stormwater management	79%	89%
Community safety programs	79%	88%
Council's customer service/community engagement	79%	86%
Tree management	78%	77%
Protection of low-rise residential areas	78%	64%
Flood management	77%	90%
Financial management	77%	84%
Appearance of your local area	77%	78%
Opportunities to participate in Council's decision-making process	77%	73%
Library services	76%	96%
Environmental education programs	75%	82%
Pool programs	74%	82%
Promoting pride in the community	74%	79%
Development applications and construction certificates	73%	72%
Youth programs and activities	72%	89%
Graffiti removal	72%	86%
Aged care and/or support for people with a disability	71%	89%
Support and programs for volunteers and community groups	71%	86%
Pool facilities	71%	82%
Swimming pools	71%	80%
Access to community centres and facilities	70%	90%



Key Findings - Continued

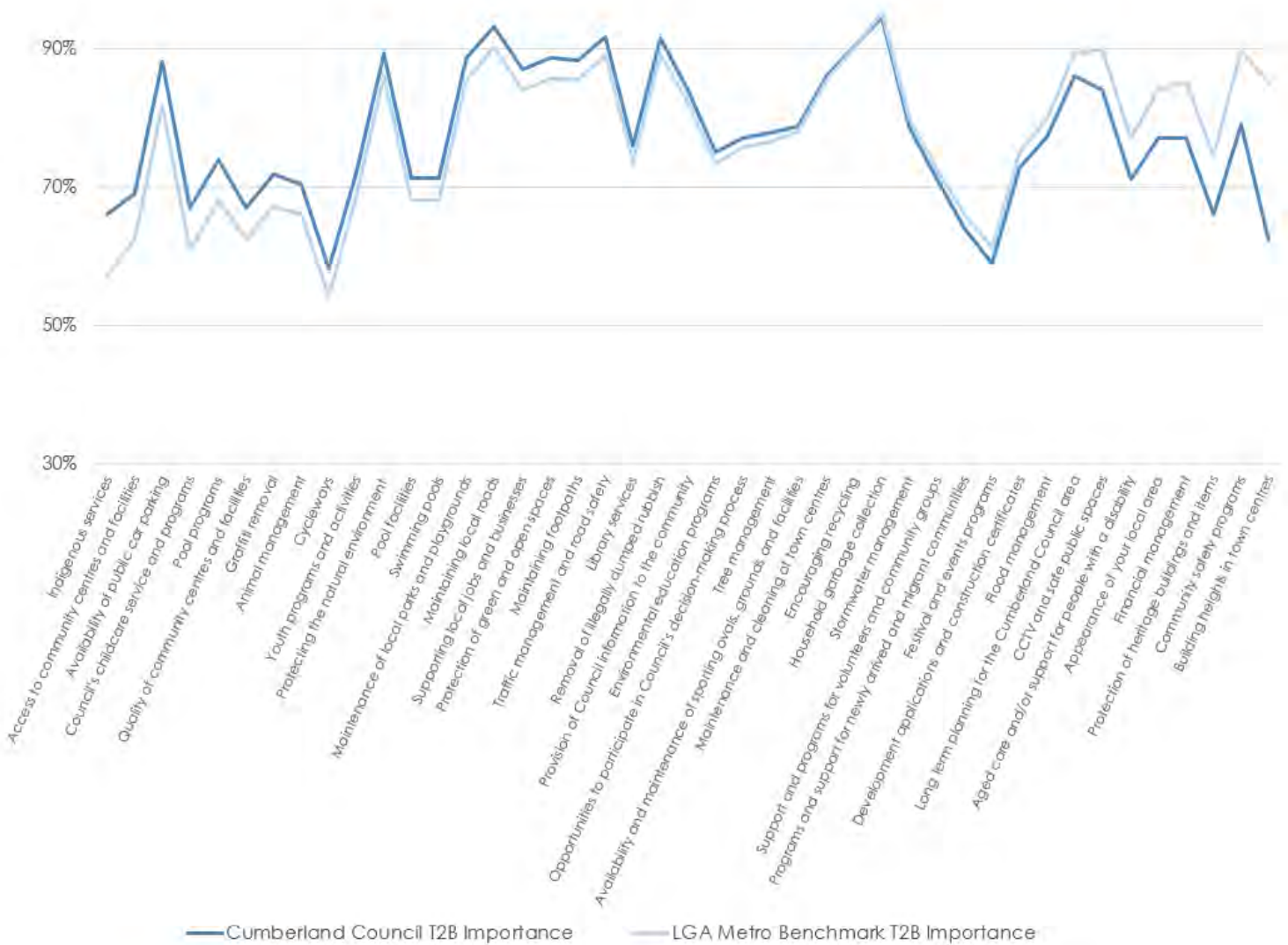
Service/Facility (Ranked by importance)	Importance T2B	Satisfaction T3B
Animal management	70%	80%
Community education programs	69%	86%
Council's childcare service and programs	67%	95%
Quality of community centres and facilities	67%	88%
Protection of heritage buildings and items	66%	84%
Indigenous services	66%	77%
Programs and support for newly arrived and migrant communities	64%	82%
Building heights in town centres	62%	68%
Festival and events programs	59%	88%
Cycleways	59%	82%



Comparison to the Micromex LGA Benchmark

By charting residents' top 2 importance scores against the LGA Benchmark scores we can see, for the most part, that the majority of service/facilities provided by Council are deemed equal to, if not more important than Benchmark norms.

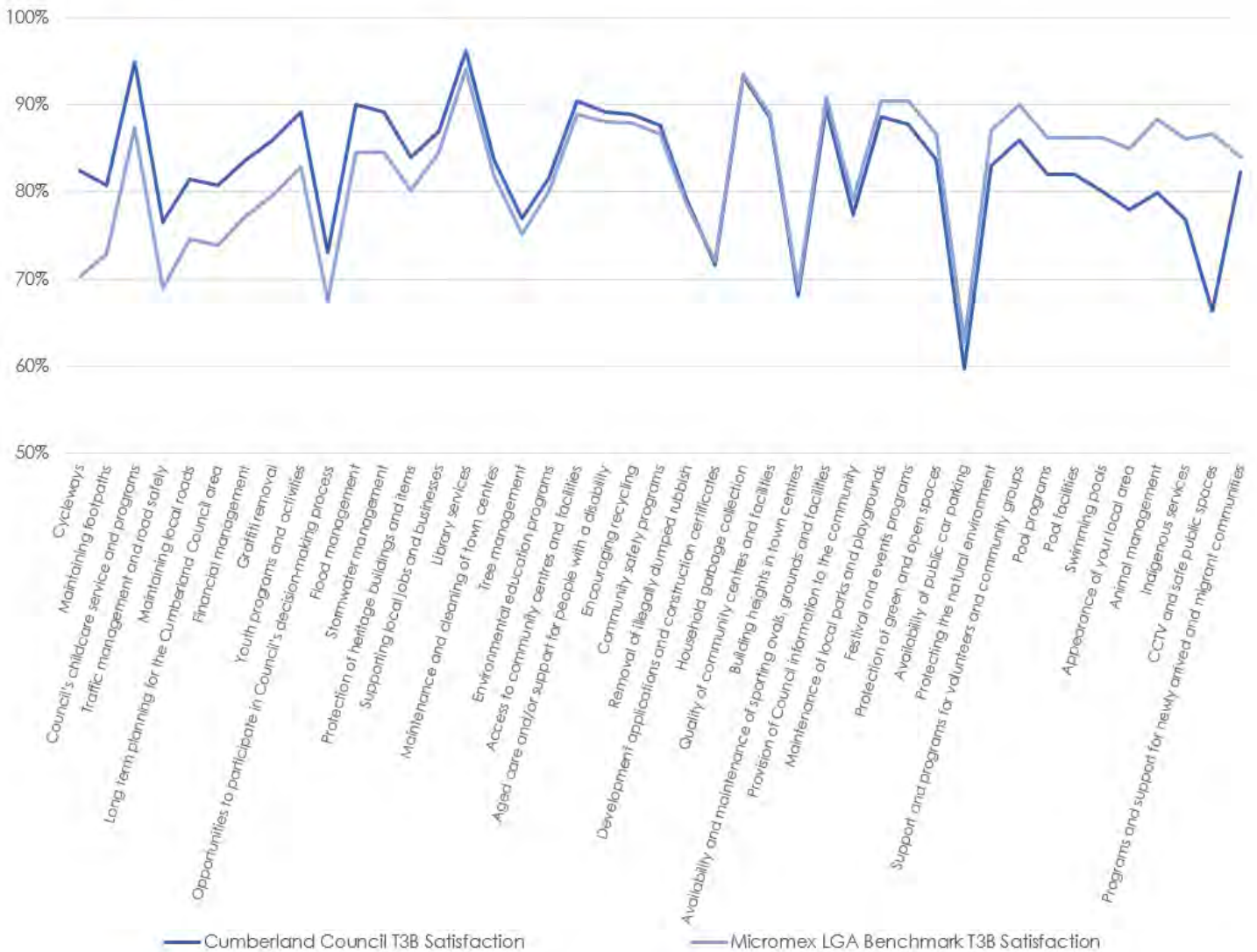
Importance T2B – Cumberland Council Vs LGA Benchmark - Metro



Comparison to the Micromex LGA Benchmark

When viewing the results of the top 3 box satisfaction scores, Cumberland Council is performing above the LGA Benchmark across a number of services/facilities. The table on the following page further analyses the variance between Cumberland Council T3B satisfaction scores and Benchmark norms.

Satisfaction T3B – Cumberland Council Vs LGA Benchmark - Metro



Comparison to the Micromex LGA Benchmark

The table below shows the variance between Cumberland Council's top 3 box satisfaction scores and the Micromex Metro LGA Benchmark. We can see that for 24 of the comparable services/facilities, residents' top 3 box scores are higher than, or equal to the Benchmark score. For those that are lower than Benchmark norms, only 1 service, 'CCTV and safe public spaces', experienced a variance of $\geq 10\%$.

Service/Facility	Cumberland Council T3B Satisfaction Scores	Micromex LGA Benchmark – Metro T3B Satisfaction Scores	Variance
Cycleways	82%	70%	12%
Maintaining footpaths	82%	73%	9%
Council's childcare service and programs	95%	87%	8%
Traffic management and road safety	77%	69%	8%
Maintaining local roads (excluding Parramatta Rd and the M4)	82%	75%	7%
Long term planning for the Cumberland Council area	81%	74%	7%
Financial management	84%	77%	7%
Graffiti removal	86%	80%	6%
Youth programs and activities	89%	83%	6%
Opportunities to participate in Council's decision-making process	73%	68%	5%
Flood management	90%	85%	5%
Stormwater management	89%	85%	4%
Protection of heritage buildings and items	84%	80%	4%
Supporting local jobs and businesses	87%	85%	2%
Library services	96%	94%	2%
Maintenance and cleaning of town centres	84%	82%	2%
Tree management	77%	75%	2%
Environmental education programs	82%	80%	2%
Access to community centres and facilities	90%	89%	1%
Aged care and/or support for people with a disability	89%	88%	1%
Encouraging recycling	89%	88%	1%
Community safety programs	88%	87%	1%
Removal of illegally dumped rubbish	79%	78%	1%
Development applications and construction certificates	72%	72%	0%
Household garbage collection	93%	94%	-1%
Quality of community centres and facilities	88%	89%	-1%
Building heights in town centres	68%	69%	-1%
Availability and maintenance of sporting ovals, grounds and facilities	90%	91%	-1%
Provision of Council information to the community	77%	79%	-2%
Programs and support for newly arrived and migrant communities	82%	84%	-2%
Maintenance of local parks and playgrounds	89%	90%	-1%
Festival and events programs	88%	90%	-2%
Protection of green and open spaces	84%	87%	-3%
Availability of public car parking	60%	63%	-3%
Protecting the natural environment (e.g. bush care)	83%	87%	-4%
Support and programs for volunteers and community groups	86%	90%	-4%
Pool programs (i.e. Learn to Swim, Water Aerobics)	82%	86%	-4%
Pool facilities	82%	86%	-4%
Swimming pools	80%	86%	-6%
Appearance of your local area	78%	85%	-7%
Animal management	80%	88%	-8%
Indigenous services	77%	86%	-9%
CCTV and safe public spaces	66%	87%	-21%



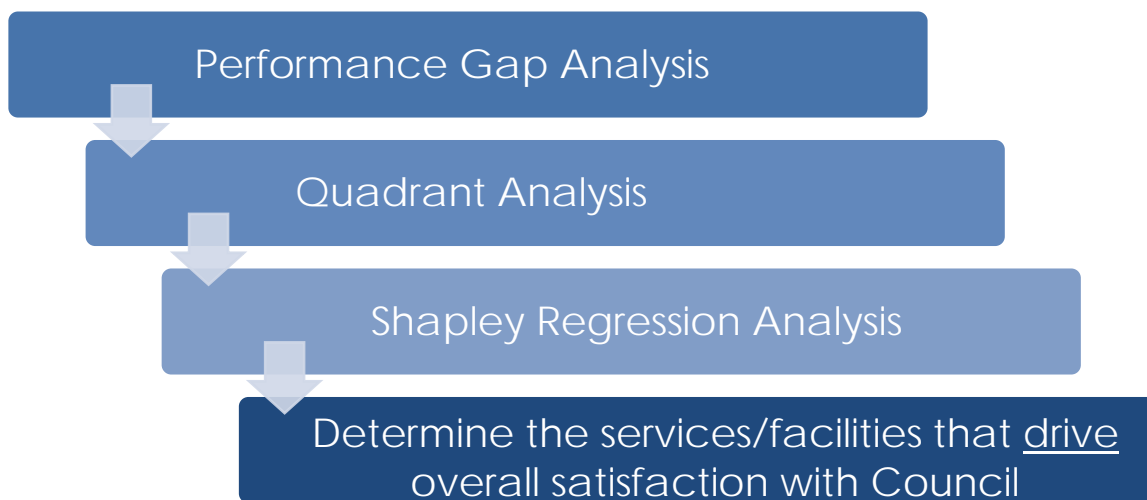
Key Findings

Identifying Priorities via Specialised Analysis

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 these approaches to analysis, we have been able to:

- Identify and understand the hierarchy of community priorities
- 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 top 3 satisfaction score from the top 2 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 49 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is expected that there will be some gaps in terms of resident satisfaction. Those services/facilities that have achieved a performance gap of greater than 20% may be indicative of areas requiring future optimisation.



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

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance- Satisfaction)
Availability of public car parking	88%	60%	28%
CCTV and safe public spaces	84%	66%	18%
Traffic management and road safety	91%	77%	14%
Protection of low-rise residential areas	78%	64%	14%
Removal of illegally dumped rubbish	92%	79%	13%
Maintaining local roads (excluding Parramatta Rd and the M4)	93%	82%	11%
Maintaining footpaths	89%	82%	7%
Provision of Council information to the community	84%	77%	7%
Protecting the natural environment (e.g. bush care)	89%	83%	6%
Protection of green and open spaces	89%	84%	5%
Long term planning for the Cumberland Council area	86%	81%	5%
Opportunities to participate in Council's decision-making process	77%	73%	4%
Maintenance and cleaning of town centres	86%	84%	2%
Household garbage collection	94%	93%	1%
Encouraging recycling	90%	89%	1%
Tree management	78%	77%	1%
Development applications and construction certificates	73%	72%	1%
Maintenance of local parks and playgrounds	89%	89%	0%
Supporting local jobs and businesses	87%	87%	0%
Appearance of your local area	77%	78%	-1%
Suitability of local shops	80%	85%	-5%
Promoting pride in the community	74%	79%	-5%
Building heights in town centres	62%	68%	-6%
Council's customer service/community engagement	79%	86%	-7%
Financial management	77%	84%	-7%
Environmental education programs	75%	82%	-7%
Pool programs (i.e. Learn to Swim, Water Aerobics)	74%	82%	-8%
Community safety programs	79%	88%	-9%
Swimming pools	71%	80%	-9%
Accessibility to Council and its services	79%	89%	-10%
Stormwater management	79%	89%	-10%
Animal management	70%	80%	-10%
Availability and maintenance of sporting ovals, grounds and facilities	79%	90%	-11%
Pool facilities	71%	82%	-11%
Indigenous services	66%	77%	-11%
Flood management	77%	90%	-13%
Graffiti removal	72%	86%	-14%
Support and programs for volunteers and community groups	71%	86%	-15%
Community education programs	69%	86%	-17%
Youth programs and activities	72%	89%	-17%
Aged care and/or support for people with a disability	71%	89%	-18%
Protection of heritage buildings and items	66%	84%	-18%
Programs and support for newly arrived and migrant communities	64%	82%	-18%
Library services	76%	96%	-20%
Access to community centres and facilities	70%	90%	-20%
Quality of community centres and facilities	67%	88%	-21%
Cycleways	59%	82%	-23%
Council's childcare service and programs	67%	95%	-28%
Festival and events programs	59%	88%	-29%

Key Findings

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as 'high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 60% and 84%, which indicates that their satisfaction for these measures is 'moderate' to 'very high'.

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance- Satisfaction)
Availability of public car parking	88%	60%	28%
CCTV and safe public spaces	84%	66%	18%
Traffic management and road safety	91%	77%	14%
Protection of low-rise residential areas	78%	64%	14%
Removal of illegally dumped rubbish	92%	79%	13%
Maintaining local roads (excluding Parramatta Rd and the M4)	93%	82%	11%
Maintaining footpaths	89%	82%	7%
Provision of Council information to the community	84%	77%	7%
Protecting the natural environment (e.g. bush care)	89%	83%	6%
Protection of green and open spaces	89%	84%	5%
Long term planning for the Cumberland Council area	86%	81%	5%

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. 3 of the services/facilities with the largest performance gaps relate to roads and parking.

