Ku-ring-gai Council

Community Satisfaction Research
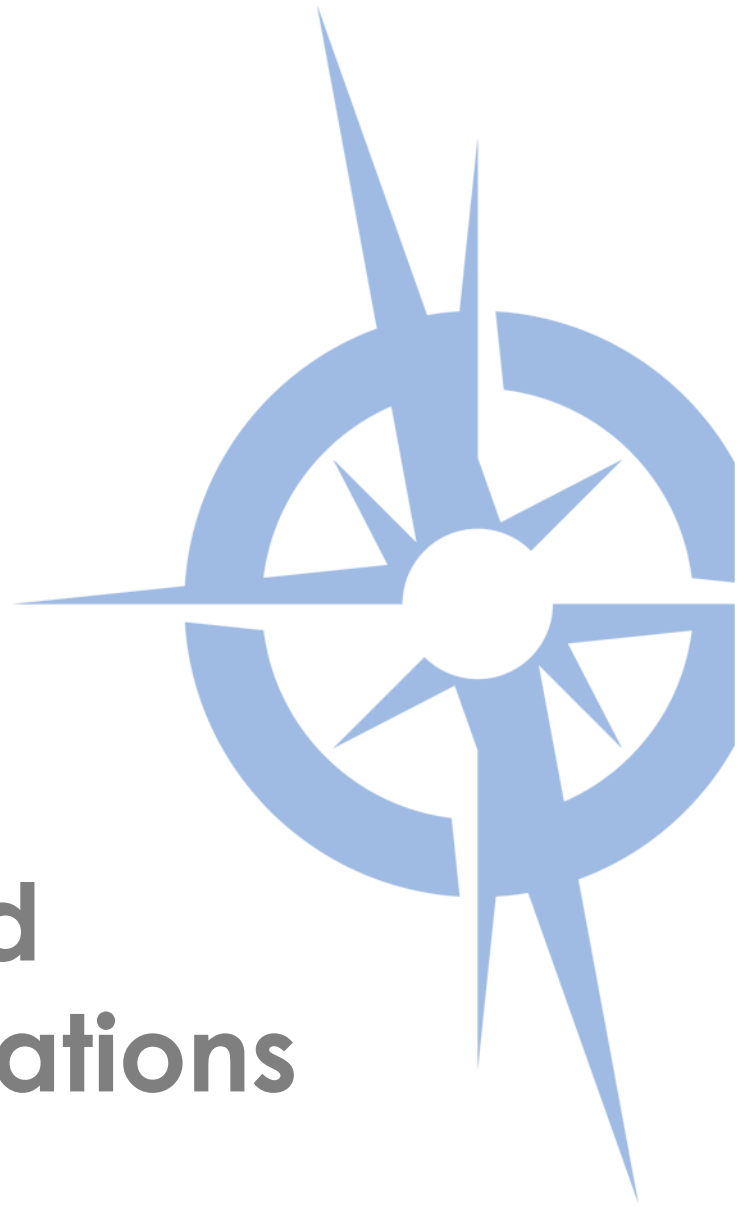
Prepared by: Micromex Research
Date: May 2019

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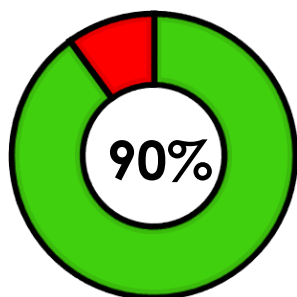
Summary and Recommendations

Summary of Results – Quick Stats

90% of residents are at least somewhat satisfied with the overall performance of Council over the last 12 months (↑ since 2014)

Residents are at least moderately satisfied with

38 out of 46

Council services/facilities

Key Drivers of Overall Satisfaction with Council

Long term planning for the Ku-ring-gai area

Council's consultation and engagement with the community

Condition of local roads

Opportunities to participate in Council decision making

Street tree maintenance

Contact with Council

81% of those who contacted Council were at least 'somewhat satisfied' with the way their contact was handled

89% of residents are at least 'somewhat satisfied' with the level of communication Council currently has with the community

Residents are most likely to contact Council via…

47% Online

45% Phone

98% of residents rated their quality of life as 'good' to 'excellent'

87% of residents are at least 'somewhat satisfied' with the ability to move in and around Ku-ring-gai

98% of residents feel maintaining 'Ku-ring-gai's unique visual character & identity' is at least 'somewhat important'

76% of residents agree with the statement 'I belong to the community I live in'

Strengths of the LGA

- Natural environment and open spaces
- Sense of community/friendly people
- Access/proximity to public transport

Highest Priority Issues

- Development, e.g. high density
- Traffic congestion and management
- Population growth

Summary and Recommendations

Summary

90% of Ku-ring-gai Council residents are at least 'somewhat satisfied' with Council's performance over the last 12 months. Comparisons with previous research conducted in 2017 and 2014 indicate a positive trend, with a steady increase in satisfaction over this period. 89% of residents are at least 'somewhat satisfied' with the level of communication Council currently has with the community. Of those who had direct contact with Council, 81% were at least 'somewhat satisfied' with the way their contact was handled.

Almost all residents (98%) rated their quality of life in the Ku-ring-gai area as 'good' to 'excellent'. There was a slight softening in scores compared to 2017. When asked to identify the strengths of the Ku-ring-gai LGA, more than two-thirds (67%) of residents indicated that the 'natural environment and open spaces' was a positive aspect of the region. 18% of residents indicated that a 'sense of community/friendly people' was a strength of the local area.

When asked for the highest priority issues within the LGA in the next 10 years, the most common responses were associated with development in the region due to the growing population and consequent issues such as traffic congestion, access to public transport and adequate parking in the area.

With only 8 of the 46 service areas receiving moderately low levels of satisfaction, residents, for the most part, are satisfied with Council's delivery of services to the LGA.

The Shapley Analysis has shown that the key drivers of overall resident satisfaction are associated with long term planning, engagement and communication, residential development infrastructure, advocacy and opportunities to participate in decision-making.

Recommendations

The 2019 community survey results indicate that Council is on a healthy trajectory.

Council Leadership and Engagement services contribute to almost one third of residents' overall satisfaction with Council. With the top 2 drivers of overall satisfaction including 'long term planning for the Ku-ring-gai area' and 'Council's consultation and engagement with the community', Council should look to further explore residents' expectations regarding planning and communication and engagement.

By assessing Council's current processes in relation to a community engagement framework, there is the opportunity to strengthen overall community satisfaction.

Council would benefit from:

- Wider promotion of community engagement principles
- Continuing to explore community expectations about the type of engagement the community want in planning for the future of the LGA
- Increased communication with residents about how decisions are made and how community input is incorporated into the decision-making process

Background and Methodology

Background and Methodology

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

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

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

Questionnaire

Micromex Research, together with Ku-ring-gai Council, developed the questionnaire.

A copy of the questionnaire is provided in Appendix B.

Data collection

The survey was conducted during the period 5th – 15th April 2019 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Survey area

Ku-ring-gai Council Local Government Area.

Sample selection and error

406 of the 502 respondents were selected by means of a computer based random selection process using the electronic White Pages and Sample Pages. The remaining 96 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Ku-ring-gai Council LGA, i.e. Wahroonga Station, Turramurra Station, Gordon Station, St Ives Shopping Centre and Lindfield Station.

A sample size of 502 residents provides a maximum sampling error of plus or minus 4.4% at 95% confidence. This means that if the survey was replicated with a new universe of N=502 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.4%.

For the survey under discussion the greatest margin of error is 4.4%. 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 Ku-ring-gai Council.

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, Ku-ring-gai 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 and ratepayer status.

Ratings questions

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

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

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

Top Box Scores

References to top box scores (T2B/T3B) have been used to analyse ratings questions. Following is an explanation:

Importance – Top 2 Box (Very important/Important)
Satisfaction – Top 3 Box (Very satisfied/Satisfied/Somewhat satisfied)
Agreement – Top 2 Box (Strongly agree/Agree)

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 Ku-ring-gai Council results against those of the developed Council Benchmarks based on over 30,000 interviews.
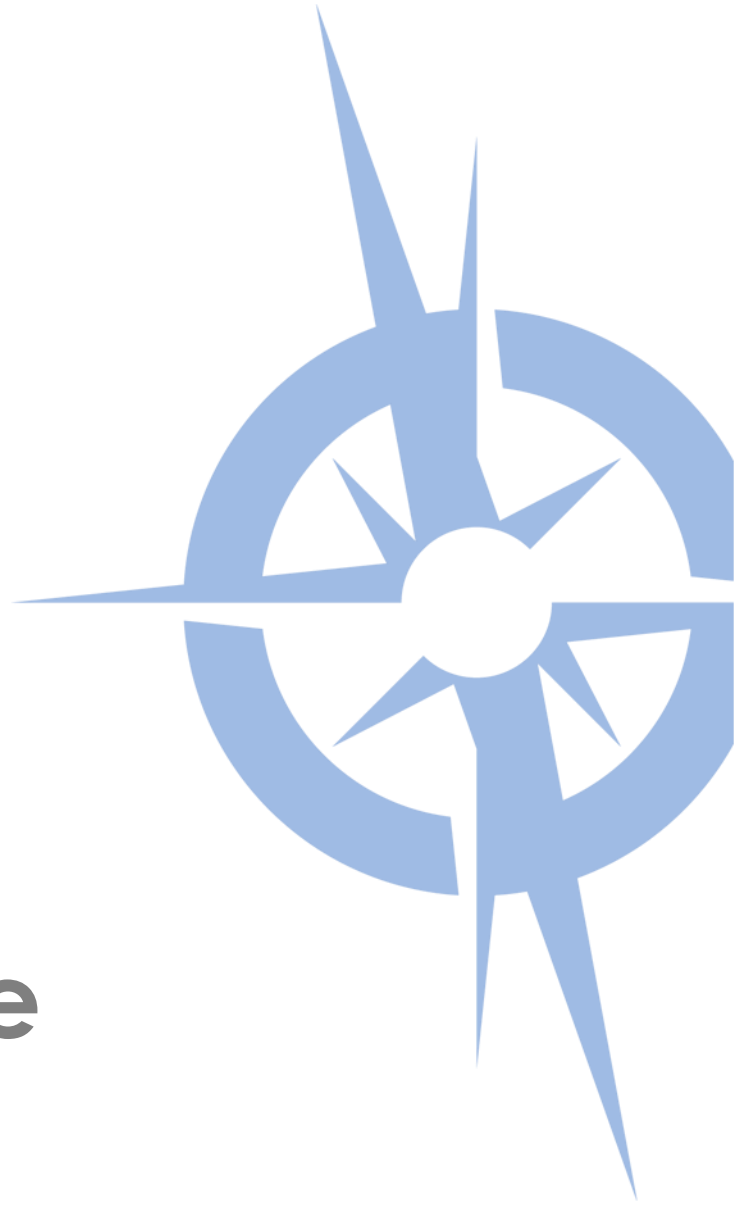
Sample Profile

Sample Profile

Gender
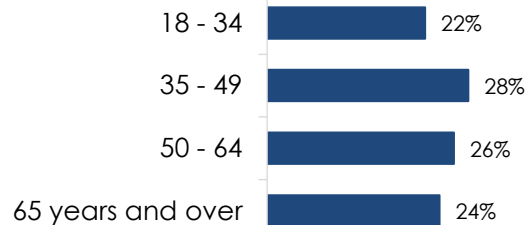
Male	47%
Female	53%

Age

18 - 34	22%
35 - 49	28%
50 - 64	26%
65 years and over	24%

Country of birth

Australia	65%
Overseas	35%

Employment status

Currently in full time paid employment	49%
Retired from paid employment	25%
Currently in part time paid employment (at least 10 hours per week)	19%
Other	7%

Ratepayer status*

Ratepayer	87%
Non-ratepayer	13%

Time lived in the area

Up to 2 years	7%
2 - 5 years	13%
6 - 10 years	15%
11 - 20 years	19%
More than 20 years	46%
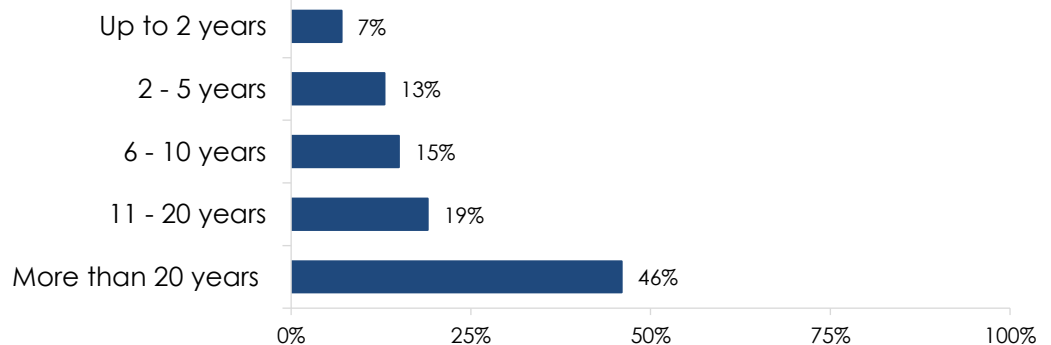
Base: N=502

A sample size of 502 residents provides a maximum sampling error of plus or minus 4.4% at 95% confidence. The sample has been weighted by age and gender to reflect the 2016 ABS community profile of Ku-ring-gai Council.
*Note: 3 respondents refused to answer ratepayer status
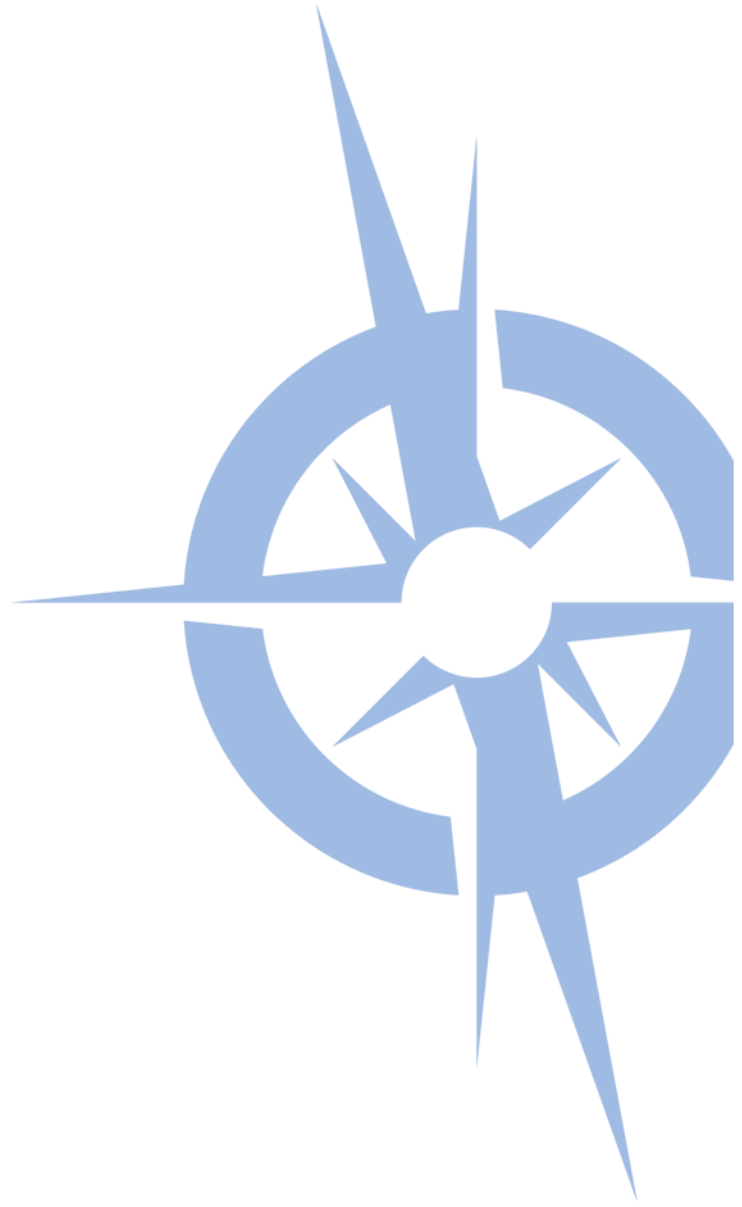
Key Findings

Key Findings

Overview (Overall satisfaction with the Performance of Council)

Overall, 90% of residents are at least 'somewhat satisfied' with the performance of Council. Comparisons with the 2017, 2014 and 2010 results indicate a positive trend, with a steady improvement in overall satisfaction since 2014.

Summary

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

T3B Satisfaction Scores

	2019 (N=502)	2017 (N=506)	2014 (N=402)	2010 (N=400)
	90%	87%	84%	85%
Mean ratings	3.57	3.47	3.29	3.37
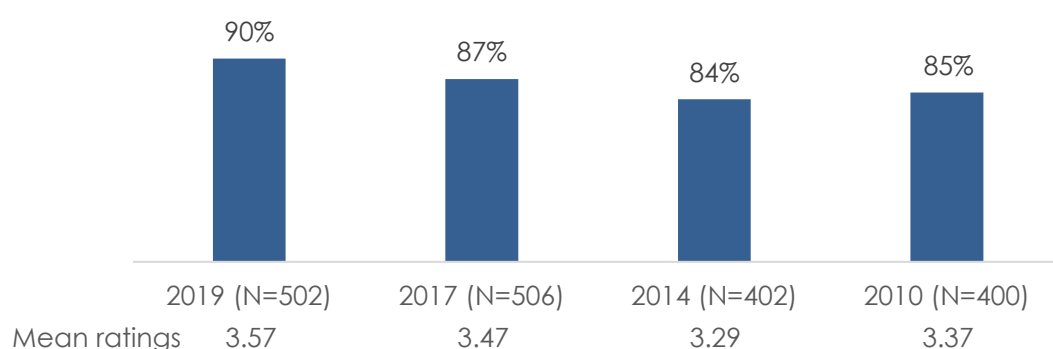
	Ku-ring-gai Council	Metro Benchmark
Mean ratings	3.57	3.54
T3B Satisfaction	90%	89%

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

	Ku-ring-gai Council (N=502)	Micromex LGA Metro Benchmark (N=13,897)
Very satisified	9%	11%
Satisified	51%	46%
Somewhat satisified	30%	32%
Not very satisfied	7%	8%
Not at all satisfied	3%	3%

■ Ku-ring-gai Council (N=502)   ■ Micromex LGA Metro Benchmark (N=13,897)
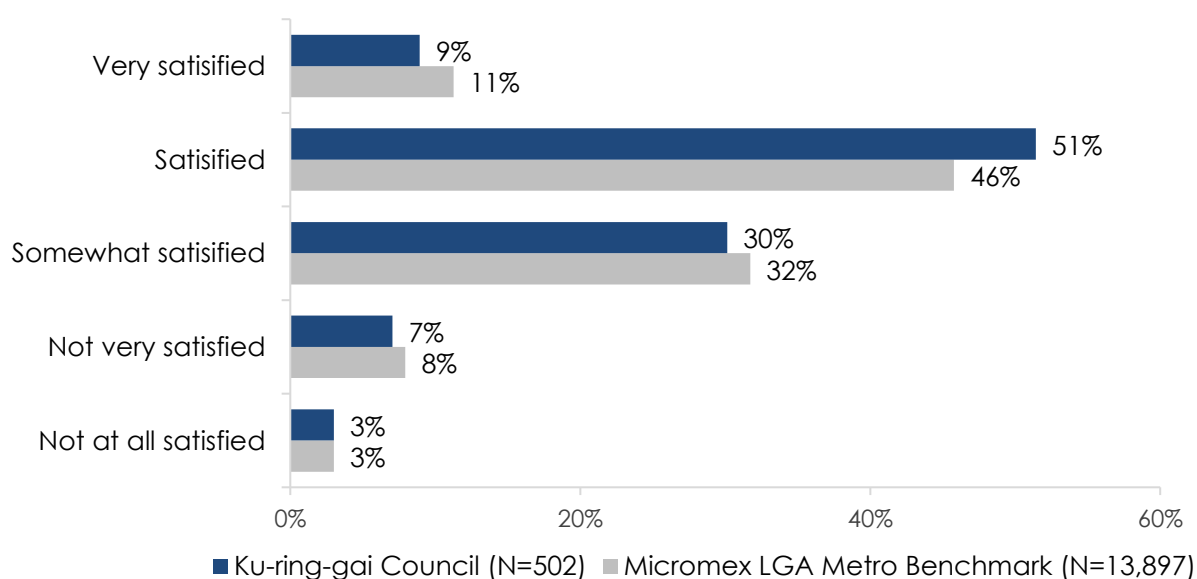
Key Findings

Overview (Quality of Life)

Summary

Almost all residents (98%) rated their quality of life in the Ku-ring-gai area as 'good' to 'excellent.

Ratings for quality of life within the Ku-ring-gai Council Local Government Area is significantly higher than the Metro Benchmark.

Q5e.   Overall, how would you rate the quality of life you have living in the Ku-ring-gai area?

	Ku-ring-gai Council	Micromex LGA Benchmark – Metro
Mean ratings	5.24▲	4.91

	Overall 2019	Overall 2017
Mean ratings	5.24	5.32

	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	5.23	5.25	5.29	5.20	5.33	5.16	5.26	5.10

Scale: 1 = Very poor, 6 = Excellent

▲▼ = A significantly higher/lower rating (by year)

Key Findings

Overview (Satisfaction with Level of Council Communication)

Summary

89% of residents are at least 'somewhat satisfied' with the level of communication Council currently has with the community. Satisfaction is consistent across demographics and has remained fairly steady since 2010.

Q2b.   How satisfied are you with the level of communication Council currently has with the community?

	Overall 2019	Overall 2017	Overall 2014	Overall 2010
Mean ratings	3.62	3.69	3.51	3.45

	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.61	3.64	3.64	3.68	3.63	3.53	3.61	3.70

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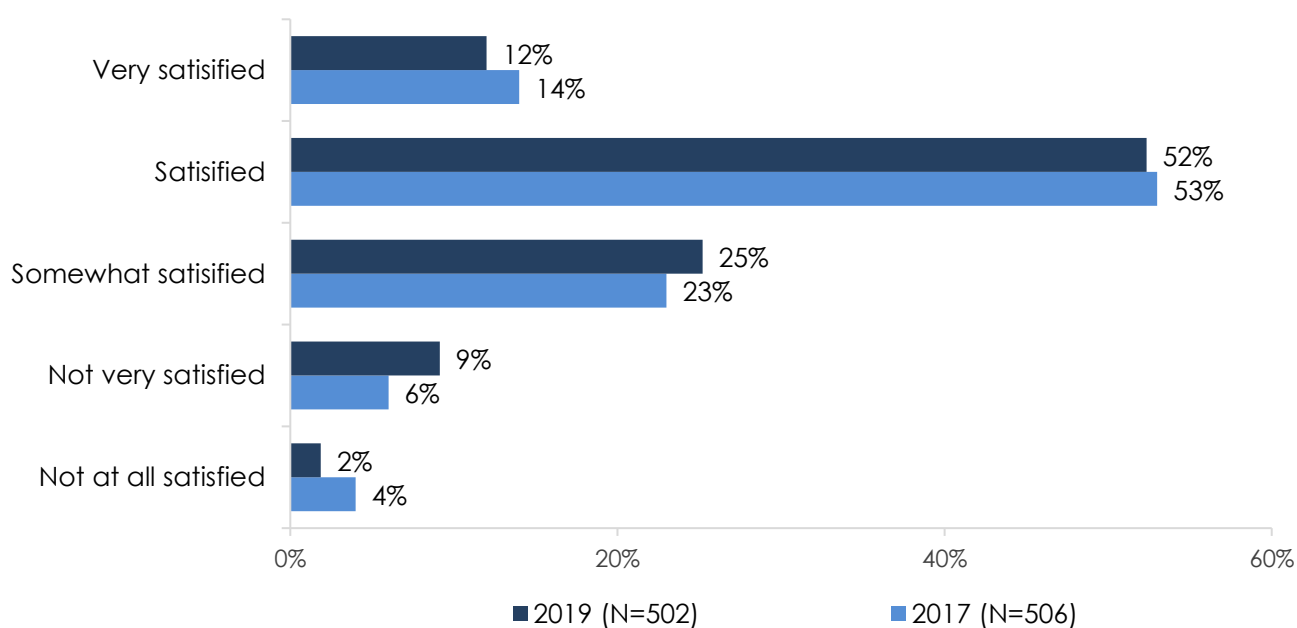
Key Findings

Overview (Strengths of the Ku-ring-gai LGA)

Summary

More than two-thirds (68%) of residents believe that a strength of the Ku-ring-gai local area is the 'natural environment and open spaces'. Other common strengths listed by residents include 'sense of community/friendly people' (18%), 'access/proximity to public transport' (14%), 'safety of the area, low crime' (13%) and 'parks/playgrounds' (11%).

Q5a. Thinking generally about living in the Ku-ring-gai area, what do you feel are the strengths of the local 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.

Base: N=500

See Appendix A for a complete list of responses

Key Findings

Overview (Highest Priority Issues within Ku-ring-gai LGA)

Summary

Residents believe that 'development, e.g. high density' (45%) will be the highest priority issue within the Ku-ring-gai area in the next 10 years. Other high priority issues include 'traffic congestion and management' (27%), 'population growth e.g. lack of infrastructure, overpopulation, etc.' (21%), 'access and availability of public transport' (12%) and 'adequate parking' (10%). Not surprisingly, these other listed priority issues are consequent impacts of development in the area.

Q5b.   Thinking of the next 10 years, what do you believe will be the highest priority issues within the Ku-ring-gai 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.

Base: N=497

See Appendix A for a complete list of responses

Key Findings

A core element of this community survey was the rating of 46 facilities/services in terms of Importance and Satisfaction. The following analysis identifies the key importance and satisfaction trends when compared to the 2017 research.

