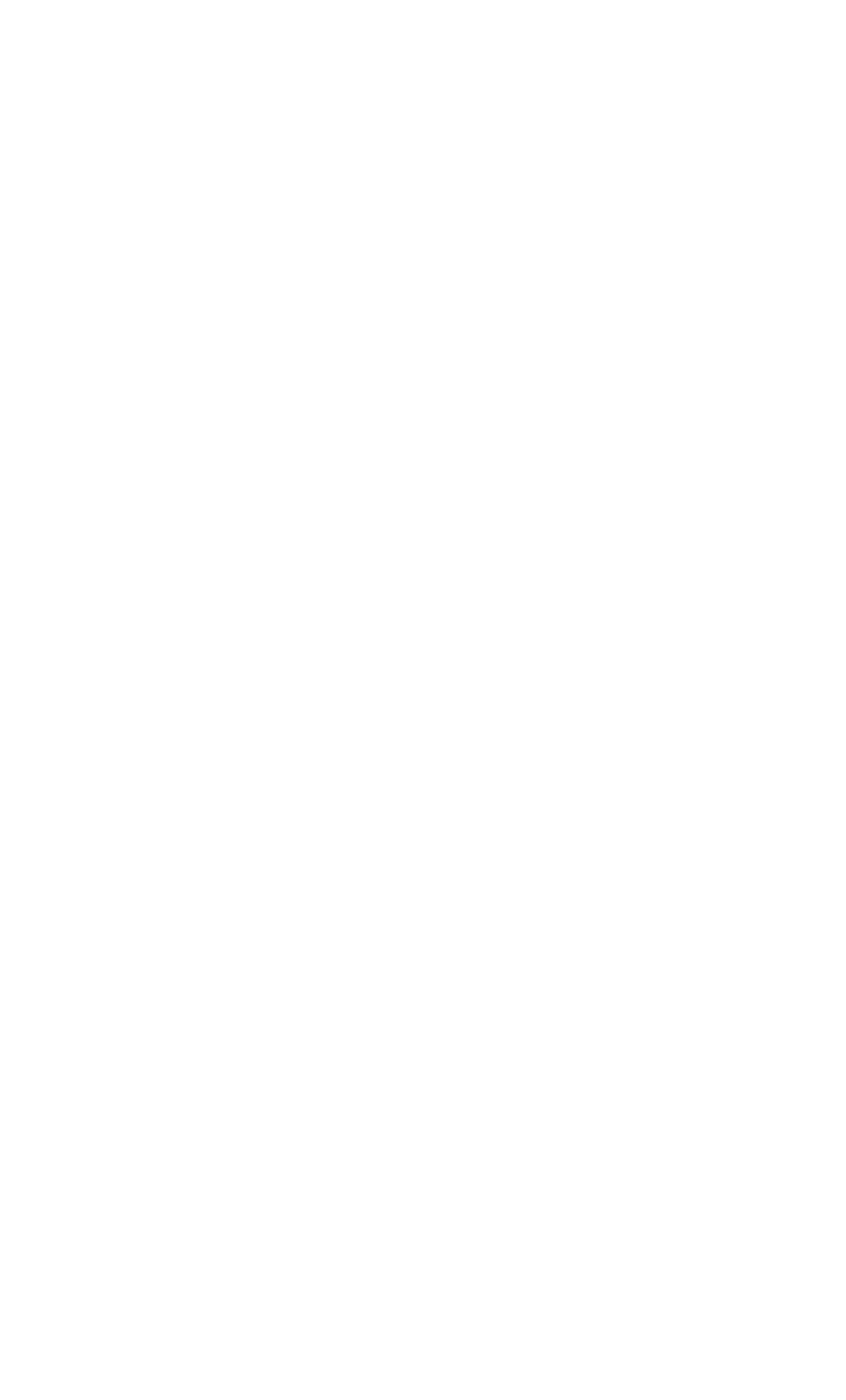


Prepared by: Micromex Research

Date: December 2014

Community Satisfaction Research

The Hills Shire Council



Background & Methodology

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[Appendix B – Questionnaire](file:///F:\Micromex%20Business\Councils%202014\The%20Hills\4.%20Reporting\Report%20-%20The%20Hills%20Shire%20Council%20-%20December%202014%20-%20V2.docx#_Toc407014437)

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

# Background & Methodology

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

* To assess and establish the community’s priorities and satisfaction in relation to Council activities, services and facilities
* To identify the community’s overall level of satisfaction with Council’s performance

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 The Hills Shire Council, developed the questionnaire.

A copy of the questionnaire is provided in Appendix B.

**Data collection**

The survey was conducted during the period 24th November – 2nd December 2014 from 4:30pm to 8:30pm, Monday to Friday and from 10am to 4pm Saturday.

**Survey area**

The Hills Shire Council Government Area.

**Sample selection and error**

The sample consisted of a total of 1,009 residents. The selection of respondents was by means of a computer based random selection process using the electronic White Pages.

A sample size of 1,009 residents provides a maximum sampling error of plus or minus 3.1% at 95% confidence.

This means that if the survey was replicated with a new universe of n=1,009 residents, that 19 times out of 20 we would expect to see the same results, i.e. +/- 3.1%.

The sample was weighted by age to reflect the 2011 ABS census data.

**Interviewing**

Interviewing was conducted in accordance with IQCA (Interviewer Quality Control Australia) Standards and the Market Research Society Code of Professional Conduct.

**Prequalification**

Participants in this survey were pre-qualified as having lived in The Hills Shire Council area for a minimum of six months and not being employed or having an immediate family member employed by any local Council.

**Data analysis**

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

**Ratings questions**

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

This scale allowed for a mid range position for those who had a divided or neutral opinion.

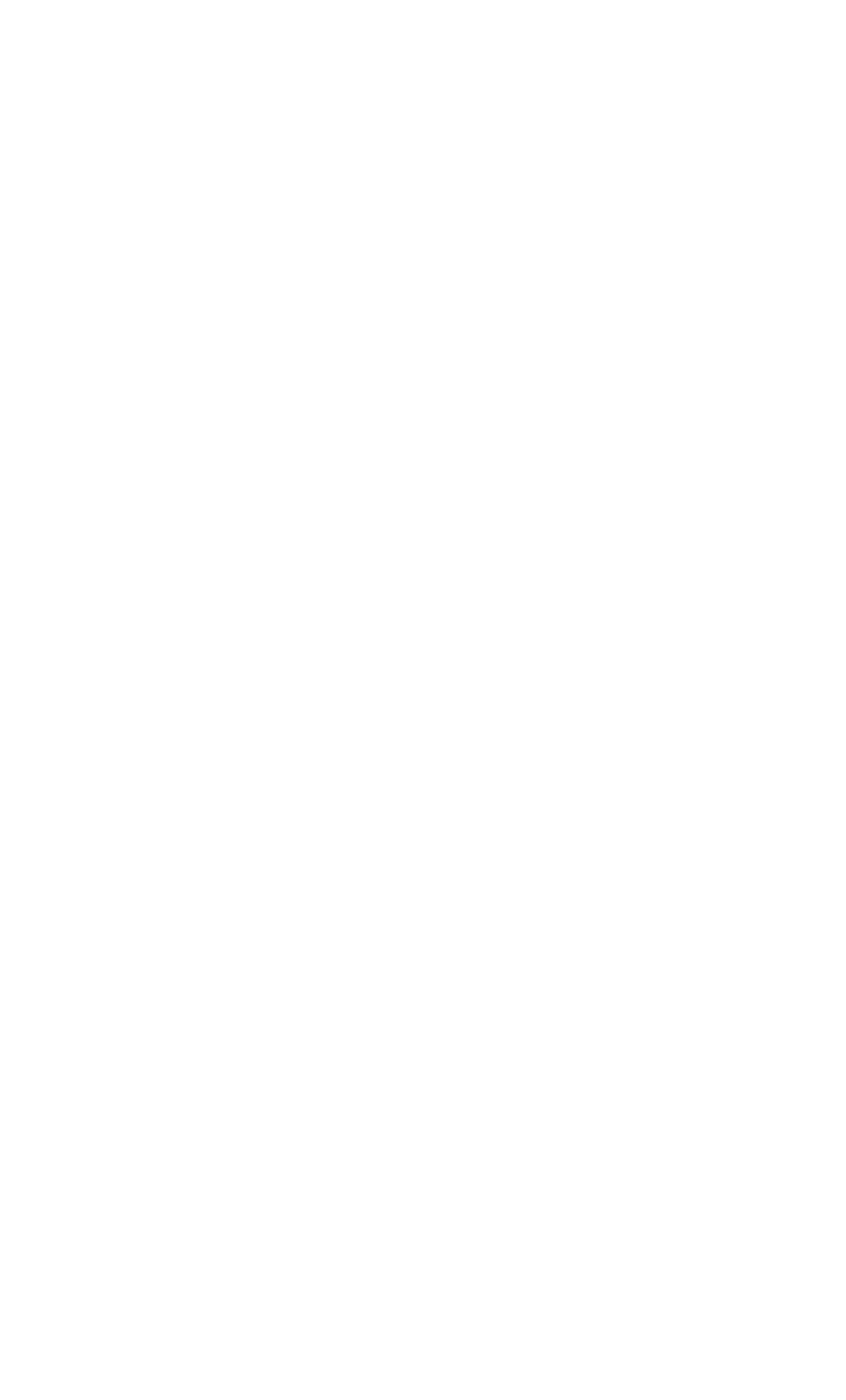
**Note:** Only respondents who rated services/facilities a 4 or 5 in importance were asked to rate their satisfaction with that service/facility.