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

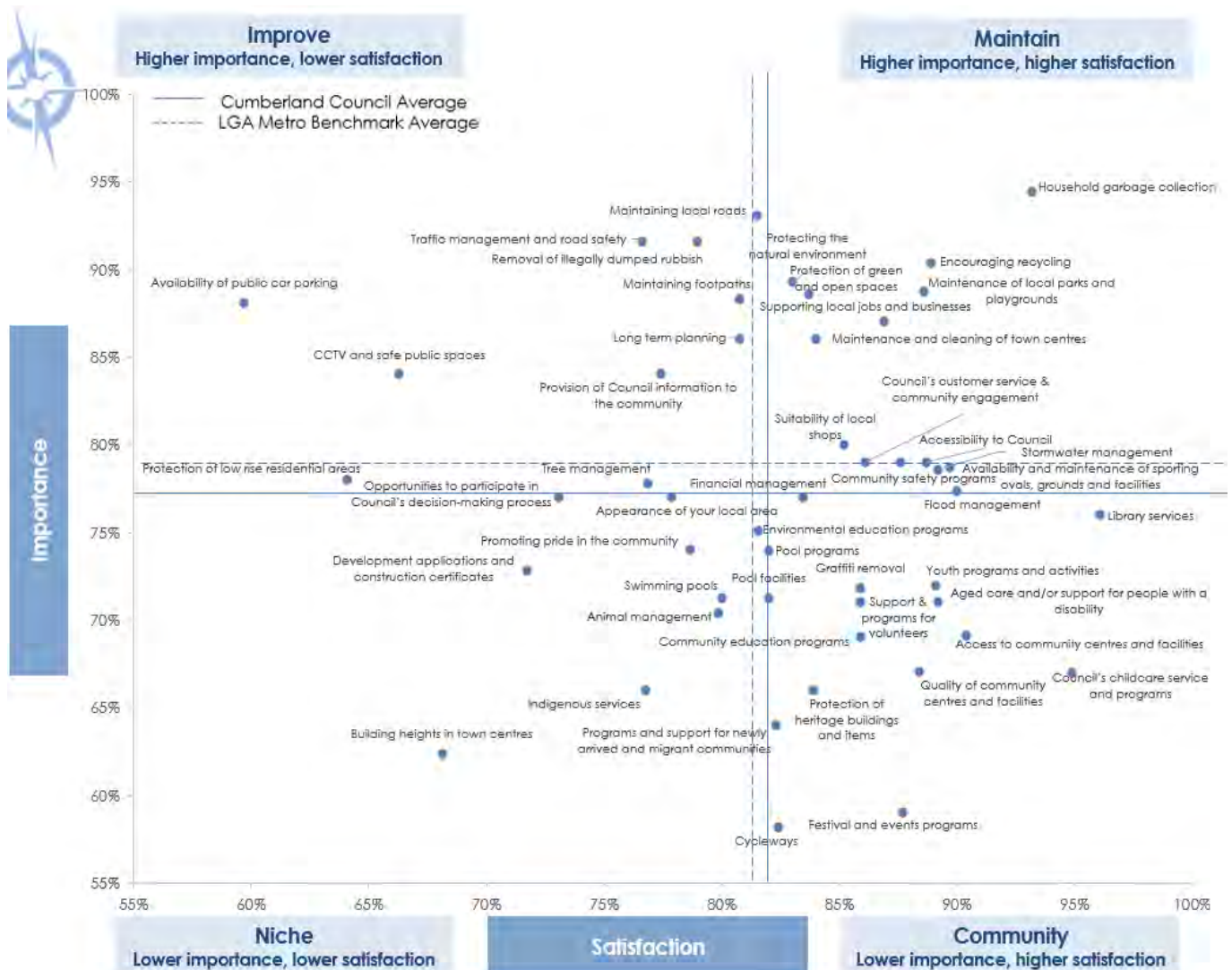
Quadrant Analysis

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 top 2 box importance scores and top 3 satisfaction scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated top 2 box importance score was 77% and the average rated satisfaction score was 83%. Therefore, any facility or service that received a mean stated importance score of $\geq 77\%$ would be plotted in the higher importance section and, conversely, any that scored $< 77\%$ would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 83%. 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 T2B Vs Satisfaction T3B



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 'maintaining local roads' 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 'maintaining local roads', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

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

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



Step 3. The Shapley Value Regression

Explanation

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

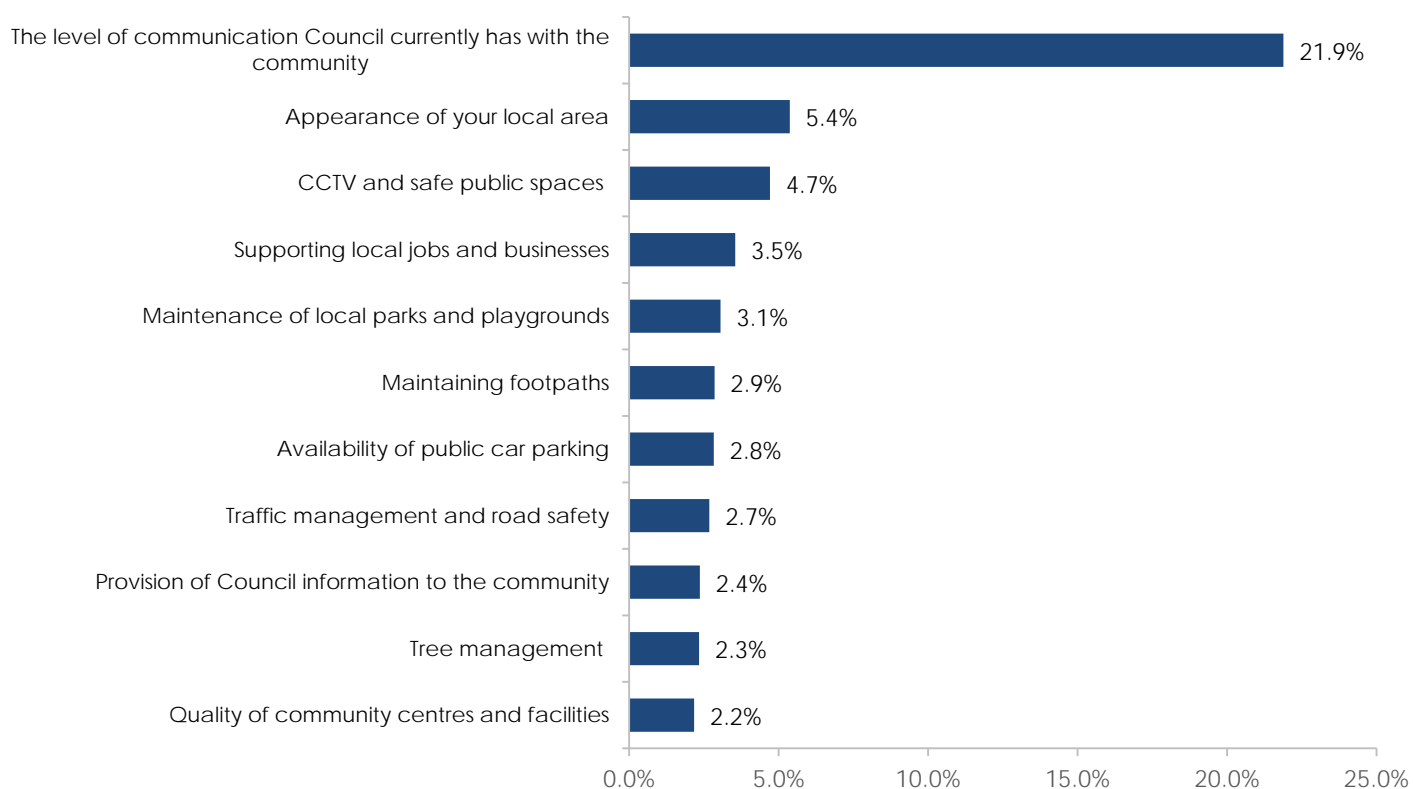
Key Drivers of Satisfaction with Cumberland Council

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.

In this year's Shapley we wanted to explore the impact of the level of communication Council currently has with the community on residents' overall satisfaction. In addition to the 49 satisfaction measures we included 'Q5. How satisfied are you with the level of communication Council currently has with the community?'. As you can see below, the addition of this question has had a large impact and shows there is a distinct influence on overall satisfaction, with the level of communication contributing to almost 22% of overall satisfaction – more than 4 times the amount of the next largest contributor (appearance of your local area 5.4%).

The top 11 services/facilities account for over 50% of overall satisfaction with Council. As such, the remaining 39 attributes comparatively, have only a lesser impact on the community's satisfaction. So, while all 50 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

These Top 11 Indicators Contribute to over 50% of Overall Satisfaction with Council



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

These 11 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, 'quality of community centres and facilities' contributes 2.2% towards overall satisfaction, while 'the level of communication Council currently has with the community' (21.9%) is a far stronger driver, contributing more than nine times as much to overall satisfaction with Council.



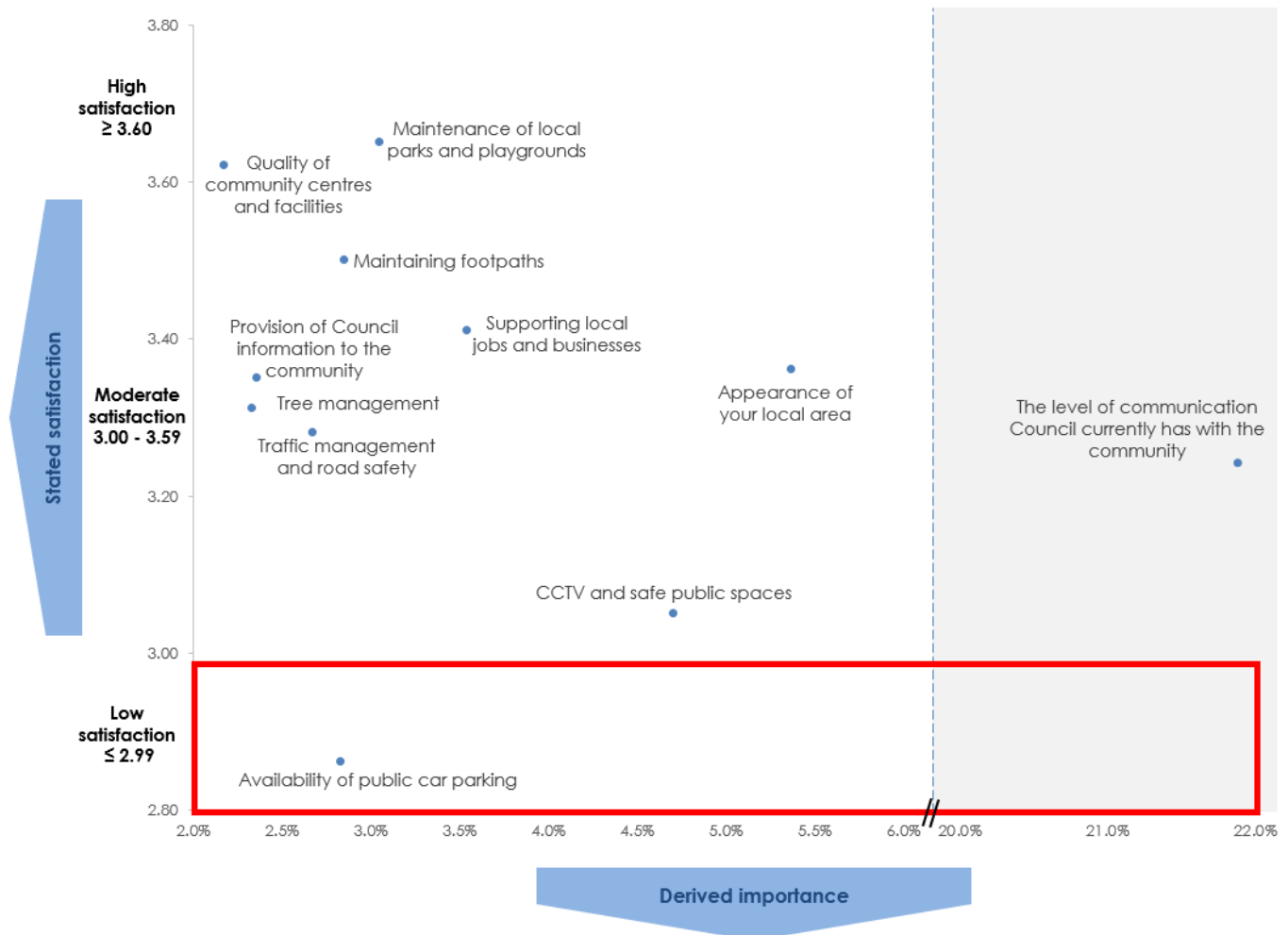
Key Findings

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. 'maintenance of local parks and playgrounds' and 'quality of community centres and facilities'. 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 'lower' and 'moderate satisfaction' regions of the chart. If Cumberland Council can address these core drivers, they will be able to improve resident satisfaction with their performance.

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



This analysis indicates that areas such as 'maintaining footpaths', 'supporting local jobs and businesses', 'appearance of your local area', 'provision of Council information to the community', 'tree management', 'traffic management and road safety' and 'the level of communication Council currently has with the community' could possibly be targeted for optimisation.

Furthermore, 'availability of public car parking' is an issue Council should be looking to understand resident expectations and/or more actively inform/engage residents of Council's position and advocacy across this area.

Key Findings

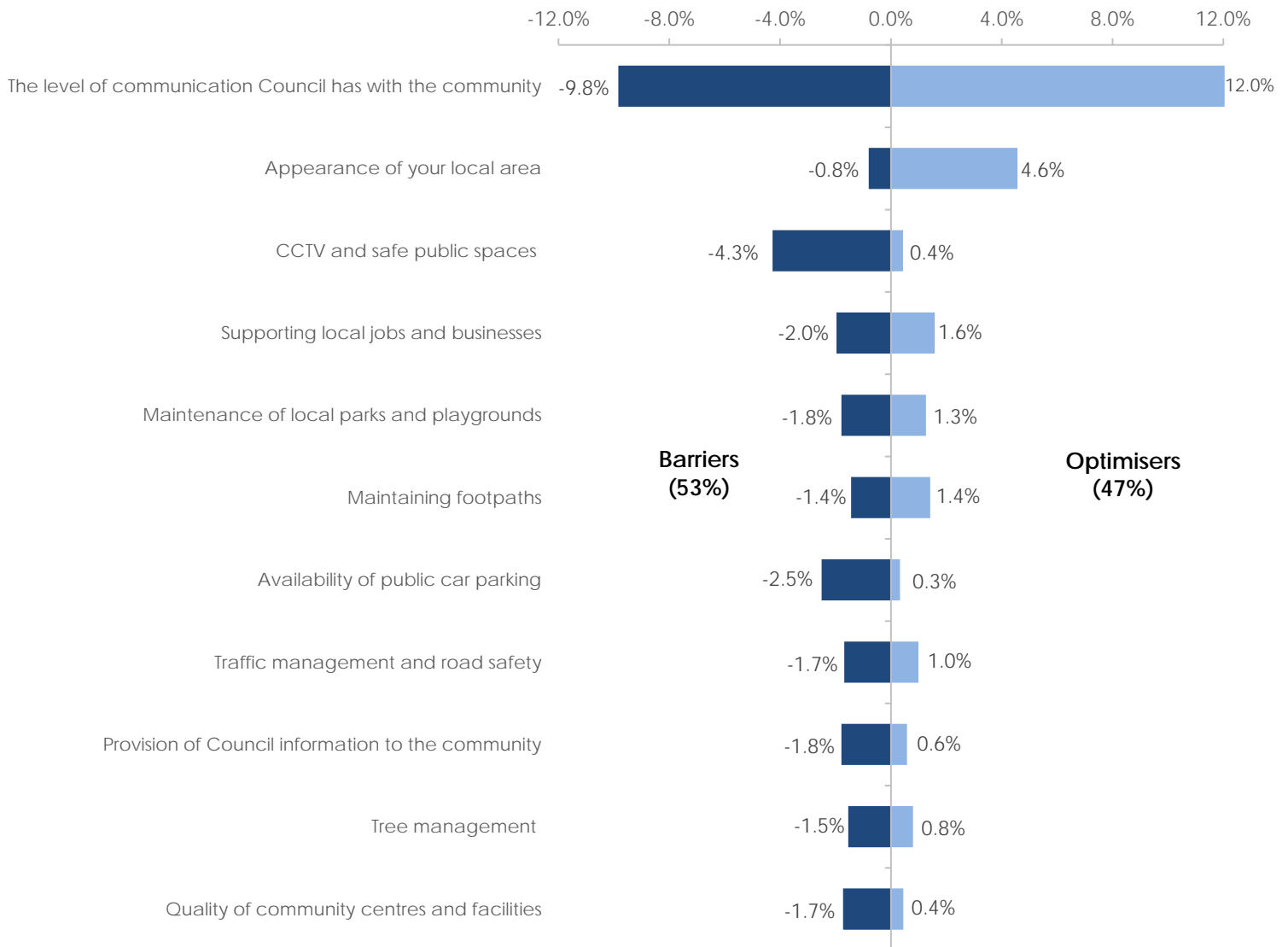
Advanced Shapley Outcomes

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.

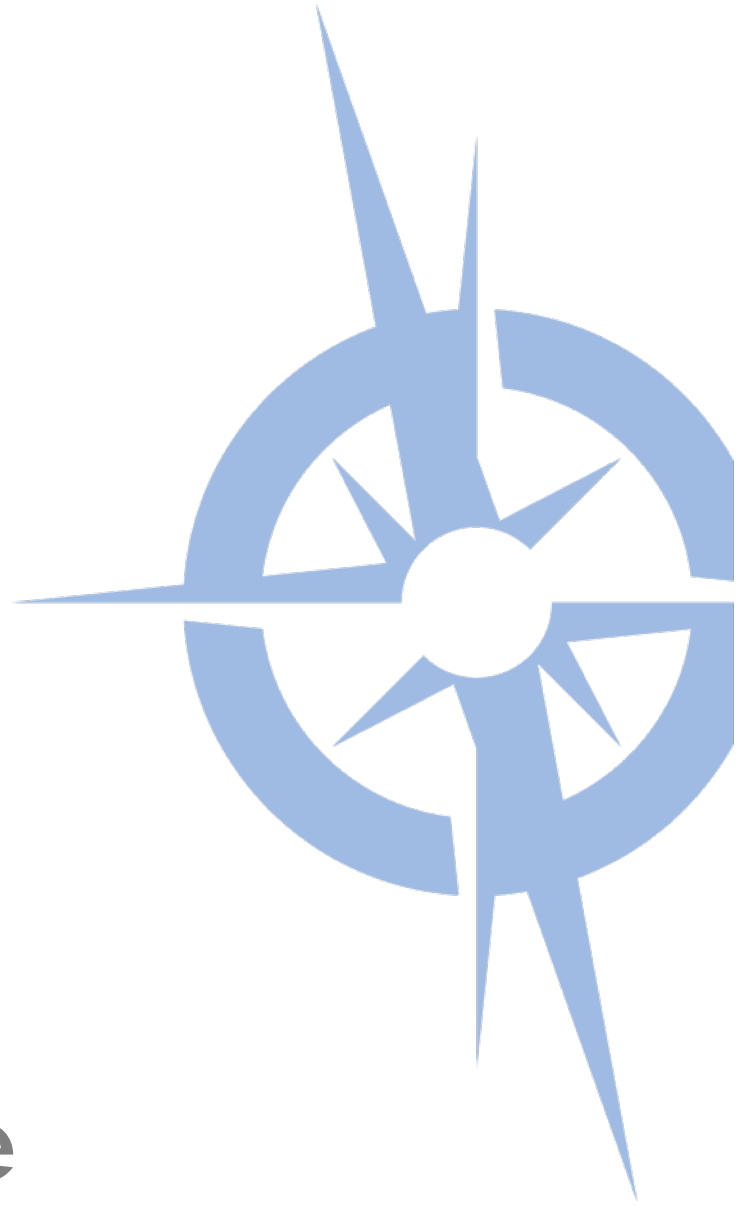
The scores on the positive indicate the contribution the driver makes towards optimising satisfaction. If we can address these areas, we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently already 'somewhat satisfied', towards being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

Overall Satisfaction with Council's Performance

Summary

89% of Cumberland residents are at least somewhat satisfied with Council's performance over the last 12 months. Overall, satisfaction with Council continues to increase.

Non-ratepayers' satisfaction with Council is high, with a mean rating of 3.90, is greater than the LGA Metro Benchmark. The highest level of satisfaction across wards was seen amongst Wentworthville, and the lowest for Regents Park.

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

	Overall 2019	Overall 2018	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Cumberland Council	3.49	3.40	3.53	3.45▼	3.56	3.41	3.37	3.61	3.33↓▼	3.90↑▲
Micromex LGA Benchmark- Metro	3.55		3.54	3.56	3.64	3.51	3.45	3.58	3.51	3.68

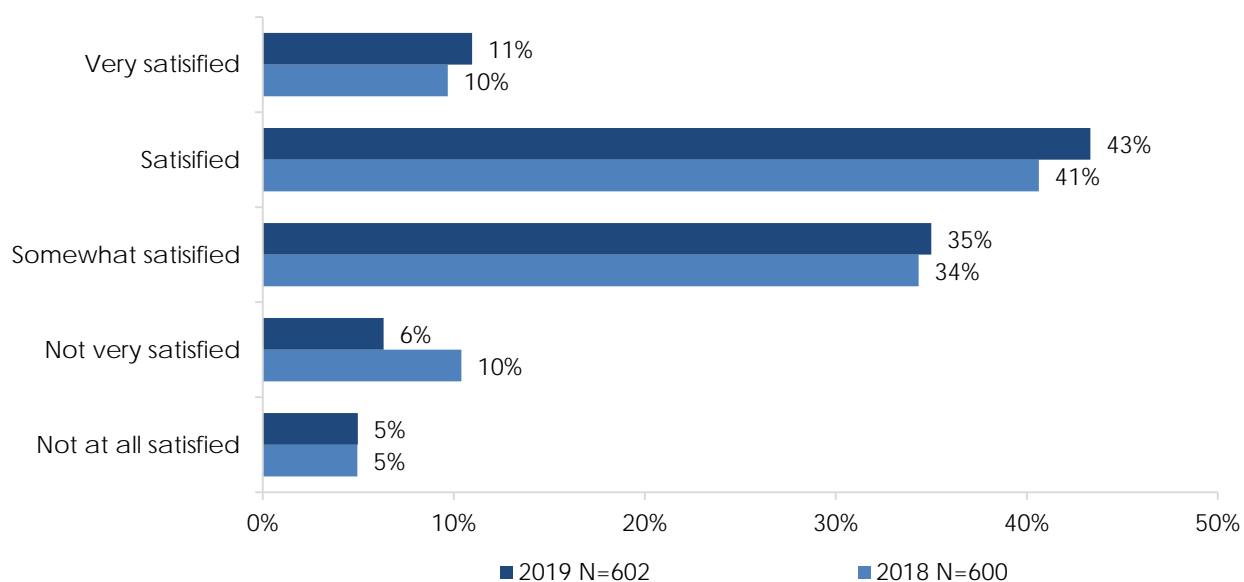
	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Mean ratings	3.56	3.68	3.57	3.44	3.19↓

	English only	Multilingual	Identify as having a disability	Do not identify as having a disability
Cumberland Council	3.48	3.50	3.30	3.51

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

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

▲▼ = A significantly higher/lower level of satisfaction (compared to the Micromex LGA Benchmark)



Quality of Life in the Cumberland Council Area

Summary

88% of residents in the Cumberland LGA rate their quality of life as good to excellent, an increase from 2018 results.