Key Importance Trends

Compared to the previous research conducted in 2017, there were significant **increases** in residents' levels of **importance** for 3 of the comparable 44 services and facilities provided by Council, these were:

	2019	2017
Control of litter and rubbish dumping	4.60	4.46
Cleanliness of your local streets	4.55	4.23
Public toilets	3.90	3.72

There was also a significant **decline** in residents' level of importance for 6 of the comparable services and facilities, these were:

	2019	2017
Initiatives for community safety/crime prevention	4.28	4.44
Services for older people	4.16	4.33
Availability of community facilities	4.10	4.23
Council advocacy on matters impacting on Ku-ring-gai	3.97	4.35
Council provision of information about events, services, programs and facilities	3.85	4.32
Services for people from diverse cultural & language backgrounds	3.81	3.99

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

Key Satisfaction Trends

Over the same period there was a significant **increase** in residents' levels of **satisfaction** across 3 of the comparable 44 services and facilities provided by Council, these were:

	2019	2017
Council provision of information about events, services, programs and facilities	3.55	3.35
Tourist attractions in the local area	3.55	3.23
Street tree maintenance	3.18	2.94

There was also a significant **decline** in residents' levels of **satisfaction** with 4 of the comparable services and facilities, these were:

	2019	2017
Availability of community facilities	3.59	3.73
Initiatives for community safety/crime prevention	3.55	3.78
Initiatives to reduce waste and improve recycling	3.36	3.70
Long term planning for the Ku-ring-gai area	2.83	2.99

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

Key Findings

Importance

The following services/facilities received the highest importance ratings:

Top 5 for Importance	
Collection of domestic garbage	4.73
Access to public transport	4.63
Control of litter and rubbish dumping	4.60
Cleanliness of your local streets	4.55
Condition of local roads	4.55

The following services/facilities received the lowest importance ratings:

Bottom 5 for Importance	
Tourist attractions in the local area	2.84
Variety of cultural experiences and performing arts	3.32
Local community festivals and events	3.43
Opportunities to work in the local area	3.50
Condition of community buildings	3.81
Services for people from diverse cultural & language backgrounds	3.81

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

Satisfaction

The following services/facilities received the highest satisfaction ratings:

Top 5 for Satisfaction	
Collection of domestic garbage	4.39
Provision and operation of libraries	4.08
Control of litter and rubbish dumping	3.89
Protection of natural areas and bushland	3.88
Cleanliness of your local streets	3.83

The following services/facilities received the lowest satisfaction ratings:

Bottom 5 for Satisfaction	
Long term planning for the Ku-ring-gai area	2.83
Quality of footpaths	2.83
Development compatible with the local area	2.84
Visual quality of building design in the Ku-ring-gai area	2.91
Council's consultation and engagement with the community	2.92

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

Comparison to the Micromex LGA Benchmark

Satisfaction Top 3 Box (Ku-ring-gai Council Vs Micromex LGA Benchmark – Metro)

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

Comparing Ku-ring-gai Council's results against the Micromex LGA Benchmark allows Council to benchmark their delivery of services/facilities against that of other metropolitan councils.

The following services/facilities achieved the largest performance gap <u>above</u> the LGA Metro Benchmark (i.e. a positive result):

Top 5 Performance Gaps <u>Above</u> Benchmark	Ku-ring-gai Council T3B Satisfaction Scores	Micromex LGA Benchmark – Metro T3B Satisfaction Scores	Variance
Control of litter and rubbish dumping	90%	76%	14%
Council provision of information about events, services, programs and facilities	88%	78%	10%
Public toilets	80%	70%	10%
Cleanliness of your local streets	89%	81%	8%
Services for people from diverse cultural & language backgrounds	88%	82%	6%

The following services/facilities achieved the largest performance gap <u>below</u> the LGA Metro Benchmark (a variance of ≤10% may be indicative of areas requiring future monitoring/optimisation).

Bottom 5 Performance Gaps <u>Below</u> Benchmark	Ku-ring-gai Council T3B Satisfaction Scores	Micromex LGA Benchmark – Metro T3B Satisfaction Scores	Variance
Visual quality of building design in the Ku-ring-gai area*	64%	85%	-21%
Quality of footpaths	62%	73%	-11%
Long term planning for the Ku-ring-gai area	65%	75%	-10%
Opportunities to work in the local area	75%	85%	-10%
Variety of cultural experiences and performing arts	78%	88%	-10%

*This service/facility was compared with the benchmark norm, 'appearance of your local area/town centre'
Note: T3B = Top 3 Box Satisfaction (Very satisfied/Satisfied/Somewhat satisfied)

Comparison to the Micromex LGA Benchmark

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

Importance Top 2 Box – Ku-ring-gai Council Vs LGA Benchmark – Metro

Legend: Ku-ring-gai Council T2B Importance · Micromex LGA Benchmark T2B Importance
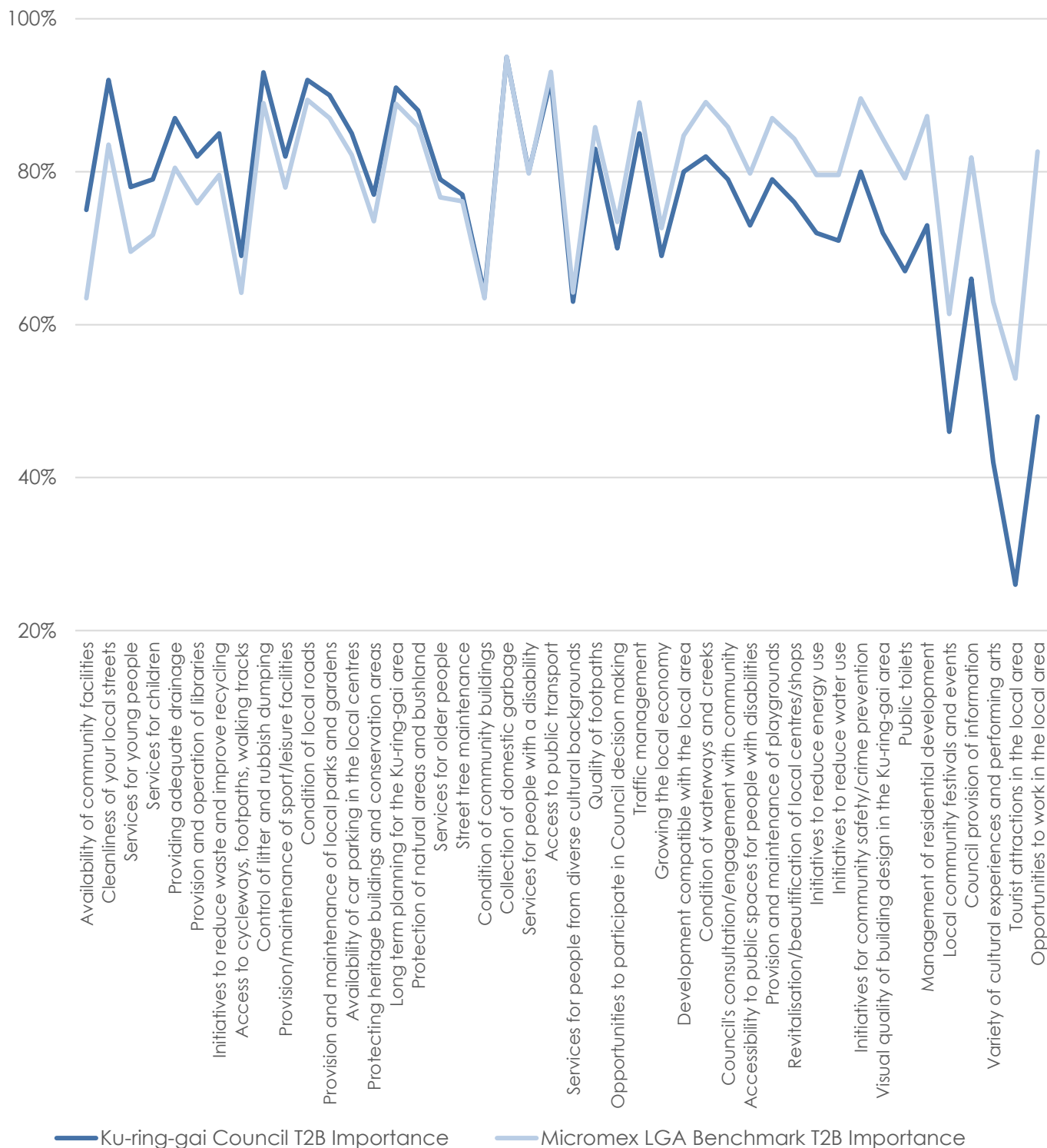
Note: T2B = Top 2 Box Importance (Very important/Important)

Comparison to the Micromex LGA Benchmark

When viewing the results of the top 3 box satisfaction scores, we can see that Ku-ring-gai Council is performing below the LGA Benchmark across just over half of services/facilities.

Satisfaction T3B – Ku-ring-gai Council Vs LGA Benchmark – Metro
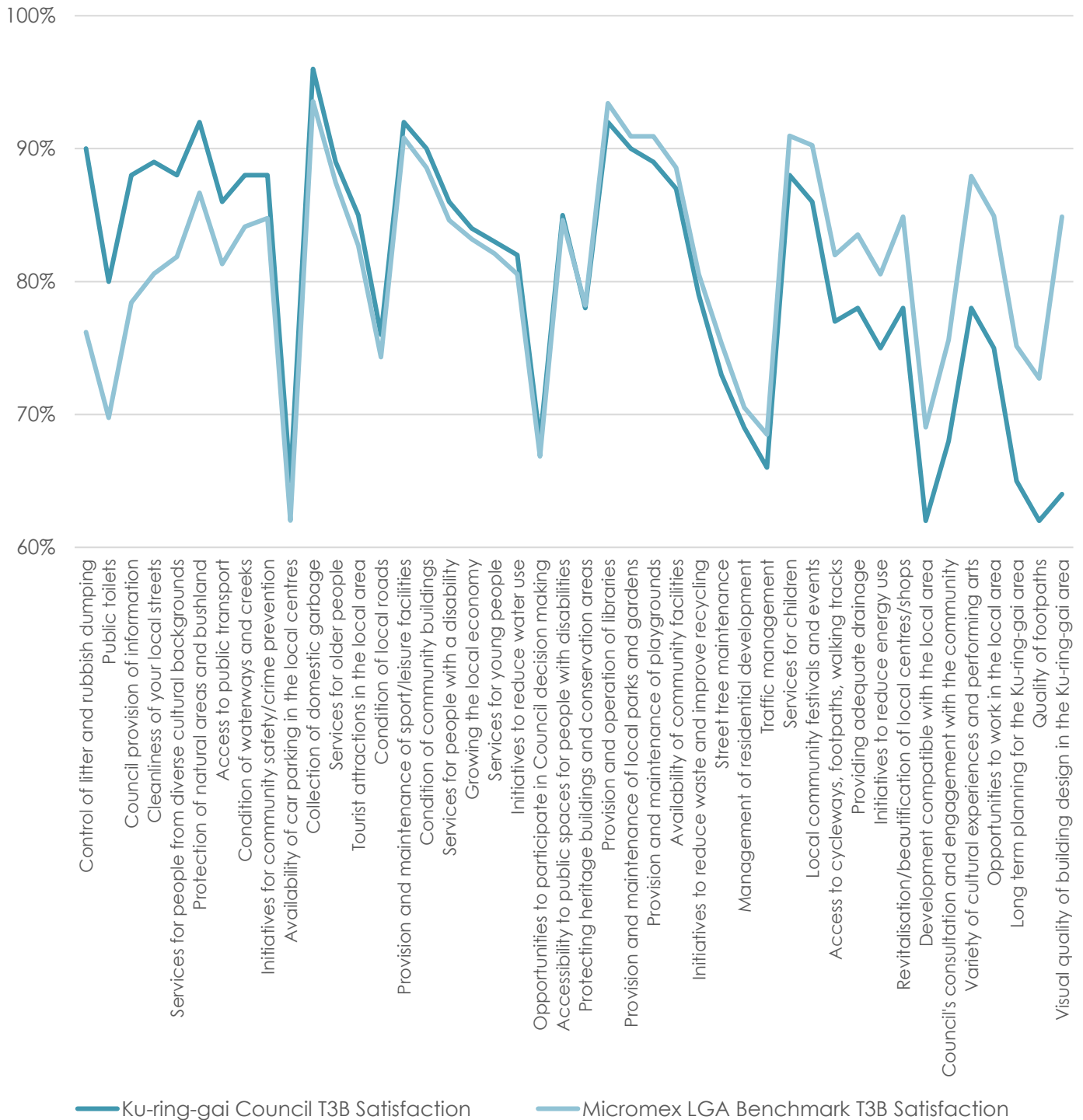
Note: T3B = Top 3 Box Satisfaction (Very satisfied/Satisfied/Somewhat satisfied)

Key Findings

Identifying Priorities via Specialised Analysis (Explanation)

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

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

1.   Identify and understand the hierarchy of community priorities

2.   Inform the deployment of Council resources in line with community aspirations

Step 1.   Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the 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 Ku-ring-gai Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the 46 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 25% 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

Ranking	Service/Facility	Importance Top 2 Box	Satisfaction Top 3 Box	Performance Gap (Importance-Satisfaction)
1	Long term planning for the Ku-ring-gai area	91%	65%	26%
2	Quality of footpaths	83%	62%	21%
3	Availability of car parking in the local centres	85%	65%	20%
4	Traffic management	85%	66%	19%
5	Development compatible with the local area	80%	62%	18%
6	Condition of local roads	92%	76%	16%
7	Council's consultation and engagement with the community	79%	68%	11%
8	Providing adequate drainage	87%	78%	9%
9	Visual quality of building design in the Ku-ring-gai area	72%	64%	8%
10	Access to public transport	92%	86%	6%
	Initiatives to reduce waste and improve recycling	85%	79%	6%
12	Street tree maintenance	77%	73%	4%
	Management of residential development	73%	69%	4%
14	Control of litter and rubbish dumping	93%	90%	3%
	Cleanliness of your local streets	92%	89%	3%
16	Opportunities to participate in Council decision making on matters affecting Ku-ring-gai	70%	68%	2%
17	Provision and maintenance of local parks and gardens	90%	90%	0%
18	Collection of domestic garbage	95%	96%	-1%
	Protecting heritage buildings and conservation areas	77%	78%	-1%
20	Revitalisation/beautification of local centres and neighbourhood shops	76%	78%	-2%
21	Initiatives to reduce energy use	72%	75%	-3%
22	Protection of natural areas and bushland	88%	92%	-4%
23	Services for young people	78%	83%	-5%
24	Condition of waterways and creeks	82%	88%	-6%
	Services for people with a disability	80%	86%	-6%
26	Vitality of our local centres and neighbourhood shops (e.g. availability of places to meet, venues to eat out and socialise)	79%	86%	-7%
27	Initiatives for community safety/crime prevention	80%	88%	-8%
	Access to cycleways, footpaths, walking tracks	69%	77%	-8%
29	Services for children	79%	88%	-9%
	Council advocacy on matters impacting on Ku-ring-gai	67%	76%	-9%
31	Provision and maintenance of sporting ovals, grounds and leisure facilities (including tennis courts, pool, etc.)	82%	92%	-10%
	Provision and operation of libraries	82%	92%	-10%
	Provision and maintenance of playgrounds	79%	89%	-10%
	Services for older people	79%	89%	-10%
35	Initiatives to reduce water use	71%	82%	-11%
36	Availability of community facilities	75%	87%	-12%
	Accessibility to public spaces for people with disabilities	73%	85%	-12%
38	Public toilets	67%	80%	-13%
39	Growing the local economy	69%	84%	-15%
40	Council provision of information about events, services, programs and facilities	66%	88%	-22%
41	Services for people from diverse cultural & language backgrounds	63%	88%	-25%
42	Condition of community buildings	64%	90%	-26%
43	Opportunities to work in the local area	48%	75%	-27%
44	Variety of cultural experiences and performing arts	42%	78%	-36%
45	Local community festivals and events	46%	86%	-40%
46	Tourist attractions in the local area	26%	85%	-59%

Note: T3B = Top 3 Box Satisfaction (Very satisfied/Satisfied/Somewhat satisfied)
　　　 T2B = Top 2 Box Importance (Very important/Important)

Key Findings

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as high in importance. Resident satisfaction for all of these areas is between 62% and 86%, which indicates that their satisfaction for these measures is moderately high to very high.

Ranking	Service/Facility	Importance Top 2 Box	Satisfaction Top 3 Box	Performance Gap (Importance-Satisfaction)
1	Long term planning for the Ku-ring-gai area	91%	65%	26%
2	Quality of footpaths	83%	62%	21%
3	Availability of car parking in the local centres	85%	65%	20%
4	Traffic management	85%	66%	19%
5	Development compatible with the local area	80%	62%	18%
6	Condition of local roads	92%	76%	16%
7	Council's consultation and engagement with the community	79%	68%	11%
8	Providing adequate drainage	87%	78%	9%
9	Visual quality of building design in the Ku-ring-gai area	72%	64%	8%
10	Access to public transport	92%	86%	6%
	Initiatives to reduce waste and improve recycling	85%	79%	6%

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'long term planning for the Ku-ring-gai area' is the area of least relative satisfaction.

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

Key Findings

Quadrant Analysis

Step 2.   Quadrant Analysis

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

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the 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 76% and the average rated satisfaction score was 81%. Therefore, any facility or service that received a mean stated importance score of ≥ 76% would be plotted in the higher importance section and, conversely, any that scored < 76% would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 81%. 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 Top 2 Box Vs Satisfaction Top 3 Box
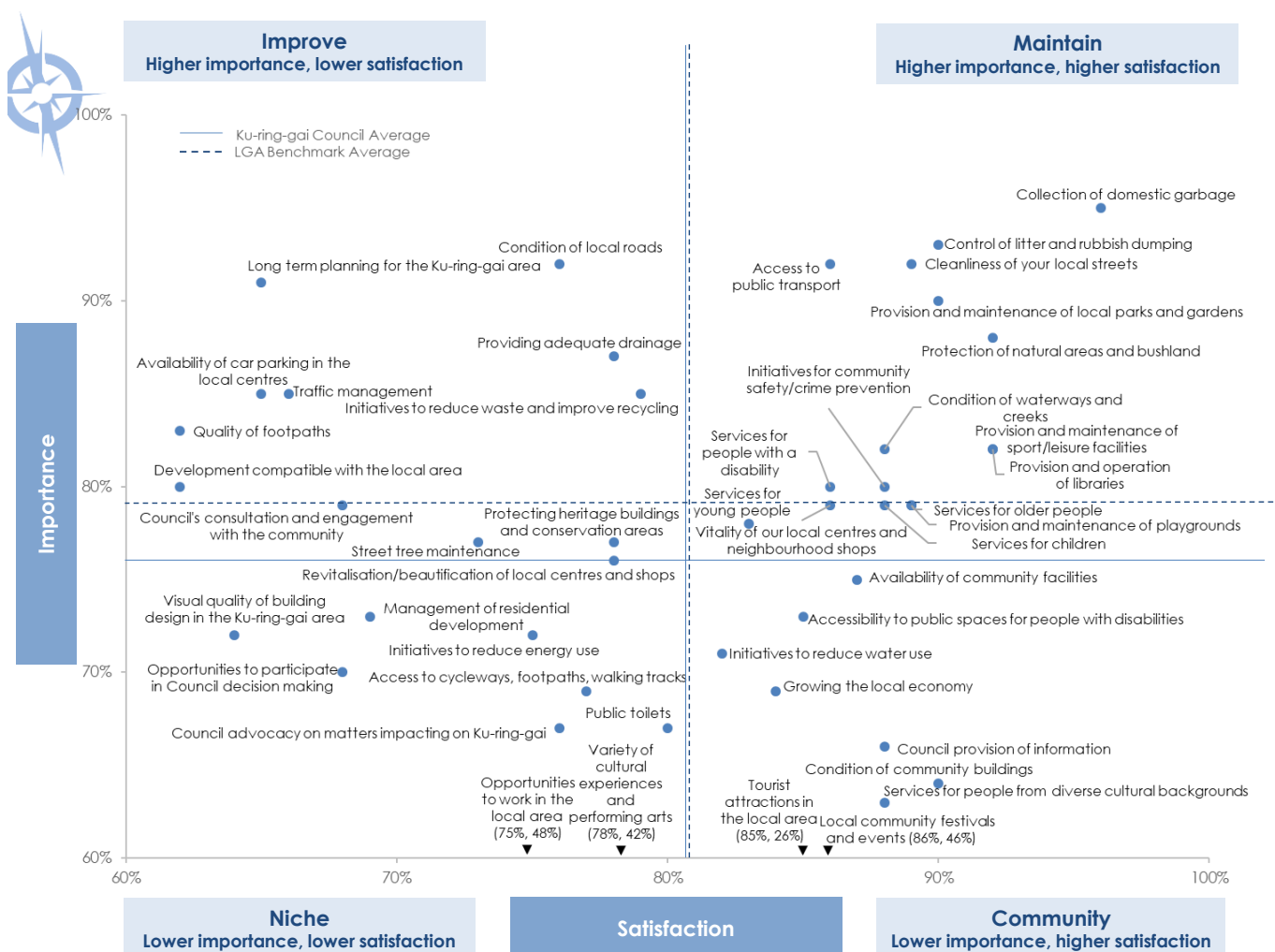
Note: T3B = Top 3 Box Satisfaction (Very satisfied/Satisfied/Somewhat satisfied)
       T2B = Top 2 Box Importance (Very important/Important)

Key Findings

Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN,** such as 'collection of domestic garbage', 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 'long term planning for the Ku-ring-gai area' 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 'variety of cultural experiences and performing arts', 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 'tourist attractions in the local area', 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 the 'condition of 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 Ku-ring-gai Council <u>can actively drive overall community satisfaction,</u> we conducted further analysis.

Step 3.   The Shapley Value Regression

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

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

What Does This Mean?

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

Key Findings

Key Drivers of Satisfaction with Ku-ring-gai Council

The results in the chart below provide Ku-ring-gai Council with a complete picture of the intrinsic community priorities and motivations, and identify what attributes are the <u>key drivers of community satisfaction</u>.

The top 13 services/facilities account for 61% of overall satisfaction with Council. As such, the remaining 33 attributes comparatively, have only a lesser impact on the community's satisfaction. So, while all 46 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

These Top 13 Indicators Contribute to 61% of Overall Satisfaction with Council

Indicator	%
Long term planning for the Ku-ring-gai area	10.2%
Council's consultation and engagement with the community	9.4%
Condition of local roads	5.9%
Opportunities to participate in Council decision making on matters affecting Ku-ring-gai	5.0%
Street tree maintenance	4.5%
Council advocacy on matters impacting on Ku-ring-gai	4.2%
Management of residential development	3.7%
Protection of natural areas and bushland	3.2%
Availability of car parking in the local centres	3.2%
Control of litter and rubbish dumping	3.1%
Cleanliness of your local streets	3.1%
Initiatives for community safety/crime prevention	2.7%
Providing adequate drainage	2.6%

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

These 13 services/facilities are the key community priorities and by addressing these, Ku-ring-gai 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, 'providing adequate drainage' contributes 2.6% towards overall satisfaction, while 'long term planning for the Ku-ring-gai area' (10.2%) is a far stronger driver, contributing almost four times as much to overall satisfaction with Council.

Key Findings

Clarifying Priorities

By mapping satisfaction against derived importance, it is apparent that there is room to elevate satisfaction within the variables that fall in the 'lower' and 'moderate satisfaction' regions of the chart. If Ku-ring-gai 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
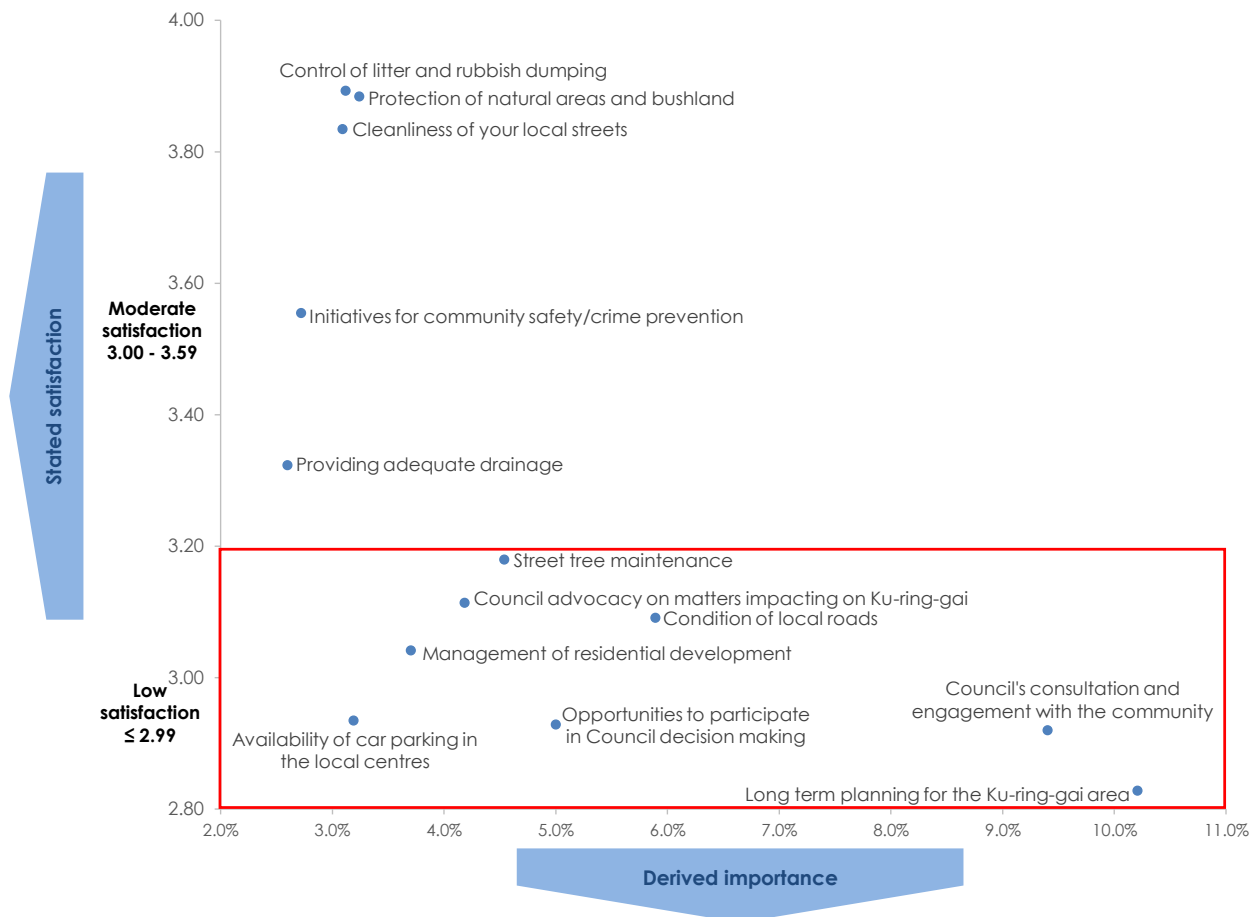
This analysis indicates that areas such as 'control of litter and rubbish dumping', 'protection of natural areas and bushland', 'cleanliness of your local streets', 'initiatives for community safety/crime prevention' and 'providing adequate drainage' could possibly be targeted for optimisation.