**Percentages**

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

**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. This difference (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 the non-sampling error by careful design of the questionnaire and detailed checking of completed questionnaires.

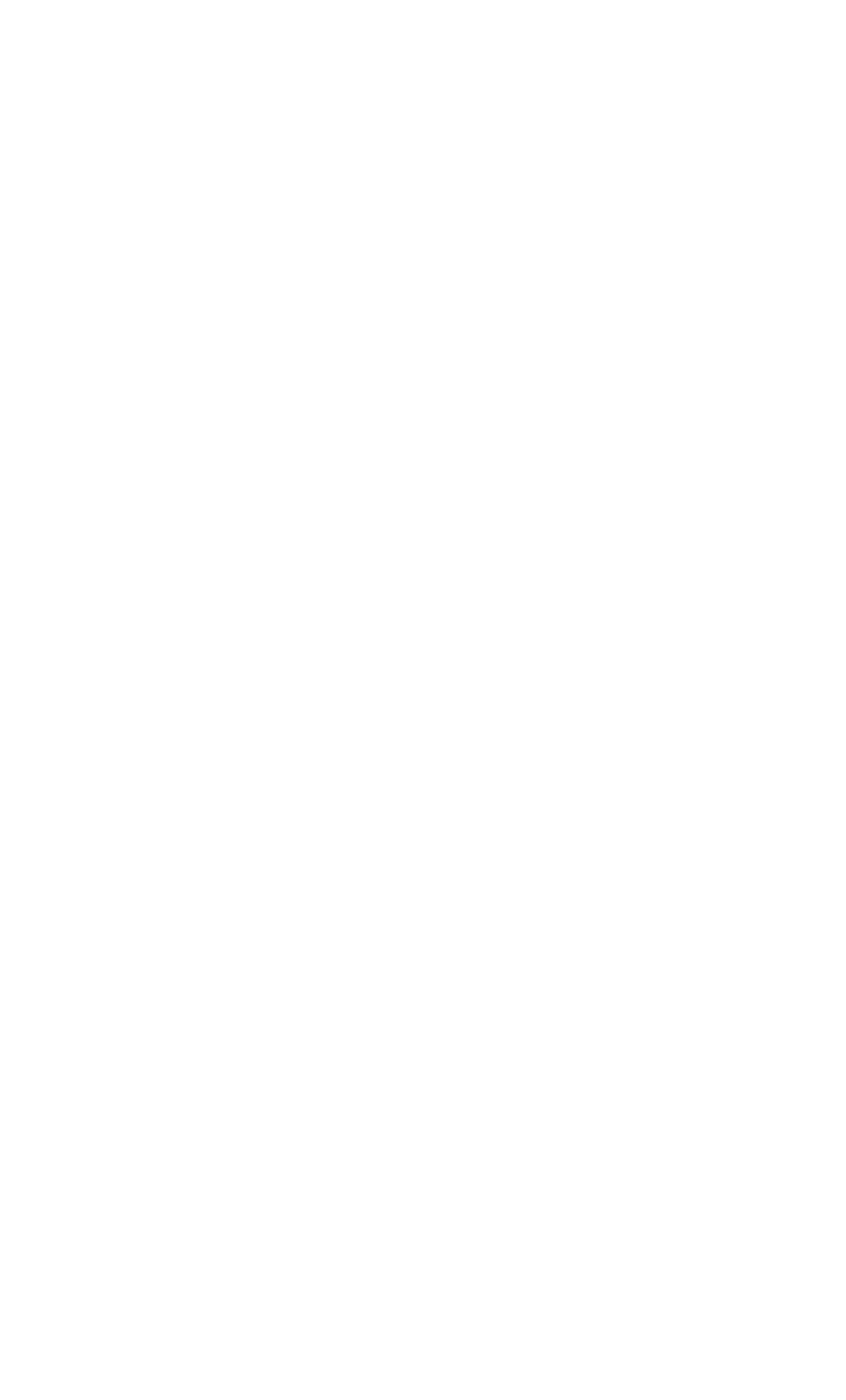


Sample Profile

# Sample Profile

**Sampling error**

A sample size of 1,009 residents provides a sampling error of plus or minus 3.1% at 95% confidence.

****

Key Findings

# Key Findings

**Overview (Overall satisfaction)**

**Summary**

Overall, the results demonstrate a positive outcome for The Hills Shire Council, with 96% of residents at least ‘somewhat satisfied’ with the performance of Council. This result is significantly higher compared to 2012 and is above our NSW LGA Brand Scores.

Residents aged 75+ were significantly more satisfied with the overall performance of Council.

*Q4a. How do you rate your overall satisfaction with the performance of Council across all areas of responsibility?*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | 65 - 74 | 75+ |
| Satisfaction mean ratings | 3.76 | 3.74 | 3.84 | 3.78 | 3.75 | 3.84 | 4.11▲ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Male | Female | Overall 2014 | Overall 2012 |
| Satisfaction mean ratings | 3.79 | 3.81 | 3.80▲ | 3.64 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **NSW LGA BRAND SCORES** | Metro | Regional | All of NSW | The Hills Shire Council 2014 |
| Mean ratings | 3.45▼ | 3.22▼ | 3.31▼ | 3.80▲ |

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

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

**Priority Issues – Most Valued Aspects of Living in The Hills Shire**

**Summary**

Residents’ most valued aspect of living in The Hills Shire is the ‘atmosphere – quiet, peaceful, friendly, sense of community’.

*Q11. What are the things that you value most about living in The Hills Shire?*

****

**Priority Issues – Highest Priority for the Next 4 Years**

**Summary**

Residents believe the highest priority issues facing The Hills Shire are the maintenance and management of roads, and development in the area.

*Q12. Thinking about the next 4 years, what do you think are the highest priority issues facing The Hills Shire and its residents?*

****

**Comparison to LGA Benchmarks**

The Hills Shire Council residents are more satisfied than the LGA Benchmark score for 17 of the 20 comparable measures, 1 was equal to the Benchmark, and 2 of the remaining measures fall below the Benchmark.

|  |  |  |
| --- | --- | --- |
| **Service/Facility** | **The Hills Shire Council**  **Satisfaction Scores** | **Satisfaction Benchmark** |
| **Above the Benchmark** |  |  |
| Domestic garbage collection | 4.4 | 4.1 |
| Recycling collection | 4.4 | 3.9 |
| Library services | 4.4 | 4.1 |
| Air quality | 4.1 | 3.4 |
| Community centres and community halls | 4.0 | 3.6 |
| Ovals and sporting facilities | 4.0 | 3.7 |
| Town centre and village atmosphere | 3.9 | 3.3 |
| Protection of heritage values and buildings | 3.9 | 3.5 |
| Parks and gardens | 3.8 | 3.7 |
| Preservation of plants and animals in their natural habitat | 3.8 | 3.6 |
| Youth facilities | 3.6 | 3.1 |
| Council's financial management | 3.6 | 3.1 |
| Preservation of sensitive environmental areas | 3.6 | 3.6 |
| Maintaining condition of footpaths and cycleways | 3.4 | 3.0 |
| Long term planning for The Hills Shire | 3.4 | 3.1 |
| Maintaining condition of residential (local) roads | 3.4 | 2.8 |
| Opportunities to have a 'real say' on issues that affect your life | 3.3 | 3.0 |
| **Equal to the Benchmark** |  |  |
| Provision of public toilets | 3.1 | 3.1 |
| **Below the Benchmark** |  |  |
| Preservation of permanent open space | 3.5 | 3.6 |
| Aquatic centre | 3.5 | 3.7 |

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

**Key Importance Trends**

Compared to the previous research conducted in 2012, there was a significant increase in residents’ levels of importance with 17 of the 47 services and facilities provided by Council, these were:

* Provision of public toilets (4.01 cf. 3.89)
* Playgrounds/play equipment (3.89 cf. 3.77)
* Aquatic centre (3.55 cf. 3.38)
* Library services (3.43 cf. 3.29)
* Services and facilities for older people (3.42 cf. 3.23)
* Recreation/Performing Arts Centre (3.37 cf. 3.25)
* Youth facilities (2.89 cf. 2.53)
* Recycling collection (4.81 cf. 4.73)
* Domestic garbage collection (4.80 cf. 4.73)
* Air quality (4.71 cf. 4.57)
* Water quality (4.71 cf. 4.47)
* Garden organic collection (4.55 cf. 4.44)
* Preservation of plants and animals in their natural habitat (4.34 cf. 4.23)
* Preservation of permanent open spaces (4.28 cf. 4.16)
* Preservation of sensitive environmental areas (4.11 cf. 4.01)
* Medium density housing developments (3.34 cf. 3.08)
* Long term planning for The Hills Shire (4.61 cf. 4.52)