Non-ratepayers and those living in the Greystanes Ward were more likely to rate their quality of life higher.

Q9. Overall, how would you rate the quality of life you have living in the Cumberland Council area?

	Overall 2019	Overall 2018	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Cumberland Council	4.34 ▼	4.25	4.25 ▼	4.43 ▼	4.40 ▼	4.24 ▼	4.21 ▼	4.52 ▼	4.23 ▼	4.63 ↑
Micromex LGA Benchmark- Metro	4.91		4.92	4.90	4.83	4.97	4.84	5.02	4.91	4.71

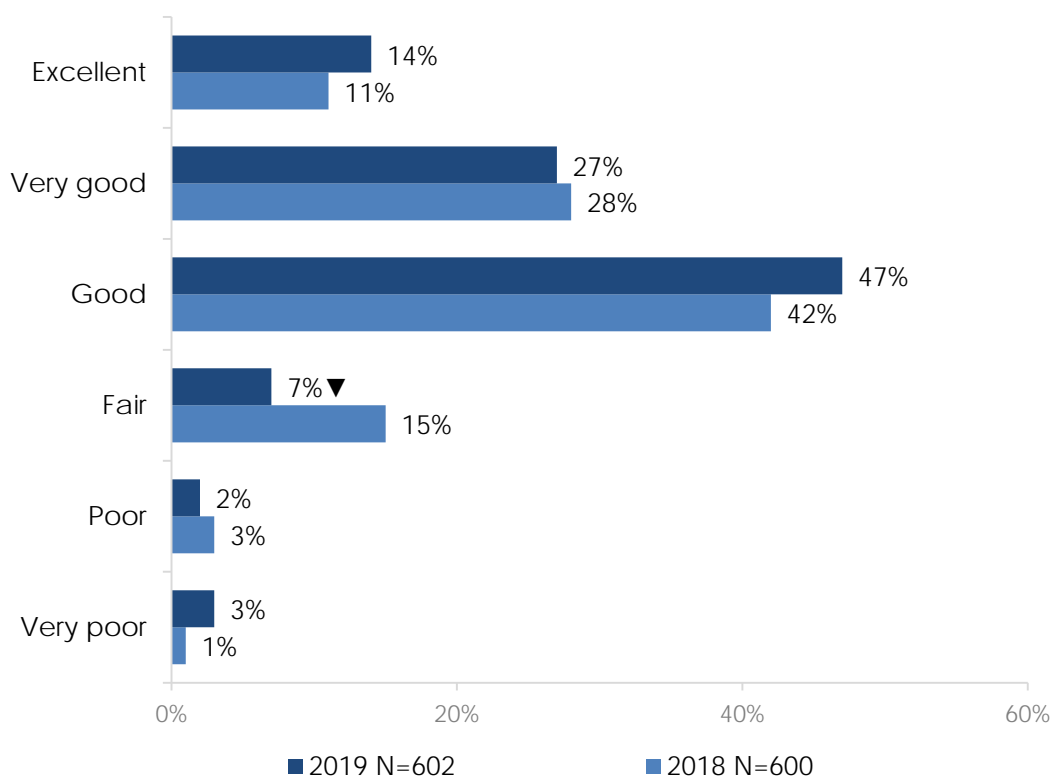
	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Mean ratings	4.61 ↑	4.37	4.32	4.12	4.32

	English only	Multilingual	Identify as having a disability	Do not identify as having a disability
Cumberland Council	4.43	4.26	4.11	4.37

Scale: 1 = very poor, 6 = excellent

↑↓ = A significantly higher/lower rating (By group)

▲▼ = A significantly higher/lower rating (compared to the benchmark)



Key Challenges Facing the Area

Summary

Managing development and the associated issues of population density and congestion continues to be perceived and experienced as the biggest challenge facing Cumberland LGA in the next 10 years. Safety, community integration and maintenance of the local area are also mentioned.

Q7a. Thinking of Cumberland as a whole, what would you say is the key challenge facing the area?



▲▼ = a significantly higher/lower percentage (by year)

Please see Appendix B for responses <4%

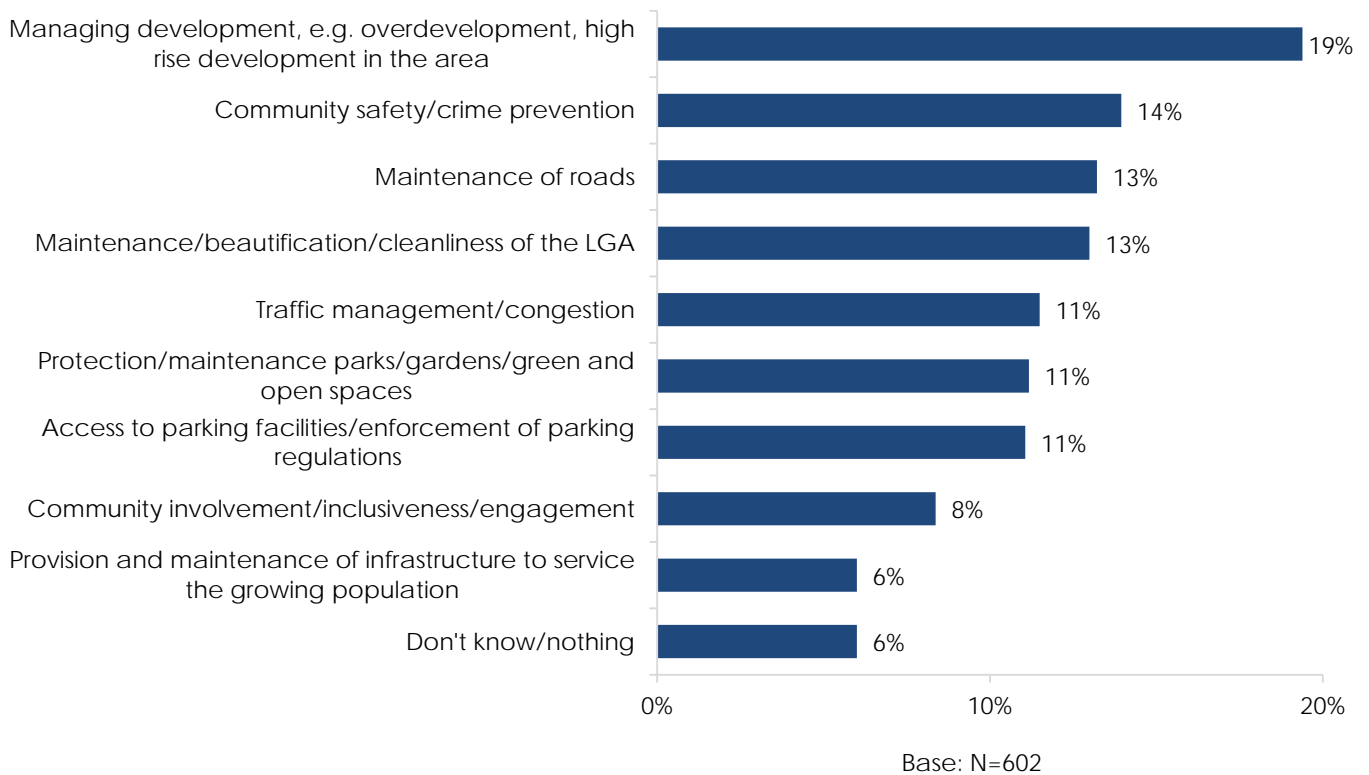


Top Priorities for the Next 4 Years

Summary

Residents in the Cumberland LGA believe overdevelopment, safety/crime prevention, roads and overall appearance of the Cumberland Council area should be the top priorities for the next 4 years.

Q7b. What do you think the priorities should be for Cumberland Council over the next 4 years?



Note: This question was not asked in previous years.



Living in the Cumberland LGA

Summary

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

Similar to 2018, 'Cumberland is a great place to live' was the statement with the highest level of agreement from Cumberland residents, and again residents were least likely to agree with the statement 'housing in the area is affordable'. Although this statement was the least agreed upon, agreement with this statement has increased in 2019.

Level of agreement increased for 17 of the 19 comparable statements, significantly so for 'I can easily access local services and facilities' and 'Council offers good value for money' - a very positive result. Residents aged 18-24 were significantly more likely to agree with 'I can easily access local services and facilities', whilst those aged 35-44 were significantly less likely. Additionally, 18-24 year olds had significantly greater agreement levels for 'Cumberland is a safe and accessible community', whilst those aged 50-64 expressed significantly lower levels of agreement.

Greystanes residents were significantly more likely to agree with the statement 'Cumberland is a great place to live', whilst Granville residents were significantly less likely. Greystanes residents were also significantly more likely to agree that 'Cumberland is a safe and accessible community', whilst those in Regents Park were significantly less likely.

Multilingual residents demonstrated significantly higher levels of agreement for 'I feel a part of my local community', 'I like to attend festivals and events in the Cumberland Council area', 'I can easily access local services and facilities' and 'Cumberland is a harmonious, respectful and tolerant community'.



Living in the Cumberland LGA



Strongly disagree Disagree Agree Strongly agree

↑↓ = a significantly higher/lower rating (by year)
Please see Appendix B for results by demographics

Scale: -2 = strongly disagree, 2 = strongly agree

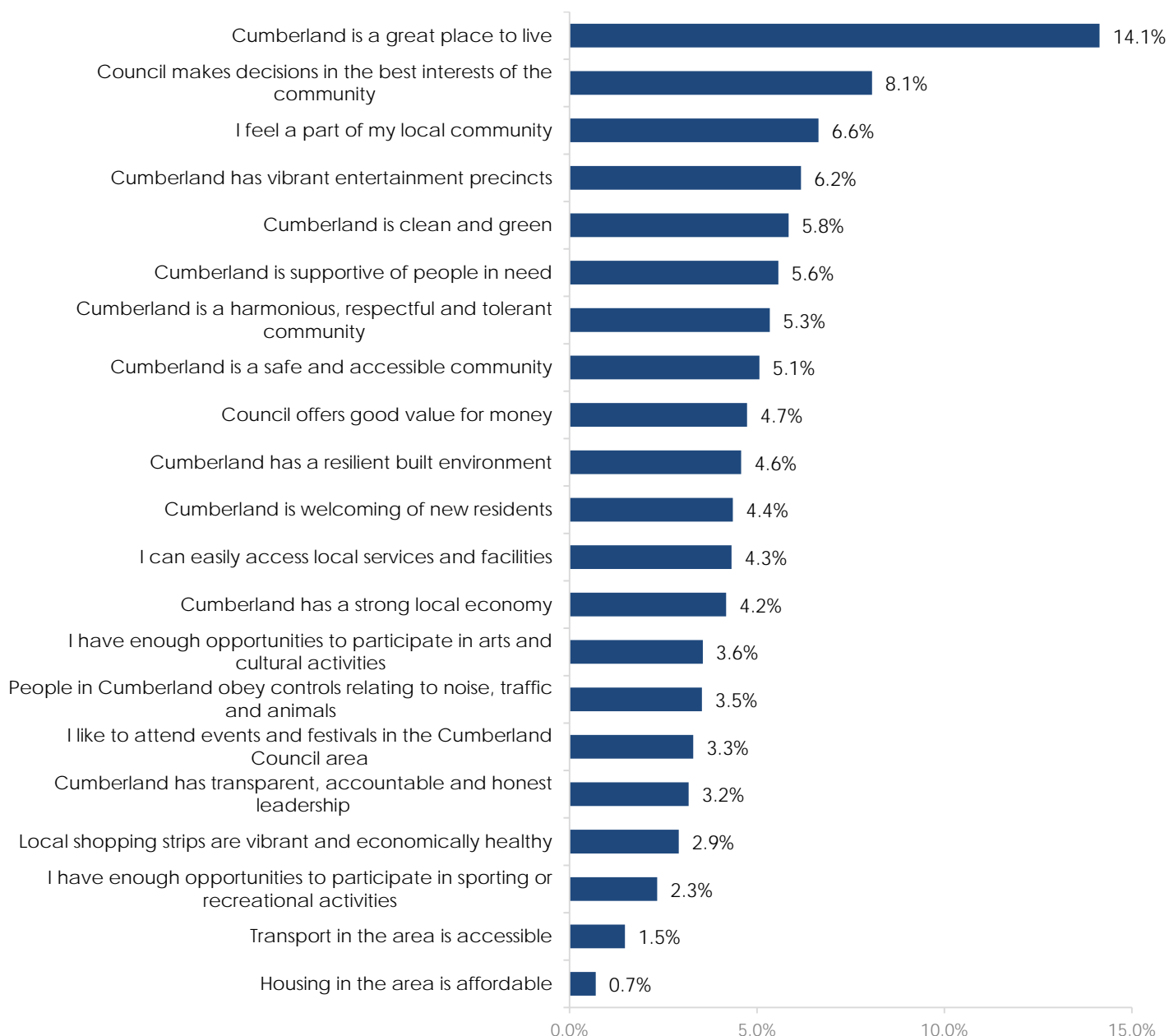
Agreement with Statements Regarding the Cumberland Council Area – Influence on Overall Quality of Life

Residents were asked to rate their level of agreement with each of the statements.

In order to examine the relationship between these explanatory variables we conducted a Regression Analysis. The Regression Analysis is a statistical tool for investigating relationships between a dependent variable and multiple independent/explanatory variables. In this research, the explanatory variables are various agreement measures and the dependent variable is the rating of residents' quality of life living in the Cumberland Council LGA.

The chart below summarises the influence of the agreement statements on residents' overall quality of life. The Shapley Analysis demonstrates that 'Cumberland is a great place to live' is the biggest influencer on overall quality of life for Cumberland residents.

Q9. Overall, how would you rate the quality of life you have living in the Cumberland Council area?



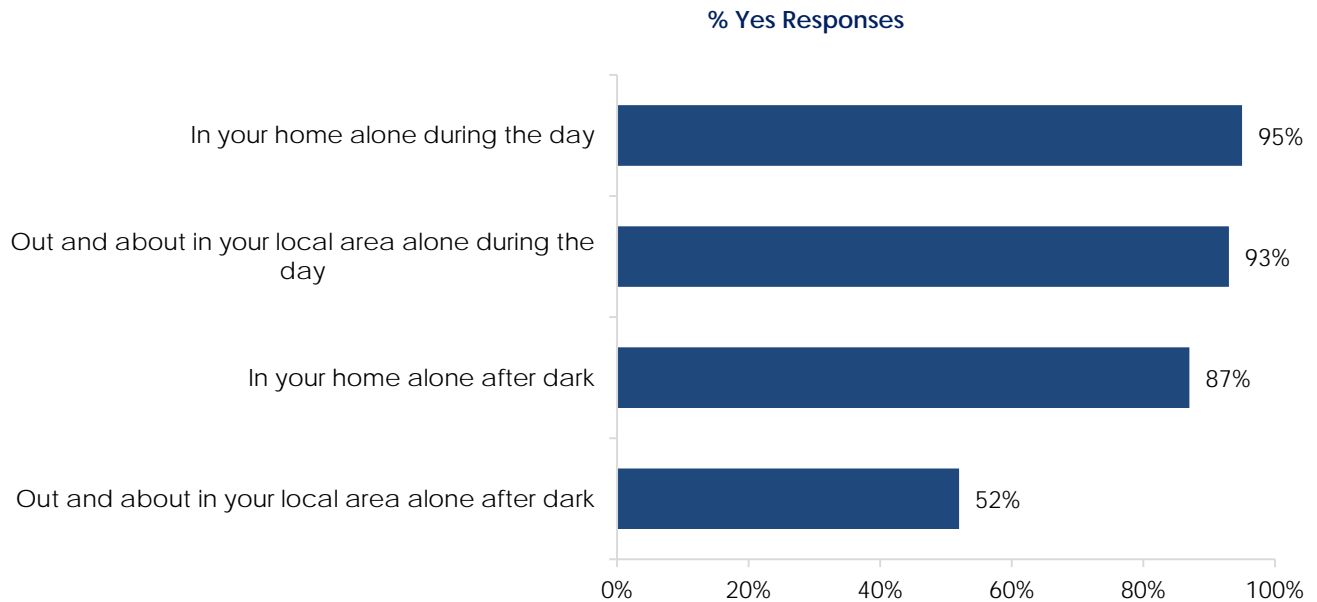
Feeling Safe in the Local Area

Summary

93% of residents feel safe during the day in their local area. Residents aged 65+ were significantly less likely to feel safe in their local area during the day and at night. Only 52% of residents feel safe alone after dark.

Multilingual residents were more likely to feel safe in all situations below, and those with a disability were less likely.

Q10. Do you feel safe in the following situations?



Yes responses	Overall 2019	Male	Female	18-24	25-34	35-49	50-64	65+
Out and about in your local area during the day	93%	95%↑	90%↓	95%	93%	95%	90%	88%↓
Out and about in your local area alone after dark	52%	65%↑	38%↓	60%	67%↑	46%	49%	35%↓
In your home alone during the day	95%	95%	95%	100%	98%	93%	93%	93%
In your home alone after dark	87%	89%	84%	90%	90%	83%	86%	85%

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

Note: The wording of this question changed in 2019.



Feeling Safe in the Local Area – Continued

Q10. Do you feel safe in the following situations?

Yes responses	Ratepayer	Non-ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Out and about in your local area during the day	93%	92%	93%	95%	94%	89%	92%
Out and about in your local area alone after dark	47%↓	64%↑	60%	49%	50%	50%	52%
In your home alone during the day	94%	97%	97%	95%	94%	96%	95%
In your home alone after dark	85%	90%	96%↑	83%	82%	86%	88%

Yes responses	English only	Multilingual	Identify as having a disability	Do not identify as having a disability
Out and about in your local area during the day	91%	94%	80%↓	94%↑
Out and about in your local area alone after dark	43%↓	61%↑	36%↓	54%↑
In your home alone during the day	95%	96%	89%↓	96%↑
In your home alone after dark	83%	90%	77%	88%

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





Section C – Communication



Satisfaction with Communication from Council

Summary

Satisfaction with communication from Council has remained on a par with 2018 results, with 78% of residents being at least somewhat satisfied with the level of communication Cumberland Council currently has with the community.

Those aged 65+ demonstrated a significantly higher level of satisfaction with Council's communication than all other age groups. Across wards, Regents Park residents expressed a significantly lower level of satisfaction than all other wards.