Furthermore, areas such as 'street tree maintenance', 'Council advocacy on matters impacting on Ku-ring-gai', 'condition of local roads', 'management of residential development', 'availability of car parking in the local centres', 'opportunities to participate in Council decision making', 'Council's consultation and engagement with the community' and 'long term planning for the Ku-ring-gai area' are issues Council should be looking to understand resident expectations and/or more actively inform/engage residents of Council's position and advocacy across these areas.

Key Findings

Advanced Shapley Outcomes

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

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

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

Key Contributors to Barriers/Optimisers

Driver	Dissatisfiers (59%)	Satisfiers (41%)
Long term planning for the Ku-ring-gai area	-8.0%	2.2%
Council's consultation and engagement with the community	-8.3%	1.1%
Condition of local roads	-4.3%	1.6%
Opportunities to participate in Council decision making on matters affecting Ku-ring-gai	-3.9%	1.1%
Street tree maintenance	-3.6%	1.0%
Council advocacy on matters impacting on Ku-ring-gai	-3.1%	1.1%
Management of residential development	-2.8%	0.9%
Protection of natural areas and bushland	-0.2%	3.1%
Availability of car parking in the local centres	-2.3%	0.9%
Control of litter and rubbish dumping	-0.6%	2.5%
Cleanliness of your local streets	-0.9%	2.2%
Initiatives for community safety/crime prevention	-1.6%	1.1%
Providing adequate drainage	-2.1%	0.5%

Different levers address the different levels of satisfaction across the community
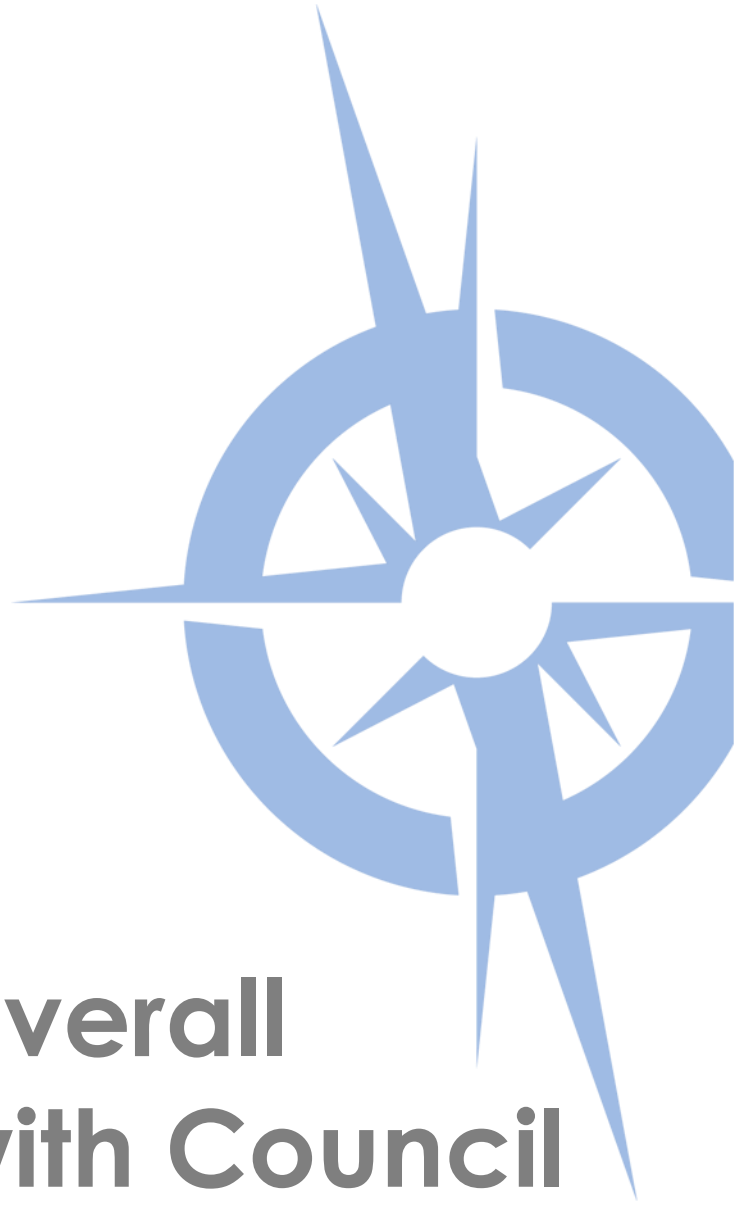
Section A – Overall Satisfaction with Council and the Local Area

Overall Satisfaction with the Performance of Council

Summary

Overall, 90% of residents are at least 'somewhat satisfied' with the overall performance of Council. Comparisons with the 2017, 2014 and 2010 results indicate a positive trend, with a steady improvement in overall satisfaction since 2014.

Q4.   Overall, how satisfied are you with the performance of the Ku-ring-gai Council, not just on one or two issues but across all responsibility areas?

Top 3 Box Satisfaction Scores

	2019 (N=502)	2017 (N=506)	2014 (N=402)	2010 (N=400)
	90%	87%	84%	85%
Mean ratings	3.57	3.47	3.29	3.37
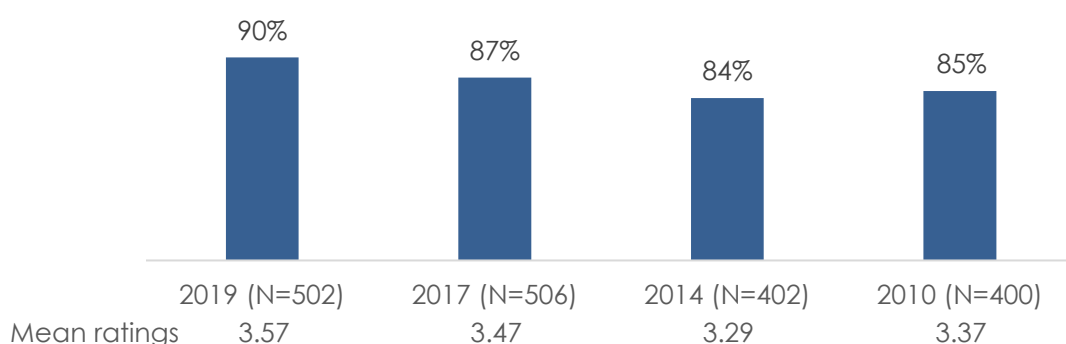
	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Ku-ring-gai Council	3.57	3.60	3.55	3.63	3.66 ↑	3.48	3.52	3.56	3.71
Micromex LGA Benchmark – Metro	3.54	3.52	3.56	3.62	3.49	3.43	3.58	3.49	3.67

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

↑↓ = A significantly higher/lower level of satisfaction (compared to the Micromex LGA Benchmark – Metro)

Response	2019 (N=502)	2017 (N=506)
Very satisified	9%	8%
Satisified	51%	46%
Somewhat satisified	30%	33%
Not very satisfied	7%	9%
Not at all satisfied	3%	4%

■ 2019 (N=502)   ■ 2017 (N=506)
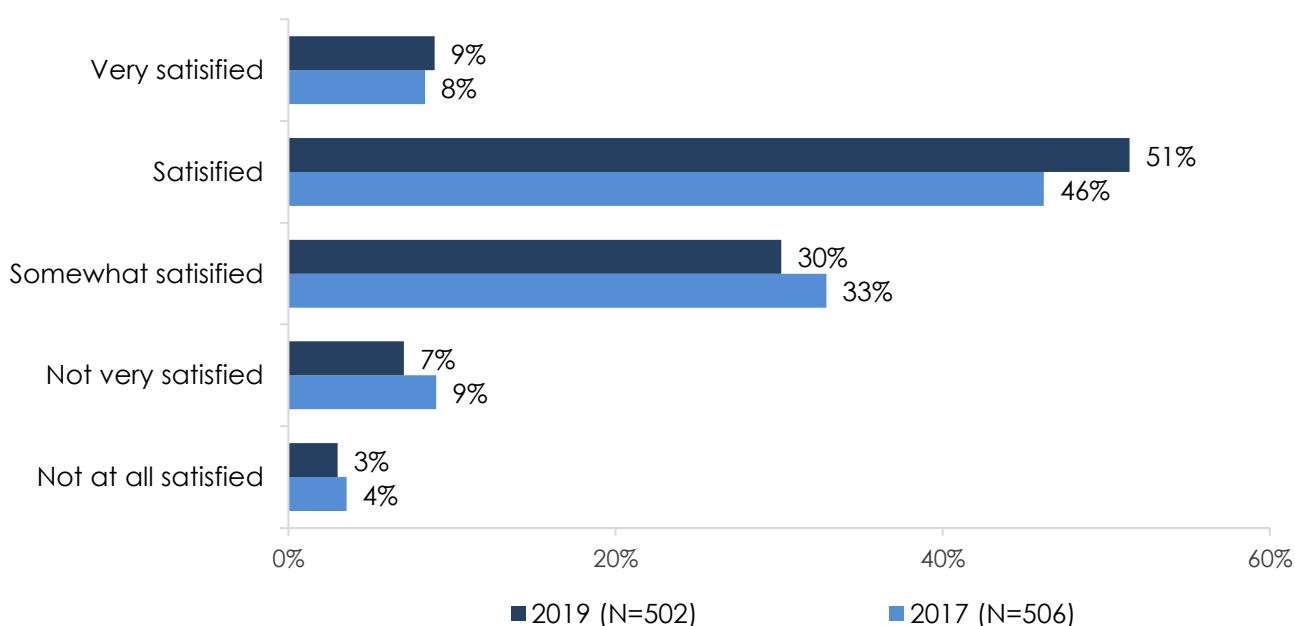
Note: T3B = Top 3 Box Satisfaction (Very satisfied/Satisfied/Somewhat satisfied)

Strengths of the Ku-ring-gai LGA

Summary

More than two-thirds (68%) of residents believe that a strength of the Ku-ring-gai local area is the 'natural environment and open spaces'. Other common strengths listed by residents include 'sense of community/friendly people' (18%), 'access/proximity to public transport' (14%), 'safety of the area, low crime' (13%) and 'parks/playgrounds' (11%).

Q5a.   Thinking generally about living in the Ku-ring-gai area, what do you feel are the strengths of the local 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.

Base: N=500

See Appendix A for a complete list of responses

Highest Priority Issues Within the Ku-ring-gai LGA

Summary

Residents believe that 'development, e.g. high density' (45%) will be the highest priority issue within the Ku-ring-gai area in the next 10 years. Other high priority issues include 'traffic congestion and management' (27%), 'population growth e.g. lack of infrastructure, overpopulation, etc.' (21%), 'access and availability of public transport' (12%) and 'adequate parking' (10%). Not surprisingly, these other listed priority issues are consequent impacts of development in the area.

Q5b.   Thinking of the next 10 years, what do you believe will be the highest priority issues within the Ku-ring-gai 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.

Development, e.g. high density	45%
Traffic congestion and management	27%
Population growth e.g. lack of infrastructure, overpopulation, etc.	21%
Access and availability of public transport	12%
Adequate parking	10%

Base: N=497

See Appendix A for a complete list of responses

Importance of Maintaining Ku-ring-gai's Unique Visual Character & Identity

Summary

Nearly all residents (98%) believe it is at least 'somewhat important' for Council to maintain Ku-ring-gai's unique visual character and identity.

Residents aged 65+ were significantly more likely to place importance on visual character and identity, whilst those aged 35-49 were significantly less likely.

Q5c.   *How important is it for Council to maintain Ku-ring-gai's unique visual character and identity?*

	Overall 2019	Overall 2017
Mean ratings	4.48	4.43

	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	4.39	4.55	4.32	4.27▼	4.59	4.73▲	4.50	4.35
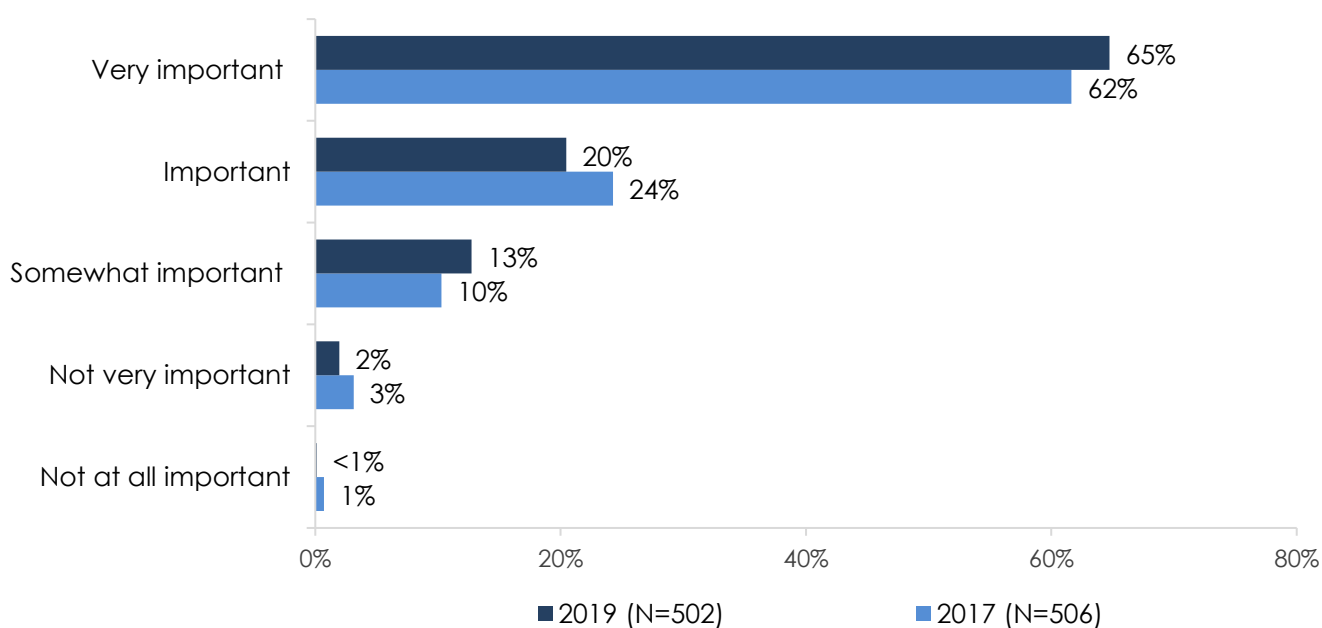
Scale: 1 = not at all important, 5 = very important

▲▼ = A significantly higher/lower level of importance (by group)

Moving in and Around Ku-ring-gai

Summary

87% of respondents were at least 'somewhat satisfied' with the ease of moving in and around the Ku-ring-gai LGA.

Residents aged 18-34 were significantly more satisfied, whilst those aged 50-64 were significantly less satisfied.

Q5d.   Overall, how satisfied are you with the ease of moving in and around Ku-ring-gai LGA?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.65	3.66	3.64	3.88▲	3.60	3.49▼	3.67	3.65	3.62
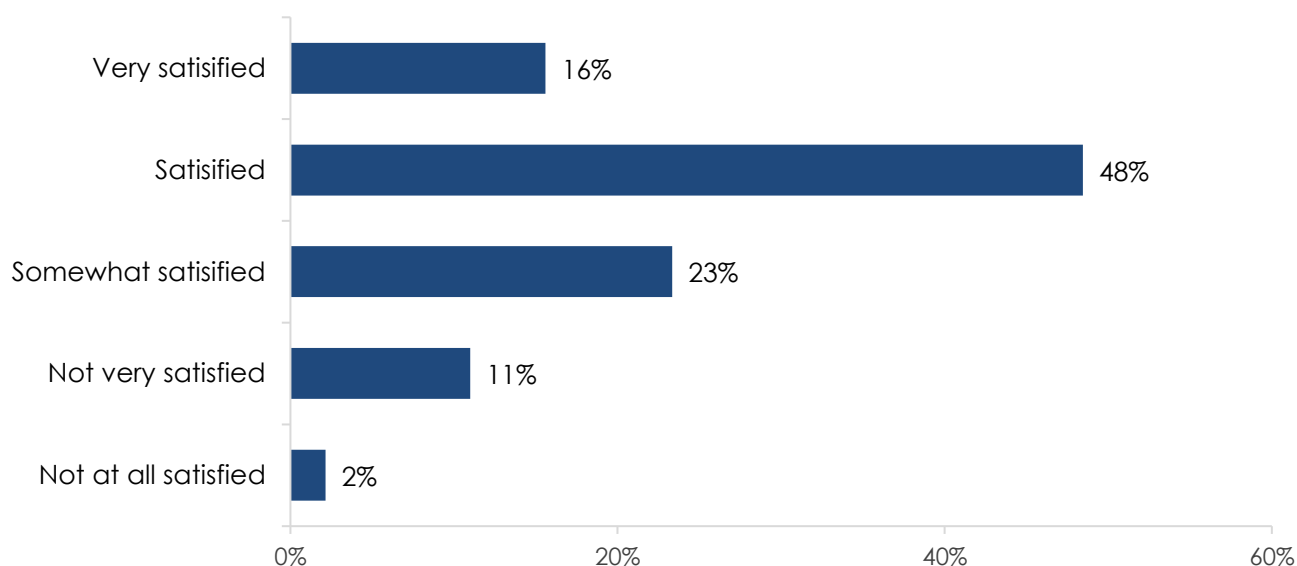
Base: N=502

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

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

Quality of Life

Summary

Almost all residents (98%) rated their quality of life in the Ku-ring-gai area as 'good' to 'excellent'.

There has been a softening in the proportion of residents that rated quality of life as 'excellent' since 2017, with a marginal decrease in the rating overall.

Ratings for quality of life within the Ku-ring-gai Council Local Government Area is significantly higher than the Metro Benchmark.

Q5e.   Overall, how would you rate the quality of life you have living in the Ku-ring-gai area?

	Ku-ring-gai Council	Micromex LGA Benchmark – Metro
Mean ratings	5.24▲	4.91

	Overall 2019	Overall 2017
Mean ratings	5.24	5.32

	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	5.23	5.25	5.29	5.20	5.33	5.16	5.26	5.10

Scale: 1 = Very poor, 6 = Excellent

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

Section B –
Contact with Council

Contact with Council

Summary

Approximately half of residents (49%) contacted Council in the last 12 months. Of these, 45% did so via 'phone'.

Use of website/online chat has increased significantly since 2017, with the likelihood of use more than doubling since 2017 (26% cf. 12%).

There has been a significant decrease in the use of 'mail' to contact Council.

Residents aged 18-34 were significantly more likely to make contact by 'email' (refer to Appendix A).

Older residents (i.e. 65+) were significantly more likely to make contact via 'mail' and 'in person' and significantly less likely to use technologies such as 'email' and 'website/online chat' (refer to Appendix A).

Of those residents that contacted Council, over half of enquiries (51%) were in regard to waste and clean up services, which is consistent with results in 2017.

Residents aged 65+ were significantly more likely to contact Council regarding 'open space services'.

Non-ratepayers were significantly more likely to contact Council regarding 'community services'.

Q1a.   Have you contacted Council in the last 12 months?
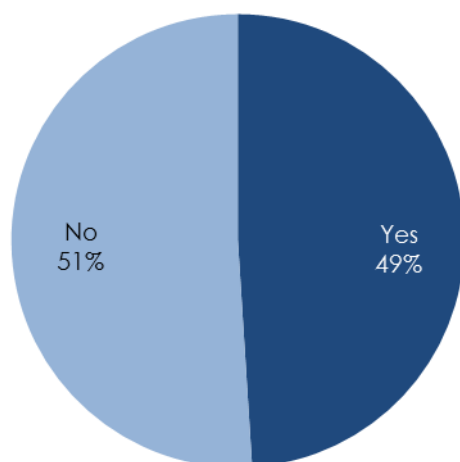
	2019 (N=502)	2017 (N=506)	2014 (N=402)	2010 (N=400)
Yes	49%	53%	52%	56%
No	51%	47%	48%	44%

No
51%

Yes
49%

Base: N=502

Note: For analysis by key demographics, please see Appendix A.

Mode of Contact

Q1b.   When you made contact with the Council staff was it by:

Mode	2019 (N=248)	2017 (N=266)
Phone	45%	54%
Website/Online chat	26% ▲	12%
Email	21%	22%
In person	6%	7%
Mail	2% ▼	5%
Social media*		1%
Other*		<1%

■ 2019 (N=248)   ■ 2017 (N=266)
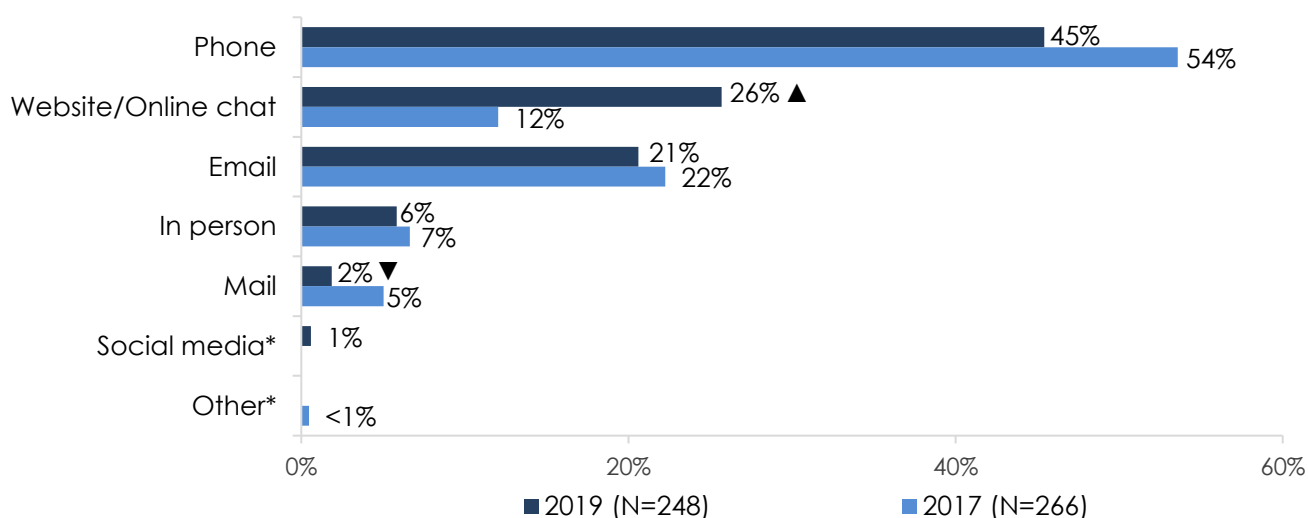
*Social media was a new response option in 2019 and so could not be compared. The 'Other' response option was not in the current survey.

Q1c.   What was the nature of your enquiry?

Nature	2019 (N=248)	2017 (N=266)
Waste and clean up services	51%	51%
Building and development approval	13%	16%
Trees (Tree Preservation Order or street trees)	14%	15%
Engineering services (roads, footpaths, drains)	9%	10%
Regulatory, infringements, noise, etc.	8%	5%
Community services (youth, children, aged care)	6%	6%
Open space services (parks, sports fields, bushland)	3%	6%
Rates	2%	2%
Zoning and local centres plan	2%	2%
Other	6%	6%

Other specified	Count
Providing feedback/advice	3
Registration of pet/pet-related enquiry	3
Planning and heritage	2
Conditions of hiring out halls	1
Enquiry - worm farm	1
Environmental Levy	1
Housing issues	1
Online survey	1
Parking	1
Rabbits	1
Refund on a deposit	1
Vehicle access application	1

■ 2019 (N=248)   ■ 2017 (N=266)

Note: For analysis by key demographics, please see Appendix A.

Satisfaction with the Way Contact was Handled

Summary

81% of residents are at least 'somewhat satisfied' with the way their contact was handled.

Those who made contact via the 'website/online chat' were significantly more satisfied.

Q1d.   How satisfied were you with the way your contact was handled?