Also, there was a decrease in residents’ levels of importance for 2 of the 47 services and facilities provided by Council, which were:

* Commercial building developments (3.61 cf. 3.71)
* Access to your local Councillor (3.73 cf. 3.89)

**Key Satisfaction Trends**

Compared to the previous research conducted in 2012, there was a significant increase in residents’ levels of satisfaction with 13 of the 47 services and facilities provided by Council, these were:

* Lighting of public areas (3.61 cf. 3.47)
* Library services (4.38 cf. 4.24)
* Domestic garbage collection (4.44 cf. 4.36)
* Water quality (4.19 cf. 3.95)
* On call kerbside service (4.19 cf. 3.98)
* Management of noise pollution (3.74 cf. 3.56)
* Maintaining condition of residential (local) roads (3.36 cf. 2.97)
* Maintaining condition of footpaths and cycleways (3.44 cf. 3.20)
* Pet and animal management/control (3.88 cf. 3.77)
* Long term planning for The Hills Shire (3.42 cf. 3.19)
* Council’s financial management (3.59 cf. 3.33)
* Council’s conduct as a professional organisation (3.69 cf. 3.47)
* Council’s decision-making (3.21 cf. 3.14)

Also, there was a decrease in residents’ levels of satisfaction with 5 of the 47 services and facilities provided by Council, including:

* Emergency services (4.24 cf. 4.37)
* Support for volunteer organisations (3.85 cf. 4.00)
* Recreation/Performing Arts Centre (3.18 cf. 3.55)
* Preservation of permanent open space (3.53 cf. 3.63)
* Preservation of sensitive environmental areas (3.59 cf. 3.75)

**Identifying Priorities via Specialised Analysis (Explanation)**

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

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

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

**Step 1. Performance Gap Analysis (PGA)**

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

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

In the table on the following page, we can see the 47 services and facilities that residents rated by importance and then by satisfaction.

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

For example, ‘maintaining condition of footpaths and cycleways’ was given an importance score of 4.40, which indicates that it is considered an area of ‘very high’ importance by residents. At the same time it was given a satisfaction score of 3.44, which indicates that residents are ‘moderately satisfied’ with The Hills Shire Council’s performance and focus on that measure.

In the case of a performance gap such as for the ‘community centres and community halls’ (3.00 importance vs. 3.99 satisfaction), we can identify that the facility/service has only ‘moderate’ importance to the broader community, but for residents who feel that this facility is important, it is providing a ‘high’ level of satisfaction.

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 2012** | **Ranking 2014** | **Service/Facility** | **Importance Mean** | **Satisfaction Mean** | **Performance Gap** |
| 1 | 1 | Maintaining condition of residential (local) roads | 4.66 | 3.36 | 1.30 |
| 2 | 2 | Long term planning for The Hills Shire | 4.61 | 3.42 | 1.19 |
| 5 | 3 | Council's decision-making | 4.30 | 3.21 | 1.09 |
| 4 | 4 | Opportunities to have a 'real say' on issues that affect your life | 4.32 | 3.26 | 1.06 |
| 7 | 5 | Generating local employment opportunities | 4.37 | 3.37 | 1.00 |
| 6 | 6 | Maintaining condition of footpaths and cycleways | 4.40 | 3.44 | 0.96 |
| 9 | 7 | Provision of public toilets | 4.01 | 3.09 | 0.92 |
| 6 | 8 | Council's financial management | 4.39 | 3.59 | 0.80 |
| 17 | 9 | Preservation of permanent open space | 4.28 | 3.53 | 0.75 |
| 15 | 10 | Bushland regeneration and weed control | 4.21 | 3.52 | 0.69 |
| 11 | 11 | Communication with Council and access to information | 4.31 | 3.64 | 0.67 |
| 10 | Lighting of public areas | 4.28 | 3.61 | 0.67 |
| 8 | 13 | Council's conduct as a professional organisation | 4.34 | 3.69 | 0.65 |
| 13 | 14 | Low density housing developments | 3.97 | 3.34 | 0.63 |
| 22 | 15 | Preservation of plants and animals in their natural habitat | 4.34 | 3.76 | 0.58 |
| 20 | 16 | Air quality | 4.71 | 4.14 | 0.57 |
| 14 | Health inspections of food premises, hairdressers, etc | 4.34 | 3.77 | 0.57 |
| 21 | 18 | Overall zoning of the Shire | 4.03 | 3.49 | 0.54 |
| 12 | 19 | Management of noise pollution | 4.26 | 3.74 | 0.52 |
| 28 | Preservation of sensitive environmental areas | 4.11 | 3.59 | 0.52 |
| 19 | 21 | Water quality | 4.71 | 4.19 | 0.53 |
| 25 | 22 | Parks and gardens | 4.25 | 3.84 | 0.41 |
| 26 | Recycling collection | 4.81 | 4.40 | 0.41 |
| 16 | 24 | Streetscape appearance | 4.11 | 3.71 | 0.40 |
| 24 | 25 | Domestic garbage collection | 4.80 | 4.44 | 0.36 |
| 18 | 26 | Access to your local Councillor | 3.73 | 3.43 | 0.30 |
| 32 | 27 | Traffic parking enforcement | 3.61 | 3.33 | 0.28 |
| 36 | 28 | Emergency services | 4.48 | 4.24 | 0.24 |
| 42 | ▼29 | Recreation/Performing Arts Centre | 3.37 | 3.18 | 0.19 |
| 37 | 30 | Playgrounds/play equipment | 3.89 | 3.71 | 0.18 |
| 35 | Garden organic collection | 4.55 | 4.37 | 0.18 |
| 30 | 32 | Protection of heritage values and buildings | 4.03 | 3.87 | 0.16 |
| 23 | ▲33 | On call kerbside service | 4.34 | 4.19 | 0.15 |
| 29 | Town centre and village atmosphere | 4.05 | 3.90 | 0.15 |
| 33 | 35 | Ovals and sporting facilities | 4.10 | 3.97 | 0.13 |
| 40 | ▲36 | Medium density housing developments | 3.34 | 3.27 | 0.07 |
| 27 | Pet and animal management/control | 3.95 | 3.88 | 0.07 |
| 31 | Image and presentation of Council information | 3.70 | 3.63 | 0.07 |
| 41 | 39 | Aquatic centre | 3.55 | 3.50 | 0.05 |
| 34 | 40 | Range of shopping facilities | 4.26 | 4.27 | -0.01 |
| 39 | 41 | Support for volunteer organisations | 3.80 | 3.85 | -0.05 |
| 38 | 42 | Commercial building developments | 3.61 | 3.72 | -0.11 |
| 44 | 43 | Services and facilities for older people | 3.42 | 3.63 | -0.21 |
| 43 | 44 | Council provision of local community events | 3.58 | 3.87 | -0.29 |
| 46 | 45 | Youth facilities | 2.89 | 3.64 | -0.75 |
| 45 | 46 | Library services | 3.43 | 4.38 | -0.95 |
| 47 | 47 | Community centres and community halls | 3.00 | 3.99 | -0.99 |

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

▼▲= significant increase/decrease from 2012

When we examine the 9 largest performance gaps, we can identify that all of the services or facilities have been rated as ‘high’ to ‘extremely high’ in importance. Resident satisfaction for all of these areas is between 3.09 and 3.59, which indicates that resident satisfaction for these measures is ‘moderate’ to ‘moderately high’.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Ranking** | **Service/ Facility** | **Importance Mean** | **Satisfaction Mean** | **Performance Gap** |
| 1 | Maintaining condition of residential (local) roads | 4.66 | 3.36 | 1.31 |
| 2 | Long term planning for The Hills Shire | 4.61 | 3.42 | 1.19 |
| 3 | Council's decision-making | 4.30 | 3.21 | 1.08 |
| 4 | Opportunities to have a 'real say' on issues that affect your life | 4.32 | 3.26 | 1.06 |
| 5 | Generating local employment opportunities | 4.37 | 3.37 | 1.00 |
| 6 | Maintaining condition of footpaths and cycleways | 4.40 | 3.44 | 0.96 |
| 7 | Provision of public toilets | 4.01 | 3.09 | 0.92 |
| 8 | Council's financial management | 4.39 | 3.59 | 0.80 |
| 9 | Preservation of permanent open space | 4.28 | 3.53 | 0.75 |

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, ‘maintaining condition of residential (local) roads’ 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.