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

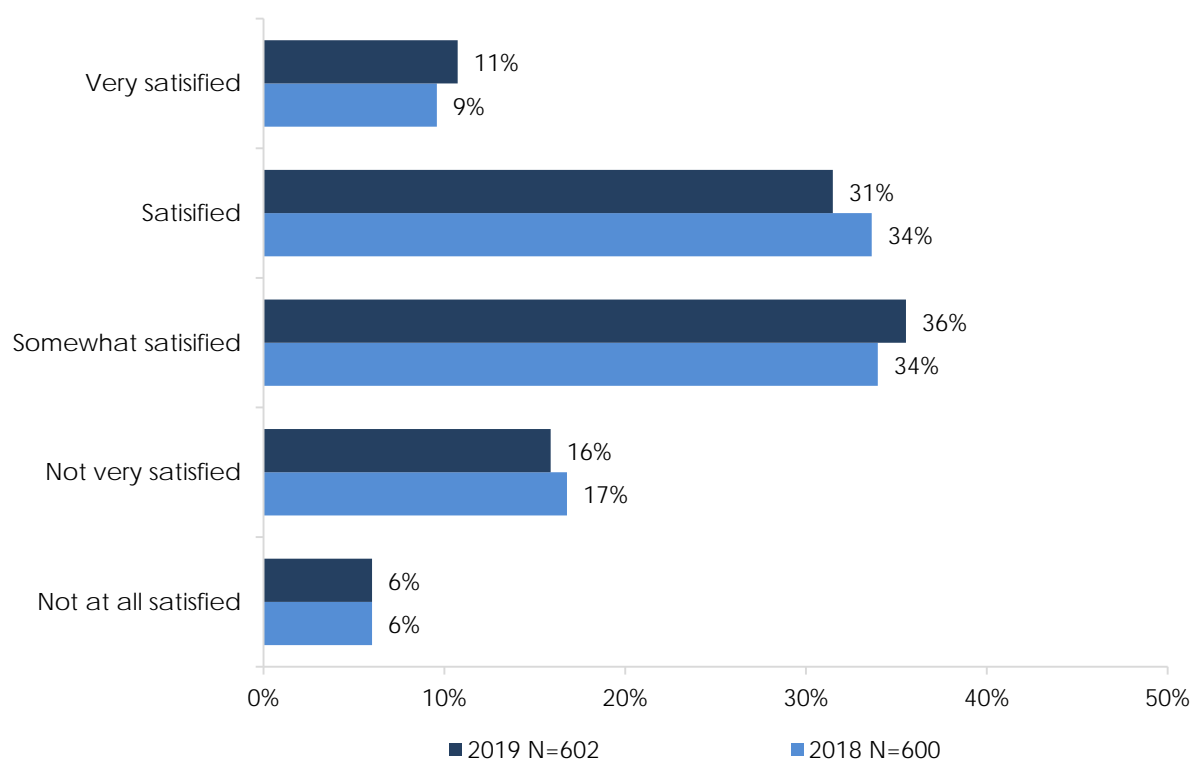
	Overall 2019	Overall 2018	Overall 2017	Male	Female	18-24	25-34	35-49	50-64	65+
Mean ratings	3.24	3.24	2.99	3.31	3.18	3.14	3.24	3.17	3.27	3.44↑

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Mean ratings	3.18	3.41	3.28	3.44	3.31	3.30	2.85↓

	English Only	Multilingual	Identify as having a disability	Do not identify as having a disability
Mean ratings	3.27	3.22	3.14	3.26

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

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

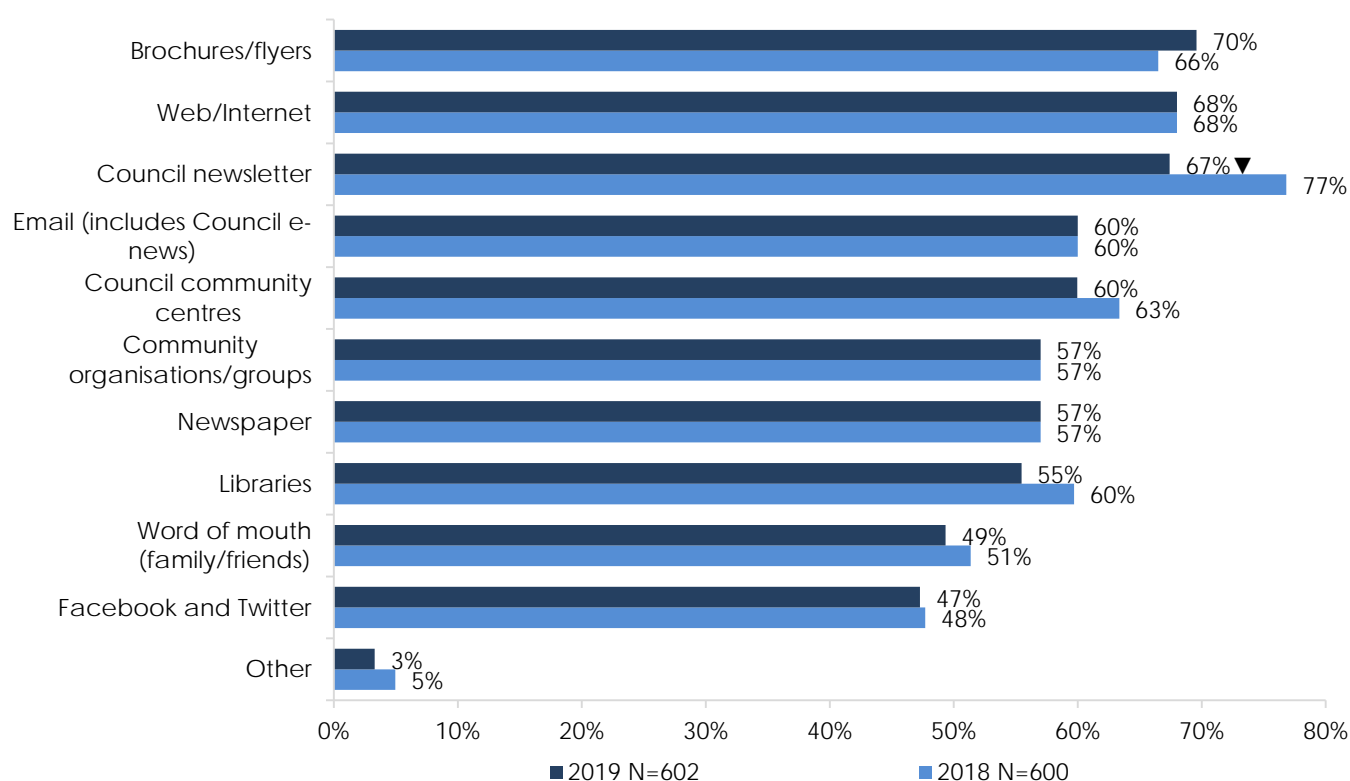


Communication Mediums

Summary

Similar to 2018, Cumberland residents prefer to receive information through brochures and flyers (70%), web/internet (68%) and Council newsletters (67%). There were no significant differences across communication mediums, suggesting that residents collect their information from a variety of different sources.

Q6. Through which of these means would you prefer to receive information about Council?



▲ ▼ = a significantly higher/lower percentage (by year)

Other (specified)	Count
Letterbox drop	9
SMS	5
Other social media platforms such as WhatsApp and Instagram	3
Radio	3
Television	3
None	1

Note: Please see Appendix B for the results by demographics





Section E – Importance of, and Satisfaction with, Council Services & Facilities

Service Areas

Each of the 50 facilities/services (including Q5 – Communication) 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) Access to community centres and facilities Quality of community centres and facilities Tree management Stormwater management Flood management Protection of green and open spaces Development applications and construction certificates Animal management Pool facilities Pool programs (i.e. Learn to swim, Water aerobics) 	<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 Financial management The level of communication Council currently has with the community
	<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 programs Promoting pride in the community CCTV and safe public spaces Indigenous services

The following pages detail the Shapley findings for each service area, make comparisons to the Micromex LGA Benchmark and identify the stated importance and satisfaction ratings by key demographics.

Importance

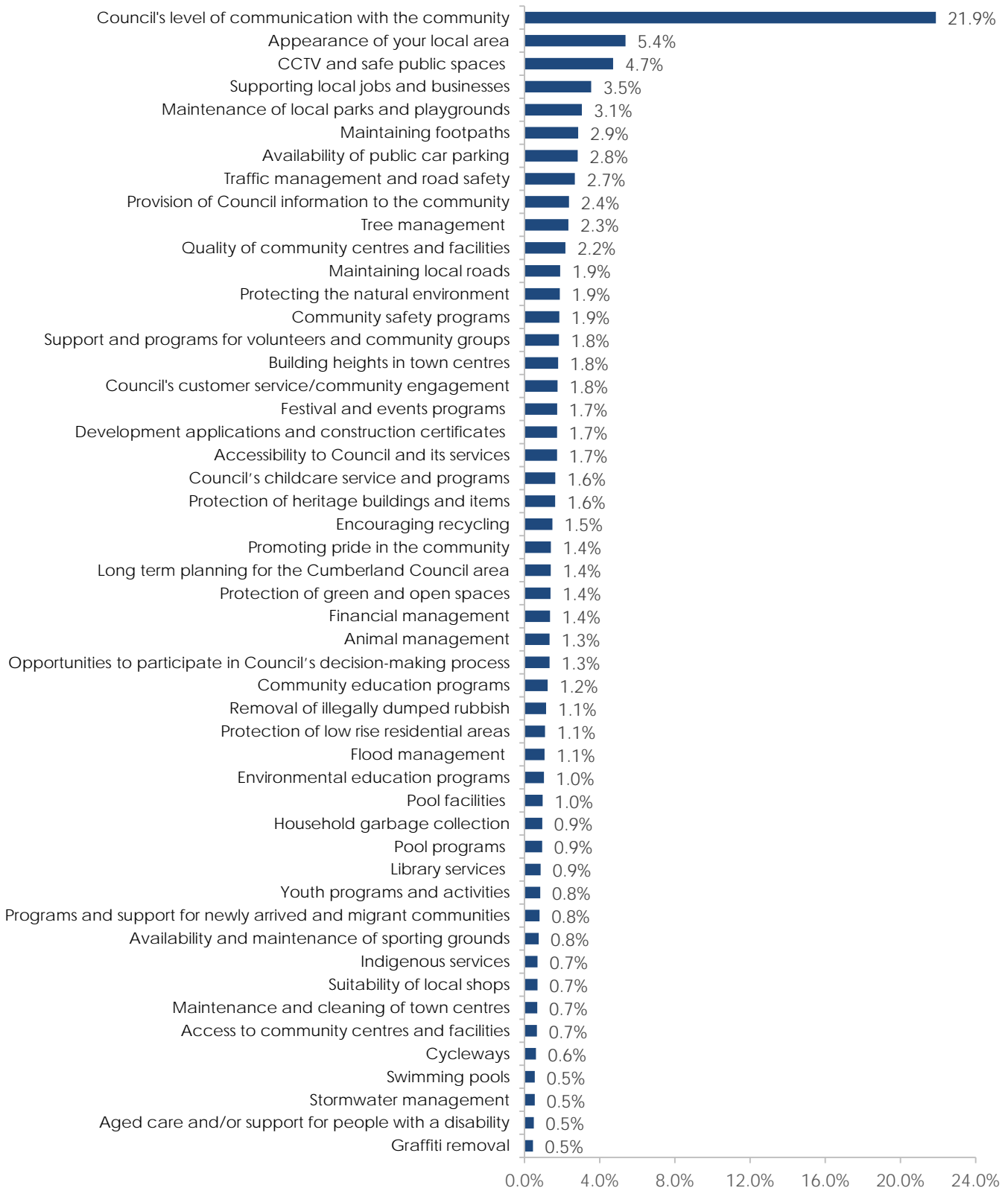
For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.

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.

Influence on Overall Satisfaction

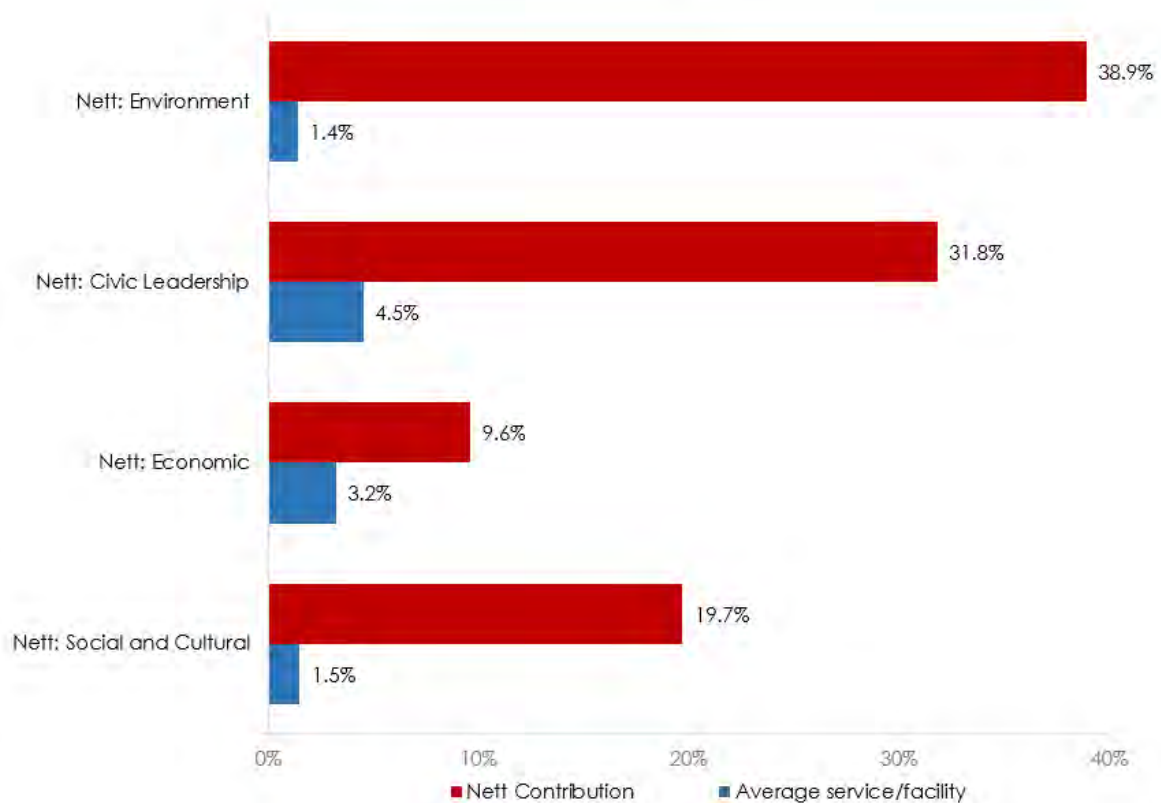
The chart below summarises the influence of the 50 facilities/services (including Q5 – Communication) on overall satisfaction with Council’s performance, based on the Shapley Regression:



Key Service Areas' Contribution to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas.

Contribution to Overall Satisfaction with Council's Performance

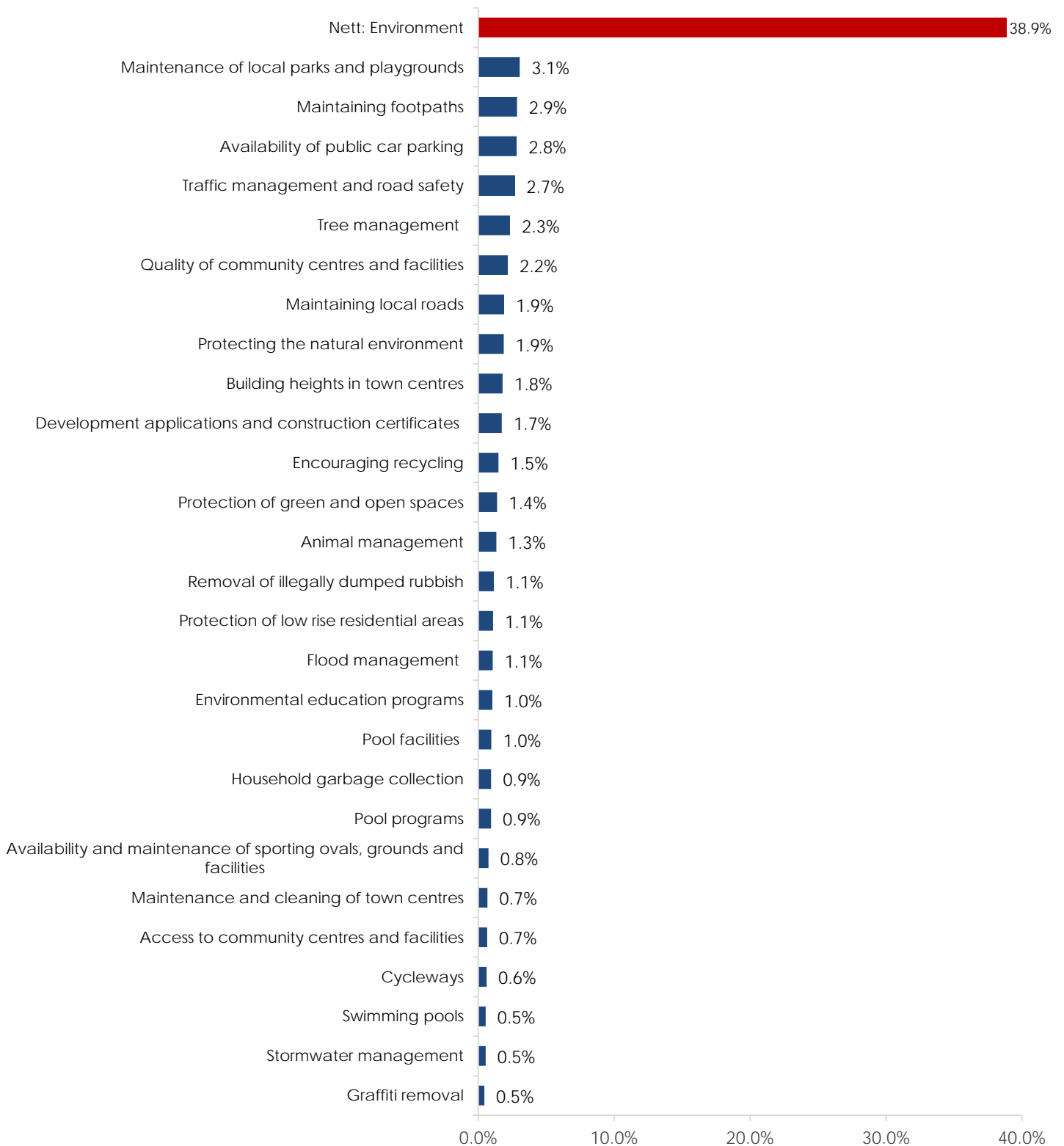


'Environment' (38.9%) is the key contributor toward overall satisfaction with Council's performance, however, each of the services/facilities grouped under this area averages 1.4%, whereas the services/facilities in the area of 'Civic Leadership' average 4.5%.