	Overall 2019	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.84	3.86	3.85	3.83	3.41	3.90	4.01	3.77	3.87	3.55

	Phone	Email	Website/Online Chat	In person
Mean ratings	3.75	3.45	4.35▲	3.97*

Scale: 1 = not at all satisfied, 5 = very satisfied
▲▼ = A significantly higher/lower level of satisfaction (by group)
*Caution low sample size
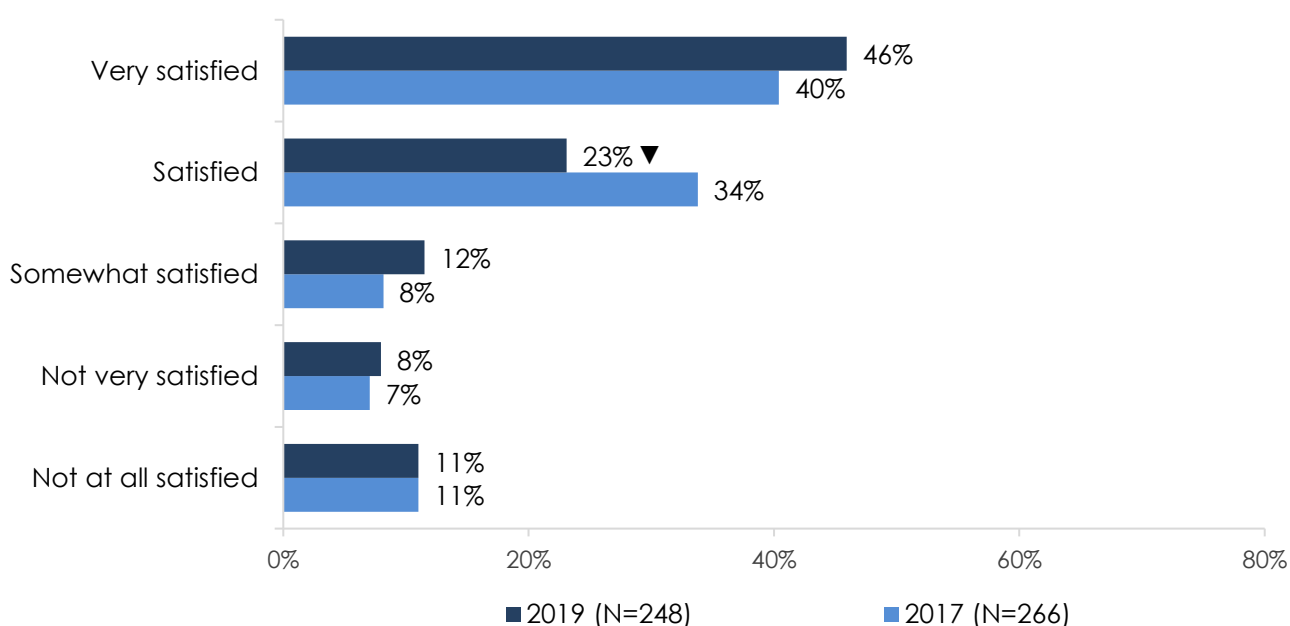
Q1e.   *(Asked of those who were 'not at all satisfied' or 'not very satisfied'), Why do you say that?*

Reason	Count
Slow response	21
No response	13
Problem was not resolved/service not provided/still pending	14
Incorrect/confusing/conflicting information	6
Staff weren't helpful/not knowledgeable	5

See Appendix A for complete list of responses

Sourcing Information on Council Services & Facilities

Summary

80% of residents obtain information on Council services and facilities via the 'Council website'.

Sourcing information from 'social media' has significantly increased since 2017.

Sourcing information from the 'North Shore Times' and 'local newspapers' has significantly decreased since 2017.

Females were significantly more likely to source information via 'social media' (refer to Appendix A).

Residents aged 18-34 were significantly more likely to source information via 'word of mouth' and 'social media', but significantly less likely via 'Council brochures in letterbox' and 'local newspapers' (refer to Appendix A).

Those aged 35-49 were significantly more likely to source information via the 'Council website', but significantly less likely via 'North Shore Times' and 'local newspapers' (refer to Appendix A).

Residents aged 50+ were significantly less likely to source information via 'word of mouth' and 'social media', however, those 65+ were also significantly less likely via the 'Council website'. Conversely, residents aged 65+ were significantly more likely to source information via 'Council brochures in letterbox', 'North Shore Times', 'local newspapers' and 'Council email newsletters' (refer to Appendix A).

Non-ratepayers were significantly more likely to obtain information via 'word of mouth' and 'social media' (refer to Appendix A).

Q2a.   Where do you source information on Council services and facilities?

Other specified	Count
Internet e.g. Google	5
Direct contact with Council	2
Rate notice	2
Community noticeboards	1
Library	1
Library newsletter	1
Snap Send Solve app	1
Television news	1

Chart data (2019 (N=502) vs 2017 (N=506)):
- Council website: 80% / 77%
- Direct mail/letters: 48% / 52%
- Council brochures in letterbox: 45% / 47%
- Word of mouth: 41% / 36%
- North Shore Times: 38% ▼ / 53%
- Local newspapers: 32% ▼ / 43%
- Council email newsletters: 28% / 24%
- Social media: 20% ▲ / 11%
- Other: 2% ▼ / 5%
- None: 3% / 2%

■ 2019 (N=502)   ■ 2017 (N=506)

▲▼ = Significantly higher/lower percentage (by year)
Note: For analysis by key demographics, please see Appendix A.

Satisfaction with Level of Council Communication

Summary

89% of residents are at least 'somewhat satisfied' with the level of communication Council currently has with the community. Satisfaction is consistent across demographics and has remained steady since 2010.

Q2b.   How satisfied are you with the level of communication Council currently has with the community?

	Overall 2019	Overall 2017	Overall 2014	Overall 2010
Mean ratings	3.62	3.69	3.51	3.45

	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.61	3.64	3.64	3.68	3.63	3.53	3.61	3.70
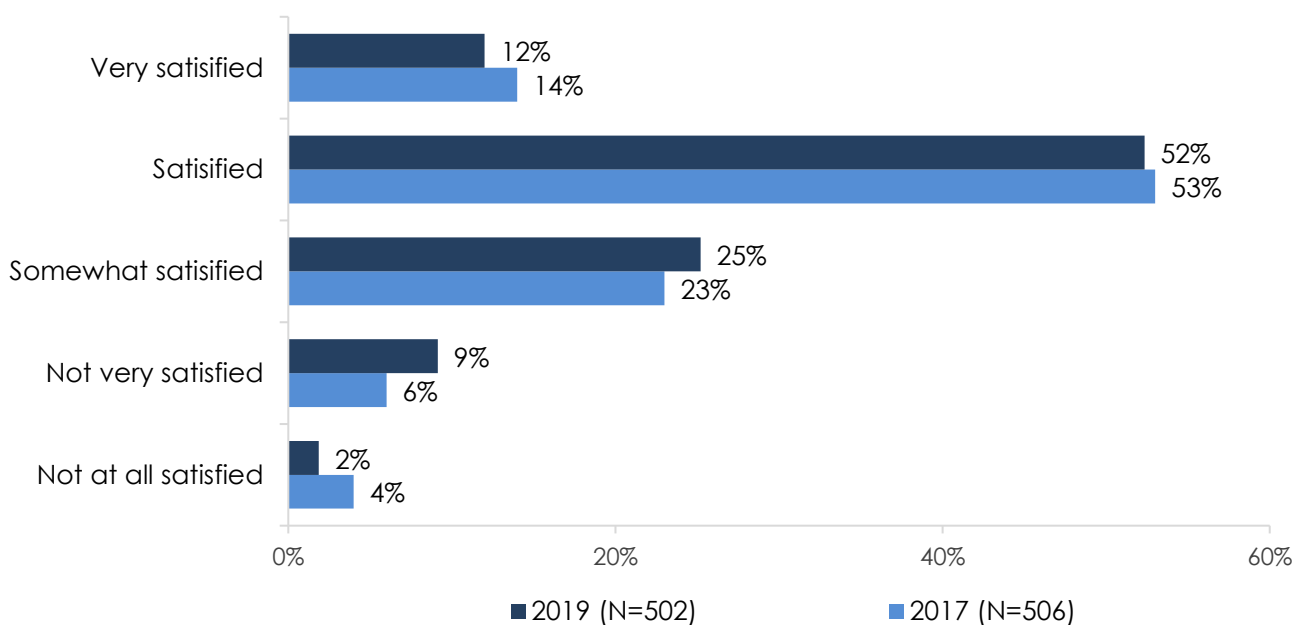
Scale: 1 = not at all satisfied, 5 = very satisfied

Satisfaction with Access to Information

Summary

81% of residents were at least 'somewhat satisfied' with access to information about planning, regulation and local development activity. Satisfaction was consistent across demographics.

Q2c.   How satisfied are you with access to information about planning, regulation and local development activity?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.34	3.35	3.32	3.39	3.41	3.28	3.27	3.34	3.29
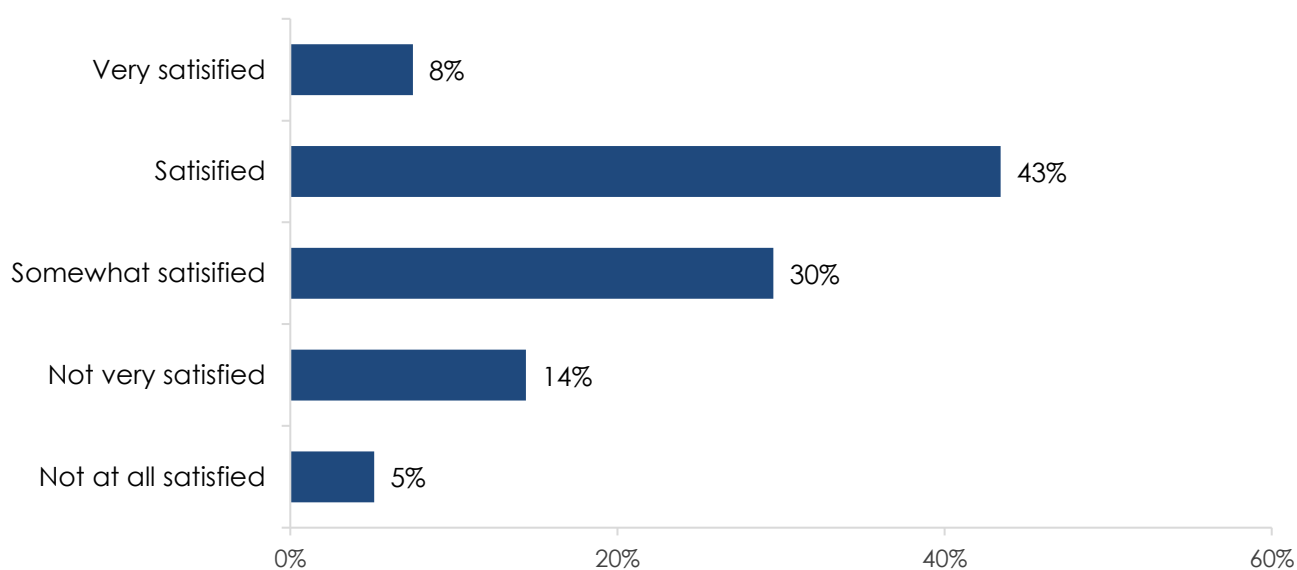
Base: N=502

Scale: 1 = not at all satisfied, 5 = very satisfied
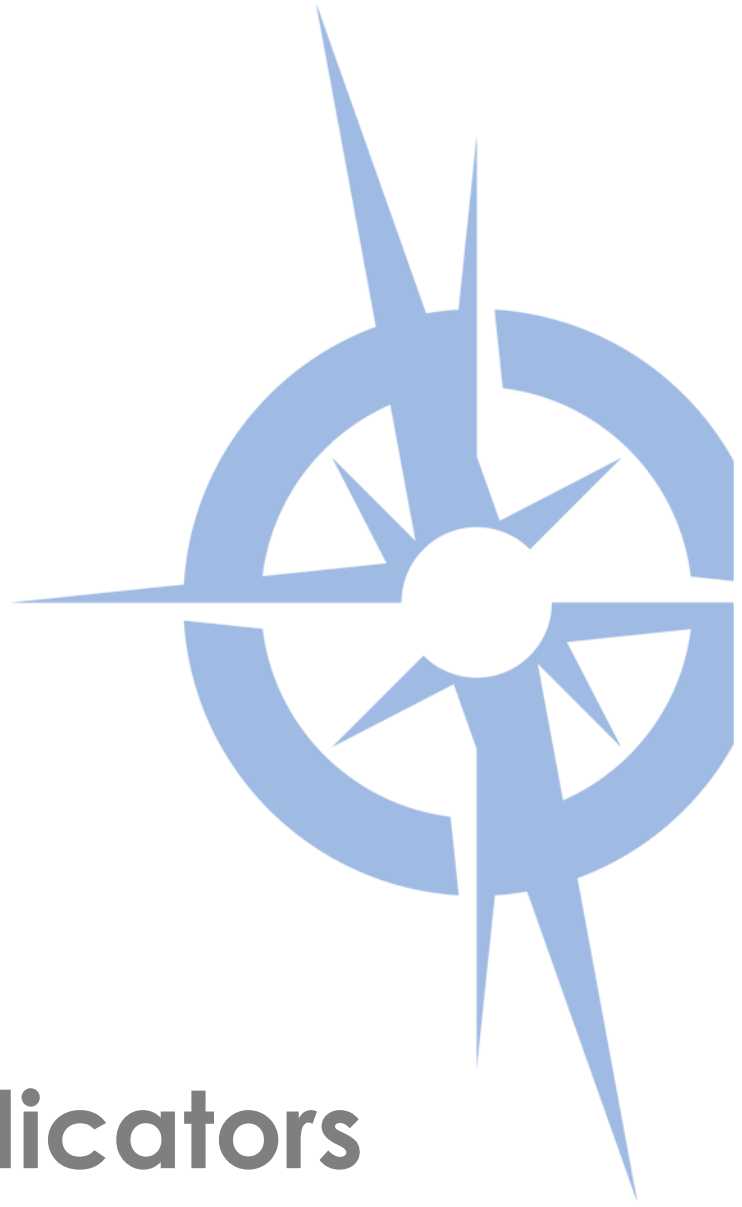
Section C – Wellbeing Indicators

Perceptions of Ku-ring-gai

Summary

Residents in the Ku-ring-gai Council LGA feel safe in the area with at least 85% of residents indicating they agree/strongly agree with 3 of the 4 statements regarding safety.

Agreement with the statement 'I mainly socialise in my local area' has decreased significantly since 2017 (refer to Appendix A).

Agreement with statements 'I feel safe in my own home', 'I feel safe in my neighbourhood' and 'I feel I belong to the community I live in' is significantly above the Metro Benchmark.

Residents aged 18-34 were significantly less likely to agree with social statements, 'I have access to community groups and support networks' and 'I mainly socialise in my local area' (refer to Appendix A).

Older residents indicated higher agreement levels with social statements, with those 65+ significantly more likely to agree with statements, 'I feel I belong to the community I live in', 'I have access to community groups and support networks' and 'I mainly socialise in my local area'. Whilst still very high, residents aged 65+ were significantly less likely to agree with the statement 'I feel safe in my neighbourhood' (refer to Appendix A).

Ratepayers were significantly more likely to agree that 'housing in the area meets my needs' and 'I have access to community groups and support networks' (refer to Appendix A).

Q6a. In this section I'd like to ask you a number of questions about your perceptions of your neighbourhood and Ku-ring-gai as a place to live.

Statement		Ku-ring-gai Council T2 Box	Micromex Metro Benchmark T2 Box
I feel safe in my own home	1% / 20% / 76%	96%▲	89%
I feel safe in my neighbourhood	<1% / 25% / 71%	96%▲	78%
I can call on a neighbour, or local family or friends if I need assistance	2% / 2% / 24% / 61%	85%	82%
My neighbourhood is a friendly place to live	2% / 1% / 31% / 55%	86%	N/A
Housing in the area meets my needs	5% / 2% / 33% / 48%	81%	N/A
I feel I belong to the community I live in	4% / 2% / 36% / 40%	76%▲	68%
I feel informed and prepared to deal with significant emergency events	6% / 3% / 41% / 28%	69%	N/A
I have access to community groups and support networks	8% / 7% / 30% / 24%	54%	50%
I mainly socialise in my local area	12% / 17% / 24% / 19%	43%	49%

Legend: Strongly disagree | Disagree | Agree | Strongly agree

Note: For analysis by key demographics, please see Appendix A.   Base: N=502

Participating in Sport and Fitness Activities

Summary

The majority of residents (62%) indicate they take part in sporting and fitness activities 'several times a week'.

Q6b. How often do you take part in sporting and fitness activities, such as walking, cycling, organised sport, fitness classes, personal trainer?
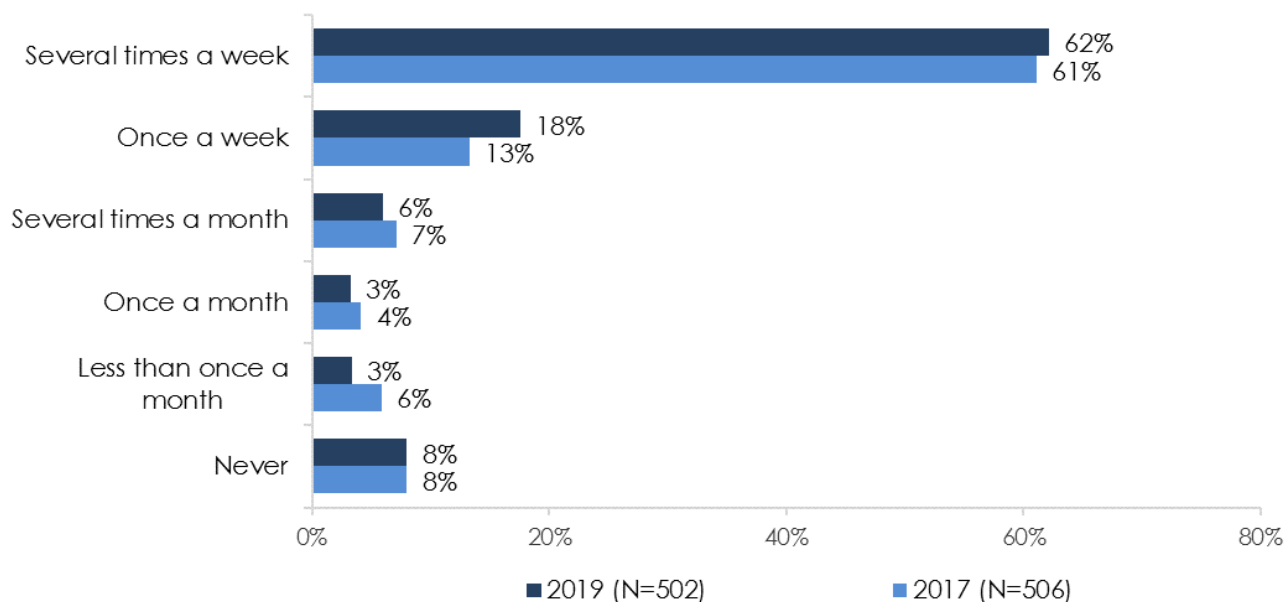
Note: For analysis by key demographics, please see Appendix A.
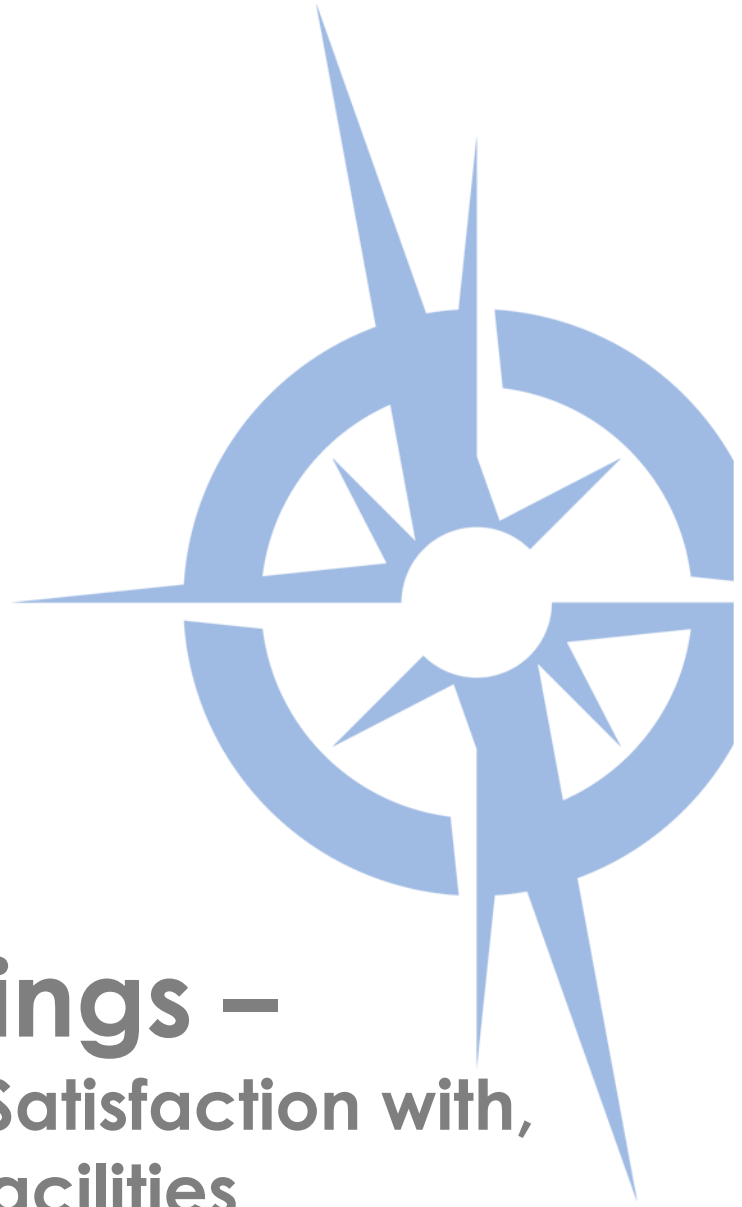
Detailed Findings –
Importance of, and Satisfaction with, Council Services & Facilities

Service Areas

A core element of this community survey was the rating of 46 facilities/services in terms of Importance and Satisfaction. Each of the 46 facilities/services were grouped into service areas as detailed below:

Managing places and spaces

Management of residential development

Development compatible with the local area

Visual quality of building design in the Ku-ring-gai area

Revitalisation/beautification of local centres and neighbourhood shops*

Protecting heritage buildings and conservation areas

Cleanliness of your local streets

Control of litter and rubbish dumping

Collection of domestic garbage

Public toilets

Street tree maintenance

Environmental

Protection of natural areas and bushland

Condition of waterways and creeks

Initiatives to reduce energy use

Initiatives to reduce water use

Initiatives to reduce waste and improve recycling

Community

Services for older people

Services for people with a disability

Services for young people

Services for children

Services for people from diverse cultural & language backgrounds

Availability of community facilities

Local community festivals and events

Variety of cultural experiences and performing arts

Initiatives for community safety/crime prevention

Assets, Infrastructure & Facilities

Condition of local roads

Providing adequate drainage

Quality of footpaths

Provision and maintenance of local parks and gardens

Provision and maintenance of playgrounds

Provision and maintenance of sporting ovals, grounds and leisure facilities (including tennis courts, pool, etc.)*

Provision and operation of libraries

Condition of community buildings

Access, Traffic and Transport

Access to public transport

Access to cycleways, footpaths, walking tracks

Accessibility to public spaces for people with disabilities

Traffic management

Availability of car parking in the local centres

Economic and Employment

Opportunities to work in the local area

Growing the local economy

Vitality of our local centres and neighbourhood shops (e.g. availability of places to meet, venues to eat out and socialise)*

Tourist attractions in the local area

Council Leadership and Engagement

Opportunities to participate in Council decision making on matters affecting Ku-ring-gai*

Council advocacy on matters impacting on Ku-ring-gai

Council's consultation and engagement with the community

Long term planning for the Ku-ring-gai area

Council provision of information about events, services, programs and facilities*

Note the following changes in wording of service areas from 2017 to 2019:
1. Street cleaning – Cleanliness of your local streets, 2. Litter control and rubbish dumping – Control of litter and rubbish dumping, 3. Domestic garbage collection – Collection of domestic garbage, 4. Support for older people – Services for older people, 5. Support for people with a disability – Services for people with a disability, 6. Support for young people – Services for young people, 7. Support for children – Services for children, 8. Support for people from diverse cultural & language backgrounds – Services for people from diverse cultural & language backgrounds, 9. Access to community facilities – Availability of community facilities, 10. Festivals and major events – Local community festivals and events, 11. Community safety/crime prevention – Initiatives for community safety/crime prevention, 12. Availability of venues to eat out and socialise (including cafes, restaurants, bars) – Vitality of our local centres and neighbourhood shops (e.g. availability of places to meet, venues to eat out and socialise), 13. Tourism in the local area – Tourist attractions in the local area, 14. Opportunities to participate in Council decision making – Opportunities to participate in Council decision making on matters affecting Ku-ring-gai, 15. Council provision of information to residents – Council provision of information about events, services, programs and facilities

*These service areas have been abbreviated for all further analysis.

Service Areas

An Explanation

The following pages detail the Shapley findings for each service area, make comparisons to the Micromex LGA Benchmark – Metro 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.