**Quadrant Analysis**

**Step 2. Quadrant Analysis**

Quadrant analysis is a useful tool for planning future directions. It combines the stated needs of the community and assesses The Hills Shire Council’s performance in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.08 and the average rated satisfaction score was 3.72. Therefore, any facility or service that received a mean stated importance score of ≥ 4.08 would be plotted in the higher importance section and, conversely, any that scored < 4.08 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.72. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.

**Explaining the 4 Quadrants**

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

Attributes in the top left quadrant, **IMPROVE,** such as the ‘maintaining condition of residential (local) roads’, are areas where Council is perceived to be currently under-performing and 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 ‘youth facilities’, 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 ‘community centres and community halls’, are core strengths, but in relative terms they are less important than other areas and Council’s servicing in these areas may already be exceeding expectation. Consideration could be given to rationalising focus in these areas as they are not community priorities for improvement.

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 ‘maintaining condition of residential (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 The Hills Shire Council can actively drive overall community satisfaction, we conducted further analysis.

**The Shapley Value Regression**

We recently finalised the development of a Council Satisfaction Model, to identify priorities that will drive overall satisfaction with Council.

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 Drivers of Satisfaction with The Hills Shire Council**

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

These top 13 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 34 attributes we obtained measures on have only a limited impact on the community’s satisfaction with The Hills Shire Council’s performance. Therefore, whilst all 47 service/facility areas are important, only a minority of them are significant drivers of the community’s overall satisfaction with Council.

****

These 13 services/facilities are the key community priorities and by addressing these, The Hills Shire 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, ‘town centre and village atmosphere’ contributes 2.0% towards overall satisfaction, while ‘Council’s conduct as a professional organisation’ (8.9%) is a far stronger driver, contributing over four times as much to overall satisfaction with Council.

**Clarifying Priorities**

By mapping satisfaction against derived importance, we can see that, for some of the core drivers, Council is already providing ‘moderately high’ or greater levels of satisfaction, i.e. ‘range of shopping facilities’, ‘parks and gardens’, ‘Council’s conduct as a professional organisation’, and ‘communication with Council and access to information’. Council should look to maintain/consolidate their delivery in these areas.

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

****

This analysis indicates that involvement/engagement areas such as ‘opportunities to have a ‘real say’ on issues that affect your life’, and ‘Council’s decision-making’ while performing adequately, could possibly be targeted for optimisation.

Furthermore, areas in all probability related to population/overpopulation such as ‘long term planning for The Hills Shire’ and ‘Council’s financial management’ are all issues Council should be looking to either align their delivery with resident expectations or more actively inform/engage residents of Council’s position and advocacy on these matters.

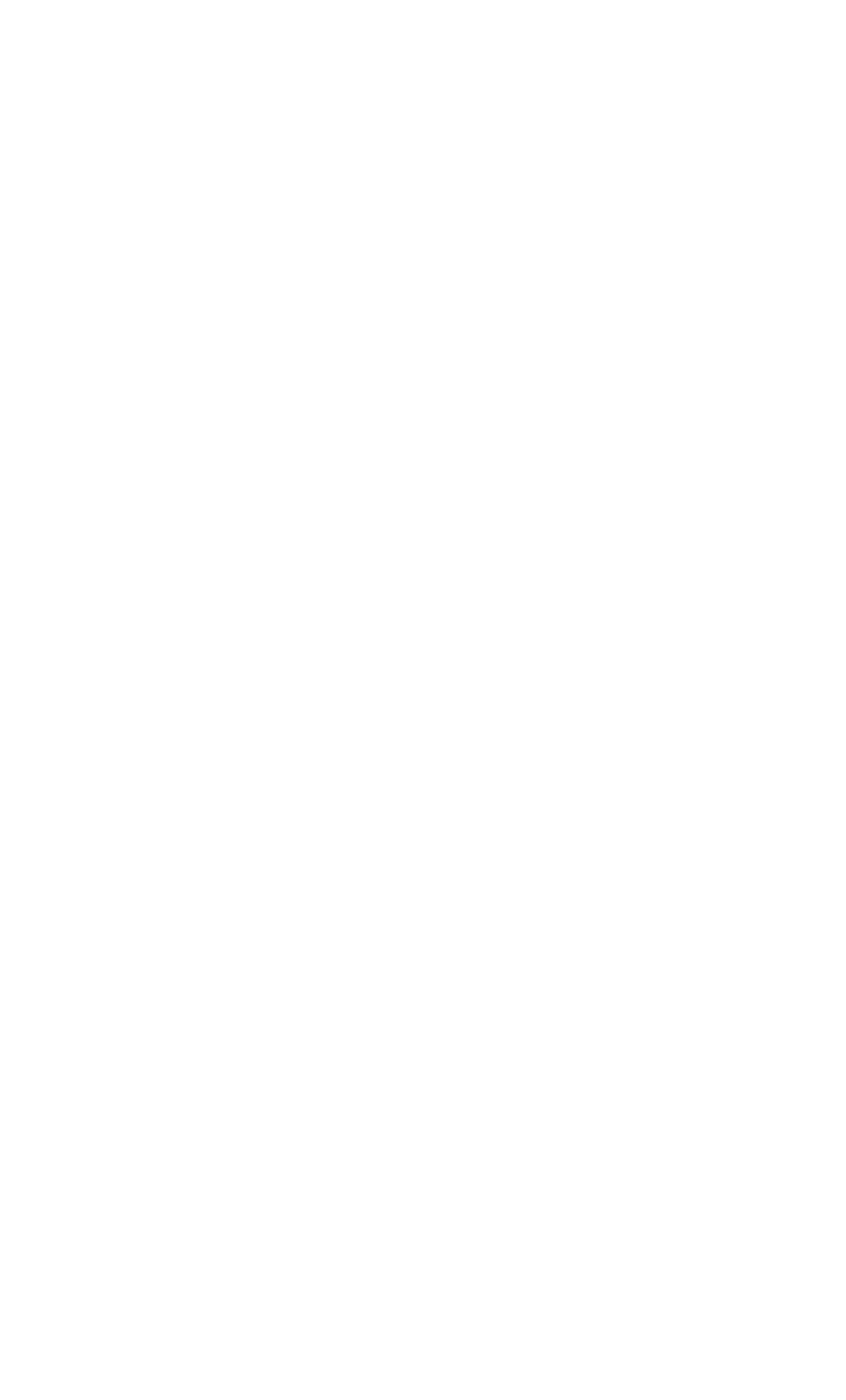
**Advanced Shapley Outcomes**

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 the 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 at least ‘somewhat 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.

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**Summary &**

**Recommendations**

# Summary & Recommendations

**Summary:**

Results of the 2014 Community Survey are very positive for The Hills Shire Council:

* The overall satisfaction mean score, with the performance of Council, has significantly increased since 2012 and well exceeds the Metropolitan Council Benchmark for this measure
* The Hills Shire Council obtained the highest Top 3 box satisfaction score we have observed in the NSW LGA category, with 96% of residents indicating that they are at least ‘somewhat satisfied’ with the performance of Council
* All 47 of the core Council delivery areas are providing at least a moderate level of satisfaction
* Compared to 2012, there have been significant increases in resident satisfaction for 13 of the 47 delivery areas and a decline across 5 areas