Service Area 1: Environment

Shapley Regression

Contributes to Almost 40% of Overall Satisfaction with Council



Service Area 1: Environment

Hierarchy of Services/Facilities – Importance

Within the 'Environment' service area, in terms of importance, 'household garbage collection' is rated the most important, whilst the 'Cycleways' is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B
Household garbage collection	94%	95%
Maintaining local roads (excluding Parramatta Rd and the M4)	93%	90%
Traffic management and road safety	91%	89%
Removal of illegally dumped rubbish	92%	89%
Encouraging recycling	90%	90%
Protecting the natural environment (e.g. bush care)	89%	86%
Maintenance of local parks and playgrounds	89%	85%
Protection of green and open spaces	89%	86%
Maintaining footpaths	89%	86%
Availability of public car parking	88%	82%
Maintenance and cleaning of town centres	86%	85%
Availability and maintenance of sporting ovals, grounds and facilities	79%	78%
Stormwater management	79%	80%
Protection of low-rise residential areas	78%	NA
Tree management	78%	77%
Flood management	77%	80%
Environmental education programs	75%	73%
Pool programs (i.e. Learn to Swim, Water Aerobics)	74%	68%
Development applications and construction certificates	73%	75%
Graffiti removal	72%	67%
Pool facilities	71%	68%
Swimming pools	71%	68%
Animal management	70%	66%
Access to community centres and facilities	70%	62%
Quality of community centres and facilities	67%	62%
Building heights in town centres	62%	85%
Cycleways	59%	54%



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	4.41	4.38	4.44	4.36	4.46	4.46	4.35	4.33
Cycleways	3.55	3.63	3.47	3.67	3.88↑	3.40	3.42	3.31↓
Building heights in town centres	3.84	3.74	3.95	3.35	3.74	4.04	3.93	4.01
Protection of low-rise residential areas	4.25	4.14	4.38	4.00	4.16	4.30	4.33	4.46 ↑
Environmental education programs	4.13	4.04	4.22	4.06	4.17	4.13	4.11	4.14
Protecting the natural environment (e.g. bush care)	4.51	4.45	4.58	4.43	4.52	4.54	4.52	4.51
Removal of illegally dumped rubbish	4.63	4.65	4.62	4.48	4.65	4.61	4.68	4.72
Encouraging recycling	4.56	4.44 ↓	4.69 ↑	4.54	4.53	4.57	4.54	4.64
Household garbage collection	4.73	4.65	4.82	4.48	4.74	4.77	4.78	4.83
Maintaining footpaths	4.55	4.51	4.59	4.20	4.65	4.54	4.60	4.63
Graffiti removal	4.12	4.12	4.11	3.41 ↓	4.14	4.06	4.33 ↑	4.54 ↑
Availability of public car parking	4.51	4.53	4.48	4.48	4.42	4.51	4.56	4.60
Availability and maintenance of sporting ovals, grounds and facilities	4.23	4.28	4.17	4.07	4.39	4.10	4.16	4.40 ↑
Maintenance of local parks and playgrounds	4.45	4.44	4.46	4.27	4.41	4.51	4.43	4.61 ↑
Swimming pools	4.01	3.91	4.13	3.62	3.94	4.00	4.09	4.43 ↑
Traffic management and road safety	4.65	4.58	4.73	4.48	4.67	4.68	4.66	4.72
Maintaining local roads (excluding Parramatta Rd and the M4)	4.65	4.64	4.67	4.52	4.74	4.59	4.63	4.74
Access to community centres and facilities	4.01	4.05	3.96	3.95	3.96	3.87	4.02	4.36 ↑
Quality of community centres and facilities	3.97	4.02	3.93	3.79	3.97	3.85	4.02	4.30 ↑
Tree management	4.27	4.23	4.31	4.17	4.29	4.17	4.34	4.43 ↑
Stormwater management	4.30	4.28	4.32	3.96	4.22	4.31	4.44	4.53 ↑
Flood management	4.29	4.27	4.30	4.07	4.28	4.23	4.44	4.39
Protection of green and open spaces	4.53	4.47	4.61	4.27	4.42	4.62	4.66	4.66
Development applications and construction certificates	4.09	4.21	3.97	3.39 ↓	4.07	4.23	4.32 ↑	4.25
Animal management	4.07	3.91 ↓	4.24 ↑	4.15	4.10	4.01	4.02	4.11
Pool facilities	4.02	3.83 ↓	4.22 ↑	3.57	4.23	3.98	3.92	4.30 ↑
Pool programs (i.e. Learn to Swim, Water Aerobics)	4.17	4.12	4.23	3.94	4.34	4.11	4.06	4.35 ↑

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	4.46	4.27	4.48	4.23	4.44	4.40	4.47
Cycleways	3.54	3.59	3.72	3.41	3.55	3.55	3.53
Building heights in town centres	3.95 ↑	3.57 ↓	4.03	3.59	3.74	3.86	4.02
Protection of low-rise residential areas	4.29	4.17	4.44	4.29	3.99 ↓	4.35	4.27
Environmental education programs	4.08	4.26	3.89	4.22	4.16	4.15	4.19
Protecting the natural environment (e.g. bush care)	4.56	4.40	4.72 ↑	4.55	4.48	4.37	4.48
Removal of illegally dumped rubbish	4.71	4.44	4.77	4.55	4.58	4.55	4.75
Encouraging recycling	4.55	4.58	4.62	4.52	4.59	4.60	4.48
Household garbage collection	4.79	4.60	4.80	4.64	4.80	4.67	4.75
Maintaining footpaths	4.60	4.42	4.43	4.58	4.66	4.49	4.57
Graffiti removal	4.20	3.91	4.29	4.13	4.07	4.07	4.03
Availability of public car parking	4.57	4.35	4.56	4.46	4.50	4.52	4.49
Availability and maintenance of sporting ovals, grounds and facilities	4.21	4.26	4.26	4.27	4.20	4.22	4.20
Maintenance of local parks and playgrounds	4.50	4.31	4.52	4.51	4.47	4.43	4.32
Swimming pools	4.08	3.83	3.81	4.22	4.08	3.94	4.01
Traffic management and road safety	4.69	4.56	4.84 ↑	4.63	4.64	4.54	4.63
Maintaining local roads (excluding Parramatta Rd and the M4)	4.67	4.59	4.73	4.62	4.69	4.67	4.52
Access to community centres and facilities	4.00	4.02	4.06	4.02	3.93	4.14	3.89
Quality of community centres and facilities	4.00	3.90	3.92	3.90	3.89	4.23	3.92
Tree management	4.26	4.30	4.21	4.31	4.29	4.26	4.28
Stormwater management	4.30	4.28	4.32	4.28	4.32	4.27	4.30
Flood management	4.30	4.26	4.28	4.23	4.40	4.25	4.26
Protection of green and open spaces	4.59	4.40	4.54	4.67	4.58	4.38	4.51
Development applications and construction certificates	4.18	3.89	3.97	4.08	4.01	4.20	4.22
Animal management	4.02	4.21	3.95	4.03	4.00	4.18	4.20
Pool facilities	4.01	4.06	3.73	4.12	4.15	4.10	3.96
Pool programs (i.e. Learn to Swim, Water Aerobics)	4.14	4.27	4.02	4.08	4.22	4.36	4.14

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	Identify as having a disability	Do not identify as having a disability
Maintenance and cleaning of town centres	4.43	4.39	4.26	4.42
Cycleways	3.29 ↓	3.79 ↑	3.14	3.60
Building heights in town centres	4.06 ↑	3.64 ↓	3.70	3.86
Protection of low-rise residential areas	4.34	4.17	3.91	4.30
Environmental education programs	4.15	4.11	3.97	4.14
Protecting the natural environment (e.g. bush care)	4.61	4.43	4.34	4.53
Removal of illegally dumped rubbish	4.69	4.58	4.43	4.66
Encouraging recycling	4.57	4.56	4.31	4.59
Household garbage collection	4.81	4.66	4.72	4.73
Maintaining footpaths	4.56	4.53	4.45	4.56
Graffiti removal	4.20	4.04	4.14	4.11
Availability of public car parking	4.54	4.47	4.20	4.54
Availability and maintenance of sporting ovals, grounds and facilities	4.21	4.24	3.76 ↓	4.28 ↑
Maintenance of local parks and playgrounds	4.48	4.42	4.12 ↓	4.49 ↑
Swimming pools	4.12	3.92	3.92	4.02
Traffic management and road safety	4.68	4.62	4.43	4.68
Maintaining local roads (excluding Parramatta Rd and the M4)	4.67	4.63	4.52	4.67
Access to community centres and facilities	3.96	4.05	4.00	4.01
Quality of community centres and facilities	3.96	3.98	3.99	3.97
Tree management	4.31	4.23	3.99	4.31
Stormwater management	4.23	4.36	4.06	4.33
Flood management	4.21	4.36	4.19	4.30
Protection of green and open spaces	4.68 ↑	4.40 ↓	4.28	4.56
Development applications and construction certificates	4.11	4.08	3.97	4.11
Animal management	4.07	4.07	3.97	4.08
Pool facilities	4.01	4.04	3.79	4.05
Pool programs (i.e. Learn to Swim, Water Aerobics)	4.20	4.15	4.03	4.19

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	1%	2%	11%	27%	59%	602
Cycleways	13%	13%	16%	23%	35%	602
Building heights in town centres	5%	10%	23%	21%	41%	602
Protection of low-rise residential areas	2%	6%	14%	20%	58%	602
Environmental education programs	2%	6%	17%	27%	48%	602
Protecting the natural environment (e.g. bush care)	1%	3%	7%	22%	67%	602
Removal of illegally dumped rubbish	2%	1%	5%	15%	77%	602
Encouraging recycling	3%	1%	6%	18%	72%	602
Household garbage collection	1%	1%	3%	11%	83%	602
Maintaining footpaths	1%	2%	8%	18%	71%	602
Graffiti removal	2%	7%	19%	21%	51%	602
Availability of public car parking	3%	2%	7%	18%	70%	602
Availability and maintenance of sporting ovals, grounds and facilities	2%	5%	14%	25%	54%	602
Maintenance of local parks and playgrounds	1%	4%	6%	26%	62%	602
Swimming pools	5%	10%	14%	22%	49%	602
Traffic management and road safety	1%	2%	5%	13%	78%	602
Maintaining local roads (excluding Parramatta Rd and the M4)	2%	2%	4%	16%	77%	602
Access to community centres and facilities	3%	6%	22%	26%	43%	602
Quality of community centres and facilities	3%	5%	24%	25%	42%	602
Tree management	2%	2%	18%	22%	56%	602
Stormwater management	2%	2%	17%	20%	58%	602
Flood management	2%	4%	16%	17%	60%	602
Protection of green and open spaces	3%	2%	7%	17%	72%	602
Development applications and construction certificates	4%	7%	16%	22%	51%	602
Animal management	2%	7%	20%	22%	48%	602
Pool facilities	5%	6%	17%	23%	48%	602
Pool programs (i.e. Learn to Swim, Water Aerobics)	2%	7%	17%	19%	55%	602



Service Area 1: Environment

Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with 'household garbage collection' and least satisfied with 'availability of public car parking' within the environment service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B
Household garbage collection	93%	94%
Access to community centres and facilities	90%	89%
Flood management	90%	85%
Availability and maintenance of sporting ovals, grounds and facilities	90%	91%
Stormwater management	89%	85%
Encouraging recycling	89%	88%
Maintenance of local parks and playgrounds	89%	90%
Quality of community centres and facilities	88%	89%
Graffiti removal	86%	80%
Maintenance and cleaning of town centres	84%	82%
Protection of green and open spaces	84%	87%
Protecting the natural environment	83%	87%
Cycleways	82%	70%
Pool facilities	82%	86%
Pool programs	82%	86%
Environmental education programs	82%	80%
Maintaining local roads	82%	75%
Maintaining footpaths	82%	73%
Swimming pools	80%	86%
Animal management	80%	88%
Removal of illegally dumped rubbish	79%	78%
Tree management	77%	75%
Traffic management and road safety	77%	69%
Development applications and construction certificates	72%	72%
Building heights in town centres	68%	69%
Protection of low-rise residential areas	64%	NA
Availability of public car parking	60%	63%



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	3.50	3.49	3.67	3.85 ↑	3.03 ↓	3.40	3.68 ↑
Cycleways	3.58	3.56	3.61	3.47	3.70	3.30	3.58	4.01 ↑
Building heights in town centres	3.03	3.21	2.87	3.63	3.65 ↑	2.82	2.67 ↓	2.73 ↓
Protection of low-rise residential areas	3.05	3.20	2.91	3.29	3.56 ↑	2.80	2.71 ↓	3.01
Environmental education programs	3.37	3.47	3.27	3.37	3.48	3.27	3.14 ↓	3.64 ↑
Protecting the natural environment (e.g. bush care)	3.40	3.49	3.31	3.43	3.51	3.19	3.27	3.72 ↑
Removal of illegally dumped rubbish	3.47	3.43	3.51	3.45	3.63	3.37	3.26	3.69 ↑
Encouraging recycling	3.86	3.83	3.89	4.06	3.92	3.60 ↓	3.72	4.18 ↑
Household garbage collection	4.19	4.07 ↓	4.30 ↑	4.34	4.11	4.06	4.10	4.51 ↑
Maintaining footpaths	3.50	3.46	3.54	3.98	3.97 ↑	3.09 ↓	3.12 ↓	3.54
Graffiti removal	3.70	3.63	3.77	3.61	4.14 ↑	3.42	3.57	3.69
Availability of public car parking	2.86	2.90	2.83	2.66	3.04	2.79	2.76	3.05
Availability and maintenance of sporting ovals, grounds and facilities	3.71	3.59	3.85	3.84	3.76	3.42 ↓	3.68	4.05 ↑
Maintenance of local parks and playgrounds	3.65	3.63	3.67	3.69	3.51	3.57	3.70	3.94 ↑
Swimming pools	3.46	3.51	3.42	3.00	3.65	3.34	3.41	3.72 ↑
Traffic management and road safety	3.28	3.24	3.32	3.49	3.41	2.92 ↓	3.27	3.52 ↑
Maintaining local roads (excluding Parramatta Rd and the M4)	3.38	3.26	3.51	3.70	3.60	3.14	3.12 ↓	3.51
Access to community centres and facilities	3.79	3.70	3.88	4.21 ↑	3.75	3.61	3.60	3.96
Quality of community centres and facilities	3.62	3.55	3.69	3.84	3.60	3.40	3.52	3.84 ↑
Tree management	3.31	3.24	3.38	3.71	3.47	3.16	2.92 ↓	3.45
Stormwater management	3.68	3.75	3.60	3.98	3.81	3.60	3.41 ↓	3.72
Flood management	3.88	3.93	3.84	3.99	4.21 ↑	3.72	3.65 ↓	3.81
Protection of green and open spaces	3.49	3.62	3.36	3.39	3.61	3.30	3.45	3.78 ↑
Development applications and construction certificates	3.05	3.04	3.06	3.24	3.36	3.01	2.68 ↓	2.98
Animal management	3.42	3.45	3.40	3.53	3.36	3.31	3.32	3.72 ↑
Pool facilities	3.49	3.56	3.43	3.33	3.74	3.23	3.43	3.63
Pool programs (i.e. Learn to Swim, Water Aerobics)	3.55	3.66	3.45	3.66	3.65	3.34	3.51	3.70

Scale: 1 = not at all satisfied, 5 = very satisfied
 ↑↓ Significantly higher/lower level of satisfaction (by group)



Service Area 1: Environment

Satisfaction Mean Scores by Key Demographics

	Ratepayer	Non-ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Maintenance and cleaning of town centres	3.39 ↓	3.76 ↑	3.34	3.57	3.51	3.49	3.54
Cycleways	3.56	3.63	3.93 ↑	3.56	3.32	3.53	3.59
Building heights in town centres	2.78 ↓	3.80 ↑	3.19	3.23	3.21	2.99	2.55 ↓
Protection of low-rise residential areas	2.89 ↓	3.46 ↑	3.12	3.19	3.08	3.25	2.57 ↓
Environmental education programs	3.16 ↓	3.89 ↑	3.53	3.55	3.44	3.28	3.05
Protecting the natural environment (e.g. bush care)	3.30 ↓	3.66 ↑	3.39	3.59	3.27	3.60	3.14
Removal of illegally dumped rubbish	3.45	3.52	3.54	3.67	3.35	3.63	3.18
Encouraging recycling	3.79	4.04	4.06	4.09	3.75	3.80	3.63
Household garbage collection	4.15	4.28	4.24	4.25	4.14	4.11	4.20
Maintaining footpaths	3.35 ↓	3.88 ↑	3.46	3.49	3.44	3.67	3.43
Graffiti removal	3.58 ↓	4.05 ↑	3.67	3.77	3.56	3.86	3.65
Availability of public car parking	2.69 ↓	3.33 ↑	3.07	3.17	2.97	2.74	2.36 ↓
Availability and maintenance of sporting ovals, grounds and facilities	3.62	3.93	3.53	3.85	3.72	3.85	3.60
Maintenance of local parks and playgrounds	3.51 ↓	4.03 ↑	3.47	3.76	3.74	3.81	3.42
Swimming pools	3.49	3.38	3.42	3.28	3.21	3.70	3.77
Traffic management and road safety	3.16 ↓	3.60 ↑	3.35	3.48	3.25	3.24	3.07
Maintaining local roads (excluding Parramatta Rd and the M4)	3.30	3.60	3.32	3.49	3.43	3.41	3.25
Access to community centres and facilities	3.68 ↓	4.08 ↑	3.81	3.88	3.84	3.95	3.36
Quality of community centres and facilities	3.58	3.72	3.77	3.60	3.54	3.82	3.30
Tree management	3.16 ↓	3.68 ↑	3.14	3.76 ↑	3.14	3.48	3.03
Stormwater management	3.54 ↓	4.04 ↑	3.72	3.83	3.52	3.60	3.77
Flood management	3.77 ↓	4.16 ↑	3.94	4.03	3.66	3.93	3.92
Protection of green and open spaces	3.38 ↓	3.78 ↑	3.62	3.58	3.48	3.54	3.21
Development applications and construction certificates	2.89 ↓	3.50 ↑	3.02	3.18	3.14	3.21	2.63 ↓
Animal management	3.34	3.60	3.45	3.68	3.42	3.63	2.89 ↓
Pool facilities	3.48	3.52	3.35	3.42	3.33	3.83 ↑	3.49
Pool programs (i.e. Learn to Swim, Water Aerobics)	3.51	3.66	3.46	3.53	3.67	3.77	3.23

Scale: 1 = not at all satisfied, 5 = very satisfied
 ↑↓ Significantly higher/lower level of satisfaction (by group)



Service Area 1: Environment

Satisfaction Mean Scores by Key Demographics

	English only	Multilingual	Identify as having a disability	Do not identify as having a disability
Maintenance and cleaning of town centres	3.38	3.60	3.54	3.49
Cycleways	3.64	3.54	4.05	3.54
Building heights in town centres	2.90	3.18	2.97	3.04
Protection of low-rise residential areas	2.94	3.16	2.84	3.07
Environmental education programs	3.27	3.46	3.43	3.36
Protecting the natural environment (e.g. bush care)	3.33	3.46	3.53	3.38
Removal of illegally dumped rubbish	3.44	3.50	3.53	3.46
Encouraging recycling	3.96	3.78	4.00	3.84
Household garbage collection	4.27	4.10	4.45 ↑	4.15 ↓
Maintaining footpaths	3.24 ↓	3.73 ↑	3.49	3.50
Graffiti removal	3.55	3.84	3.78	3.69
Availability of public car parking	2.82	2.90	2.75	2.88
Availability and maintenance of sporting ovals, grounds and facilities	3.71	3.71	3.81	3.70
Maintenance of local parks and playgrounds	3.61	3.69	3.75	3.64
Swimming pools	3.52	3.40	3.56	3.45
Traffic management and road safety	3.24	3.32	3.20	3.29
Maintaining local roads (excluding Parramatta Rd and the M4)	3.27	3.48	3.25	3.40
Access to community centres and facilities	3.72	3.84	3.83	3.78
Quality of community centres and facilities	3.59	3.64	3.63	3.62
Tree management	3.20	3.42	3.38	3.30
Stormwater management	3.60	3.74	3.63	3.68
Flood management	3.87	3.89	3.73	3.90
Protection of green and open spaces	3.44	3.54	3.55	3.48
Development applications and construction certificates	2.91	3.17	3.14	3.04
Animal management	3.36	3.47	3.24	3.44
Pool facilities	3.50	3.49	3.59	3.48
Pool programs (i.e. Learn to Swim, Water Aerobics)	3.51	3.59	3.74	3.53

Scale: 1 = not at all satisfied, 5 = very satisfied
 ↑↓ Significantly higher/lower level of satisfaction (by group)