Summary

The following table shows the hierarchy of the 46 services/facilities ranked by the top 2 box importance ratings, as well as residents' corresponding top 3 box satisfaction ratings. Whilst all services/facilities are important, the service/facility ranked most important by residents is 'collection of domestic garbage', with a top 2 box importance score of 95%. Only 11 measures fall below a 70% T2B rating.
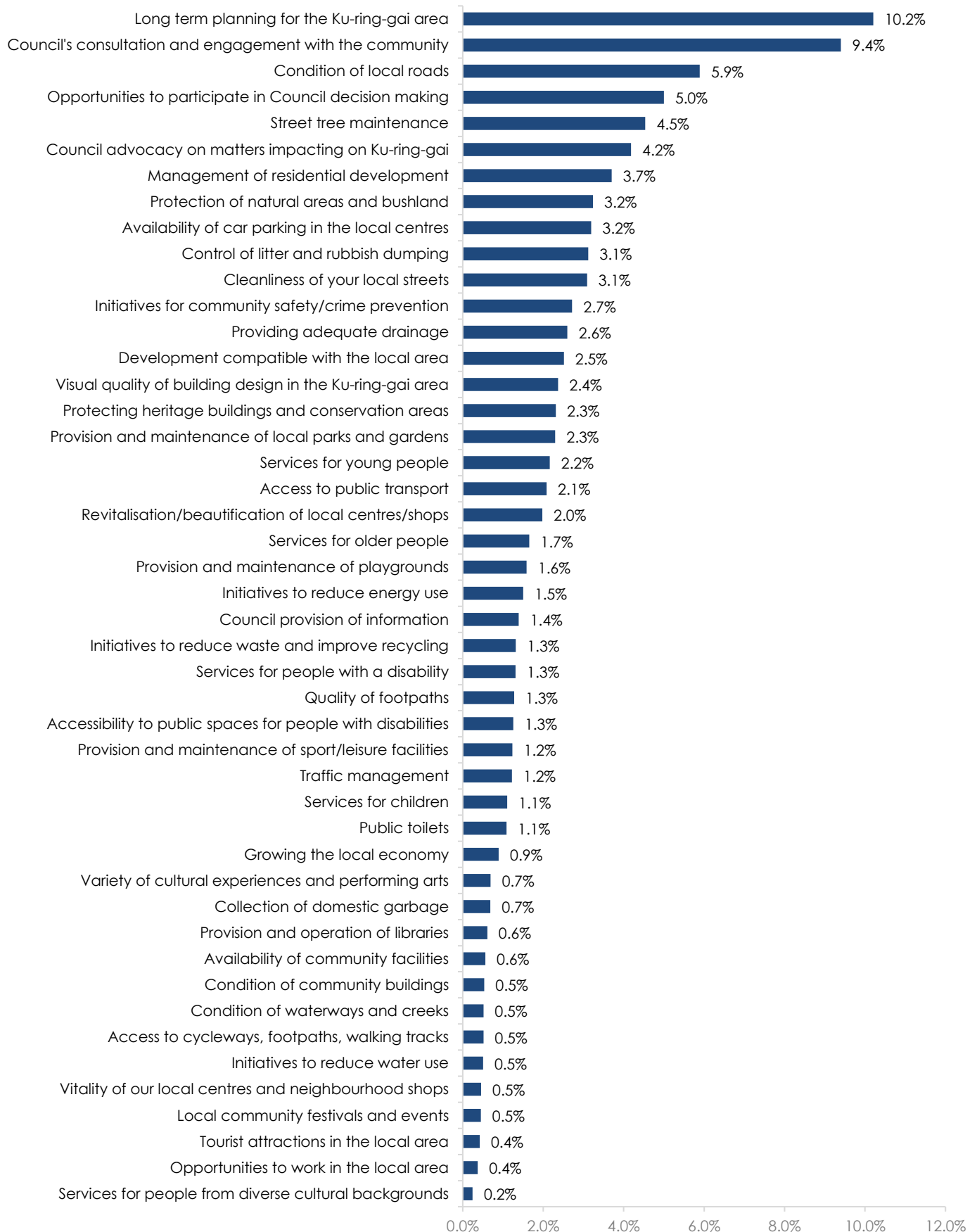
Service/Facility (Ranked by importance)	Importance T2B	Satisfaction T3B
Collection of domestic garbage	95%	96%
Control of litter and rubbish dumping	93%	90%
Cleanliness of your local streets	92%	89%
Access to public transport	92%	86%
Condition of local roads	92%	76%
Long term planning for the Ku-ring-gai area	91%	65%
Provision and maintenance of local parks and gardens	90%	90%
Protection of natural areas and bushland	88%	92%
Providing adequate drainage	87%	78%
Initiatives to reduce waste and improve recycling	85%	79%
Traffic management	85%	66%
Availability of car parking in the local centres	85%	65%
Quality of footpaths	83%	62%
Provision/maintenance of sporting/leisure facilities	82%	92%
Provision and operation of libraries	82%	92%
Condition of waterways and creeks	82%	88%
Initiatives for community safety/crime prevention	80%	88%
Services for people with a disability	80%	86%
Development compatible with the local area	80%	62%
Provision and maintenance of playgrounds	79%	89%
Services for older people	79%	89%
Services for children	79%	88%
Vitality of our local centres and neighbourhood shops	79%	86%
Council's consultation and engagement with the community	79%	68%
Services for young people	78%	83%
Protecting heritage buildings and conservation areas	77%	78%
Street tree maintenance	77%	73%
Revitalisation/beautification of local centres and shops	76%	78%
Availability of community facilities	75%	87%
Accessibility to public spaces for people with disabilities	73%	85%
Management of residential development	73%	69%
Initiatives to reduce energy use	72%	75%
Visual quality of building design in the Ku-ring-gai area	72%	64%
Initiatives to reduce water use	71%	82%
Opportunities to participate in Council decision making	70%	68%
Growing the local economy	69%	84%
Access to cycleways, footpaths, walking tracks	69%	77%
Public toilets	67%	80%
Council advocacy on matters impacting on Ku-ring-gai	67%	76%
Council provision of information	66%	88%
Condition of community buildings	64%	90%
Services for people from diverse cultural & language backgrounds	63%	88%
Opportunities to work in the local area	48%	75%
Local community festivals and events	46%	86%
Variety of cultural experiences and performing arts	42%	78%
Tourist attractions in the local area	26%	85%

Note: T2B = Top 2 Box Importance (Very important/Important)
T3B = Top 3 Box Satisfaction (Very satisfied/Satisfied/Somewhat satisfied)

Influence on Overall Satisfaction

The chart below summarises the influence of the 46 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:

Facility/Service	Influence
Long term planning for the Ku-ring-gai area	10.2%
Council's consultation and engagement with the community	9.4%
Condition of local roads	5.9%
Opportunities to participate in Council decision making	5.0%
Street tree maintenance	4.5%
Council advocacy on matters impacting on Ku-ring-gai	4.2%
Management of residential development	3.7%
Protection of natural areas and bushland	3.2%
Availability of car parking in the local centres	3.2%
Control of litter and rubbish dumping	3.1%
Cleanliness of your local streets	3.1%
Initiatives for community safety/crime prevention	2.7%
Providing adequate drainage	2.6%
Development compatible with the local area	2.5%
Visual quality of building design in the Ku-ring-gai area	2.4%
Protecting heritage buildings and conservation areas	2.3%
Provision and maintenance of local parks and gardens	2.3%
Services for young people	2.2%
Access to public transport	2.1%
Revitalisation/beautification of local centres/shops	2.0%
Services for older people	1.7%
Provision and maintenance of playgrounds	1.6%
Initiatives to reduce energy use	1.5%
Council provision of information	1.4%
Initiatives to reduce waste and improve recycling	1.3%
Services for people with a disability	1.3%
Quality of footpaths	1.3%
Accessibility to public spaces for people with disabilities	1.3%
Provision and maintenance of sport/leisure facilities	1.2%
Traffic management	1.2%
Services for children	1.1%
Public toilets	1.1%
Growing the local economy	0.9%
Variety of cultural experiences and performing arts	0.7%
Collection of domestic garbage	0.7%
Provision and operation of libraries	0.6%
Availability of community facilities	0.6%
Condition of community buildings	0.5%
Condition of waterways and creeks	0.5%
Access to cycleways, footpaths, walking tracks	0.5%
Initiatives to reduce water use	0.5%
Vitality of our local centres and neighbourhood shops	0.5%
Local community festivals and events	0.5%
Tourist attractions in the local area	0.4%
Opportunities to work in the local area	0.4%
Services for people from diverse cultural backgrounds	0.2%

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.

Service Area	Nett contribution	Average service/facility
Nett: Council Leadership and Engagement	30.2%	6.0%
Nett: Managing places and spaces	25.4%	2.5%
Nett: Assets, Infrastructure & Facilities	16.0%	2.0%
Nett: Community	10.9%	1.2%
Nett: Access, Traffic and Transport	8.3%	1.7%
Nett: Environmental	7.1%	1.4%
Nett: Economic and Employment	2.1%	0.9%

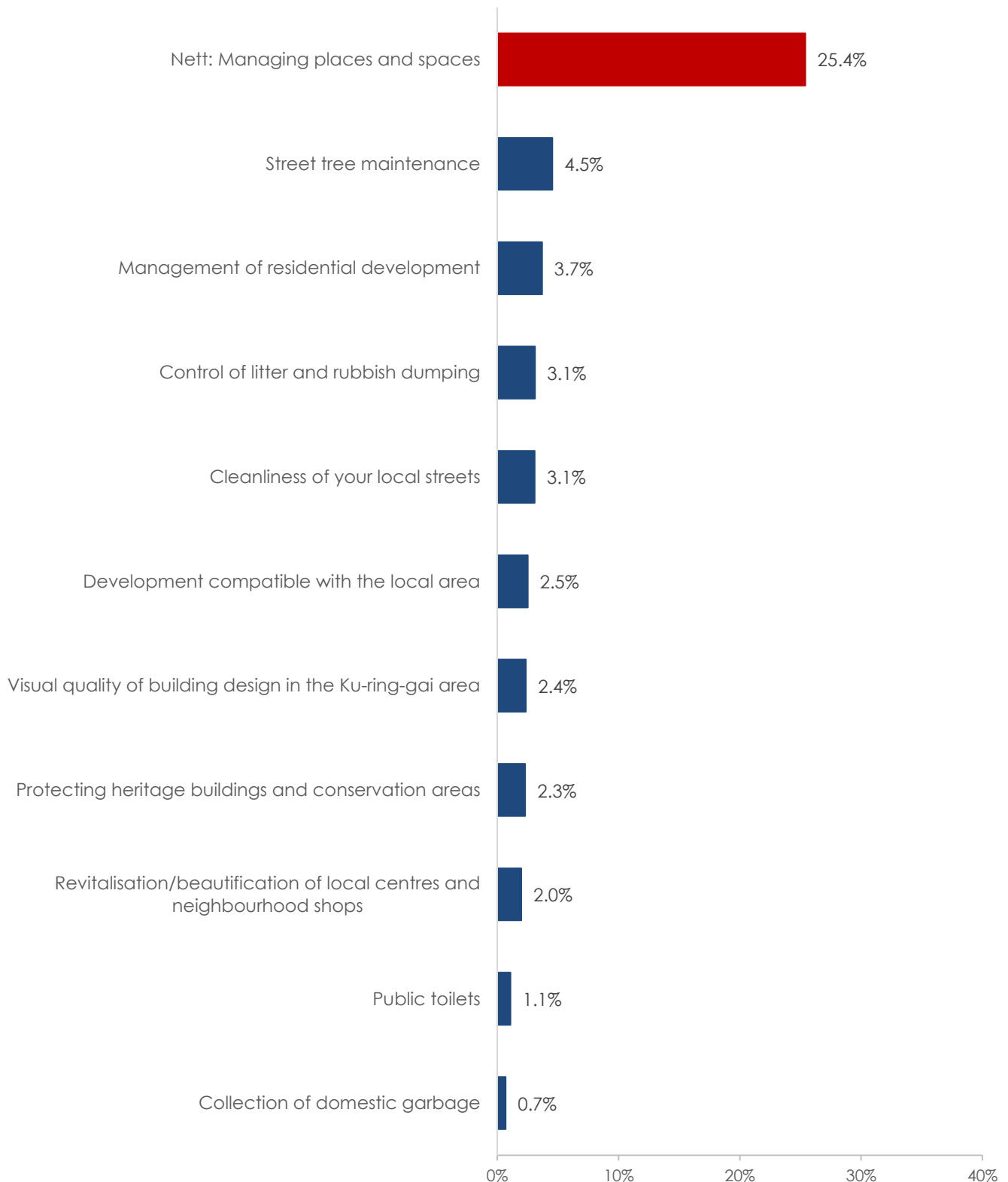■ Nett contribution ■ Average service/facility

'Council Leadership and Engagement' (30.2%) is the key contributor toward overall satisfaction with Council's performance. With the services/facilities grouped under this area averaging 6.0%, it is clear this service area is the strongest driver of overall satisfaction with Council.

Service Area 1: Managing Places and Spaces

Shapley Regression

Contributes to Over 25% of Overall Satisfaction with Council

Category	Value
Nett: Managing places and spaces	25.4%
Street tree maintenance	4.5%
Management of residential development	3.7%
Control of litter and rubbish dumping	3.1%
Cleanliness of your local streets	3.1%
Development compatible with the local area	2.5%
Visual quality of building design in the Ku-ring-gai area	2.4%
Protecting heritage buildings and conservation areas	2.3%
Revitalisation/beautification of local centres and neighbourhood shops	2.0%
Public toilets	1.1%
Collection of domestic garbage	0.7%

Service Area 1: Managing Places and Spaces

Hierarchy of Services/Facilities – Importance

Within the 'Managing Places and Spaces' service area, in terms of importance, 'collection of domestic garbage' is deemed the most important, whilst 'public toilets' is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B
Collection of domestic garbage	95%	95%
Control of litter and rubbish dumping	93%	89%
Cleanliness of your local streets	92%	84%
Development compatible with the local area	80%	85%
Street tree maintenance	77%	76%
Protecting heritage buildings and conservation areas	77%	74%
Revitalisation/beautification of local centres and neighbourhood shops	76%	84%
Management of residential development	73%	87%
Visual quality of building design in the Ku-ring-gai area	72%	84%
Public toilets	67%	79%

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Management of residential development	4.06	4.00	4.11	3.81	4.23	4.11	4.03	4.11	3.66
Development compatible with the local area	4.28	4.24	4.32	4.38	4.36	4.31	4.08	4.29	4.24
Visual quality of building design in the Ku-ring-gai area	4.03	3.92	4.14	4.00	4.12	4.04	3.96	4.03	4.06
Revitalisation/beautification of local centres and neighbourhood shops	4.13	4.00	4.25	4.27	4.31	3.99	3.95	4.12	4.17
Protecting heritage buildings and conservation areas	4.12	3.94	4.28	4.32	4.07	4.09	4.04	4.10	4.26
Cleanliness of your local streets	4.55	4.46	4.63	4.71	4.63	4.39	4.47	4.53	4.64
Control of litter and rubbish dumping	4.60	4.53	4.67	4.79	4.62	4.40	4.63	4.61	4.59
Collection of domestic garbage	4.73	4.69	4.77	4.69	4.75	4.70	4.79	4.77	4.49
Public toilets	3.90	3.68	4.09	4.10	3.99	3.78	3.74	3.86	4.18
Street tree maintenance	4.19	4.05	4.31	4.13	4.30	4.04	4.26	4.19	4.13

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

Significantly higher/lower level of importance (by group)

Note: T2B = Top 2 Box Importance (Very important/Important)

Service Area 1: Managing Places and Spaces

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Management of residential development	5%	5%	18%	25%	48%	502
Development compatible with the local area	3%	4%	12%	23%	57%	502
Visual quality of building design in the Ku-ring-gai area	4%	5%	19%	28%	44%	502
Revitalisation/beautification of local centres and neighbourhood shops	2%	3%	18%	33%	43%	502
Protecting heritage buildings and conservation areas	4%	5%	15%	29%	48%	502
Cleanliness of your local streets	1%	1%	6%	27%	65%	502
Control of litter and rubbish dumping	1%	0%	6%	23%	70%	502
Collection of domestic garbage	1%	0%	4%	16%	79%	502
Public toilets	5%	7%	21%	27%	40%	502
Street tree maintenance	2%	2%	18%	30%	47%	502

Service Area 1: Managing Places and Spaces

Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with 'collection of domestic garbage' and least satisfied with 'development compatible with the local area' within the 'Managing Places and Spaces' service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B
Collection of domestic garbage	96%	94%
Control of litter and rubbish dumping	90%	76%
Cleanliness of your local streets	89%	81%
Public toilets	80%	70%
Revitalisation/beautification of local centres and neighbourhood shops	78%	85%
Protecting heritage buildings and conservation areas	78%	78%
Street tree maintenance	73%	75%
Management of residential development	69%	71%
Visual quality of building design in the Ku-ring-gai area	64%	85%
Development compatible with the local area	62%	69%

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Management of residential development	3.04	3.10	2.99	3.49	3.04	2.85	2.91	2.99	3.39
Development compatible with the local area	2.84	2.88	2.81	3.24	2.82	2.51	2.83	2.80	3.03
Visual quality of building design in the Ku-ring-gai area	2.91	2.95	2.88	3.36	2.98	2.68	2.67	2.87	3.07
Revitalisation/beautification of local centres and neighbourhood shops	3.21	3.33	3.13	3.54	3.22	2.99	3.10	3.15	3.58
Protecting heritage buildings and conservation areas	3.42	3.37	3.45	3.97	3.48	3.02	3.19	3.37	3.67
Cleanliness of your local streets	3.83	3.77	3.89	4.11	3.78	3.74	3.74	3.82	3.88
Control of litter and rubbish dumping	3.89	3.90	3.89	4.16	3.90	3.72	3.81	3.88	3.98
Collection of domestic garbage	4.39	4.39	4.38	4.44	4.06	4.57	4.52	4.42	4.14
Public toilets	3.40	3.28	3.49	3.70	3.28	3.29	3.34	3.40	3.31
Street tree maintenance	3.18	3.04	3.29	3.35	3.11	3.08	3.22	3.15	3.33

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

Significantly higher/lower level of satisfaction (by group)

Note: T3B = Top 3 Box Satisfaction (Very satisfied/Satisfied/Somewhat satisfied)

Service Area 1: Managing Places and Spaces

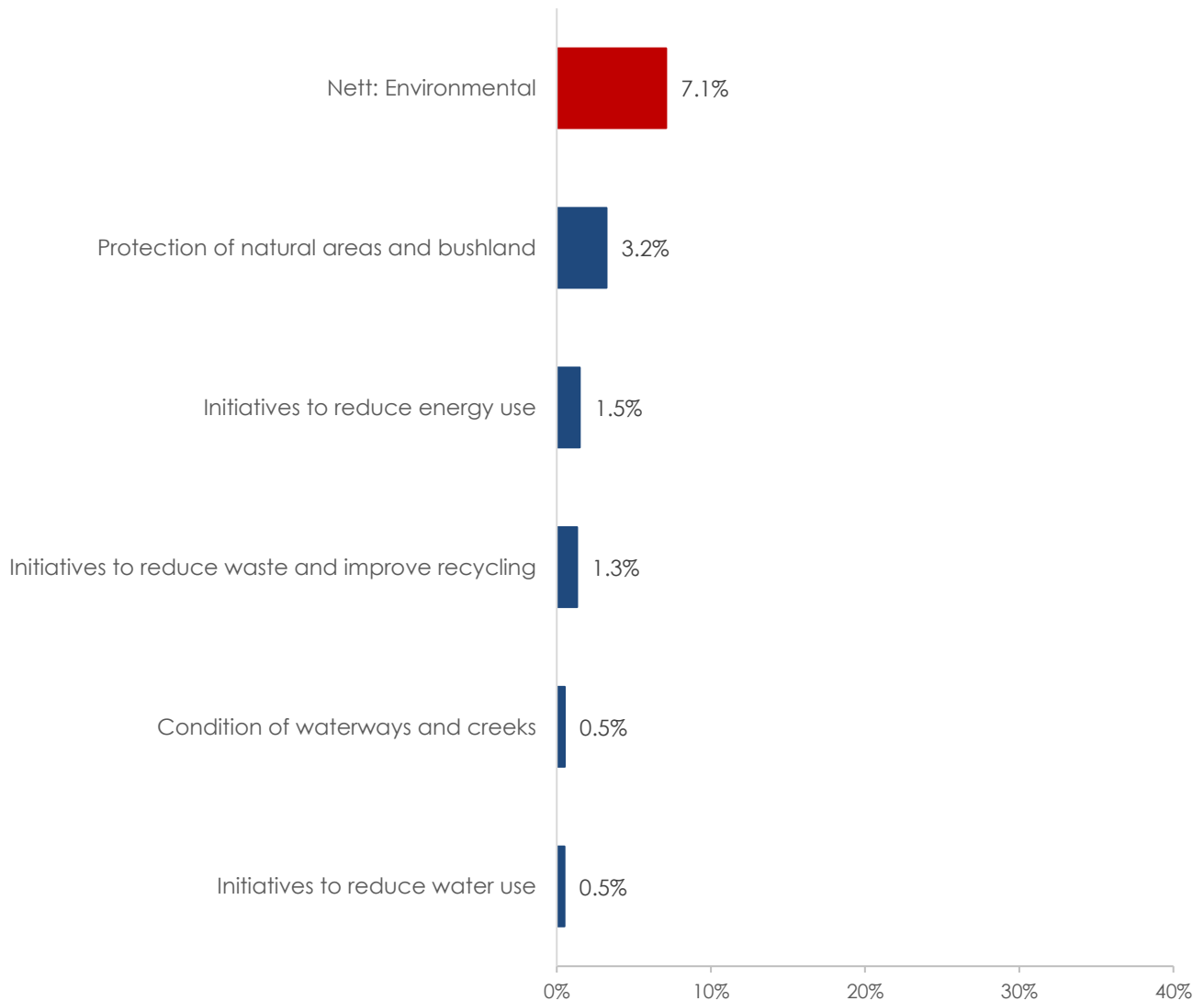## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Management of residential development	13%	17%	32%	27%	10%	360
Development compatible with the local area	17%	21%	31%	22%	9%	404
Visual quality of building design in the Ku-ring-gai area	14%	22%	30%	27%	7%	361
Revitalisation/beautification of local centres and neighbourhood shops	7%	15%	39%	28%	11%	383
Protecting heritage buildings and conservation areas	10%	12%	21%	41%	16%	379
Cleanliness of your local streets	4%	7%	16%	46%	27%	462
Control of litter and rubbish dumping	3%	6%	20%	40%	30%	462
Collection of domestic garbage	2%	2%	8%	30%	58%	479
Public toilets	6%	13%	32%	31%	17%	316
Street tree maintenance	12%	14%	29%	32%	12%	388

Service Area 2: Environmental

Shapley Regression

Contributes to Over 7% of Overall Satisfaction with Council

Category	Value
Nett: Environmental	7.1%
Protection of natural areas and bushland	3.2%
Initiatives to reduce energy use	1.5%
Initiatives to reduce waste and improve recycling	1.3%
Condition of waterways and creeks	0.5%
Initiatives to reduce water use	0.5%

Service Area 2: Environmental

Hierarchy of Services/Facilities – Importance

Within the 'Environmental' service area, in terms of importance, 'protection of natural areas and bushland' is deemed the most important, whilst 'initiatives to reduce water use' is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B
Protection of natural areas and bushland	88%	86%
Initiatives to reduce waste and improve recycling	85%	80%
Condition of waterways and creeks	82%	89%
Initiatives to reduce energy use	72%	80%
Initiatives to reduce water use	71%	80%

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Protection of natural areas and bushland	4.49	4.35	4.61	4.67	4.52	4.32	4.46	4.48	4.55
Condition of waterways and creeks	4.33	4.19	4.45	4.46	4.29	4.19	4.41	4.33	4.30
Initiatives to reduce energy use	4.07	3.88	4.23	4.23	4.18	3.84	4.02	4.05	4.13
Initiatives to reduce water use	4.05	3.95	4.14	4.08	4.16	3.88	4.08	4.03	4.13
Initiatives to reduce waste and improve recycling	4.38	4.29	4.46	4.45	4.41	4.20	4.47	4.37	4.46

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Protection of natural areas and bushland	1%	2%	9%	22%	66%	502
Condition of waterways and creeks	1%	4%	14%	24%	58%	502
Initiatives to reduce energy use	4%	4%	19%	26%	46%	502
Initiatives to reduce water use	3%	3%	23%	29%	42%	502
Initiatives to reduce waste and improve recycling	1%	2%	12%	28%	57%	502

Note: T2B = Top 2 Box Importance (Very important/Important)

Service Area 2: Environmental

Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with 'protection of natural areas and bushland' and least satisfied with 'initiatives to reduce energy' within the 'Environmental' service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B
Protection of natural areas and bushland	92%	87%
Condition of waterways and creeks	88%	84%
Initiatives to reduce water use	82%	81%
Initiatives to reduce waste and improve recycling	79%	81%
Initiatives to reduce energy use	75%	81%

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Protection of natural areas and bushland	3.88	3.89	3.87	4.19	4.04	3.66	3.63	3.82	4.28
Condition of waterways and creeks	3.63	3.61	3.65	3.88	3.65	3.45	3.56	3.58	3.96
Initiatives to reduce energy use	3.11	3.10	3.12	3.32	3.07	2.85	3.21	3.07	3.39
Initiatives to reduce water use	3.29	3.31	3.27	3.56	3.13	3.18	3.37	3.26	3.48
Initiatives to reduce waste and improve recycling	3.36	3.46	3.28	3.28	3.32	3.26	3.58	3.39	3.15

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Protection of natural areas and bushland	3%	5%	20%	45%	27%	437
Condition of waterways and creeks	4%	8%	26%	44%	18%	394
Initiatives to reduce energy use	5%	19%	44%	23%	8%	343
Initiatives to reduce water use	4%	13%	41%	31%	10%	341
Initiatives to reduce waste and improve recycling	6%	14%	31%	35%	13%	417

Note: T3B = Top 3 Box Satisfaction (Very satisfied/Satisfied/Somewhat satisfied)