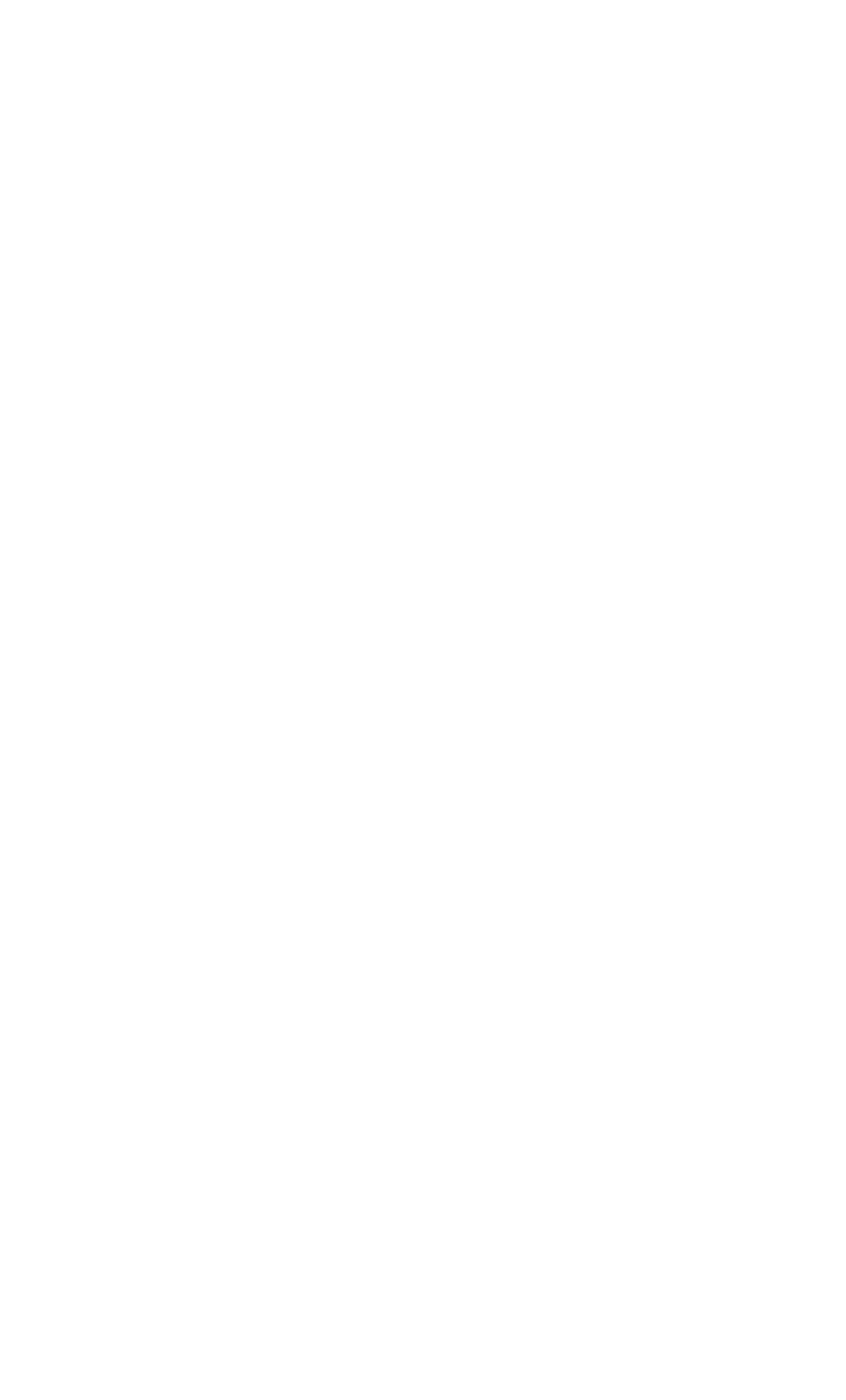
However, there are several opportunity areas for Council to seek to consolidate community perception:

* Council’s professionalism and its actions with regard to community engagement/consultation are the strongest drivers of overall satisfaction with Council in our Shapley regression analysis
* Long term planning and financial planning were areas that featured in both the questionnaire responses, but was more prominent in the Shapley regression analysis
* The maintenance and condition of the local roads, while improved on 2012, remain an area of concern for residents. On a range of measures, including unaided and aided questions and our Shapley regression analysis, roads were considered to be a one of the key priorities for residents

**Recommendations:**

Based on the research outcomes, Council should consider the following:

1. Seek to clarify community understanding with regard to long term planning; what expectations do they have of the Council’s role in this area?
2. Continue to focus on optimising Council communications; information needs to be distributed across multiple media to maximise awareness of Council’s activities and plans
3. Continue to focus on providing the community information and consultation opportunities to ensure the community can be  engaged and included in decision-making and long term planning for the local area
4. Focus on maintaining local roads and footpaths. Whilst it could be argued that some residents will never be satisfied with the state of the local roads (i.e. there may always be some dissatisfaction), having a visible presence in road repairs and communicating successful outcomes would be appreciated by the community



Section A

Importance of, and Satisfaction with, Council Services and Facilities

# Importance of, and Satisfaction with, Council Services and Facilities

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.

Participants were asked to indicate which best described their opinion of the importance of the following services/facilities to them. Respondents who rated services/facilities a 4 or 5 in importance were then asked to rate their satisfaction with that service/facility.

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**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.

****

Creating Vibrant Communities

**Services and facilities explored included:**

* Library services
* Community centres and community halls
* Youth facilities
* Services and facilities for older people
* Emergency services
* Support for volunteer organisations
* Council provision of local community events
* Playgrounds/play equipment
* Ovals and sporting facilities
* Lighting of public areas
* Provision of public toilets
* Parks and gardens
* Aquatic centre
* Recreation/Performing Arts Centre

**Contribution to Overall Satisfaction with Council (Regression Data)**

Council’s performance in the areas below accounts for over 15% of overall satisfaction, based on the regression analysis.

****

**Creating Vibrant Communities**

|  |  |
| --- | --- |
| **2014** | **2012** |
| 4.48 | 4.43 |
| 4.28 | 4.28 |
| 4.25 | 4.20 |
| 4.10 | 4.07 |
| 4.01▲ | 3.89 |
| 3.89▲ | 3.77 |
| 3.80 | 3.87 |
| 3.58 | 3.55 |
| 3.55▲ | 3.38 |
| 3.43▲ | 3.29 |
| 3.42▲ | 3.23 |
| 3.37▲ | 3.25 |
| 3.00 | 2.90 |
| 2.89▲ | 2.53 |

**Note:** The hierarchal sorting of each graph is relative to the criteria’s importance mean ratings.

|  |  |
| --- | --- |
| **2014** | **2012** |
| 4.24▼ | 4.37 |
| 3.61▲ | 3.47 |
| 3.84 | 3.87 |
| 3.97 | 3.94 |
| 3.09 | 3.03 |
| 3.71 | 3.77 |
| 3.85▼ | 4.00 |
| 3.87 | 3.87 |
| 3.50 | 3.61 |
| 4.38▲ | 4.24 |
| 3.63 | 3.70 |
| 3.18▼ | 3.55 |
| 3.99 | 3.89 |
| 3.64 | 3.48 |

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

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

**Creating Vibrant Communities**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Performance Gap** | | **Year on year difference** |
| **2014** | **2012** |
| Provision of public toilets | 0.92 | 0.86 | -0.06 |
| Lighting of public areas | 0.67 | 0.81 | +0.14 |
| Parks and gardens | 0.41 | 0.33 | -0.08 |
| Emergency services | 0.23 | 0.06 | -0.17 |
| Recreation/Performing Arts Centre | 0.19 | -0.30 | -0.49▼ |
| Playgrounds/play equipment | 0.18 | 0.00 | -0.18 |
| Ovals and sporting facilities | 0.13 | 0.13 | 0.00 |
| Aquatic centre | 0.04 | -0.23 | -0.27▼ |
| Support for volunteer organisations | -0.05 | -0.13 | -0.08 |
| Services and facilities for older people | -0.21 | -0.47 | -0.26▼ |
| Council provision of local community events | -0.29 | -0.32 | -0.03 |
| Youth facilities | -0.74 | -0.95 | -0.21▼ |
| Library services | -0.95 | -0.95 | 0.00 |
| Community centres and community halls | -0.99 | -0.99 | 0.00 |

▼▲ = negative/positive shift greater than 0.2 from 2012

**Creating Vibrant Communities**

Overview of Rating Scores

**Importance – overall**

Very high Emergency services

Lighting of public areas

Parks and gardens

High Ovals and sporting facilities

Provision of public toilets

Moderately high Playgrounds/play equipment

Support for volunteer organisations

Moderate Council provision of local community events

Aquatic centre

Library services

Services and facilities for older people

Recreation/Performing Arts Centre

Community centres and community halls

Moderately low Youth facilities

**Importance – by age**

Residents aged 25-34 and 85+ rated ‘library services’ significantly higher in importance, whereas residents aged 55-74 rated it significantly lower.

Residents aged 65-84 assigned a significantly higher level of importance to ‘youth facilities’.

Residents aged 65+ rated ‘services and facilities’ significantly higher in importance, however, residents aged 35-44 rated it significantly lower.

Residents aged 65-74 and 85+ attributed significantly higher levels of importance to ‘support for volunteer organisations’, and those aged 65-74 also assigned higher importance to ‘parks and gardens’.

Residents aged 35-44 rated ‘playgrounds/play equipment’ and ‘aquatic centre’ significantly higher in importance, whereas those aged 55-64 and 75-84 rated ‘playgrounds/play equipment’ significantly lower.

Residents aged 65-74 assigned a significantly lower level of importance to ‘ovals and sporting facilities’.

**Importance – by gender**

Females ascribed significantly higher levels of importance to ‘library services’, ‘community centres and community halls’, ‘emergency services’, ‘support for volunteer organisations’, ‘Council provision of local community events’, ‘lighting of public areas’, ‘provision of public toilets’, ‘parks and gardens’, and ‘recreation/Performing Arts Centre’.

**Importance – compared to 2012**

‘Provision of public toilets’, ‘playgrounds/play equipment’, ‘aquatic centre’, ‘library services’, ‘services and facilities for older people’, ‘recreation/Performing Arts Centre’, and ‘youth facilities’ were significantly higher in importance compared to 2012.

**Creating Vibrant Communities**

**Satisfaction – overall**

Very high Library services

Emergency services

High Community centres and community halls

Ovals and sporting facilities

Moderately high Council provision of local community events

Support for volunteer organisations

Parks and gardens

Playgrounds/play equipment

Youth facilities

Services and facilities for older people

Lighting of public areas

Moderate Aquatic centre

Recreation/Performing Arts Centre

Provision of public toilets

**Satisfaction – by age**

Residents aged 75+ were significantly more satisfied with ‘services and facilities for older people’.