Service Area 1: Environment

Detailed Overall Response for Satisfaction

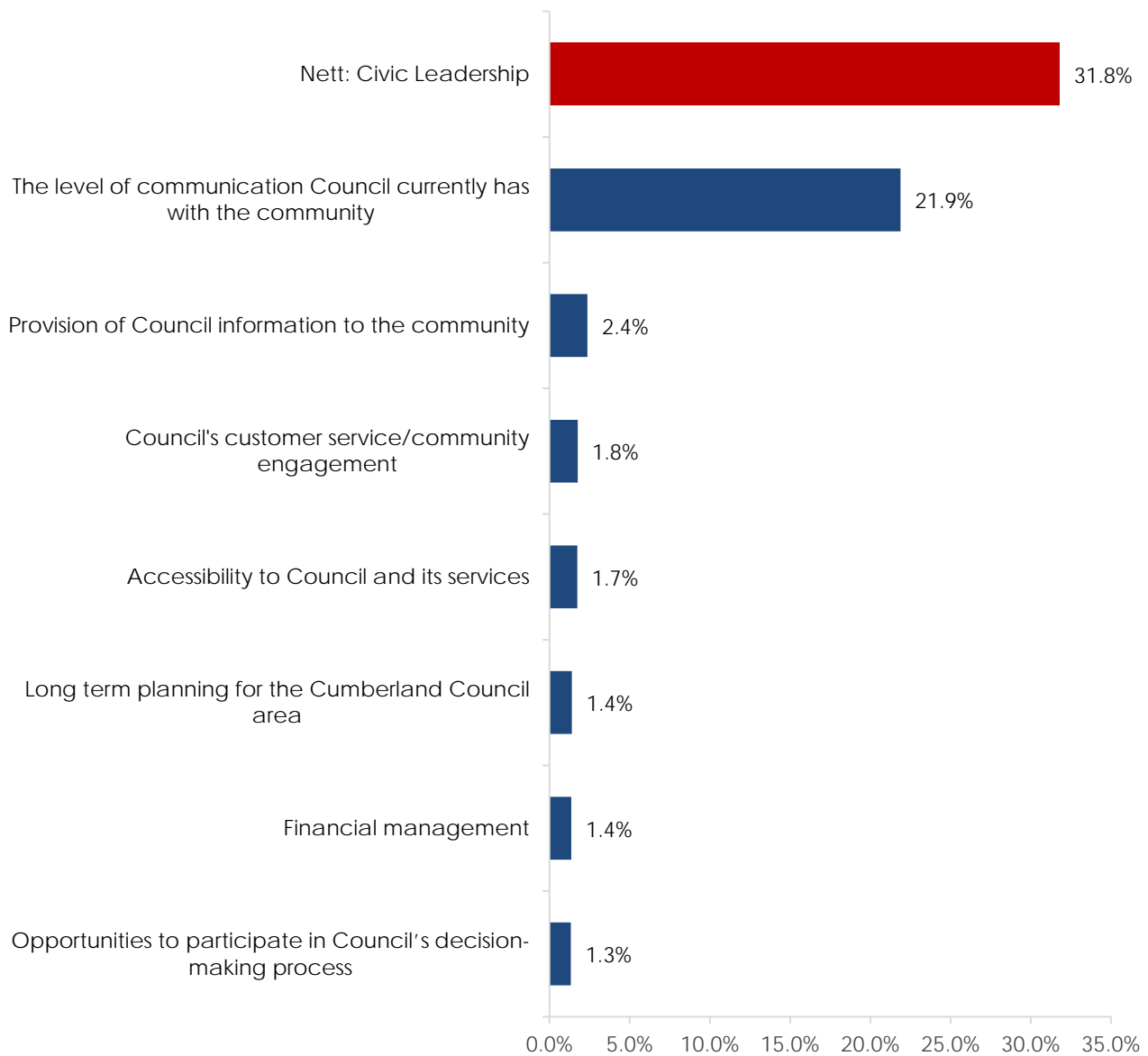
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Maintenance and cleaning of town centres	5%	11%	34%	29%	21%	510
Cycleways	6%	11%	25%	32%	25%	347
Building heights in town centres	18%	14%	28%	26%	13%	371
Protection of low-rise residential areas	16%	20%	24%	23%	17%	465
Environmental education programs	4%	14%	40%	24%	18%	439
Protecting the natural environment (e.g. bush care)	5%	12%	37%	31%	15%	525
Removal of illegally dumped rubbish	8%	13%	26%	29%	24%	549
Encouraging recycling	2%	9%	22%	34%	33%	539
Household garbage collection	2%	5%	14%	31%	48%	568
Maintaining footpaths	8%	11%	30%	27%	24%	529
Graffiti removal	4%	10%	23%	38%	25%	429
Availability of public car parking	16%	24%	30%	17%	13%	529
Availability and maintenance of sporting ovals, grounds and facilities	3%	7%	28%	38%	23%	532
Maintenance of local parks and playgrounds	3%	8%	30%	37%	21%	532
Swimming pools	6%	14%	29%	29%	22%	416
Traffic management and road safety	11%	13%	31%	29%	16%	550
Maintaining local roads (excluding Parramatta Rd and the M4)	6%	12%	35%	30%	16%	560
Access to community centres and facilities	3%	6%	24%	42%	25%	407
Quality of community centres and facilities	4%	8%	32%	35%	21%	383
Tree management	9%	14%	30%	30%	16%	462
Stormwater management	3%	8%	31%	34%	23%	465
Flood management	2%	8%	22%	35%	33%	449
Protection of green and open spaces	5%	11%	35%	28%	21%	533
Development applications and construction certificates	11%	17%	41%	17%	13%	426
Animal management	9%	11%	27%	34%	19%	412
Pool facilities	5%	13%	32%	25%	24%	413
Pool programs (i.e. Learn to Swim, Water Aerobics)	5%	13%	29%	28%	25%	412



Service Area 2: Civic Leadership

Shapley Regression

Contributes to Over 30% of Overall Satisfaction with Council



Service Area 2: Civic Leadership

Hierarchy of Services/Facilities – Importance

Within the ‘Civic Leadership’ service area, in terms of importance, ‘long term planning for the Cumberland Council area’ is considered the most important, whilst the ‘financial management’ is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B
Long term planning for the Cumberland Council area	86%	89%
Provision of Council information to the community	84%	82%
Accessibility to Council and its services	79%	NA
Council’s customer service/community engagement	79%	NA
Opportunities to participate in Council’s decision-making process	77%	76%
Financial management	77%	85%



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	4.34	4.28	4.41	4.36	4.25	4.32	4.42	4.43
Opportunities to participate in Council's decision-making process	4.11	4.11	4.10	3.94	4.13	4.12	4.20	4.06
Long term planning for the Cumberland Council area	4.43	4.44	4.42	4.15	4.31	4.49	4.58↑	4.56
Accessibility to Council and its services	4.23	4.20	4.27	4.16	4.14	4.10	4.38	4.50 ↑
Council's customer service/community engagement	4.24	4.18	4.31	3.79 ↓	4.29	4.29	4.30	4.42↑
Financial management	4.24	4.23	4.25	3.79	4.12	4.27	4.47 ↑	4.52 ↑

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Provision of Council information to the community	4.36	4.31	4.48	4.37	4.26	4.33	4.30
Opportunities to participate in Council's decision-making process	4.12	4.09	4.12	4.03	3.96	4.28	4.16
Long term planning for the Cumberland Council area	4.49	4.25	4.52	4.45	4.46	4.29	4.42
Accessibility to Council and its services	4.26	4.17	4.30	4.22	4.24	4.32	4.08
Council's customer service/community engagement	4.28	4.15	4.33	4.09	4.12	4.42	4.26
Financial management	4.35 ↑	3.96 ↑	4.41	4.12	4.05	4.22	4.47 ↑

	English only	Multilingual	Identify as having a disability	Do not identify as having a disability
Provision of Council information to the community	4.42	4.27	4.20	4.36
Opportunities to participate in Council's decision-making process	4.08	4.13	3.91	4.13
Long term planning for the Cumberland Council area	4.52	4.34	4.16	4.46
Accessibility to Council and its services	4.26	4.21	4.19	4.24
Council's customer service/community engagement	4.28	4.21	3.99	4.27
Financial management	4.39 ↑	4.11 ↓	4.34	4.23

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%	12%	26%	58%	602
Opportunities to participate in Council's decision-making process	2%	6%	16%	33%	44%	602
Long term planning for the Cumberland Council area	1%	2%	10%	25%	61%	602
Accessibility to Council and its services	2%	4%	15%	28%	51%	602
Council's customer service/community engagement	2%	3%	17%	27%	52%	602
Financial management	1%	5%	17%	23%	54%	602



Service Area 2: Civic Leadership

Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with 'accessibility to Council and its services' and least satisfied with 'opportunities to participate in Council's decision-making process' within the 'Civic Leadership' service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B
Accessibility to Council and its services	89%	NA
Council's customer service/community engagement	86%	NA
Financial management	84%	77%
Long term planning for the Cumberland Council area	81%	74%
Provision of Council information to the community	77%	79%
Opportunities to participate in Council's decision-making process	73%	68%



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	3.35	3.30	3.40	3.19	3.54	3.08	3.26	3.70↑
Opportunities to participate in Council's decision-making process	3.26	3.31	3.20	3.31	3.38	3.13	3.09	3.46↑
Long term planning for the Cumberland Council area	3.26	3.22	3.30	3.46	3.44	3.00↓	3.16	3.35
Accessibility to Council and its services	3.63	3.56	3.70	3.77	3.61	3.46	3.51	3.92↑
Council's customer service/community engagement	3.53	3.57	3.49	3.63	3.81	3.21↓	3.34	3.78↑
Financial management	3.33	3.35	3.31	3.50	3.43	3.14	3.17	3.56↑

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Provision of Council information to the community	3.20↓	3.72↑	3.34	3.52	3.24	3.51	3.12
Opportunities to participate in Council's decision-making process	3.08↓	3.73↑	3.12	3.48	3.39	3.32	2.94
Long term planning for the Cumberland Council and its services	3.14↓	3.57↑	3.25	3.32	3.12	3.56↑	3.04
Accessibility to Council and its services	3.51↓	3.99↑	3.70	3.80	3.65	3.67	3.26
Council's customer service/community engagement	3.40↓	3.87↑	3.49	3.45	3.60	3.60	3.46
Financial management	3.17↓	3.77↑	3.21	3.35	3.44	3.63↑	2.98↓

	English only	Multilingual	Identify as having a disability	Do not identify as having a disability
Provision of Council information to the community	3.29	3.40	3.33	3.35
Opportunities to participate in Council's decision-making process	3.19	3.32	3.38	3.24
Long term planning for the Cumberland Council and its services	3.18	3.33	3.33	3.25
Accessibility to Council and its services	3.59	3.66	3.71	3.62
Council's customer service/community engagement	3.49	3.56	3.66	3.51
Financial management	3.31	3.34	3.42	3.32

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

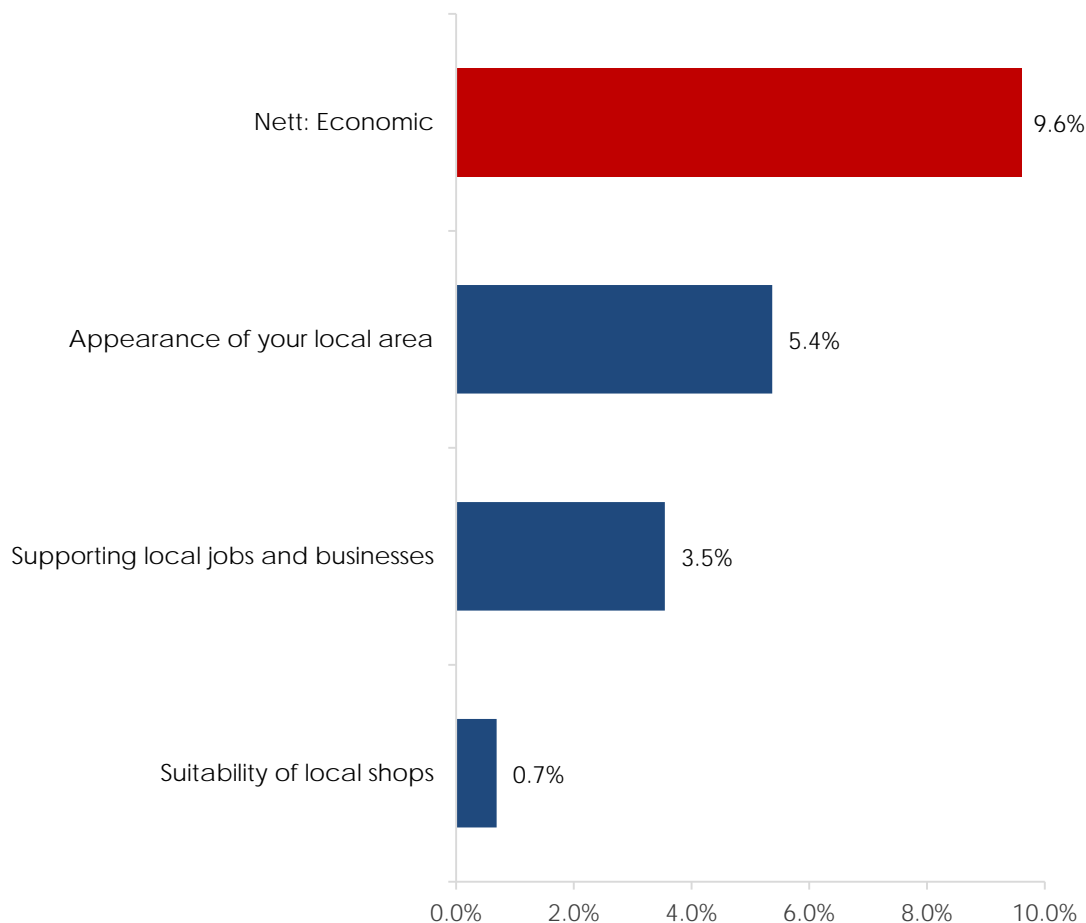
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very Satisfied	Base
Provision of Council information to the community	6%	17%	31%	29%	17%	498
Opportunities to participate in Council's decision-making process	6%	21%	29%	30%	15%	453
Long term planning for the Cumberland Council area	8%	11%	40%	29%	12%	501
Accessibility to Council and its services	4%	8%	32%	36%	21%	464
Council's customer service/community engagement	6%	7%	35%	28%	22%	467
Financial management	7%	10%	41%	30%	13%	429



Service Area 3: Economic

Shapley Regression

Contributes to almost 10% of Overall Satisfaction with Council



Service Area 3: Economic

Hierarchy of Services/Facilities – Importance

Within the 'Economic' service area, in terms of importance, 'supporting local jobs and businesses' is deemed the most important, whilst the 'appearance of your local area' was rated of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B
Supporting local jobs and businesses	87%	84%
Suitability of local shops	80%	NA
Appearance of your local area	77%	84%

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Appearance of your local area	4.21	4.13	4.30	4.05	4.02	4.26	4.39 ↑	4.38 ↑
Supporting local jobs and businesses	4.46	4.41	4.52	4.21	4.59	4.48	4.39	4.54
Suitability of local shops	4.29	4.22	4.37	3.70 ↓	4.39	4.22	4.50 ↑	4.54 ↑

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Appearance of your local area	4.30 ↑	3.99 ↓	4.47 ↑	3.93 ↓	4.30	4.21	4.14
Supporting local jobs and businesses	4.44	4.53	4.59	4.43	4.42	4.48	4.41
Suitability of local shops	4.33	4.21	4.17	4.35	4.25	4.33	4.37

	English only	Multilingual	Identify as having a disability	Do not identify as having a disability
Appearance of your local area	4.28	4.15	3.93	4.25
Supporting local jobs and businesses	4.43	4.49	4.15	4.50
Suitability of local shops	4.33	4.26	4.31	4.29

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

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



Service Area 3: Economic

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Appearance of your local area	1%	3%	18%	27%	50%	602
Supporting local jobs and businesses	2%	2%	9%	23%	64%	602
Suitability of local shops	2%	3%	15%	24%	56%	602



Service Area 3: Economic

Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with ‘supporting local jobs and businesses’ and least satisfied with the ‘appearance of your local area’ within the ‘Economic’ service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B
Supporting local jobs and businesses	87%	85%
Suitability of local shops	85%	NA
Appearance of your local area	78%	85%

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Appearance of your local area	3.36	3.43	3.27	3.16	3.67	3.15	3.18	3.62 ↑
Supporting local jobs and businesses	3.41	3.34	3.48	3.57	3.47	3.21	3.23	3.77 ↑
Suitability of local shops	3.54	3.51	3.57	4.01	3.70	3.37	3.30 ↓	3.60

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Appearance of your local area	3.21 ↓	3.78 ↑	3.50	3.51	3.16	3.48	3.16
Supporting local jobs and businesses	3.31 ↓	3.66 ↑	3.38	3.63	3.28	3.54	3.24
Suitability of local shops	3.44 ↓	3.81 ↑	3.89 ↑	3.31	3.45	3.71	3.41

	English only	Multilingual	Identify as having a disability	Do not identify as having a disability
Appearance of your local area	3.28	3.42	3.60	3.33
Supporting local jobs and businesses	3.47	3.36	3.46	3.40
Suitability of local shops	3.49	3.59	3.57	3.54

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

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



Service Area 3: Economic

Detailed Overall Response for Satisfaction

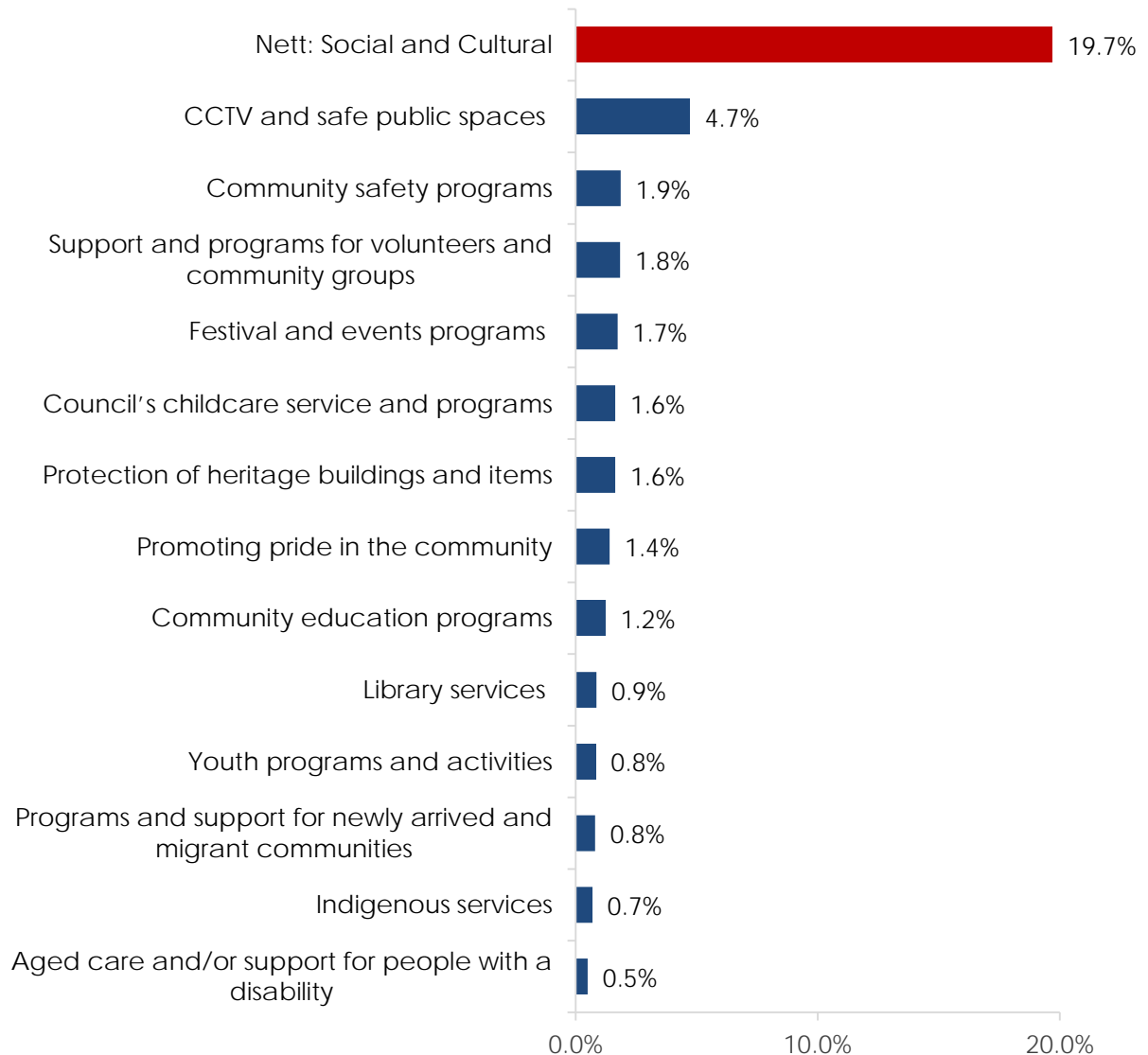
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Appearance of your local area	6%	16%	33%	25%	19%	464
Supporting local jobs and businesses	4%	9%	43%	29%	15%	498
Suitability of local shops	6%	9%	31%	33%	21%	482