Service Area 3: Community

Shapley Regression

Contributes to Almost 11% of Overall Satisfaction with Council

Category	Value
Nett: Community	10.9%
Initiatives for community safety/crime prevention	2.7%
Services for young people	2.2%
Services for older people	1.7%
Services for people with a disability	1.3%
Services for children	1.1%
Variety of cultural experiences and performing arts	0.7%
Availability of community facilities	0.6%
Local community festivals and events	0.5%
Services for people from diverse cultural & language backgrounds	0.2%
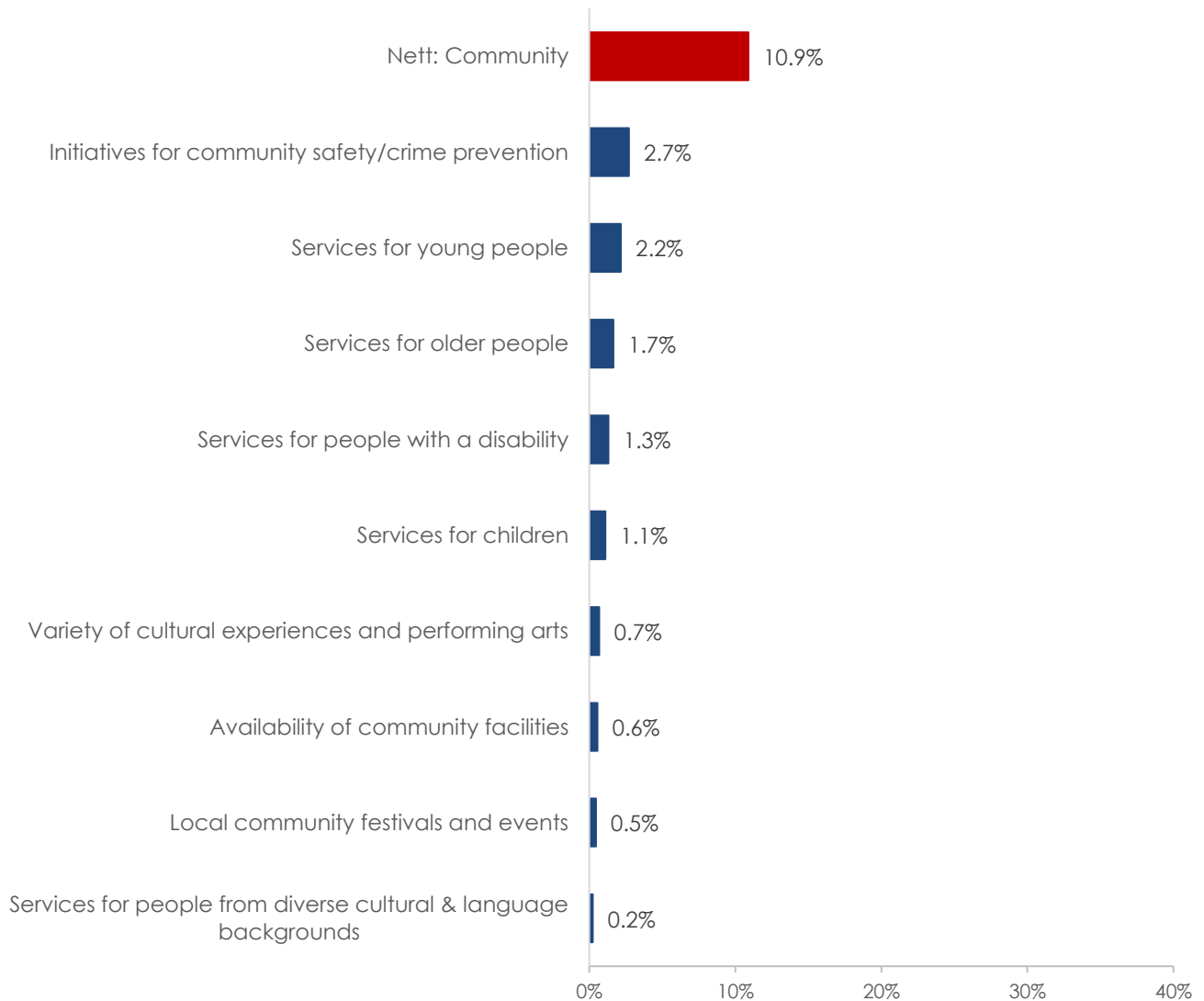
Service Area 3: Community

Hierarchy of Services/Facilities – Importance

Within the 'Community' service area, in terms of importance, 'initiatives for community safety/crime prevention' is deemed the most important, whilst the 'variety of cultural experiences and performing arts' is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B
Initiatives for community safety/crime prevention	80%	90%
Services for people with a disability	80%	80%
Services for older people	79%	77%
Services for children	79%	72%
Services for young people	78%	70%
Availability of community facilities	75%	63%
Services for people from diverse cultural & language backgrounds	63%	64%
Local community festivals and events	46%	61%
Variety of cultural experiences and performing arts	42%	63%

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Services for older people	4.16	3.99	4.30	4.00	3.90	4.27	4.48	4.21	3.75
Services for people with a disability	4.28	4.16	4.38	4.27	4.18	4.27	4.40	4.29	4.18
Services for young people	4.14	3.93	4.33	4.15	4.20	3.98	4.23	4.12	4.29
Services for children	4.24	4.14	4.33	4.28	4.46	3.97	4.25	4.23	4.32
Services for people from diverse cultural & language backgrounds	3.81	3.52	4.06	3.99	3.78	3.67	3.84	3.81	3.78
Availability of community facilities	4.10	3.96	4.23	4.23	3.97	4.06	4.20	4.12	3.96
Local community festivals and events	3.43	3.20	3.62	3.56	3.50	3.25	3.41	3.40	3.53
Variety of cultural experiences and performing arts	3.32	3.00	3.60	3.53	3.38	2.97	3.44	3.27	3.62
Initiatives for community safety/crime prevention	4.28	4.14	4.41	4.24	4.27	4.20	4.41	4.28	4.25

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

Significantly higher/lower level of importance (by group)

Note: T2B = Top 2 Box Importance (Very important/Important)

Service Area 3: Community

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Services for older people	3%	7%	11%	29%	50%	502
Services for people with a disability	2%	5%	13%	24%	56%	502
Services for young people	2%	4%	16%	32%	46%	502
Services for children	3%	5%	14%	23%	56%	502
Services for people from diverse cultural & language backgrounds	6%	6%	25%	26%	37%	502
Availability of community facilities	2%	2%	21%	34%	41%	502
Local community festivals and events	5%	11%	38%	29%	17%	502
Variety of cultural experiences and performing arts	6%	14%	36%	26%	16%	502
Initiatives for community safety/crime prevention	1%	3%	16%	26%	54%	502

Service Area 3: Community

Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with 'services for older people' and least satisfied with 'variety of cultural experiences and performing arts' within the 'Community' service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B
Services for older people	89%	87%
Services for children	88%	91%
Initiatives for community safety/crime prevention	88%	85%
Services for people from diverse cultural & language backgrounds	88%	82%
Availability of community facilities	87%	89%
Local community festivals and events	86%	90%
Services for people with a disability	86%	85%
Services for young people	83%	82%
Variety of cultural experiences and performing arts	78%	88%

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Services for older people	3.53	3.61	3.46	3.65	3.47	3.45	3.56	3.48	3.89
Services for people with a disability	3.41	3.52	3.32	3.59	3.38	3.39	3.29	3.38	3.59
Services for young people	3.41	3.41	3.41	3.57	3.49	3.20	3.34	3.38	3.55
Services for children	3.56	3.54	3.58	3.63	3.56	3.50	3.56	3.59	3.37
Services for people from diverse cultural & language backgrounds	3.48	3.59	3.40	3.63	3.51	3.42	3.33	3.47	3.54
Availability of community facilities	3.59	3.53	3.63	3.49	3.55	3.69	3.61	3.59	3.54
Local community festivals and events	3.56	3.48	3.61	3.22	3.62	3.74	3.68	3.63	3.17
Variety of cultural experiences and performing arts	3.22	3.05	3.31	3.21	3.00	3.35	3.36	3.26	2.93
Initiatives for community safety/crime prevention	3.55	3.55	3.56	3.55	3.58	3.57	3.51	3.54	3.64

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

Significantly higher/lower level of satisfaction (by group)

Note: T3B = Top 3 Box Satisfaction (Very satisfied/Satisfied/Somewhat satisfied)

Service Area 3: Community

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Services for older people	3%	7%	37%	39%	13%	359
Services for people with a disability	5%	9%	39%	35%	12%	346
Services for young people	4%	13%	34%	37%	12%	345
Services for children	5%	8%	30%	42%	16%	364
Services for people from diverse cultural & language backgrounds	3%	9%	35%	42%	11%	273
Availability of community facilities	2%	10%	31%	41%	15%	366
Local community festivals and events	4%	10%	25%	47%	14%	230
Variety of cultural experiences and performing arts	6%	16%	35%	36%	7%	204
Initiatives for community safety/crime prevention	3%	9%	31%	44%	13%	385

Service Area 4: Assets, Infrastructure & Facilities

Shapley Regression

Contributes to 16% of Overall Satisfaction with Council
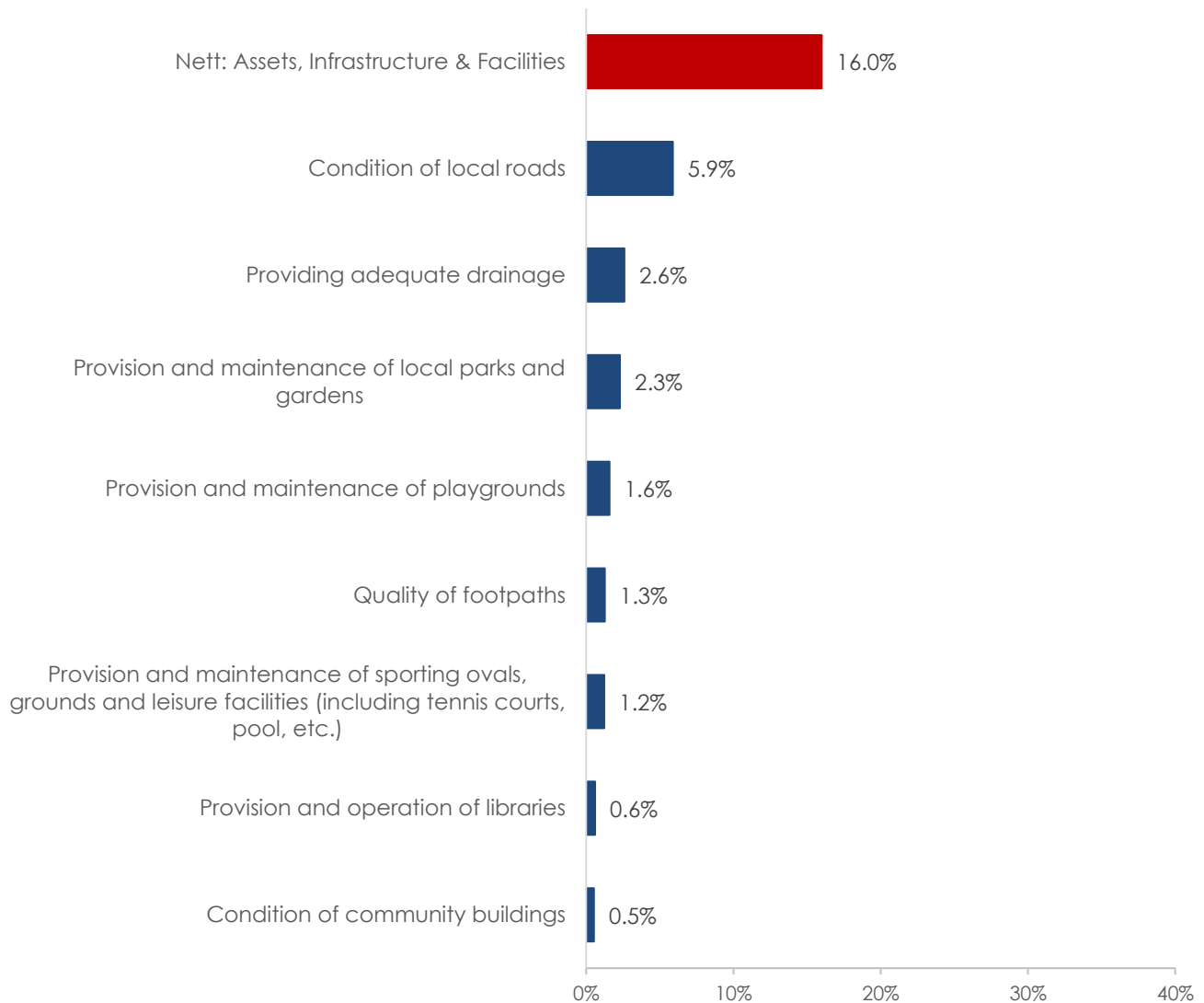
Category	Value
Nett: Assets, Infrastructure & Facilities	16.0%
Condition of local roads	5.9%
Providing adequate drainage	2.6%
Provision and maintenance of local parks and gardens	2.3%
Provision and maintenance of playgrounds	1.6%
Quality of footpaths	1.3%
Provision and maintenance of sporting ovals, grounds and leisure facilities (including tennis courts, pool, etc.)	1.2%
Provision and operation of libraries	0.6%
Condition of community buildings	0.5%

Service Area 4: Assets, Infrastructure & Facilities

Hierarchy of Services/Facilities – Importance

Within the 'Assets, Infrastructure & Facilities' service area, in terms of importance, 'condition of local roads' is deemed the most important, whilst the 'condition of community buildings' is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B
Condition of local roads	92%	89%
Provision and maintenance of local parks and gardens	90%	87%
Providing adequate drainage	87%	81%
Quality of footpaths	83%	86%
Provision and maintenance of sporting ovals, grounds and leisure facilities	82%	78%
Provision and operation of libraries	82%	76%
Provision and maintenance of playgrounds	79%	87%
Condition of community buildings	64%	63%

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Condition of local roads	4.55	4.48	4.61	4.67	4.46	4.48	4.61	4.54	4.60
Providing adequate drainage	4.42	4.36	4.47	4.36	4.29	4.46	4.57	4.44	4.23
Quality of footpaths	4.32	4.22	4.40	4.20	4.28	4.33	4.45	4.33	4.19
Provision and maintenance of local parks and gardens	4.43	4.39	4.47	4.34	4.52	4.29	4.57	4.43	4.44
Provision and maintenance of playgrounds	4.19	4.09	4.28	4.14	4.29	4.03	4.30	4.19	4.18
Provision and maintenance of sporting ovals, grounds and leisure facilities	4.25	4.17	4.31	4.03	4.40	4.12	4.39	4.27	4.09
Provision and operation of libraries	4.29	4.16	4.40	4.28	4.17	4.17	4.55	4.31	4.13
Condition of community buildings	3.81	3.70	3.90	3.65	3.64	3.79	4.15	3.83	3.64

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

Significantly higher/lower level of importance (by group)

Note: T2B = Top 2 Box Importance (Very important/Important)

Service Area 4: Assets, Infrastructure & Facilities

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Condition of local roads	1%	2%	6%	26%	66%	502
Providing adequate drainage	1%	2%	10%	28%	59%	502
Quality of footpaths	1%	3%	13%	29%	54%	502
Provision and maintenance of local parks and gardens	0%	1%	10%	34%	56%	502
Provision and maintenance of playgrounds	3%	2%	16%	31%	48%	502
Provision and maintenance of sporting ovals, grounds and leisure facilities	2%	2%	14%	33%	49%	502
Provision and operation of libraries	2%	4%	12%	27%	55%	502
Condition of community buildings	3%	5%	27%	35%	29%	502

Service Area 4: Assets, Infrastructure & Facilities

Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with the 'provision and maintenance of sporting/leisure facilities' and least satisfied with the 'quality of footpaths' within the 'Assets, Infrastructure & Facilities' service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B
Provision and maintenance of sporting ovals, grounds and leisure facilities	92%	91%
Provision and operation of libraries	92%	93%
Provision and maintenance of local parks and gardens	90%	91%
Condition of community buildings	90%	89%
Provision and maintenance of playgrounds	89%	91%
Providing adequate drainage	78%	84%
Condition of local roads	76%	74%
Quality of footpaths	62%	73%

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Condition of local roads	3.09	3.13	3.06	3.33	3.02	3.03	3.01	3.09	3.09
Providing adequate drainage	3.34	3.36	3.29	3.48	3.29	3.20	3.35	3.28	3.62
Quality of footpaths	2.83	2.80	2.86	3.36	2.71	2.63	2.76	2.77	3.31
Provision and maintenance of local parks and gardens	3.68	3.66	3.69	3.61	3.67	3.68	3.75	3.67	3.77
Provision and maintenance of playgrounds	3.78	3.79	3.69	3.62	3.67	3.84	3.81	3.75	3.60
Provision and maintenance of sporting ovals, grounds and leisure facilities	3.79	3.73	3.84	3.83	3.70	3.85	3.80	3.78	3.84
Provision and operation of libraries	4.04	3.99	4.09	3.66	3.99	4.12	4.35	4.08	3.75
Condition of community buildings	3.61	3.65	3.58	3.60	3.54	3.54	3.75	3.61	3.62

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

Significantly higher/lower level of satisfaction (by group)

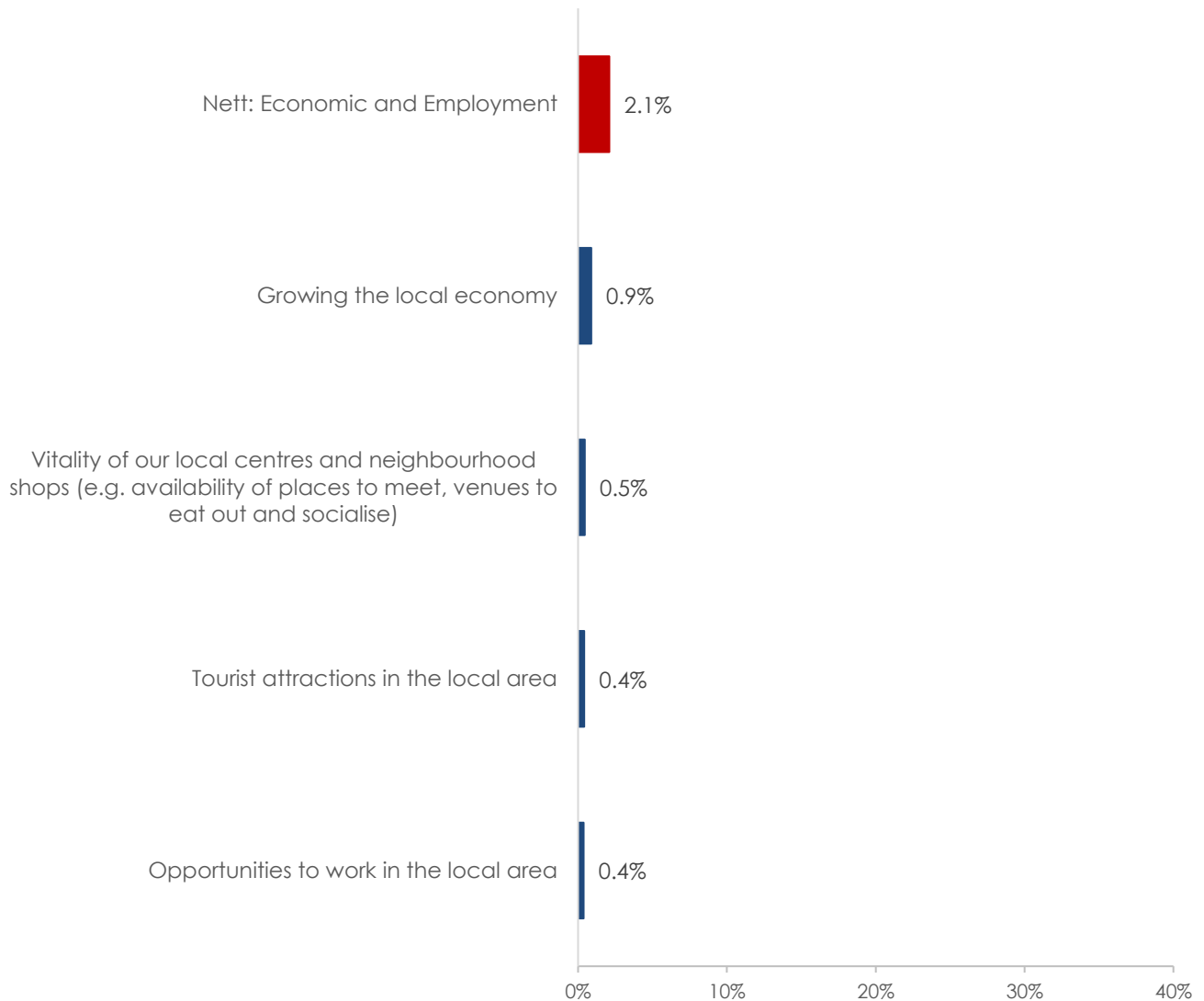Note: T3B = Top 3 Box Satisfaction (Very satisfied/Satisfied/Somewhat satisfied)

Service Area 4: Assets, Infrastructure & Facilities

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Condition of local roads	10%	15%	39%	30%	7%	460
Providing adequate drainage	8%	13%	29%	37%	12%	433
Quality of footpaths	16%	21%	34%	21%	7%	416
Provision and maintenance of local parks and gardens	3%	7%	26%	46%	18%	447
Provision and maintenance of playgrounds	2%	8%	23%	46%	20%	389
Provision and maintenance of sporting ovals, grounds and leisure facilities	1%	7%	26%	45%	21%	405
Provision and operation of libraries	3%	5%	13%	42%	37%	403
Condition of community buildings	1%	9%	28%	50%	12%	310

Service Area 5: Access, Traffic and Transport

Shapley Regression

Contributes to Over 8% of Overall Satisfaction with Council
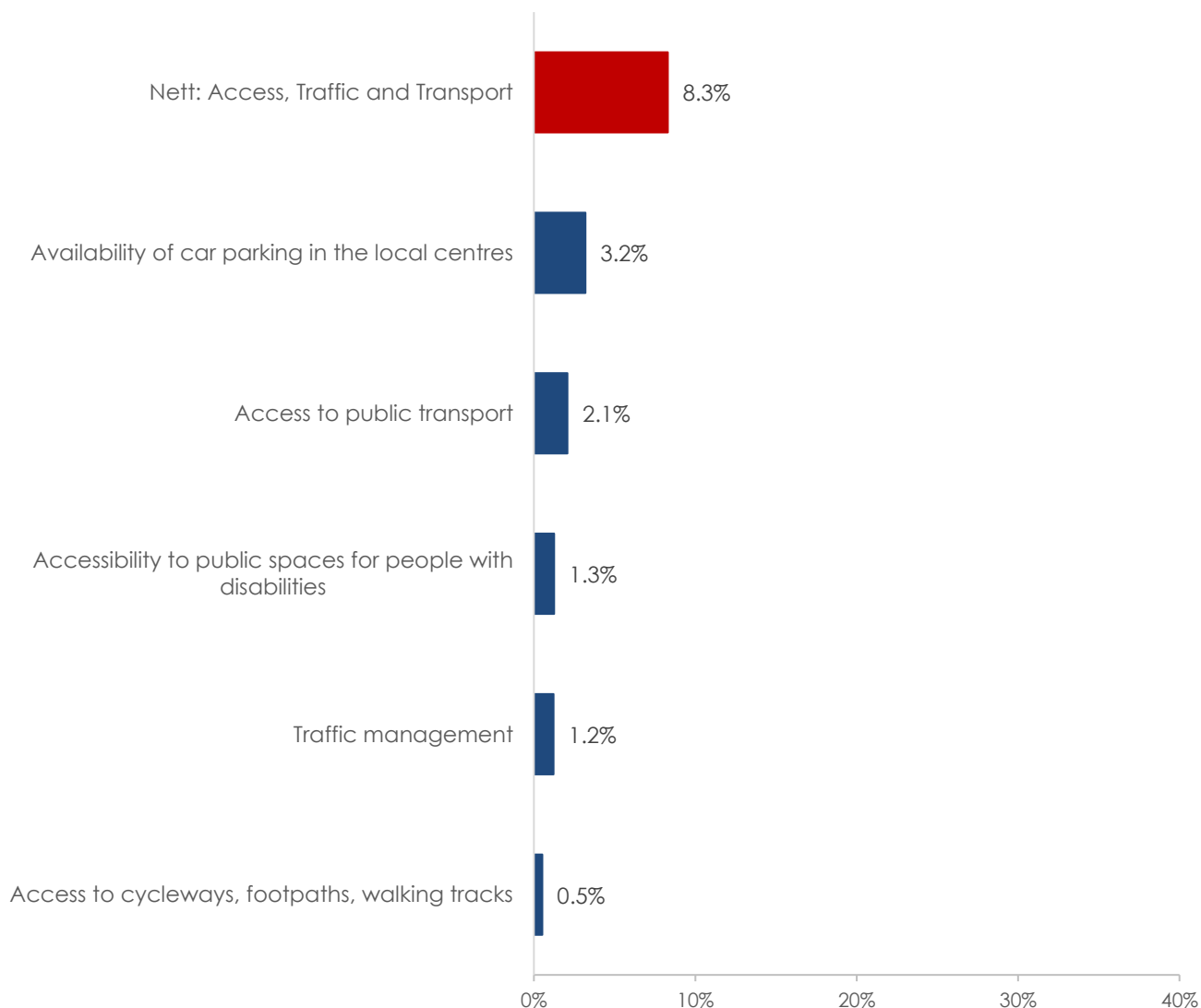
Category	Percentage
Nett: Access, Traffic and Transport	8.3%
Availability of car parking in the local centres	3.2%
Access to public transport	2.1%
Accessibility to public spaces for people with disabilities	1.3%
Traffic management	1.2%
Access to cycleways, footpaths, walking tracks	0.5%

Service Area 5: Access, Traffic and Transport

Hierarchy of Services/Facilities – Importance

Within the 'Access, Traffic and Transport' service area, in terms of importance, 'access to public transport' is deemed the most important, whilst 'access to cycleways, footpaths, walking tracks' is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B
Access to public transport	92%	93%
Traffic management	85%	89%
Availability of car parking in the local centres	85%	82%
Accessibility to public spaces for people with disabilities	73%	80%
Access to cycleways, footpaths, walking tracks	69%	64%

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Access to public transport	4.63	4.55	4.70	4.74	4.58	4.65	4.56	4.62	4.70
Access to cycleways, footpaths, walking tracks	3.98	3.85	4.10	4.01	4.12	3.83	3.95	3.97	4.07
Accessibility to public spaces for people with disabilities	4.09	3.93	4.23	4.25	3.94	3.94	4.28	4.09	4.09
Traffic management	4.43	4.43	4.43	4.23	4.44	4.45	4.59	4.42	4.48
Availability of car parking in the local centres	4.35	4.26	4.44	4.12	4.30	4.32	4.66	4.38	4.17

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

Significantly higher/lower level of importance (by group)

Note: T2B = Top 2 Box Importance (Very important/Important)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Access to public transport	0%	2%	6%	18%	74%	502
Access to cycleways, footpaths, walking tracks	3%	3%	24%	30%	39%	502
Accessibility to public spaces for people with disabilities	3%	5%	18%	26%	47%	502
Traffic management	2%	1%	11%	22%	63%	502
Availability of car parking in the local centres	2%	3%	10%	29%	56%	502

Service Area 5: Access, Traffic and Transport

Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with 'access to public transport' and least satisfied with 'availability of car parking in the local centres' within the 'Access, Traffic and Transport' service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B
Access to public transport	86%	81%
Accessibility to public spaces for people with disabilities	85%	85%
Access to cycleways, footpaths, walking tracks	77%	82%
Traffic management	66%	68%
Availability of car parking in the local centres	65%	62%