Residents aged 65-74 rated ‘playgrounds/play equipment’ significantly higher in satisfaction.

Residents aged 75-84 found ‘ovals and sporting facilities’, ‘lighting of public areas’, ‘parks and gardens’, and the ‘aquatic centre’ to be significantly more satisfactory.

Residents aged 18-24 and 85+ were significantly more satisfied with ‘recreation/Performing Arts Centre’, whereas those aged 45-54 rated the service area significantly lower.

**Satisfaction – by gender**

There were no significant differences in satisfaction between genders.

**Satisfaction – compared to 2012**

Residents rated ‘lighting of public areas’ and ‘library services’ significantly higher in satisfaction, whilst ‘emergency services’, ‘support for volunteer organisations’, and ‘recreation/Performing Arts Centre’ were rated significantly lower compared to 2012.

**Creating Vibrant Communities**

**Quadrant Analysis**

****

**Recommendations**

Based on the stated outcomes analysis, The Hills Shire Council needs to improve resident satisfaction with:

* Lighting of public areas

The Hills Shire Council also needs to maintain resident satisfaction with:

* Parks and gardens
* Emergency services
* Ovals and sporting facilities

Protecting Our Environment

**Services and facilities explored included:**

* Preservation of sensitive environmental areas
* Preservation of permanent open space
* Water quality
* Air quality
* Management of noise pollution
* Preservation of plants and animals in their natural habitat
* Bushland regeneration and weed control
* Domestic garbage collection (red bin)
* Recycling collection (yellow bin)
* Garden organic collection (green bin)
* On call kerbside service

**Contribution to Overall Satisfaction with Council (Regression Data)**

Council’s performance in the areas below accounts for almost 14% of overall satisfaction, based on the regression analysis.

****

**Protecting Our Environment**

**Note:** The hierarchal sorting of each graph is relative to the criteria’s importance mean ratings.

|  |  |
| --- | --- |
| **2014** | **2012** |
| 4.81▲ | 4.73 |
| 4.80▲ | 4.73 |
| 4.71▲ | 4.57 |
| 4.71▲ | 4.47 |
| 4.55▲ | 4.44 |
| 4.34▲ | 4.23 |
| 4.34 | 4.40 |
| 4.28▲ | 4.16 |
| 4.26 | 4.23 |
| 4.21 | 4.16 |
| 4.11▲ | 4.01 |

|  |  |
| --- | --- |
| **2014** | **2012** |
| 4.40 | 4.45 |
| 4.44▲ | 4.36 |
| 4.14 | 4.06 |
| 4.19▲ | 3.95 |
| 4.37 | 4.37 |
| 3.76 | 3.79 |
| 4.19▲ | 3.98 |
| 3.53▼ | 3.63 |
| 3.74▲ | 3.56 |
| 3.52 | 3.59 |
| 3.59▼ | 3.75 |

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

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

**Protecting Our Environment**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Performance Gap** | | **Year on year difference** |
| **2014** | **2012** |
| Preservation of permanent open space | 0.75 | 0.53 | -0.22▼ |
| Bushland regeneration and weed control | 0.69 | 0.57 | -0.12 |
| Preservation of plants and animals in their natural habitat | 0.58 | 0.44 | -0.14 |
| Air quality | 0.57 | 0.51 | -0.06 |
| Management of noise pollution | 0.52 | 0.67 | 0.15 |
| Preservation of sensitive environmental areas | 0.51 | 0.26 | -0.25▼ |
| Water quality | 0.51 | 0.52 | +0.01 |
| Recycling collection | 0.41 | 0.28 | -0.13 |
| Domestic garbage collection | 0.37 | 0.37 | 0.00 |
| Garden organic collection | 0.17 | 0.07 | -0.10 |
| On call kerbside service | 0.15 | 0.42 | +0.27▲ |

▼▲ = negative/positive shift greater than 0.2 from 2012

**Protecting Our Environment**

Overview of Rating Scores

**Importance – overall**

Extremely high Recycling collection

Domestic garbage collection

Air quality

Water quality

Garden organic collection

Very high Preservation of plants and animals in their natural habitat

On call kerbside service

Preservation of permanent open space

Management of noise pollution

Bushland regeneration and weed control

High Preservation of sensitive environmental areas

**Importance – by age**

Residents aged 55-64 and 85+ assigned significantly higher levels of importance to the ‘reservation of permanent open space’, whereas those aged 18-24 assigned significantly lower levels of importance to this service area.

Residents aged 25-34 rated ‘water quality’ significantly higher in importance.

Residents aged 18-24 expressed a significantly lower level of importance for the ‘preservation of plants and animals in their natural habitat’.

Residents aged 55-74 ascribed a significantly higher level of importance to ‘on call kerbside service’.

**Importance – by gender**

Females rated the ‘preservation of sensitive environmental areas’, ‘water quality’, ‘air quality’, ‘management of noise pollution’, ‘preservation of plants and animals in their natural habitat’, and ‘on call kerbside service’ significantly higher in importance.

**Importance – compared to 2012**

Residents rated 8 of the 11 services areas significantly higher than in 2012, including:

* Recycling collection
* Domestic garbage collection
* Air quality
* Water quality
* Garden organic collection
* Preservation of plants and animals in their natural habitat
* Preservation of permanent open space
* Preservation of sensitive environmental areas

**Protecting Our Environment**

**Satisfaction – overall**

Very high Domestic garbage collection

Recycling collection

Garden organic collection

High Water quality

On call kerbside service

Air quality

Moderately high Preservation of plants and animals in their natural habitat

Management of noise pollution

Moderate Preservation of sensitive environmental areas

Preservation of permanent open space

Bushland regeneration and weed control

**Satisfaction – by age**

Residents aged 75-84 were significantly more satisfied with the ‘preservation of sensitive environmental areas’ and ‘water quality’.

Residents aged 55-64 rated the ‘management of noise pollution’ significantly lower in satisfaction.

Residents aged 45-54 expressed a significantly lower level of satisfaction with the ‘air quality’.

Residents aged 18-24 assigned a significantly higher level of satisfaction with the ‘management of noise pollution’.

Residents aged 65-84 were significantly more satisfied with the ‘domestic garbage collection’, ‘recycling collection’, and ‘garden organic collection’.

Residents aged 35-44 rated ‘on call kerbside service’ significantly higher in satisfaction.

**Satisfaction – by gender**

There were no significant differences in satisfaction between genders.

**Satisfaction – compared to 2012**

In comparison to 2012, residents rated ‘domestic garbage collection’, water quality’, ‘on call kerbside service’, and ‘management of noise pollution’ significantly higher in satisfaction. However, ‘preservation of permanent open space’ and ‘preservation of sensitive environmental areas’ were rated significantly lower.

**Protecting Our Environment**

**Quadrant Analysis**

****

**Recommendations**

Based on the stated outcomes analysis, The Hills Shire Council needs to improve resident satisfaction with:

* Preservation of permanent open space
* Bushland regeneration and weed control
* Preservation of sensitive environmental areas

The Hills Shire Council also needs to maintain resident satisfaction with:

* Preservation of plants and animals in their natural habitat
* Air quality
* Management of noise pollution
* Water quality
* Recycling collection
* Domestic garbage collection
* Garden organic collection
* On call kerbside service

Balanced Urban Growth

**Services and facilities explored included:**

* Maintaining condition of residential (local) roads
* Maintaining condition of footpaths and cycleways
* Traffic parking enforcement
* Overall zoning of the Shire
* Range of shopping facilities
* Protection of heritage values and buildings
* Low density housing developments
* Medium density housing developments
* Streetscape appearance
* Health inspections of food premises, hairdressers, etc.
* Pet and animal management/control

**Contribution to Overall Satisfaction with Council (Regression Data)**

Council’s performance in the areas below accounts for almost 18% of overall satisfaction, based on the regression analysis.