Service Area 4: Social and Cultural

Shapley Regression

Contributes to Almost 20% of Overall Satisfaction with Council



Service Area 4: Social and Cultural

Hierarchy of Services/Facilities – Importance

Within the 'Social and Cultural' service area, in terms of importance, 'CCTV and safe public spaces' is rated the most important, whilst the 'festival and events programs' is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B
CCTV and safe public spaces	84%	90%
Community safety programs	79%	90%
Library services	76%	74%
Promoting pride in the community	74%	NA
Youth programs and activities	72%	69%
Aged care and/or support for people with a disability	71%	77%
Support and programs for volunteers and community groups	71%	72%
Community education programs	69%	NA
Council's childcare service and programs	67%	61%
Protection of heritage buildings and items	66%	74%
Indigenous services	66%	57%
Programs and support for newly arrived and migrant communities	64%	66%
Festival and events programs	59%	61%



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	3.96	3.95	3.97	3.97	3.74	3.83	4.20 ↑	4.22 ↑
Protection of heritage buildings and items	3.97	3.80 ↓	4.15 ↑	3.80	3.88	3.93	4.07	4.22 ↑
Festival and events programs	3.79	3.77	3.82	3.61	4.10 ↑	3.79	3.57 ↓	3.73
Council's childcare service and programs	3.85	3.89	3.82	4.16	3.85	3.68	3.79	3.96
Library services	4.10	4.04	4.16	3.85	4.27	4.08	3.82 ↓	4.44 ↑
Youth programs and activities	3.99	4.01	3.98	3.74	4.13	3.90	3.99	4.15
Community education programs	3.99	3.95	4.03	3.90	4.05	3.91	3.94	4.16 ↑
Programs and support for newly arrived and migrant communities	3.85	3.84	3.86	4.06	4.02	3.59	3.76	3.96
Support and programs for volunteers and community groups	4.04	4.08	4.00	3.96	4.04	3.83	4.09	4.41 ↑
Community safety programs	4.33	4.32	4.34	4.00	4.51	4.24	4.30	4.52 ↑
Promoting pride in the community	4.16	4.13	4.19	3.73	4.16	4.15	4.25	4.43 ↑
CCTV and safe public spaces	4.48	4.43	4.53	4.37	4.52	4.47	4.47	4.51
Indigenous services	3.88	3.86	3.91	3.70	4.10	3.86	3.73	3.92

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

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Aged care and/or support for people with a disability	3.91	4.08	4.40 ↑	3.82	3.79	4.07	3.74
Protection of heritage buildings and items	3.97	3.98	4.20	3.96	3.97	3.84	3.91
Festival and events programs	3.73	3.97	3.59	3.78	3.95	3.92	3.67
Council's childcare service and programs	3.82	3.94	4.10	3.97	3.78	3.77	3.69
Library services	4.10	4.10	3.90	4.06	4.29	4.05	4.14
Youth programs and activities	3.93	4.15	3.95	4.00	4.07	4.03	3.88
Community education programs	3.94	4.13	3.94	3.92	3.99	4.20	3.87
Programs and support for newly arrived and migrant communities	3.77	4.06	3.80	3.76	3.80	4.12	3.74
Support and programs for volunteers and community groups	3.99	4.19	4.11	4.08	3.98	4.11	3.93
Community safety programs	4.33	4.34	4.26	4.27	4.32	4.47	4.29
Promoting pride in the community	4.18	4.10	4.24	3.99	4.22	4.11	4.20
CCTV and safe public spaces	4.46	4.52	4.37	4.55	4.50	4.44	4.51
Indigenous services	3.82	4.05	3.74	3.92	3.81	3.97	3.97

	English only	Multilingual	Identify as having a disability	Do not identify as having a disability
Aged care and/or support for people with a disability	3.92	4.00	4.29	3.92
Protection of heritage buildings and items	4.05	3.90	4.10	3.96
Festival and events programs	3.71	3.87	3.51	3.83
Council's childcare service and programs	3.79	3.92	3.66	3.88
Library services	4.04	4.15	4.12	4.10
Youth programs and activities	3.94	4.04	3.81	4.01
Community education programs	3.94	4.03	4.07	3.98
Programs and support for newly arrived and migrant communities	3.69 ↓	4.00 ↑	3.56	3.89
Support and programs for volunteers and community groups	4.04	4.04	3.83	4.07
Community safety programs	4.23	4.41	3.97 ↓	4.37 ↑
Promoting pride in the community	4.24	4.08	4.13	4.16
CCTV and safe public spaces	4.43	4.52	4.39	4.49
Indigenous services	3.75	4.01	3.74	3.90

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

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



Service Area 4: Social and Cultural

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Aged care and/or support for people with a disability	9%	5%	16%	23%	48%	602
Protection of heritage buildings and items	4%	6%	23%	21%	45%	602
Festival and events programs	5%	8%	28%	22%	37%	602
Council's childcare service and programs	10%	6%	18%	22%	45%	602
Library services	4%	4%	15%	29%	47%	602
Youth programs and activities	4%	6%	18%	31%	41%	602
Community education programs	3%	4%	24%	28%	41%	602
Programs and support for newly arrived and migrant communities	6%	9%	21%	22%	42%	602
Support and programs for volunteers and community groups	3%	6%	20%	27%	44%	602
Community safety programs	1%	5%	15%	18%	61%	602
Promoting pride in the community	1%	7%	18%	22%	52%	602
CCTV and safe public spaces	1%	3%	11%	16%	68%	602
Indigenous services	6%	6%	23%	25%	41%	602



Service Area 4: Social and Cultural

Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with 'library services' and least satisfied with 'CCTV and safe public spaces' within the 'Social and Cultural' service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B
Library services	96%	94%
Council's childcare service and programs	95%	87%
Aged care and/or support for people with a disability	89%	88%
Youth programs and activities	89%	83%
Community safety programs	88%	87%
Festival and events programs	88%	90%
Support and programs for volunteers and community groups	86%	90%
Community education programs	86%	NA
Protection of heritage buildings and items	84%	80%
Programs and support for newly arrived and migrant communities	82%	84%
Promoting pride in the community	79%	NA
Indigenous services	77%	86%
CCTV and safe public spaces	66%	87%



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	3.70	3.79	3.62	3.68	3.76	3.69	3.51	3.94↑
Protection of heritage buildings and items	3.54	3.50	3.57	3.33	3.89↑	3.44	3.35	3.60
Festival and events programs	3.77	3.75	3.78	3.97	3.82	3.55	3.73	3.85
Council's childcare service and programs	3.76	3.71	3.83	3.59	3.77	3.72	3.77	4.03↑
Library services	4.03	3.98	4.07	3.98	3.77	4.01	4.15	4.41↑
Youth programs and activities	3.43	3.48	3.38	3.25	3.60	3.24	3.29	3.73↑
Community education programs	3.49	3.54	3.45	3.43	3.63	3.38	3.22↓	3.76↑
Programs and support for newly arrived and migrant communities	3.31	3.26	3.36	3.08	3.19	3.32	3.37	3.69↑
Support and programs for volunteers and community groups	3.56	3.46	3.66	3.36	3.66	3.20↓	3.64	3.93↑
Community safety programs	3.68	3.73	3.63	3.76	3.92↑	3.41	3.51	3.84
Promoting pride in the community	3.33	3.21	3.45	3.29	3.60	3.12	3.12	3.55↑
CCTV and safe public spaces	3.05	3.00	3.10	3.08	3.04	2.87	2.98	3.50↑
Indigenous services	3.21	3.22	3.20	2.91	3.01	3.20	3.41	3.61↑

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Aged care and/or support for people with a disability	3.57	3.99↑	3.84	3.81	3.65	3.80	3.33
Protection of heritage buildings and items	3.36	4.01↑	3.66	3.69	3.57	3.56	3.19
Festival and events programs	3.74	3.83	3.61	3.81	3.84	3.73	3.82
Council's childcare service and programs	3.72	3.85	4.03↑	3.79	3.70	3.85	3.36↓
Library services	4.00	4.08	4.08	4.13	4.16	4.19	3.48↓
Youth programs and activities	3.30	3.74↑	3.36	3.60	3.56	3.43	3.18↓
Community education programs	3.42	3.68	3.50	3.71	3.63	3.30	3.35
Programs and support for newly arrived and migrant communities	3.31	3.31	3.25	3.75↑	3.23	3.24	3.11
Support and programs for volunteers and community groups	3.55	3.59	3.64	3.79	3.41	3.54	3.44
Community safety programs	3.58	3.94↑	3.81	3.83	3.57	3.59	3.66
Promoting pride in the community	3.21	3.68↑	3.57	3.59	3.12	3.23	3.23
CCTV and safe public spaces	3.00	3.19	3.32	3.25	3.05	2.94	2.78
Indigenous services	3.17	3.29	3.25	3.59	3.17	3.44	2.56↓

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

↑↓ = a significantly higher/lower rating (by group)



Service Area 4: Social and Cultural

Satisfaction Mean Scores by Key Demographics

	English only	Multilingual	Identify as having a disability	Do not identify as having a disability
Aged care and/or support for people with a disability	3.61	3.79	3.48	3.74
Protection of heritage buildings and items	3.32	3.74↑	3.60	3.53
Festival and events programs	3.73	3.80	3.78	3.77
Council's childcare service and programs	3.83	3.71	3.80	3.76
Library services	4.09	3.97	4.15	4.01
Youth programs and activities	3.32	3.52	3.47	3.43
Community education programs	3.52	3.47	3.53	3.49
Programs and support for newly arrived and migrant communities	3.52↑	3.16	3.61	3.28
Support and programs for volunteers and community groups	3.62	3.50	3.89↑	3.53
Community safety programs	3.69	3.67	3.83	3.67
Promoting pride in the community	3.19	3.47	3.30	3.33
CCTV and safe public spaces	3.18	2.95	3.32	3.02
Indigenous services	3.32	3.11	3.65	3.16

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

↑↓ = a significantly higher/lower rating (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%	6%	28%	36%	25%	340
Protection of heritage buildings and items	5%	11%	28%	37%	19%	387
Festival and events programs	4%	8%	21%	40%	27%	354
Council's childcare service and programs	2%	3%	34%	39%	22%	358
Library services	1%	3%	23%	38%	35%	446
Youth programs and activities	3%	8%	46%	30%	13%	397
Community education programs	5%	9%	35%	34%	17%	387
Programs and support for newly arrived and migrant communities	5%	13%	43%	25%	14%	336
Support and programs for volunteers and community groups	3%	11%	33%	34%	19%	405
Community safety programs	2%	10%	28%	37%	23%	463
Promoting pride in the community	10%	11%	34%	26%	19%	431
CCTV and safe public spaces	11%	22%	31%	19%	16%	499
Indigenous services	8%	16%	41%	21%	15%	353

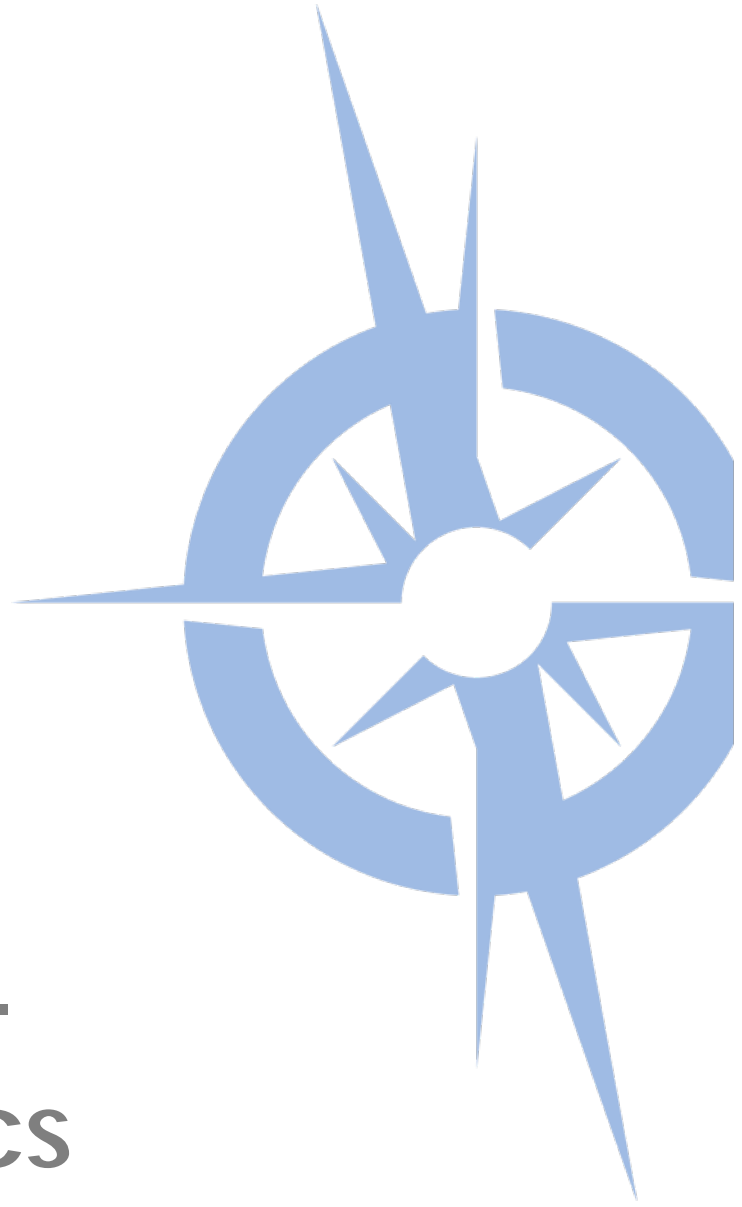


Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2019	2018	2019	2018
Aged care and/or support for people with a disability	3.96	3.95	3.70	3.66
Appearance of your local area	4.21	4.20	3.36	3.46
Maintenance and cleaning of town centres	4.41	4.35	3.49	3.49
Cycleways	3.55	3.47	3.58	3.66
Protection of heritage buildings and items	3.97	3.95	3.54	3.67
Building heights in town centres	3.84	3.78	3.03	3.10
Protection of low-rise residential areas	4.25	4.15	3.05	3.24
Protection of green and open spaces	4.53	4.52	3.49	3.64
Provision of Council information to the community	4.34	4.30	3.35	3.41
Opportunities to participate in Council's decision-making process	4.11	4.08	3.26	3.16
Council's customer service/community engagement	4.24	4.27	3.53	3.38
Environmental education programs	4.13	4.12	3.37	3.31
Protecting the natural environment (e.g. bush care)	4.51	4.48	3.40	3.49
Festival and events programs	3.79	3.83	3.77	3.59
Removal of illegally dumped rubbish	4.63	4.68	3.47	3.43
Encouraging recycling	4.56	4.59	3.86	3.70
Household garbage collection	4.73	4.72	4.19	4.07
Maintaining footpaths	4.55	4.54	3.50	3.53
Long term planning for the Cumberland Council area	4.43	4.46	3.26	3.33
Financial management	4.24	NA	3.33	NA
Graffiti removal	4.12	4.13	3.70	3.66
Council's childcare service and programs	3.85	4.03	3.76	3.73
Library services	4.10↓	4.26	4.03	4.02
Availability of public car parking	4.51	4.49	2.86	2.91
Availability and maintenance of sporting ovals, grounds and facilities	4.23	4.37	3.71	3.68
Maintenance of local parks and playgrounds	4.45	4.54	3.65	3.68
Swimming pools	4.01	4.18	3.46	3.46
Traffic management and road safety	4.65	4.64	3.28	3.44
Youth programs and activities	3.99	4.03	3.43	3.44
Maintaining local roads (excluding Parramatta Rd and the M4)	4.65	4.61	3.38	3.51
Accessibility to Council and its services	4.23	4.33	3.63	3.58
Access to community centres and facilities	4.01	NA	3.79	NA
Quality of community centres and facilities	3.97	NA	3.62	NA
Community education programs	3.99	4.03	3.49	3.55
Programs and support for newly arrived and migrant communities	3.85	3.94	3.31	3.24
Support and programs for volunteers and community groups	4.04	4.12	3.56	3.60
Supporting local jobs and businesses	4.46	4.46	3.41	3.32
Tree management	4.27	4.26	3.31↓	3.53
Stormwater management	4.30	4.37	3.68	3.71
Flood management	4.29	4.29	3.88	3.84
Community safety programs	4.33 ↓	4.67	3.68	3.59
Development applications and construction certificates	4.09	4.14	3.05	3.24
Promoting pride in the community	4.16	4.21	3.33	3.40
Suitability of local shops	4.29	4.41	3.54	3.65
CCTV and safe public spaces	4.48	4.49	3.05	3.18
Indigenous services	3.88	NA	3.21	NA
Animal management	4.07	NA	3.42	NA
Pool facilities	4.02	NA	3.49	NA
Pool programs (i.e. Learn to Swim, Water Aerobics)	4.17	NA	3.55	NA

Scale: 1= not at all satisfied, 5=very satisfied
 ↑↓ = a significantly higher/lower rating (by year)





Appendix A – Demographics

Demographics

Q1. 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 = 602

Q2. In which suburb do you live?

	%
Greystanes	15%
Auburn	14%
Lidcombe	13%
Merrylands	13%
Granville	8%
Guildford	7%
Wentworthville	6%
Berala	3%
Pendle Hill	3%
South Granville	3%
Westmead	3%
Guildford West	2%
Holroyd	2%
Merrylands West	2%
Pemulwuy	2%
Regents Park	2%
South Wentworthville	2%
Girraween	1%
Toongabbie	1%

Base: N = 602



Q11. Which country were you born in?

	%		%
Australia	55%	Cyprus	<1%
India	8%	Denmark	<1%
Nepal	5%	Egypt	<1%
China	4%	Fiji	<1%
Lebanon	3%	France	<1%
Korea	2%	Greece	<1%
New Zealand	2%	Hong Kong	<1%
Pakistan	2%	Indonesia	<1%
Philippines	2%	Ireland	<1%
Sri Lanka	2%	Israel	<1%
Afghanistan	1%	Kenya	<1%
Bangladesh	1%	Macedonia	<1%
Bosnia	1%	Malaysia	<1%
Canada	1%	Mauritius	<1%
Croatia	1%	Netherlands	<1%
Iraq	1%	Singapore	<1%
Italy	1%	South Africa	<1%
Malta	1%	Thailand	<1%
Saudi Arabia	1%	Tonga	<1%
United Kingdom	1%	Turkey	<1%
Argentina	<1%	Vietnam	<1%
Brazil	<1%	Yugoslavia	<1%
Chile	<1%	Zambia	<1%
Colombia	<1%		

Base N = 598

Q12. How long have you lived in Australia?

	%
Less than 2 years	6%
2-5 years	14%
6-10 years	8%
11-20 years	28%
More than 20 years	44%

Base: N = 275



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

	%
Work in the Cumberland LGA	15%
Work outside the Cumberland LGA	52%
Home duties/carer	3%
Student	4%
Retired	15%
Unemployed/pensioner	10%
Other	1%

Other specified	Count
Self employed	6
Student	1
Works both within and outside the Cumberland LGA	1

Base: N = 602

Q14. Do you identify as having a disability?