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Access to public transport	3.63	3.69	3.58	3.48	3.59	3.73	3.72	3.63	3.67
Access to cycleways, footpaths, walking tracks	3.25	3.32	3.19	3.52	3.16	3.01	3.38	3.22	3.43
Accessibility to public spaces for people with disabilities	3.38	3.54	3.25	3.52	3.24	3.41	3.39	3.34	3.71
Traffic management	2.93	2.93	2.93	3.09	2.77	2.87	3.03	2.92	2.94
Availability of car parking in the local centres	2.93	3.03	2.85	3.25	2.87	2.92	2.79	2.89	3.19

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

Significantly higher/lower level of satisfaction (by group)

Note: T3B = Top 3 Box Satisfaction (Very satisfied/Satisfied/Somewhat satisfied)
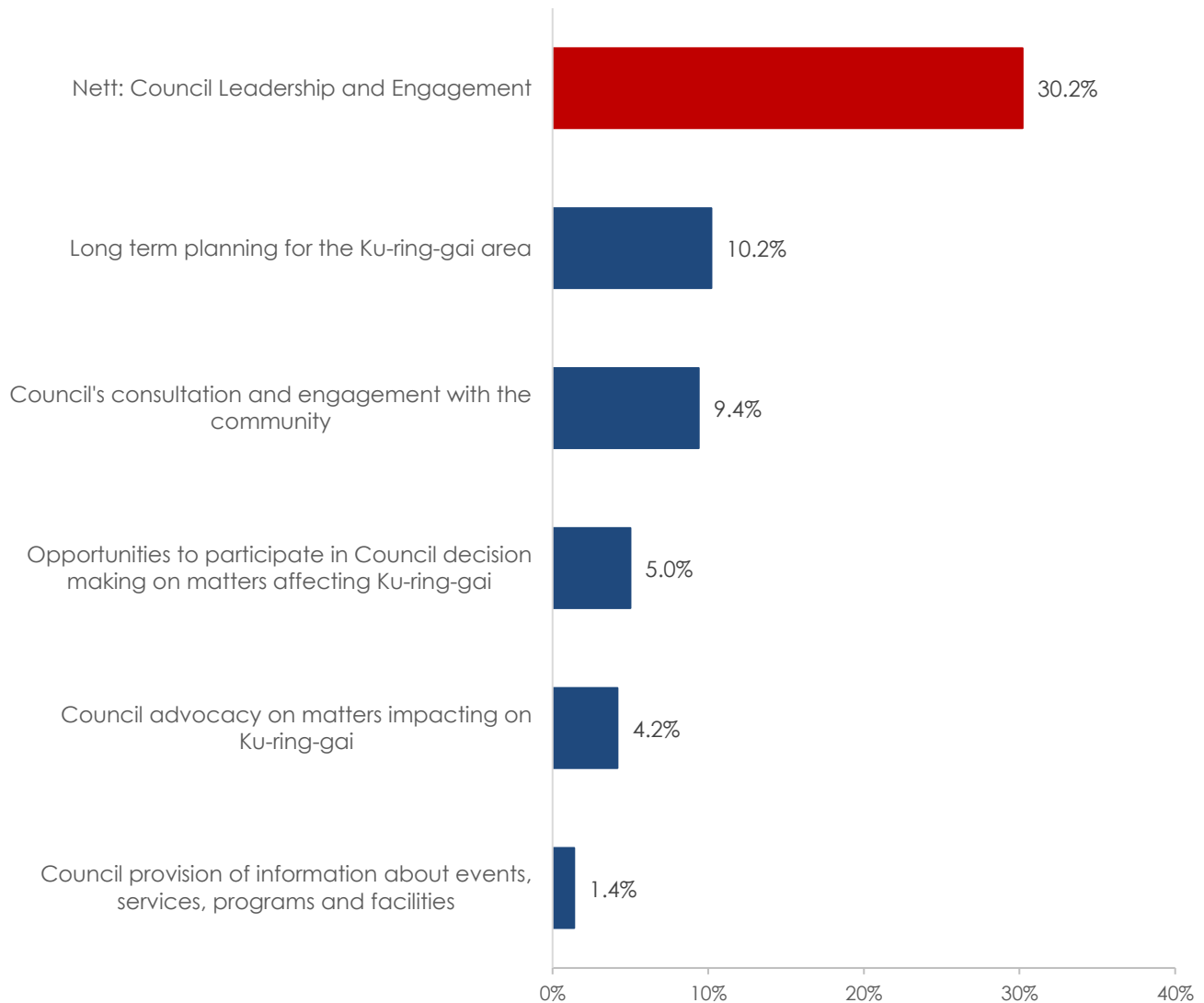
Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Access to public transport	3%	11%	28%	35%	23%	455
Access to cycleways, footpaths, walking tracks	5%	18%	36%	29%	12%	341
Accessibility to public spaces for people with disabilities	4%	11%	39%	34%	12%	330
Traffic management	13%	21%	34%	26%	6%	427
Availability of car parking in the local centres	12%	23%	33%	22%	10%	429

Service Area 6: Economic and Employment

Shapley Regression

Contributes to Over 2% of Overall Satisfaction with Council

Category	Value
Nett: Economic and Employment	2.1%
Growing the local economy	0.9%
Vitality of our local centres and neighbourhood shops (e.g. availability of places to meet, venues to eat out and socialise)	0.5%
Tourist attractions in the local area	0.4%
Opportunities to work in the local area	0.4%

Service Area 6: Economic and Employment

Hierarchy of Services/Facilities – Importance

Within the 'Economic and Employment' service area, in terms of importance, 'vitality of our local centres and neighbourhood shops' is deemed the most important, whilst 'tourist attractions in the local area' is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B
Vitality of our local centres and neighbourhood shops	79%	N/A
Growing the local economy	69%	73%
Opportunities to work in the local area	48%	83%
Tourist attractions in the local area	26%	53%

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Opportunities to work in the local area	3.50	3.24	3.73	3.80	3.21	3.65	3.41	3.43	3.99
Growing the local economy	3.90	3.73	4.05	4.11	3.77	3.81	3.95	3.88	4.05
Vitality of our local centres and neighbourhood shops	4.17	4.07	4.26	4.18	4.05	4.21	4.27	4.17	4.16
Tourist attractions in the local area	2.84	2.72	2.95	2.58	2.65	2.82	3.32	2.84	2.80

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

Significantly higher/lower level of importance (by group)

Note: T2B = Top 2 Box Importance (Very important/Important)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Opportunities to work in the local area	8%	10%	34%	20%	28%	502
Growing the local economy	5%	4%	22%	35%	34%	502
Vitality of our local centres and neighbourhood shops	1%	2%	18%	37%	42%	502
Tourist attractions in the local area	16%	22%	37%	14%	12%	502

Service Area 6: Economic and Employment

Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with the 'vitality of our local centres and neighbourhood shops' and least satisfied with 'opportunities to work in the local area' within the 'Economic and Employment' service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B
Vitality of our local centres and neighbourhood shops	86%	N/A
Tourist attractions in the local area	85%	83%
Growing the local economy	84%	83%
Opportunities to work in the local area	75%	85%

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Opportunities to work in the local area	3.18	3.02	3.30	3.14	3.05	3.38	3.15	3.20	3.12
Growing the local economy	3.25	3.21	3.28	3.18	3.19	3.28	3.38	3.23	3.33
Vitality of our local centres and neighbourhood shops	3.44	3.46	3.42	3.53	3.39	3.29	3.57	3.42	3.57
Tourist attractions in the local area	3.55	3.73	3.41	3.76	3.72	3.43	3.46	3.48	4.05

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

Significantly higher/lower level of satisfaction (by group)

Note: T3B = Top 3 Box Satisfaction (Very satisfied/Satisfied/Somewhat satisfied)

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Opportunities to work in the local area	9%	16%	34%	30%	11%	210
Growing the local economy	4%	12%	43%	37%	4%	321
Vitality of our local centres and neighbourhood shops	2%	13%	38%	36%	12%	396
Tourist attractions in the local area	5%	11%	26%	43%	16%	122

Service Area 7: Council Leadership and Engagement

Shapley Regression

Contributes to Over 30% of Overall Satisfaction with Council

Category	Percentage
Nett: Council Leadership and Engagement	30.2%
Long term planning for the Ku-ring-gai area	10.2%
Council's consultation and engagement with the community	9.4%
Opportunities to participate in Council decision making on matters affecting Ku-ring-gai	5.0%
Council advocacy on matters impacting on Ku-ring-gai	4.2%
Council provision of information about events, services, programs and facilities	1.4%

Service Area 7: Council Leadership and Engagement

Hierarchy of Services/Facilities – Importance

Within the 'Council Leadership and Engagement' service area, in terms of importance, 'long term planning for the Ku-ring-gai area' is deemed the most important, whilst 'Council provision of information about events, services, programs and facilities' is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B
Long term planning for the Ku-ring-gai area	91%	89%
Council's consultation and engagement with the community	79%	86%
Opportunities to participate in Council decision making on matters affecting Ku-ring-gai	70%	73%
Council advocacy on matters impacting on Ku-ring-gai	67%	N/A
Council provision of information about events, services, programs and facilities	66%	82%

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Opportunities to participate in Council decision making on matters affecting Ku-ring-gai	3.93	3.86	4.00	3.90	3.63	4.03	4.21	3.96	3.75
Council advocacy on matters impacting on Ku-ring-gai	3.97	3.88	4.06	3.78	3.67	4.16	4.29	4.00	3.81
Council's consultation and engagement with the community	4.21	4.10	4.30	4.07	4.08	4.28	4.41	4.24	3.99
Long term planning for the Ku-ring-gai area	4.54	4.47	4.60	4.45	4.50	4.59	4.62	4.57	4.31
Council provision of information about events, services, programs and facilities	3.85	3.64	4.04	3.61	3.77	3.84	4.17	3.88	3.66

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

Significantly higher/lower level of importance (by group)

Note: T2B = Top 2 Box Importance (Very important/Important)

Service Area 7: Council Leadership and Engagement

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Opportunities to participate in Council decision making on matters affecting Ku-ring-gai	4%	5%	21%	34%	36%	502
Council advocacy on matters impacting on Ku-ring-gai	4%	2%	27%	28%	39%	502
Council's consultation and engagement with the community	3%	2%	16%	30%	49%	502
Long term planning for the Ku-ring-gai area	1%	1%	8%	24%	67%	502
Council provision of information about events, services, programs and facilities	2%	3%	29%	38%	28%	502

Service Area 7: Council Leadership and Engagement

Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with 'Council provision of information' and least satisfied with 'long term planning for the Ku-ring-gai area' within the 'Council Leadership and Engagement' service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B
Council provision of information about events, services, programs and facilities	88%	78%
Council advocacy on matters impacting on Ku-ring-gai	76%	N/A
Council's consultation and engagement with the community	68%	76%
Opportunities to participate in Council decision making on matters affecting Ku-ring-gai	68%	67%
Long term planning for the Ku-ring-gai area	65%	75%

Note: T3B = Top 3 Box Satisfaction (Very satisfied/Satisfied/Somewhat satisfied)

Service Area 7: Council Leadership and Engagement

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Opportunities to participate in Council decision making on matters affecting Ku-ring-gai	2.93	2.98	2.88	2.75	3.13	2.81	3.03	2.91	2.99
Council advocacy on matters impacting on Ku-ring-gai	3.11	3.20	3.04	3.23	3.28	2.89	3.12	3.07	3.38
Council's consultation and engagement with the community	2.92	2.91	2.93	2.85	2.99	2.85	2.97	2.89	3.15
Long term planning for the Ku-ring-gai area	2.83	2.94	2.73	3.00	2.88	2.57	2.90	2.78	3.12
Council provision of information about events, services, programs and facilities	3.55	3.57	3.54	3.82	3.44	3.46	3.58	3.51	3.84

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Opportunities to participate in Council decision making on matters affecting Ku-ring-gai	10%	22%	36%	28%	4%	336
Council advocacy on matters impacting on Ku-ring-gai	7%	17%	40%	30%	6%	313
Council's consultation and engagement with the community	12%	20%	38%	25%	5%	390
Long term planning for the Ku-ring-gai area	13%	23%	38%	22%	5%	445
Council provision of information about events, services, programs and facilities	4%	8%	33%	40%	15%	325

Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2019	2017	2019	2017
Management of residential development	4.06	4.16	3.04	3.01
Development compatible with the local area	4.28	4.33	2.84	3.00
Visual quality of building design in the Ku-ring-gai area	4.03	N/A	2.91	N/A
Revitalisation/beautification of local centres and neighbourhood shops	4.13	4.04	3.21	3.12
Protecting heritage buildings and conservation areas	4.12	4.09	3.42	3.42
Cleanliness of your local streets	4.55▲	4.23	3.83	3.70
Control of litter and rubbish dumping	4.60▲	4.46	3.89	3.84
Collection of domestic garbage	4.73	4.70	4.39	4.45
Public toilets	3.90▲	3.72	3.40	3.46
Street tree maintenance	4.19	4.16	3.18▲	2.94
Protection of natural areas and bushland	4.49	4.49	3.88	3.84
Condition of waterways and creeks	4.33	4.31	3.63	3.62
Initiatives to reduce energy use	4.07	4.09	3.11	3.10
Initiatives to reduce water use	4.05	4.04	3.29	3.26
Initiatives to reduce waste and improve recycling	4.38	4.34	3.36▼	3.70
Services for older people	4.16▼	4.33	3.53	3.53
Services for people with a disability	4.28	4.35	3.41	3.51
Services for young people	4.14	4.27	3.41	3.35
Services for children	4.24	4.29	3.56	3.58
Services for people from diverse cultural & language backgrounds	3.81▼	3.99	3.48	3.45
Availability of community facilities	4.10▼	4.23	3.59▼	3.73
Local community festivals and events	3.43	3.37	3.56	3.62
Variety of cultural experiences and performing arts	3.32	3.40	3.22	3.35
Initiatives for community safety/crime prevention	4.28▼	4.44	3.55▼	3.78
Condition of local roads	4.55	4.53	3.09	2.99
Providing adequate drainage	4.42	4.45	3.32	3.36
Quality of footpaths	4.32	4.31	2.83	2.81
Provision and maintenance of local parks and gardens	4.43	4.37	3.68	3.80
Provision and maintenance of playgrounds	4.19	4.20	3.74	3.82
Provision and maintenance of sporting ovals, grounds and leisure facilities (including tennis courts, pool, etc.)	4.25	4.29	3.79	3.74
Provision and operation of libraries	4.29	4.31	4.04	4.13
Condition of community buildings	3.81	3.88	3.61	3.61
Access to public transport	4.63	4.58	3.63	3.55
Access to cycleways, footpaths, walking tracks	3.98	3.94	3.25	3.18
Accessibility to public spaces for people with disabilities	4.09	N/A	3.38	N/A
Traffic management	4.43	4.40	2.93	3.04
Availability of car parking in the local centres	4.35	4.40	2.93	2.89
Opportunities to work in the local area	3.50	3.47	3.18	3.05
Growing the local economy	3.90	3.91	3.25	3.18
Vitality of our local centres and neighbourhood shops (e.g. availability of places to meet, venues to eat out and socialise)	4.17	4.08	3.44	3.45
Tourist attractions in the local area	2.84	2.96	3.55▲	3.23
Opportunities to participate in Council decision making on matters affecting Ku-ring-gai	3.93	3.85	2.93	2.94
Council advocacy on matters impacting on Ku-ring-gai	3.97▼	4.35	3.11	3.11
Council's consultation and engagement with the community	4.21	N/A	2.92	N/A
Long term planning for the Ku-ring-gai area	4.54	4.62	2.83▼	2.99
Council provision of information about events, services, programs and facilities	3.85▼	4.32	3.55▲	3.35

Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied
▲ ▼= A significantly higher level of importance/satisfaction (by year)

Comparison to the Micromex LGA Benchmark

The table below shows the variance between Ku-ring-gai Council's top 3 box satisfaction scores and the LGA Benchmark. We can see that for 5 of the comparable services/facilities, Ku-ring-gai Council residents' top 3 box scores are ≥10% lower than the Benchmark score.

Service/Facility	Ku-ring-gai Council T3B Satisfaction Scores	LGA Benchmark T3B Satisfaction Scores	Variance
Control of litter and rubbish dumping	90%	76%	14%
Council provision of information about events, services, programs and facilities	88%	78%	10%
Public toilets	80%	70%	10%
Cleanliness of your local streets	89%	81%	8%
Services for people from diverse cultural & language backgrounds	88%	82%	6%
Protection of natural areas and bushland	92%	87%	5%
Access to public transport	86%	81%	5%
Condition of waterways and creeks	88%	84%	4%
Initiatives for community safety/crime prevention	88%	85%	3%
Availability of car parking in the local centres	65%	62%	3%
Collection of domestic garbage	96%	94%	2%
Services for older people	89%	87%	2%
Tourist attractions in the local area	85%	83%	2%
Condition of local roads	76%	74%	2%
Provision and maintenance of sporting ovals, grounds and leisure facilities	92%	91%	1%
Condition of community buildings	90%	89%	1%
Services for people with a disability	86%	85%	1%
Growing the local economy	84%	83%	1%
Services for young people	83%	82%	1%
Initiatives to reduce water use	82%	81%	1%
Opportunities to participate in Council decision making on matters affecting Ku-ring-gai	68%	67%	1%
Accessibility to public spaces for people with disabilities	85%	85%	0%
Protecting heritage buildings and conservation areas	78%	78%	0%
Provision and operation of libraries	92%	93%	-1%
Provision and maintenance of local parks and gardens	90%	91%	-1%
Provision and maintenance of playgrounds	89%	91%	-2%
Availability of community facilities	87%	89%	-2%
Initiatives to reduce waste and improve recycling	79%	81%	-2%
Street tree maintenance	73%	75%	-2%
Management of residential development	69%	71%	-2%
Traffic management	66%	68%	-2%
Services for children	88%	91%	-3%
Local community festivals and events	86%	90%	-4%
Access to cycleways, footpaths, walking tracks	77%	82%	-5%
Providing adequate drainage	78%	84%	-6%
Initiatives to reduce energy use	75%	81%	-6%
Revitalisation/beautification of local centres and neighbourhood shops	78%	85%	-7%
Development compatible with the local area	62%	69%	-7%
Council's consultation and engagement with the community	68%	76%	-8%
Variety of cultural experiences and performing arts	78%	88%	-10%
Opportunities to work in the local area	75%	85%	-10%
Long term planning for the Ku-ring-gai area	65%	75%	-10%
Quality of footpaths	62%	73%	-11%
Visual quality of building design in the Ku-ring-gai area	64%	85%	-21%
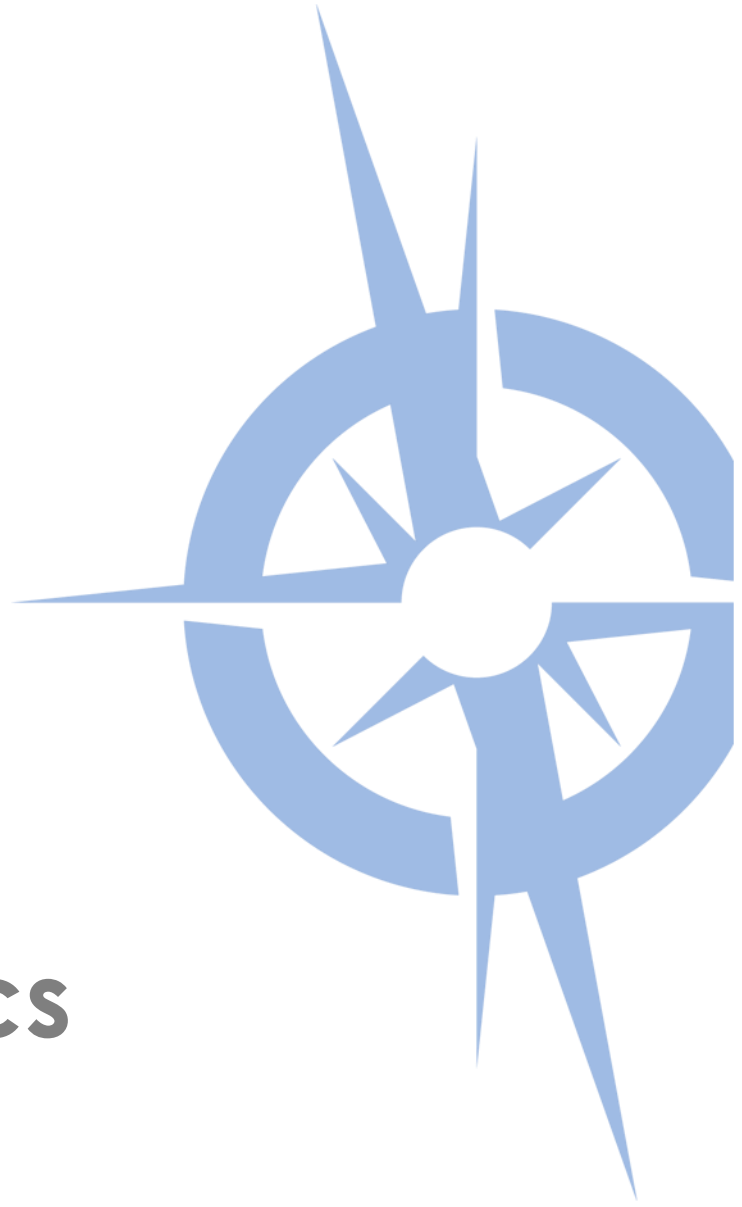
Demographics

Demographics

QA2.   In which suburb do you live?

	%		%
Wahroonga	18%	Roseville	4%
Turramurra	17%	South Turramurra	3%
St Ives	15%	Warrawee	3%
Pymble	13%	St Ives Chase	2%
Gordon	8%	East Killara	1%
Lindfield	6%	North Wahroonga	1%
Killara	5%	East Lindfield	<1%
North Turramurra	5%	Roseville Chase	<1%

Base: N=502

Q7.   Please stop me when I read out your age group.

	%
18-34	22%
35-49	28%
50-64	26%
65 years and over	24%

Base: N=502

Q8a.   Were you born in Australia or overseas?

	%
Australia	65%
Overseas	35%

Base: N=502

Demographics

Q8b.   In which country were you born?

	%		%		%
China	14%	Canada	1%	Singapore	1%
South Africa	14%	Estonia	1%	South Korea	1%
England	12%	France	1%	Sweden	1%
United Kingdom	11%	Hungary	1%	Zimbabwe	1%
India	6%	Indonesia	1%	Denmark	<1%
Iran	5%	Israel	1%	Fiji	<1%
New Zealand	5%	Italy	1%	Palestine	<1%
Germany	3%	Japan	1%	Papua New Guinea	<1%
Malaysia	3%	Pakistan	1%	Peru	<1%
Sri Lanka	3%	Panama	1%	Poland	<1%
United States of America	3%	Philippines	1%	Slovenia	<1%
Hong Kong	2%	Portugal	1%	Uganda	<1%
United Arab Emirates	2%	Refused	1%	Vanuatu	<1%
Brazil	1%				

Base: N=177

Q9.   Which of the following best describes your current employment status?

	%
Currently in full time paid employment	49%
Retired from paid employment	25%
Currently in part time paid employment (at least 10 hours per week	20%
Other	6%

Base: N=501

Other specified	Count
Unemployed	9
Home duties	8
Student	6
Carer	3
Ome	2
Semi-retired	2
Volunteer	1

Q10.   Which of the following best describes the house where you are currently living?

	%
I/We own/are currently buying this property	87%
I/We currently rent this property	13%

Base: N=499

Demographics

Q11.   *How long have you lived in the Ku-ring-gai area?*

	%
Up to 2 years	7%
2 – 5 years	13%
6 – 10 years	15%
11 – 20 years	19%
More than 20 years	46%

Base: N=502

Q13.   *Gender:*

	%
Male	47%
Female	53%

Base: N=502

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 Ku-ring-gai Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases, this effective sample size may be smaller than the true number of surveys conducted.
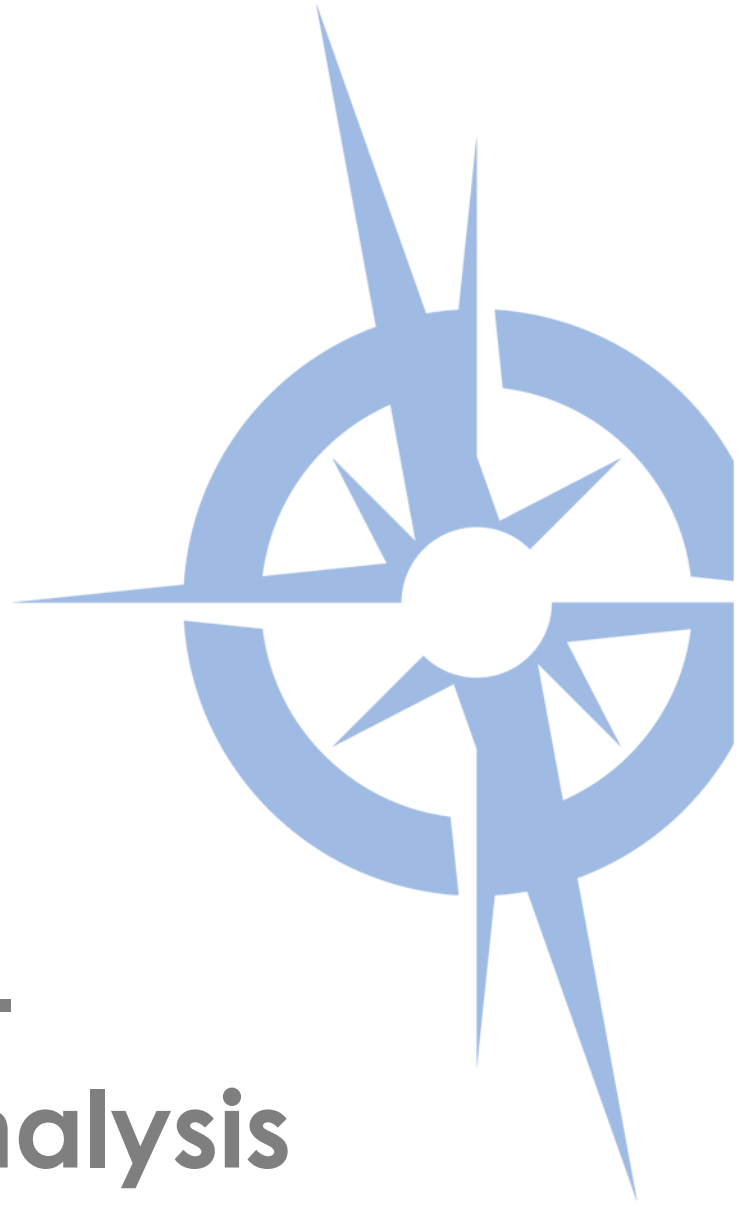
Appendix A –
Additional Analysis

Strengths of the Ku-ring-gai LGA

Q5a. Thinking generally about living in the Ku-ring-gai area, what do you feel are the strengths of the local area?