****

**Balanced Urban Growth**

**Note:** The hierarchal sorting of each graph is relative to the criteria’s importance mean ratings.

|  |  |
| --- | --- |
| **2014** | **2012** |
| 4.66 | 4.68 |
| 4.40 | 4.45 |
| 4.34 | 4.39 |
| 4.26 | 4.33 |
| 4.11 | 4.20 |
| 4.03 | 4.02 |
| 4.03 | 3.99 |
| 3.97 | 4.00 |
| 3.95 | 4.03 |
| 3.61 | 3.55 |
| 3.34▲ | 3.08 |

|  |  |
| --- | --- |
| **2014** | **2012** |
| 3.36▲ | 2.97 |
| 3.44▲ | 3.20 |
| 3.77 | 3.76 |
| 4.27 | 4.24 |
| 3.71 | 3.64 |
| 3.87 | 3.84 |
| 3.49 | 3.50 |
| 3.34 | 3.36 |
| 3.88▲ | 3.77 |
| 3.33 | 3.39 |
| 3.27 | 3.30 |

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

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

**Balanced Urban Growth**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Performance Gap** | | **Year on year difference** |
| **2014** | **2012** |
| Maintaining condition of residential (local) roads | 1.31 | 1.71 | +0.40▲ |
| Maintaining condition of footpaths and cycleways | 0.96 | 1.25 | +0.29▲ |
| Low density housing developments | 0.63 | 0.64 | +0.01 |
| Health inspections of food premises, hairdressers, etc | 0.57 | 0.63 | +0.06 |
| Overall zoning of the Shire | 0.53 | 0.49 | -0.04 |
| Streetscape appearance | 0.40 | 0.56 | +0.16 |
| Traffic parking enforcement | 0.27 | 0.16 | -0.11 |
| Protection of heritage values and buildings | 0.16 | 0.18 | +0.02 |
| Medium density housing developments | 0.07 | -0.22 | -0.29▼ |
| Pet and animal management/control | 0.07 | 0.26 | +0.19 |
| Range of shopping facilities | -0.01 | 0.09 | +0.10 |

▼▲ = negative/positive shift greater than 0.2 from 2012

**Balanced Urban Growth**

Overview of Rating Scores

**Importance – overall**

Extremely high Maintaining condition of residential (local) roads

Very high Maintaining condition of footpaths and cycleways

Health inspections of food premises, hairdressers, etc

Range of shopping facilities

High Streetscape appearance

Protection of heritage values and buildings

Overall zoning of the Shire

Low density housing developments

Pet and animal management/control

Moderately high Traffic parking enforcement

Moderate Medium density housing developments

**Importance – by age**

Residents aged 65+ ascribed significantly higher levels of importance to ‘traffic parking enforcement’ and ‘range of shopping facilities’, whilst those aged 45-54 rated the ‘range of shopping facilities’ significantly lower.

Residents aged 65-84 rated ‘overall zoning of the Shire’ significantly higher in importance, whereas those aged 18-24 rated it significantly lower.

Residents aged 55-74 and 85+ rated ‘protection of heritage values and buildings’ significantly higher in importance.

Residents aged 55+ attributed a significantly higher level of importance to ‘low density housing developments’, however, those aged 18-24 rated this service area significantly lower.

Residents aged 65+ assigned a significantly higher level of importance to ‘streetscape appearance’, whilst those aged 18-24 assigned a significantly lower level of importance to the service area.

Residents aged 65-74 rated ‘health inspections of food premises, hairdressers, etc’ significantly higher in importance.

Residents aged 65+ ascribed a significantly higher level of importance to ‘pet and animal management/control’.

**Importance – by gender**

Females rated ‘maintaining condition of residential (local) roads’, ‘maintaining condition of footpaths and cycleways’, ‘traffic parking enforcement’, ‘range of shopping facilities’, ‘protection of heritage values and buildings’, ‘streetscape appearance’, ‘health inspections of food premises, hairdressers, etc’, and ‘pet and animal management/control’ significantly more important.

**Importance – compared to 2012**

‘Medium density housing developments’ was rated significantly higher in importance compared to 2012.

**Balanced Urban Growth**

**Satisfaction – overall**

Very high Range of shopping facilities

Moderately high Pet and animal management/control

Protection of heritage values and buildings

Health inspections of food premises, hairdressers, etc

Streetscape appearance

Moderate Overall zoning of the Shire

Maintaining condition of footpaths and cycleways

Maintaining condition of residential (local) roads

Low density housing developments

Traffic parking enforcement

Medium density housing developments

**Satisfaction – by age**

Residents aged 75+ were significantly more satisfied with ‘maintaining condition of residential (local) roads’, whereas those aged 45-54 were significantly less satisfied with this service area.

Residents aged 18-24 found ‘traffic parking enforcement’ and ‘overall zoning of the Shire’ significantly more satisfactory.

Residents aged 85+ were significantly more satisfied with the ‘range of shopping facilities’, whereas those aged 55-64 were significantly less satisfied.

Residents aged 25-34 rated ‘streetscape appearance’ significantly higher in satisfaction, whilst those aged 55-64 rated it significantly lower.

Residents aged 25-34 assigned a significantly higher level of satisfaction to ‘health inspections of food premises, hairdressers, etc’, whereas those aged 45-64 assigned a significantly lower level of satisfaction to the service.

Residents aged 25-34 were significantly more satisfied with ‘pet and animal management/control’, however, those aged 55-74 were significantly less satisfied.

**Satisfaction – by gender**

There were no significant differences in satisfaction between genders.

**Satisfaction – compared to 2012**

Residents rated 3 of the 11 service areas significantly higher in satisfaction, including:

* Maintaining condition of residential (local) roads
* Maintaining condition of footpaths and cycleways
* Pet and animal management/control

**Balanced Urban Growth**

**Quadrant Analysis**

****

**Recommendations**

Based on the stated outcomes analysis, The Hills Shire Council needs to improve resident satisfaction with:

* Maintaining condition of residential (local) roads
* Maintaining conditions of footpaths and cycleways
* Streetscape appearance

The Hills Shire Council also needs to maintain resident satisfaction with:

* Health inspections of food premises, hairdressers, etc
* Range of shopping facilities

Modern Local Economy

**Services and facilities explored included:**

* Town and village centre atmosphere
* Commercial building developments
* Generating local employment opportunities

**Contribution to Overall Satisfaction with Council (Regression Data)**

Council’s performance in the areas below accounts for 4% of overall satisfaction, based on the regression analysis.

****

|  |  |
| --- | --- |
| **2014** | **2012** |
| 4.37 | 4.32 |
| 4.05 | 4.09 |
| 3.61▼ | 3.71 |

**Modern Local Economy**

**Note:** The hierarchal sorting of each graph is relative to the criteria’s importance mean ratings.

|  |  |
| --- | --- |
| **2014** | **2012** |
| 3.37 | 3.36 |
| 3.90 | 3.89 |
| 3.72 | 3.81 |

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

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

**Modern Local Economy**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Performance Gap** | | **Year on year difference** |
| **2014** | **2012** |
| Generating local employment opportunities | 1.00 | 0.96 | -0.04 |
| Town centre and village atmosphere | 0.14 | 0.20 | 0.06 |
| Commercial building developments | -0.11 | -0.10 | 0.01 |

▼▲ = negative/positive shift greater than 0.2 from 2012

Overview of Rating Scores

**Importance – overall**

Very high Generating local employment opportunities

High Town centre and village atmosphere

Moderately high Commercial building developments

**Importance – by age**

Residents aged 85+ found the ‘town centre and village atmosphere’ and ‘generating local employment opportunities’ to be significantly higher.

**Importance – by gender**

Females rated the ‘town centre and village atmosphere’ significantly higher.

**Importance – compared to 2012**

Residents attributed a significantly lower level of importance to ‘commercial building developments’ compared to 2012.

**Satisfaction – overall**

High Town centre and village atmosphere

Moderately high Commercial building developments

Moderate Generating local employment opportunities

**Satisfaction – by age**

There were no significant differences in satisfaction between ages.

**Satisfaction – by gender**

There were no significant differences in satisfaction between genders.

**Satisfaction – compared to 2012**

There were no significant differences in satisfaction compared to 2012.

**Modern Local Economy**

**Quadrant Analysis**

****

**Recommendations**

Based on the stated outcomes analysis, The Hills Shire Council needs to improve resident satisfaction with:

* Generating local employment opportunities

Proactive Leadership

**Services and facilities explored included:**

* Council’s conduct as a professional organisation
* Opportunities to have a ‘real say’ on issues that affect your life
* Council’s decision-making
* Communication with Council and access to information
* Council’s financial management
* Long term planning for The Hills Shire
* Image and presentation of Council information
* Access to your local Councillor

**Contribution to Overall Satisfaction with Council (Regression Data)**

Council’s performance in the areas below accounts for over 49% of overall satisfaction, based on the regression analysis.

****

**Proactive Leadership**

**Note:** The hierarchal sorting of each graph is relative to the criteria’s importance mean ratings.

|  |  |
| --- | --- |
| **2014** | **2012** |
| 4.61▲ | 4.52 |
| 4.39 | 4.32 |
| 4.34 | 4.40 |
| 4.32 | 4.38 |
| 4.31 | 4.37 |
| 4.30 | 4.22 |
| 3.73▼ | 3.89 |
| 3.70 | 3.79 |

|  |  |
| --- | --- |
| **2014** | **2012** |
| 3.42▲ | 3.19 |
| 3.59▲ | 3.33 |
| 3.69▲ | 3.47 |
| 3.26 | 3.21 |
| 3.64 | 3.58 |
| 3.21▲ | 3.14 |
| 3.43 | 3.36 |
| 3.63 | 3.63 |

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

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

**Proactive Leadership**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Performance Gap** | | **Year on year difference** |
| **2014** | **2012** |
| Long term planning for The Hills Shire | 1.19 | 1.33 | +0.14 |
| Council's decision-making | 1.08 | 1.08 | 0.00 |
| Opportunities to have a 'real say' on issues that affect your life | 1.06 | 1.17 | +0.11 |
| Council's financial management | 0.80 | 0.99 | +0.19 |
| Communication with Council and access to information | 0.67 | 0.79 | +0.12 |
| Council's conduct as a professional organisation | 0.65 | 0.93 | +0.28 |
| Access to your local Councillor | 0.30 | 0.53 | +0.23 |
| Image and presentation of Council information | 0.06 | 0.16 | +0.10 |

▼▲ = negative/positive shift greater than 0.2 from 2012

**Proactive Leadership**

Overview of Rating Scores

**Importance – overall**

Extremely high Long term planning for The Hills Shire

Very high Council’s financial management

Council’s conduct as a professional organisation

Opportunities to have a ‘real say’ on issues that affect your life

Communication with Council and access to information

Council’s decision-making

Moderately high Access to your local Councillor

Image and presentation of Council information

**Importance – by age**

Residents aged 55-64 and 75+ rated ‘Council’s conduct as a professional organisation’ significantly higher in importance, whilst those aged 18-24 rated the importance of this service area significantly lower.