	%
Yes	11%
No	89%

Base: N = 602

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

	%
I/We own/are currently buying this property	72%
I/We currently rent this property	28%

Base: N = 601

Q16. Which of the following best describes your status?

	%
Living at home with parents	20%
Single with no children	18%
Single parent with children	4%
Married/de facto with no children	15%
Married/de facto with children	36%
Group household	1%
Extended family household (multiple generations)	6%

Base: N = 600



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

	%
Less than 2 years	5%
2-5 years	13%
6-10 years	11%
11-20 years	20%
More than 20 years	51%

Base: N = 601

Q18. Gender

	%
Male	51%
Female	49%

Base: N = 602

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

	%
Yes	52%
No	48%

Base: N = 600

Q19b. Which language (s)?

	%		%
Arabic	20%	Polish	2%
Hindi	14%	Tagalog	2%
Cantonese	8%	Vietnamese	2%
Mandarin	8%	Bosnian	1%
Nepalese	6%	Burmese	1%
Tamil	5%	Filipino	1%
Gujarati	4%	French	1%
Italian	4%	Persian/Dari	1%
Korean	4%	Portuguese	1%
Bengali	3%	Spanish	1%
Croatian	3%	Ukrainian	1%
Greek	3%	Indonesian	<1%
Turkish	3%	Japanese	<1%
Urdu	3%	Macedonian	<1%
Lebanese	2%	Shanghai	<1%
Malayalam	2%	Telugu	<1%
Maltese	2%	Tongan	<1%
Pashto	2%		

Base N = 315

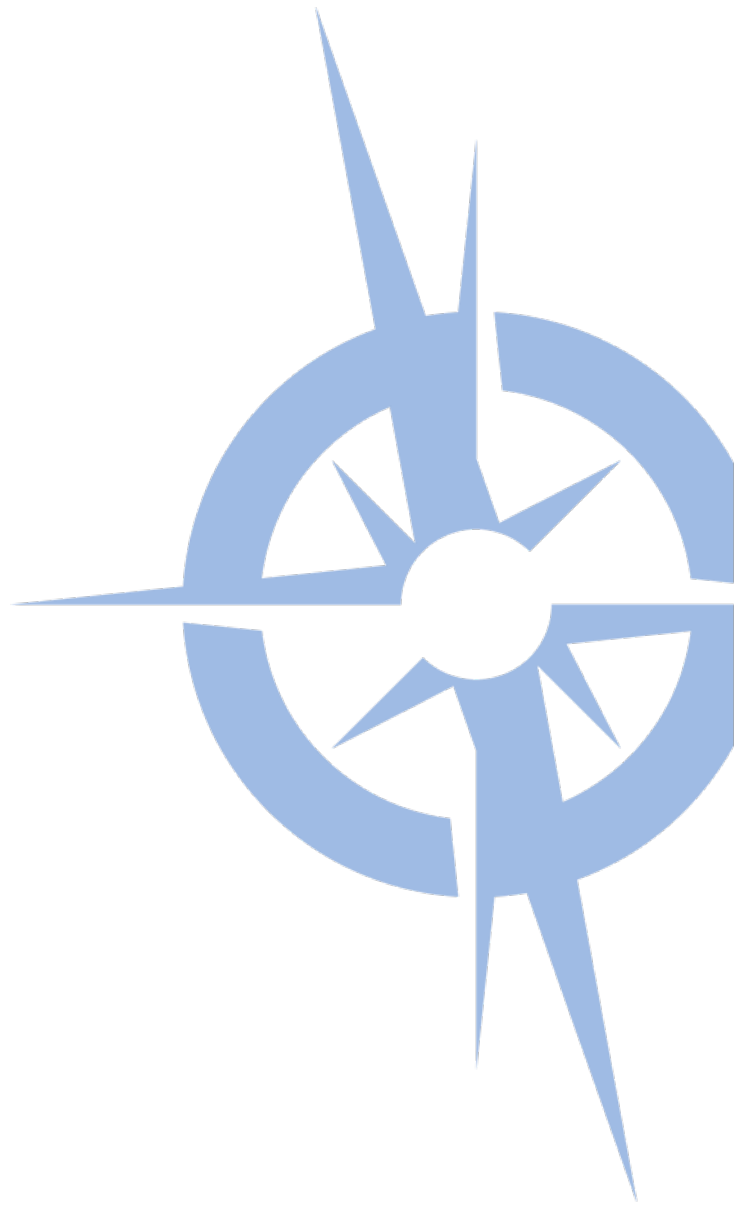


Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number (sampling error).

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 – Additional Analysis



Communication Mediums

Preferred Mediums by Key Demographics

Q6. Through which of these means would you prefer to receive information about Council?

	Male	Female	18 – 24	25 – 34	35 – 49	50 – 64	65+
Brochures/flyers	68%	71%	58%	71%	62%	75%	83%↑
Web/internet	70%	67%	69%	84%↑	76%	63%	36%↓
Council newsletter	66%	69%	31%↓	59%	71%	81%↑	91%↑
Email	56%	64%	64%	73%↑	62%	56%	38%↓
Council community centres	65%	55%	69%	65%	58%	52%	56%
Community organisations/groups	57%	57%	58%	55%	61%	53%	61%
Newspaper	57%	58%	46%	55%	52%	60%	77%↑
Libraries	55%	56%	52%	62%	59%	45%↓	55%
Word of mouth	45%	54%	67%	45%	48%	41%↓	53%
Facebook and Twitter	49%	45%	57%	56%	70%↑	25%↓	13%↓
Other	4%	3%	0%	5%	5%	2%	2%

	Ratepayer	Non-Ratepayer	Greystanes	Wentworthville	Granville	South Granville	Regents Park
Brochures/flyers	68%	75%	67%	68%	69%	87%↑	54%↓
Web/internet	65%	76%	64%	75%	61%	74%	70%
Council newsletter	66%	71%	59%	70%	62%	85%↑	61%
Email	55%↓	74%↑	62%	52%	64%	62%	59%
Council community centres	57%	68%	51%	63%	52%	73%↑	63%
Community organisations/groups	55%	64%	56%	67%	42%↓	67%	59%
Newspaper	60%	50%	46%	60%	57%	61%	62%
Libraries	54%	60%	40%↓	63%	54%	58%	62%
Word of mouth	47%	57%	57%	42%	45%	56%	46%
Facebook and Twitter	43%↓	59%↑	63%↑	47%	40%	43%	46%
Other	3%	3%	5%	2%	5%	3%	1%

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

Communication Mediums

Preferred Mediums by Key Demographics

Q6. Through which of these means would you prefer to receive information about Council?

	English only	Multilingual	Identify as having a disability	Do not identify as having a disability
Brochures/flyers	72%	68%	82%↑	68%↓
Web/internet	60%↓	75%↑	44%↓	71%↑
Council newsletter	74%↑	61%↓	88%↑	65%↓
Email	53%↓	67%↑	44%↓	62%↑
Council community centres	51%↓	68%↑	61%	60%
Community organisations/groups	51%	63%	54%	58%
Newspaper	59%	56%	73%↑	55%↓
Libraries	48%	62%↑	58%	55%
Word of mouth	45%	53%	51%	49%
Facebook and Twitter	43%	51%	37%	49%
Other	5%	2%	1%↓	4%↑



Key Challenges Facing the Area

Q7a. Thinking of Cumberland as a whole, what would you say is the key challenge facing the area?

Key challenges facing the area	N=602
Access to public transport	2%
Community involvement/inclusiveness	2%
Council's ability to service the area due to size of the area and varied population demographics	2%
Lack of communication with the community	2%
Lack of infrastructure to service the growing population	2%
Lack of services for youth	2%
Access to shopping facilities	1%
Better management of funds/resources	1%
Difficulty of development approval process	1%
Increased education of environmental issues	1%
Increasing income gap between wealthy and poor residents	1%
Lack of provision of services/facilities for families/children	1%
No challenge/satisfied	1%
Provision and maintenance of footpaths	1%
Provision of street lighting	1%
Quality/access to education in the area	1%
Rezoning of suburbs	1%
Access to health services/hospitals	<1%
Access to services/facilities for people with a disability	<1%
Addressing homeless people in the area	<1%
Adjusting to the amalgamation of Councils	<1%
Animal management	<1%
Cohesiveness of Council	<1%
Community involvement in Council's decision making	<1%
Councillors to be proactive/perform as well as or better than previous Council	<1%
Cumberland Council should merge with Parramatta Council to accommodate resident needs	<1%
General Council performance	<1%
Lack of water supply	<1%
Maintaining swimming pools	<1%
Maintaining the volume/quality of services and facilities that Council provides	<1%
Noise during the night	<1%
Providing quality aged care facilities	<1%
Provision of quality/affordable housing	<1%
Public housing putting stress on the economy	<1%
Residents moving out of the area	<1%
Retain heritage of historical houses	<1%
Retain the identity of Cumberland Council	<1%
Supporting the local economy	<1%
Unemployment	<1%
Upgrading recreational areas	<1%
Waste management	<1%
Workers knowing how to do their jobs properly	<1%

Top Priorities for the Next 4 Years

Q7b. What do you think the priorities should be for Cumberland Council over the next 4 years?

Priorities	N=602
Improve communication and awareness with the community/access to Councillors	5%
Multiculturalism and integration	5%
Access to public transport	4%
Provision and maintenance of footpaths	4%
Services for youth	4%
Waste management	4%
Access to services/facilities for people the elderly/disabled	3%
Environmental sustainability e.g. encouraging the community to be waste conscious/recycle	3%
Listen to the community and be proactive to their needs	3%
Maintaining the volume/quality of services and facilities that Council provides	3%
Ensuring there is enough employment opportunities	2%
Population density management	2%
Provision of libraries	2%
Provision of recreational areas/events	2%
Provision of services/facilities for families/children	2%
Reduce rates	2%
Satisfied with Council/no improvements/continue doing a good job	2%
Access to/redeveloping shopping facilities	1%
Acknowledge the heritage and history of the area	1%
Animal management	1%
Better management of funds/resources	1%
Controlling noise pollution	1%
Improve cycleways and supporting infrastructure	1%
Investing in all suburbs equally across the LGA	1%
Keep commercial areas separate from residential areas/less or better zoning management	1%
Provision and maintenance of pools	1%
Provision of street lighting	1%
Quality/access to education in the area	1%
Recover/respect the village feel/urban lifestyle	1%
Reduction of climate impacts e.g. bushfires	1%
Review application process e.g. tree removal/development application	1%
Supporting local businesses	1%
Access to health services/hospitals	<1%
Address homeless people in the area	<1%
Councils to unite and work together	<1%
Do not permit shops to use footpaths	<1%
Ensure that signage is in English	<1%
Executives to spend less time writing policies	<1%
Increase/cleanliness of water supply	<1%
Lack of good leadership/reduce conflict of interest	<1%
Maintain quality of life/happiness of residents	<1%
Managing health of the population e.g. public gym equipment	<1%
More funding of Indigenous programs	<1%
More help for people in financial stress	<1%
Provision of quality/affordable housing	<1%
Restricting/minimising community events	<1%
Revert back to original Council/take back some areas lost in amalgamation	<1%
Review fees and charges e.g. cost of electricity/sporting group fees to use property	<1%
Stormwater management	<1%

Living in the Cumberland LGA

Agreement statements – mean ratings by key demographics

Q8. 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	0.90	0.98	1.10	1.14	0.73	0.70↓	1.13↑
I feel a part of my local community	0.56	0.54	0.73	0.67	0.31	0.45	0.76↑
I like to attend events and festivals in the Cumberland Council area	0.48↓	0.79↑	1.06	1.21↑	0.38	0.11↓	0.38↓
I can easily access local services and facilities	0.88	0.77	1.27↑	0.96	0.62↓	0.54↓	0.91
Cumberland is a harmonious, respectful and tolerant community	0.60	0.54	0.64	0.80	0.42	0.40	0.62
Housing in the area is affordable	0.03	-0.12	0.05	0.01	-0.18	-0.18	0.23↑
Transport in the area is accessible	0.73	0.75	1.06	0.61	0.72	0.65	0.83
People in Cumberland obey controls relating to noise, traffic and animals	-0.07↓	0.22↑	0.15	0.30	-0.09	-0.13	0.16
I have enough opportunities to participate in arts and cultural activities	0.25	0.24	0.02	0.26	0.27	0.20	0.47↑
I have enough opportunities to participate in sporting or recreational activities	0.58	0.43	0.34	0.49	0.60	0.51	0.55
Local shopping strips are vibrant and economically healthy	0.55	0.36	0.57	0.56	0.34	0.33	0.55
Council offers good value for money	0.30	0.27	0.48	0.34	0.08	0.21	0.45↑
Cumberland is a safe and accessible community	0.45	0.45	0.84↑	0.57	0.22	0.26↓	0.53
Cumberland is clean and green	0.31	0.38	0.63	0.42	0.12	0.21	0.53↑
Cumberland has a strong local economy	0.47	0.43	0.50	0.61	0.38	0.26↓	0.52
Cumberland has a resilient built environment	0.38	0.34	0.39	0.55	0.26	0.20	0.40
Cumberland has transparent, accountable and honest leadership	0.24	0.11	0.18	0.37	-0.01	0.06	0.33
Cumberland has vibrant entertainment precincts	0.08	0.11	0.10	0.31	-0.08	-0.08	0.24
Council makes decisions in the best interests of the community	0.24	0.17	0.31	0.52↑	0.00	-0.08↓	0.32
Cumberland is welcoming of new residents	0.65	0.63	0.75	0.66	0.60	0.58	0.66
Cumberland is supportive of people in need	0.53	0.46	0.64	0.65	0.34	0.33	0.59

Scale: -2 = strongly disagree, 2 = strongly agree

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

Living in the Cumberland LGA

Agreement statements – mean ratings by key demographics

Q8. 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	0.84↓	1.20↑	1.28↑	1.02	0.72↓	0.88	0.87
I feel a part of my local community	0.44↓	0.85↑	0.67	0.60	0.37	0.77	0.38
I like to attend events and festivals in the Cumberland Council area	0.46↓	1.08↑	0.57	0.56	0.70	0.74	0.55
I can easily access local services and facilities	0.72↓	1.09↑	0.80	0.70	0.95	0.96	0.66
Cumberland is a harmonious, respectful and tolerant community	0.39↓	1.04↑	0.56	0.84↑	0.50	0.70	0.27↓
Housing in the area is affordable	-0.18↓	0.32↑	-0.09	0.33↑	-0.03	-0.12	-0.27
Transport in the area is accessible	0.64↓	1.00↑	0.38↓	1.05↑	0.93	0.75	0.55
People in Cumberland obey controls relating to noise, traffic and animals	-0.12↓	0.58↑	0.11	0.39↑	0.04	-0.07	-0.08
I have enough opportunities to participate in arts and cultural activities	0.22	0.31	0.28	0.49↑	0.15	0.24	0.12
I have enough opportunities to participate in sporting or recreational activities	0.52	0.49	0.76↑	0.52	0.66	0.18↓	0.44
Local shopping strips are vibrant and economically healthy	0.32↓	0.81↑	0.75↑	0.34	0.64	0.26	0.26
Council offers good value for money	0.11↓	0.74↑	0.36	0.34	0.41	0.35	-0.08↓
Cumberland is a safe and accessible community	0.27↓	0.91↑	0.71↑	0.57	0.41	0.51	0.04↓
Cumberland is clean and green	0.19↓	0.76↑	0.53	0.51	0.35	0.29	0.05↓
Cumberland has a strong local economy	0.25↓	0.98↑	0.56	0.63	0.41	0.55	0.11↓
Cumberland has a resilient built environment	0.19↓	0.80↑	0.44	0.53	0.37	0.45	0.00↓
Cumberland has transparent, accountable and honest leadership	0.00↓	0.63↑	0.17	0.43	0.17	0.36	-0.25↓
Cumberland has vibrant entertainment precincts	-0.04↓	0.44↑	-0.04	0.22	0.17	0.23	-0.17
Council makes decisions in the best interests of the community	-0.04↓	0.83↑	0.21	0.37	0.23	0.33	-0.13↓
Cumberland is welcoming of new residents	0.50↓	0.99↑	0.53	0.82	0.51	0.79	0.57
Cumberland is supportive of people in need	0.33↓	0.91↑	0.54	0.65	0.41	0.65	0.24

Scale: -2 = strongly disagree, 2 = strongly agree
 ↑↓ = a significantly higher/lower level of agreement (by group)

Living in the Cumberland LGA

Agreement statements – mean ratings by key demographics

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

	English only	Multilingual	Identify as having a disability	Do not identify as having a disability
Cumberland is a great place to live	0.92	0.95	0.78	0.96
I feel a part of my local community	0.40↓	0.69↑	0.36	0.58
I like to attend events and festivals in the Cumberland Council area	0.29↓	0.94↑	0.14↓	0.69↑
I can easily access local services and facilities	0.69↓	0.94↑	0.47↓	0.87↑
Cumberland is a harmonious, respectful and tolerant community	0.38↓	0.75↑	0.60	0.57
Housing in the area is affordable	-0.14	0.05	-0.06	-0.04
Transport in the area is accessible	0.72	0.76	0.65	0.75
People in Cumberland obey controls relating to noise, traffic and animals	-0.06	0.20	0.17	0.06
I have enough opportunities to participate in arts and cultural activities	0.34	0.17	0.21	0.25
I have enough opportunities to participate in sporting or recreational activities	0.67↑	0.37↓	0.23↓	0.54↑
Local shopping strips are vibrant and economically healthy	0.47	0.45	0.47	0.45
Council offers good value for money	0.31	0.26	0.37	0.27
Cumberland is a safe and accessible community	0.33	0.55	0.33	0.46
Cumberland is clean and green	0.27	0.41	0.43	0.33
Cumberland has a strong local economy	0.37	0.52	0.45	0.45
Cumberland has a resilient built environment	0.28	0.43	0.39	0.36
Cumberland has transparent, accountable and honest leadership	0.16	0.19	0.27	0.17
Cumberland has vibrant entertainment precincts	0.04	0.14	0.23	0.08
Council makes decisions in the best interests of the community	0.09	0.31	0.09	0.22
Cumberland is welcoming of new residents	0.59	0.68	0.59	0.65
Cumberland is supportive of people in need	0.43	0.56	0.39	0.51

Scale: -2 = strongly disagree, 2 = strongly agree
 ↑↓ = a significantly higher/lower level of agreement (by group)



Appendix C – Questionnaire



Cumberland Council
Community Survey
August 2019

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

If the respondent has difficulty speaking English ask if there is a family member who can translate, alternatively ask for someone else in the household.

Q1. Please stop me when I read out your age group. Prompt

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

Q2. In which suburb do you live?

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

* Crosses LGA

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

	Importance					Satisfaction					N/A	
	Low		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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<input type="radio"/>
Long term planning for the Cumberland 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"/>	<input type="radio"/>
Financial 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"/>
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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<input type="radio"/>
Access to 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"/>	<input type="radio"/>
Quality of 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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<input type="radio"/>



Q3. (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 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"/>	<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"/>
Indigenous 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"/>	<input type="radio"/>
Animal 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"/>
Pool 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"/>	<input type="radio"/>
Pool programs (i.e. Learn to Swim, Water Aerobics)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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

Thinking now about your local council.

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

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

Q6. Through which of these means would you prefer to receive information about Council? Please answer yes or no as I read each one. 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.

Q7a. Thinking of Cumberland as a whole, what would you say is the key challenge facing the area?

.....

Q7b. What do you think the priorities should be for Cumberland Council over the next 4 years?

.....

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

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

	Strongly disagree			Strongly agree	
	1	2	3	4	5
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 services 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 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"/>
Cumberland is welcoming of new residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cumberland is supportive of people in need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9. 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



Q10. Do you feel safe in the following situations? Prompt

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

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 **(Go to Q20a)**

Q19b. Which language(s)?

- 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 **(Go to end)**

Q20b. 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.



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