Strength	N=500	Strength	N=500
Natural environment and open spaces	68%	Libraries	2%
Sense of community/friendly people	18%	Proximity to the City and other metropolitan areas	2%
Access/proximity to public transport	14%	Well governed/managed/maintained	2%
Safety of the area, low crime	13%	Air quality	1%
Parks/playgrounds	11%	Availability of parking	1%
Educational facilities	9%	Community support/well informed community	1%
Clean area	8%	Cost of living	1%
Low density population/housing/ development	8%	Council management	1%
Peaceful/quiet	7%	Cultural/socioeconomic diversity	1%
Availability and access to services and facilities	6%	Hospitals and healthcare services	1%
Family friendly	6%	Protection of the environment	1%
Good facilities/infrastructure	5%	Small business/wealth in the area	1%
Shopping facilities	5%	Streetscape	1%
Housing sizes and quality	4%	Churches	<1%
Liveability of the area	4%	Healthy/active lifestyle	<1%
Sporting/recreational facilities	4%	North Shore area	<1%
Beauty/attractiveness of the area	3%	Planning for the area	<1%
Good location/convenience	3%	Quality restaurants	<1%
History and heritage	3%	Services for the elderly	<1%
Ambience of the area	2%	Waste management	<1%
Built/urban environment e.g. architecture	2%	Don't know	<1%
Community activities/facilities/groups	2%	Nothing	<1%
Good quality roads	2%		

Highest Priority Issues Within the Ku-ring-gai LGA

Q5b.   *Thinking of the next 10 years, what do you believe will be the highest priority issues within the Ku-ring-gai area?*

	N=497
Development, e.g. high density	45%
Traffic congestion and management	27%
Population growth e.g. lack of infrastructure, overpopulation, etc.	21%
Access and availability of public transport	12%
Adequate parking	10%
Provision/maintenance of infrastructure/facilities e.g. footpaths, drainage, public toilets, etc.	9%
Protection of the natural environment	8%
Managing and upgrading local roads/road infrastructure	6%
Housing availability	4%
Provision of services	4%
Availability of schools	3%
Facilities/services for children and youth	3%
Long term planning for the area/town planning	3%
Managing ageing population/provision of aged care	3%
Provision of/improved shopping facilities	3%
Sustainable practices e.g. renewable energy, reducing energy use	3%
Housing affordability	2%
Need for/upgrade recreational/sporting facilities	2%
Protection of heritage	2%
Provision of parks/playgrounds	2%
Waste management services	2%
Cleanliness of the area	1%
Climate change	1%
Community consultation/transparency	1%
Dog parks	1%
Events/activities	1%
Immigration/integration of multicultural communities	1%
Keeping the ambience of the area	1%
Local economy e.g. employment opportunities	1%
Maintaining standard of living/managing change	1%
Management by Council	1%
Natural disaster management e.g. bushfires	1%
Pollution	1%
Provision of public/open spaces	1%
Safety	1%
Social changes/social cohesion/integration of multicultural communities/immigration	1%
Supporting local business	1%
Vitality of town centres	1%
Access for elderly, disabled and those with prams	<1%
Cost of living	<1%
Having too many areas listed as heritage conservation areas	<1%
Promoting active lifestyle	<1%
Protection of local homes/retaining residential block size	<1%
Rezoning/sub-division	<1%
Don't know	<1%
Nothing	1%

Contact with Council

Q1a.   Have you contacted Council in the last 12 months?

	Male	Female	18-34	35- 49	50-64	65+	Ratepayer	Non-ratepayer
Yes	52%	47%	24%▼	53%	58%▲	59%▲	52%▲	33%
No	48%	53%	76%	47%	42%	41%	48%	67%

Q1b.   When you made contact with the Council staff was it by:

	Male	Female	18-34	35- 49	50-64	65+	Ratepayer	Non-ratepayer
Phone	46%	44%	33%	40%	48%	53%	45%	51%
Mail	2%	1%	0%	0%	2%	5%▲	2%	0%
Email	16%	25%	42%▲	23%	18%	13%▼	20%	26%
Website/Online chat	28%	24%	25%	31%	29%	17%▼	26%	23%
In person	8%	4%	0%	4%	3%	12%▲	6%	0%
Social media	0%	1%	0%	2%	0%	0%	1%	0%

Nature of Enquiry

Q1c.   What was the nature of your enquiry?

	Male	Female	18-34	35- 49	50-64	65+	Ratepayer	Non-ratepayer
Waste and clean up services	25%	25%	10%▼	27%	30%	31%	27%	15%
Regulatory, infringements, noise, etc.	4%	4%	2%	6%	4%	3%	4%	3%
Community services (youth, children, aged care)	4%	3%	2%	6%	2%	3%	2%	9%▲
Engineering services (roads, footpaths, drains)	4%	4%	0%▼	5%	6%	6%	5%	0%
Open space services (parks, sports fields, bushland)	1%	2%	0%	0%	2%	4%▲	2%	0%
Trees (Tree Preservation Order or street trees)	8%	5%	4%	10%	4%	8%	8%	0%
Rates	1%	1%	0%	0%	2%	2%	1%	0%
Building and development approval	5%	8%	4%	6%	9%	7%	7%	3%
Zoning and local centres plan	1%	<1%	0%	1%	1%	1%	1%	0%
Other	2%	3%	4%	0%▼	4%	4%	3%	4%

Satisfaction with the Way Contact was Handled

Q1e.   (Asked of those who were 'not at all satisfied' or 'not very satisfied'), Why do you say that?

Reason	Count
Slow response	21
No response	13
Problem was not resolved/service not provided/still pending	14
Incorrect/confusing/conflicting information	6
Staff weren't helpful/not knowledgeable	5
Difficulty using website/website wasn't helpful	4
Dissatisfied with contact	4
Need better communication with ratepayers (no feedback was provided)	4
No concern for residents/unethical decisions/Council concerned only with money	3
Poor customer service	2
Process was not straightforward	3
Council didn't listen to the enquiry	2
Feedback was not taken on board	2
Had to pay to fix the issue/extra fees	2
Position making	1
Restrictions	1
No flexibility	1

Sourcing Information on Council Services & Facilities

Q2a.   Where do you source information on Council services and facilities?

	Male	Female	18-34	35- 49	50-64	65+	Ratepayer	Non-ratepayer
Council website	78%	83%	84%	93%▲	85%	57%▼	79%	86%
Direct mail/letters	48%	49%	41%	50%	52%	50%	50%	37%
Council brochures in letterbox	47%	44%	29%▼	46%	47%	56%	47%	31%
Word of mouth	38%	44%	55%▲	48%	31%▼	33%▼	38%	63%▲
North Shore Times	34%	41%	27%	27%▼	38%	60%▲	40%	27%
Local newspapers	30%	33%	18%▼	20%▼	35%	55%▲	33%	24%
Council email newsletters	24%	31%	18%	28%	28%	36%▲	28%	29%
Social media	14%	25%▲	41%▲	25%	10%▼	6%▼	18%	37%▲
Other	3%	2%	2%	2%	2%	3%	2%	3%
None	4%	2%	6%	0%	3%	3%	3%	4%

Perceptions of Ku-ring-gai

Q6a.   *In this section I'd like to ask you a number of questions about your perceptions of your neighbourhood and Ku-ring-gai as a place to live.*

	Overall 2019	Overall 2017	Male	Female	18-34	35-49	50-64	65+
I feel safe in my own home	4.72	4.72	4.75	4.69	4.75	4.71	4.76	4.65
I feel safe in my neighbourhood	4.67	4.63	4.71	4.63	4.71	4.67	4.71	4.59▼
I can call on a neighbour, or local family or friends if I need assistance	4.40	4.36	4.42	4.39	4.40	4.33	4.45	4.44
My neighbourhood is a friendly place to live	4.38	4.41	4.39	4.37	4.29	4.49	4.32	4.38
Housing in the area meets my needs	4.20	N/A	4.21	4.19	3.99	4.07	4.44▲	4.28
I feel I belong to the community I live in	4.08	4.12	3.98	4.16	3.82	4.00	4.16	4.32▲
I feel informed and prepared to deal with significant emergency events	3.86	3.83	3.93	3.80	3.78	3.60▼	4.05▲	4.03▲
I have access to community groups and support networks	3.56	N/A	3.49	3.62	3.07▼	3.45	3.75▲	3.94▲
I mainly socialise in my local area	3.22▼	3.41	3.11	3.32	2.78▼	3.21	3.34	3.51▲

	Ratepayer	Non-Ratepayer
I feel safe in my own home	4.71	4.77
I feel safe in my neighbourhood	4.66	4.71
I can call on a neighbour, or local family or friends if I need assistance	4.45	4.12
My neighbourhood is a friendly place to live	4.38	4.34
Housing in the area meets my needs	4.28▲	3.67
I feel I belong to the community I live in	4.12	3.76
I feel informed and prepared to deal with significant emergency events	3.87	3.79
I have access to community groups and support networks	3.64▲	3.02
I mainly socialise in my local area	3.25	3.06

Perceptions of Ku-ring-gai

Q6a.   In this section I'd like to ask you a number of questions about your perceptions of your neighbourhood and Ku-ring-gai as a place to live.

Mean ratings

	2019	2017
I feel safe in my own home — 1%, 3%, 20%, 76%	4.72	4.72
I feel safe in my neighbourhood — 0%, 4%, 25%, 71%	4.67	4.63
I can call on a neighbour, or local family or friends if I need assistance — 2%, 2%, 11%, 24%, 61%	4.40	4.36
My neighbourhood is a friendly place to live — 1%, 2%, 11%, 31%, 55%	4.38	4.41
Housing in the area meets my needs — 2%, 5%, 12%, 33%, 48%	4.20	N/A
I feel I belong to the community I live in — 2%, 4%, 18%, 36%, 40%	4.08	4.12
I feel informed and prepared to deal with significant emergency events — 3%, 6%, 22%, 41%, 28%	3.86	3.83
I have access to community groups and support networks — 7%, 8%, 31%, 30%, 24%	3.56	N/A
I mainly socialise in my local area — 12%, 17%, 28%, 24%, 19%	3.22 ▼	3.41

■ Strongly disagree   ■ Disagree   ■ Neither agree nor disagree   ■ Agree   ■ Strongly agree

Base: N=502

Participating in Sport and Fitness Activities

Q6b. How often do you take part in sporting and fitness activities, such as walking, cycling, organised sport, fitness classes, personal trainer?

	Male	Female	18-34	35- 49	50-64	65+	Ratepayer	Non-ratepayer
Several times a week	63%	62%	63%	50%▼	77%▲	60%	64%	55%
Once a week	18%	17%	15%	28%▲	12%	13%	16%	30%▲
Several times a month	6%	5%	6%	8%	5%	3%	6%	3%
Once a month	4%	2%	8%▲	4%	0%	2%	2%	9%▲
Less than once a month	3%	3%	0%▼	6%▲	3%	3%	4%	0%
Never	6%	10%▲	8%	4%	3%▼	18%▲	8%	3%
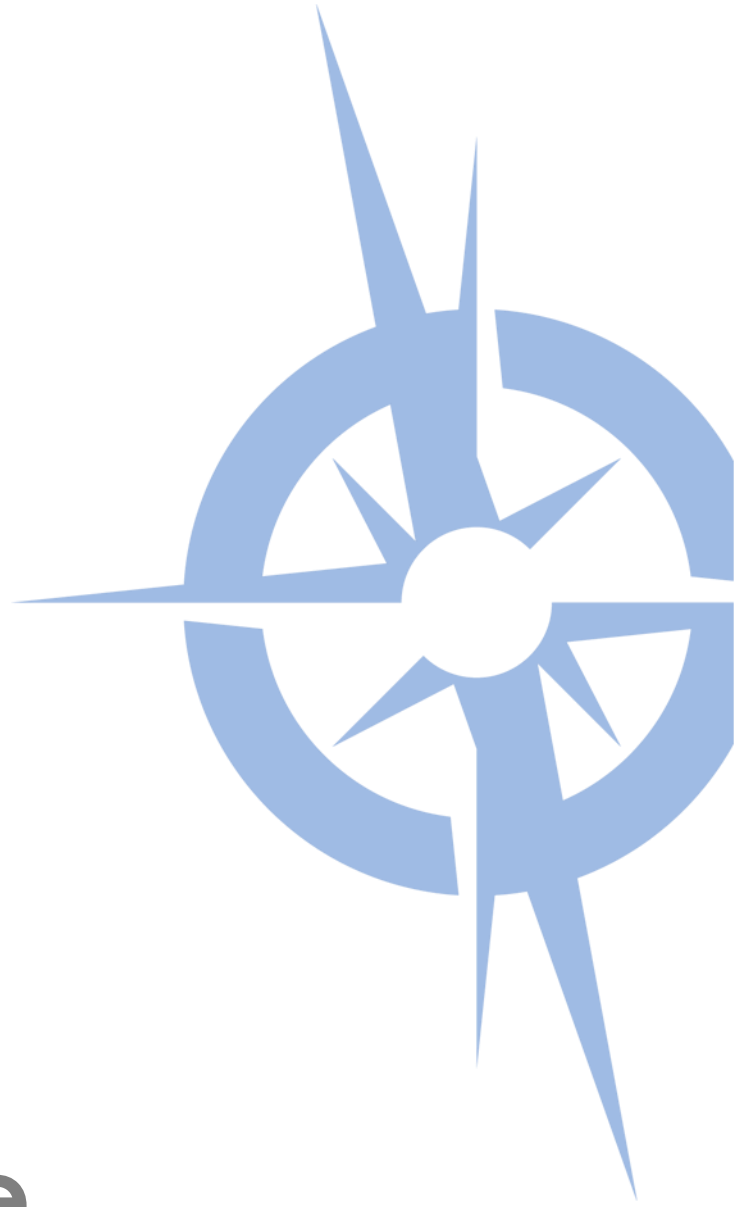
Appendix B – Questionnaire

Good morning/afternoon/evening, my name is _____ from Micromex Research and we are conducting a survey on behalf of Ku-ring-gai Council on a range of local issues. The survey will take about 15 or so minutes, would you be able to assist us please?

QA1. Before we start I would like to check whether you or an immediate family member work for Ku-ring-gai Council?

- O   Yes   **(If yes, terminate survey)**
- O   No

QA2. In which suburb do you live?

- O   East Gordon
- O   East Killara
- O   East Lindfield
- O   East Roseville
- O   Fox Valley
- O   Gordon
- O   Killara
- O   Lindfield
- O   North St Ives
- O   North Turramurra
- O   North Wahroonga
- O   Pymble
- O   Roseville
- O   Roseville Chase
- O   South Turramurra
- O   St Ives
- O   St Ives Chase
- O   Turramurra
- O   Wahroonga
- O   Warrawee

Section A – Contact with Ku-ring-gai Council

I'd like you now to please think specifically about your experiences with Ku-ring-gai Council.

Q1a. Have you contacted Council in the last 12 months?

- O   Yes
- O   No   **(If no, go to Q2a)**

Q1b. When you made contact with the Council staff was it by: *Prompt*

- O   Phone
- O   Mail
- O   Email
- O   Website - online chat (real-time chat via messaging with a customer service representative)
- O   In person
- O   Social media (Twitter, Instagram, Facebook)

Q1c. **What was the nature of your enquiry?** *Prompt*

- O   Waste and clean up services
- O   Regulatory, infringements, noise, etc.
- O   Community services (youth, children, aged care)
- O   Engineering services (roads, footpaths, drains)
- O   Open space services (parks, sports fields, bushland)
- O   Trees (Tree Preservation Order or street trees)
- O   Rates
- O   Building and development approval
- O   Zoning and local centres plan
- O   Other (please specify)……………………………………………..

Q1d. **How satisfied were you with the way your contact was handled?** *Prompt*

- O   Very satisfied   **(Go to Q2a)**
- O   Satisfied   **(Go to Q2a)**
- O   Somewhat satisfied
- O   Not very satisfied
- O   Not at all satisfied

Q1e. **Why do you say that?**

………

Q2a. Where do you source information on Council services and facilities? *Prompt*

- O   Council website (ku-ring-gai.nsw.gov.au)
- O   Local newspapers
- O   North Shore Times (Council advertisement)
- O   Direct mail/letters
- O   Council brochures in letterbox
- O   Word of mouth (friend/family/neighbour)
- O   Social media (Facebook, Twitter, etc.)
- O   Council email newsletters
- O   Other (please specify…………………………………………………..
- O   None

Q2b. **How satisfied are you with the level of communication Council currently has with the community?** *Prompt*

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

Q2c. **How satisfied are you with access to information about planning, regulation and local development activity?** *Prompt*

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

Section B – Importance of and Satisfaction with Council Services and Facilities

Still thinking specifically about Ku-ring-gai Council.

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/facility. The scale is from 1 to 5, where 1 is low importance and 5 is high importance and where 1 is low satisfaction and 5 is high satisfaction.

Managing places and spaces

	Importance					Satisfaction					
	Low				High	Low				High	
	1	2	3	4	5	1	2	3	4	5	N/A
Management of residential development	O	O	O	O	O	O	O	O	O	O	O
Development compatible with the local area	O	O	O	O	O	O	O	O	O	O	O
Visual quality of building design in the Ku-ring-gai area	O	O	O	O	O	O	O	O	O	O	O
Revitalisation/beautification of local centres and neighbourhood shops	O	O	O	O	O	O	O	O	O	O	O
Protecting heritage buildings and conservation areas	O	O	O	O	O	O	O	O	O	O	O
Cleanliness of your local streets	O	O	O	O	O	O	O	O	O	O	O
Control of litter and rubbish dumping	O	O	O	O	O	O	O	O	O	O	O
Collection of domestic garbage	O	O	O	O	O	O	O	O	O	O	O
Public toilets	O	O	O	O	O	O	O	O	O	O	O
Street tree maintenance	O	O	O	O	O	O	O	O	O	O	O

Environmental

	Importance					Satisfaction					
	Low				High	Low				High	
	1	2	3	4	5	1	2	3	4	5	N/A
Protection of natural areas and bushland	O	O	O	O	O	O	O	O	O	O	O
Condition of waterways and creeks	O	O	O	O	O	O	O	O	O	O	O
Initiatives to reduce energy use	O	O	O	O	O	O	O	O	O	O	O
Initiatives to reduce water use	O	O	O	O	O	O	O	O	O	O	O
Initiatives to reduce waste and improve recycling	O	O	O	O	O	O	O	O	O	O	O

Community

	Importance					Satisfaction					
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	N/A
Services for older people	O	O	O	O	O	O	O	O	O	O	O
Services for people with a disability	O	O	O	O	O	O	O	O	Page	O	O
Services for young people	O	O	O	O	O	O	O	O	O	O	O
Services for children	O	O	O	O	O	O	O	O	O	O	O
Services for people from diverse cultural & language backgrounds	O	O	O	O	O	O	O	O	O	O	O
Availability of community facilities	O	O	O	O	O	O	O	O	O	O	O
Local community festivals and events	O	O	O	O	O	O	O	O	O	O	O
Variety of cultural experiences and performing arts	O	O	O	O	O	O	O	O	O	O	O
Initiatives for community safety/crime prevention	O	O	O	O	O	O	O	O	O	O	O

Assets, Infrastructure & Facilities

	Importance					Satisfaction					
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	N/A
Condition of local roads	O	O	O	O	O	O	O	O	O	O	O
Providing adequate drainage	O	O	O	O	O	O	O	O	Page	O	O
Quality of footpaths	O	O	O	O	O	O	O	O	O	O	O
Provision and maintenance of local parks and gardens	O	O	O	O	O	O	O	O	O	O	O
Provision and maintenance of playgrounds	O	O	O	O	O	O	O	O	O	O	O
Provision and maintenance of sporting ovals, grounds and leisure facilities (including tennis courts, pool, etc.)	O	O	O	O	O	O	O	O	O	O	O
Provision and operation of libraries	O	O	O	O	O	O	O	O	O	O	O
Condition of community buildings	O	O	O	O	O	O	O	O	O	O	O

Access, Traffic and Transport

	Importance					Satisfaction					
	Low **1**	**2**	**3**	**4**	**High** **5**	**Low** **1**	**2**	**3**	**4**	**High** **5**	**N/A**
Access to public transport	O	O	O	O	O	O	O	O	O	O	O
Access to cycleways, footpaths, walking tracks	O	O	O	O	O	O	O	O	O	O	O
Accessibility to public spaces for people with disabilities	O	O	O	O	O	O	O	O	O	O	O
Traffic management	O	O	O	O	O	O	O	O	O	O	O
Availability of car parking in the local centres	O	O	O	O	O	O	O	O	O	O	O

Economic and Employment

	Importance					Satisfaction					
	Low **1**	**2**	**3**	**4**	**High** **5**	**Low** **1**	**2**	**3**	**4**	**High** **5**	**N/A**
Opportunities to work in the local area	O	O	O	O	O	O	O	O	O	O	O
Growing the local economy	O	O	O	O	O	O	O	O	O	O	O
Vitality of our local centres and neighbourhood shops (e.g. availability of places to meet, venues to eat out and socialise)	O	O	O	O	O	O	O	O	O	O	O
Tourist attractions in the local area	O	O	O	O	O	O	O	O	O	O	O

Council Leadership and Engagement

	Importance					Satisfaction					
	Low **1**	**2**	**3**	**4**	**High** **5**	**Low** **1**	**2**	**3**	**4**	**High** **5**	**N/A**
Opportunities to participate in Council decision making on matters affecting Ku-ring-gai	O	O	O	O	O	O	O	O	O	O	O
Council advocacy on matters impacting on Ku-ring-gai	O	O	O	O	O	O	O	O	O	O	O
Council's consultation and engagement with the community	O	O	O	O	O	O	O	O	O	O	O
Long term planning for the Ku-ring-gai area	O	O	O	O	O	O	O	O	O	O	O
Council provision of information about events, services, programs and facilities	O	O	O	O	O	O	O	O	O	O	O

Section C – Overall Satisfaction with Council and the Local area

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

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

Q5a. **Thinking generally about living in the Ku-ring-gai area, what do you feel are the strengths of the local area?**

……

Q5b. **Thinking of the next 10 years, what do you believe will be the highest priority issues within the Ku-ring-gai area?**

……

Q5c. **How important is it for Council to maintain Ku-ring-gai's unique visual character and identity? *Prompt***

- O   Very important
- O   Important
- O   Somewhat important
- O   Not very important
- O   Not at all important

Q5d. **Overall, how satisfied are you with the ease of moving in and around Ku-ring-gai LGA? *Prompt***

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

Q5e. **Overall, how would you rate the quality of life you have living in the Ku-ring-gai area? *Prompt***

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

Section D – Wellbeing Indicators

In this section I'd like to ask you a number of questions about your perceptions of your neighbourhood and Ku-ring-gai as a place to live.

Q6a. **I'm going to read out some statements and I'd like you to rate them on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree.**

A. Safety

	Strongly disagree				Strongly agree
	1	2	3	4	5
I feel safe in my own home	O	O	O	O	O
I feel safe in my neighbourhood	O	O	O	O	O
I can call on a neighbour, or local family or friends if I need assistance	O	O	O	O	O
I feel informed and prepared to deal with significant emergency events, for example bushfire, storm, extreme heat (heatwave),flood	O	O	O	O	O

B. Social

	Strongly disagree				Strongly agree
	1	2	3	4	5
I feel I belong to the community I live in	O	O	O	O	O
I have access to community groups and support networks	O	O	O	O	O
My neighbourhood is a friendly place to live	O	O	O	O	O
I mainly socialise in my local area	O	O	O	O	O

C. Housing

	Strongly disagree				Strongly agree
	1	2	3	4	5
Housing in the area meets my needs	O	O	O	O	O

Q6b. **How often do you take part in sporting and fitness activities, such as walking, cycling, organised sport, fitness classes, personal trainer?** *Prompt*

- O Several times a week
- O Once a week
- O Several times a month
- O Once a month
- O Less than once a month
- O Never

Section E – Demographic & Profiling Questions

Q7. **Please stop me when I read out your age group.** *Prompt*

- O 18 – 34
- O 35 – 49
- O 50 – 64
- O 65+ years and over

Q8a. **Were you born in Australia or overseas?**

- O Australia **(Go to Q9)**
- O Overseas

Q8b. **In which country were you born?**

……………………………………………………………………………………………………

Q9. **Which of the following best describes your current employment status?** *Prompt*

- O Currently in full time paid employment
- O Currently in part time paid employment (at least 10 hours per week)
- O Retired from paid employment
- O Other (please specify)

Q10. **Which of the following best describes the house where you are currently living?** *Prompt*

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

Q11. **How long have you lived in the Ku-ring-gai area?** *Prompt*

- O Up to 2 years
- O 2 – 5 years
- O 6 – 10 years
- O 11 – 20 years
- O More than 20 years

After we analyse the results from this research we may be conducting resident focus groups to further investigate residents' opinions. Participants will receive an incentive for participating.

Q12a. **Would you be interested in participating in one of these focus groups?**

- O Yes **(Go to Q12b)**
- O No

Q12b. **(If yes), what are your contact details?**

Name …………………………………………….
Telephone …………………………………………
Email ……………………………………………

Q12c. Would you prefer to attend an afternoon or evening focus group?

      O   Afternoon

      O   Evening

Thank you. We will be randomly selecting participants to ensure we get a good cross-section of the community and will get in touch with you if we would like you to participate in the next stage of the research.

Q13. Gender (determine by voice):

      O   Male

      O   Female

Thank you for your time and assistance. 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 Ku-ring-gai Council.

Council contact: Helen Lowndes - Integrated Planning Coordinator (02) 9424 0932

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