Residents aged 65-74 and 85+ rated ‘Council’s financial management’ significantly higher in importance.

Residents aged 85+ found ‘long term planning for The Hills Shire’ significantly higher in importance.

Residents aged 55+ rated ‘image and presentation of Council information’ significantly higher in importance.

Residents aged 65-74 attributed significantly higher levels of importance to ‘access to your local Councillor’.

**Importance – by gender**

Females expressed a significantly higher level of importance with ‘opportunities to have a ‘real say’ on issues that affect your life’.

**Importance – compared to 2012**

‘Long term planning for The Hills Shire’ has significantly increased in importance compared to 2012, whereas ‘access to your local Councillor’ has significantly decreased.

**Proactive Leadership**

**Satisfaction – overall**

Moderately high Council’s conduct as a professional organisation

Communication with Council and access to information

Image and presentation of Council information

Moderate Council’s financial management

Access to your local Councillor

Long term planning for The Hills Shire

Opportunities to have a ‘real say’ on issues that affect your life

Council’s decision-making

**Satisfaction – by age**

There were no significant differences in satisfaction between ages.

**Satisfaction – by gender**

There were no significant differences in satisfaction between genders.

**Satisfaction – compared to 2012**

There was a significant increase for 4 of the 8 compared to 2012, including:

* Long term planning for The Hills Shire
* Council’s financial management
* Council’s conduct as a professional organisation
* Council’s decision-making

**Proactive Leadership**

**Quadrant Analysis**

****

**Recommendations**

Based on the stated outcomes analysis, The Hills Shire Council needs to improve resident satisfaction with:

* Long term planning for The Hills Shire
* Council’s decision-making
* Opportunities to have a ‘real say’ on issues that affect your life
* Council’s financial management
* Communication with Council and access to information
* Council’s conduct as a professional organisation

# Overall Satisfaction with Council’s Performance

**Summary**

Overall, the results demonstrate a positive outcome for The Hills Shire Council, with 96% of residents at least ‘somewhat satisfied’ with the performance of Council. This result is significantly higher compared to 2012 and is above our NSW LGA Brand Scores.

Residents aged 75+ were significantly more satisfied with the overall performance of Council.

*Q4a. How do you rate your overall satisfaction with the performance of Council across all areas of responsibility?*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | 65 - 74 | 75+ |
| Satisfaction mean ratings | 3.76 | 3.74 | 3.84 | 3.78 | 3.75 | 3.84 | 4.11▲ |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Male | Female | Overall 2014 | Overall 2012 | Overall 2010 |
| Satisfaction mean ratings | 3.79 | 3.81 | 3.80▲ | 3.64 | 3.56 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **NSW LGA BRAND SCORES** | Metro | Regional | All of NSW | The Hills Shire Council 2014 |
| Mean ratings | 3.45▼ | 3.22▼ | 3.31▼ | 3.80▲ |

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

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

**Overall Satisfaction with Council’s Performance**

Overview

Using regression analysis, we identified the variables that have the greatest influence on driving positive overall satisfaction with Council.

**Improving Satisfaction with Council’s Performance**

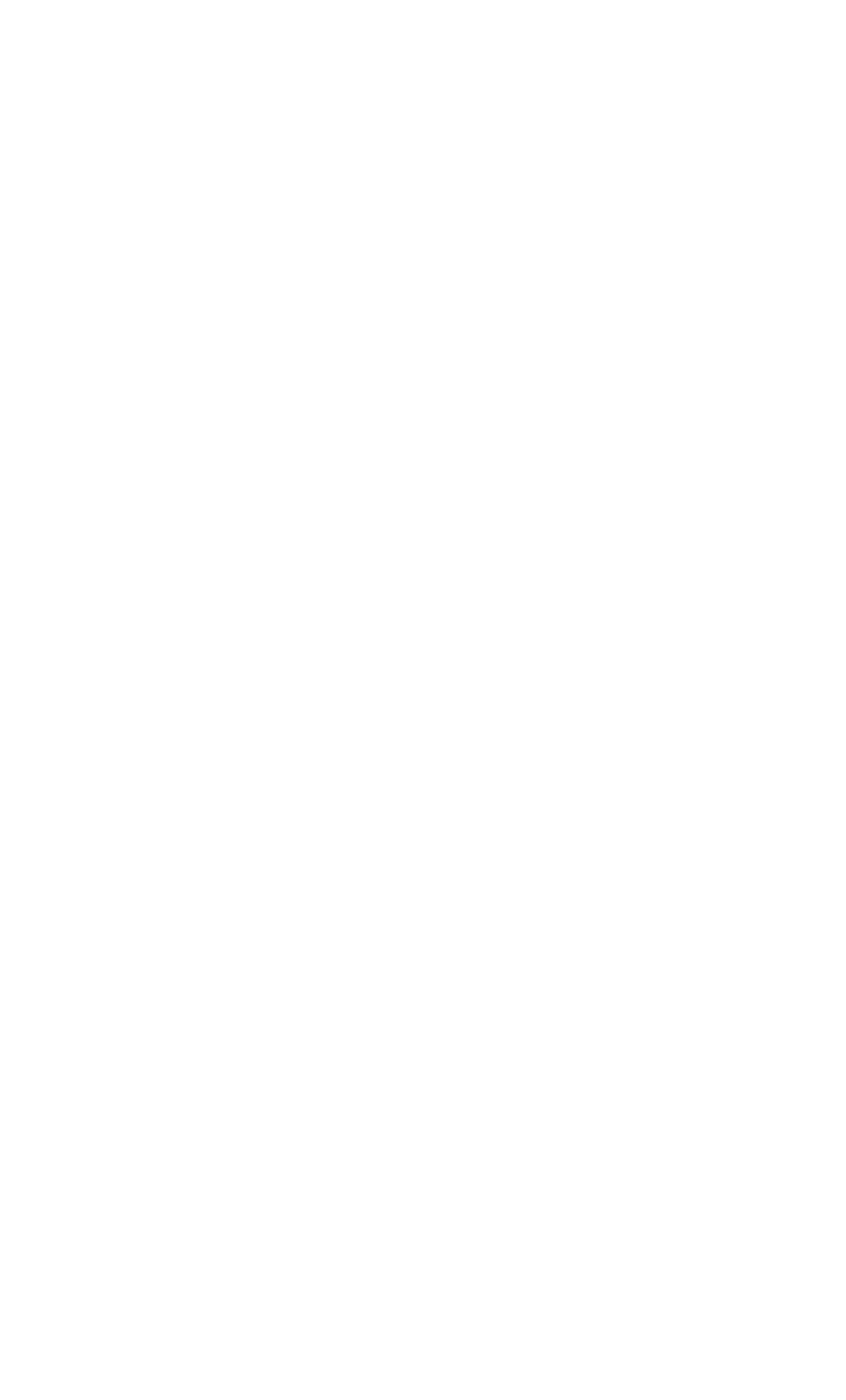
These 13 services/facilities are the key community priorities and by addressing these, The Hills Shire Council will improve community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. For example, in the chart below ‘Council’s conduct as a professional organisation’ contributes 8.9% towards overall satisfaction.

****

Based on the regression analysis, Council performance in the areas listed above accounts for over 60% of overall satisfaction.

**Outcome**

If The Hills Shire Council can address these core drivers, they will be able to improve residents’ overall satisfaction with their performance.



Section B

Priority Issues

# Most Valued Aspects of Living in The Hills Shire

**Summary**

Residents’ most valued aspect of living in The Hills Shire is the ‘atmosphere – quiet, peaceful, friendly, sense of community’.

*Q11. What are the things that you value most about living in The Hills Shire?*

****

# Highest Priority Issues for the Next 4 Years

**Summary**

Residents believe the highest priority issues facing The Hills Shire are the maintenance and management of roads, and development in the area.

*Q12. Thinking about the next 4 years, what do you think are the highest priority issues facing The Hills Shire and its residents?*

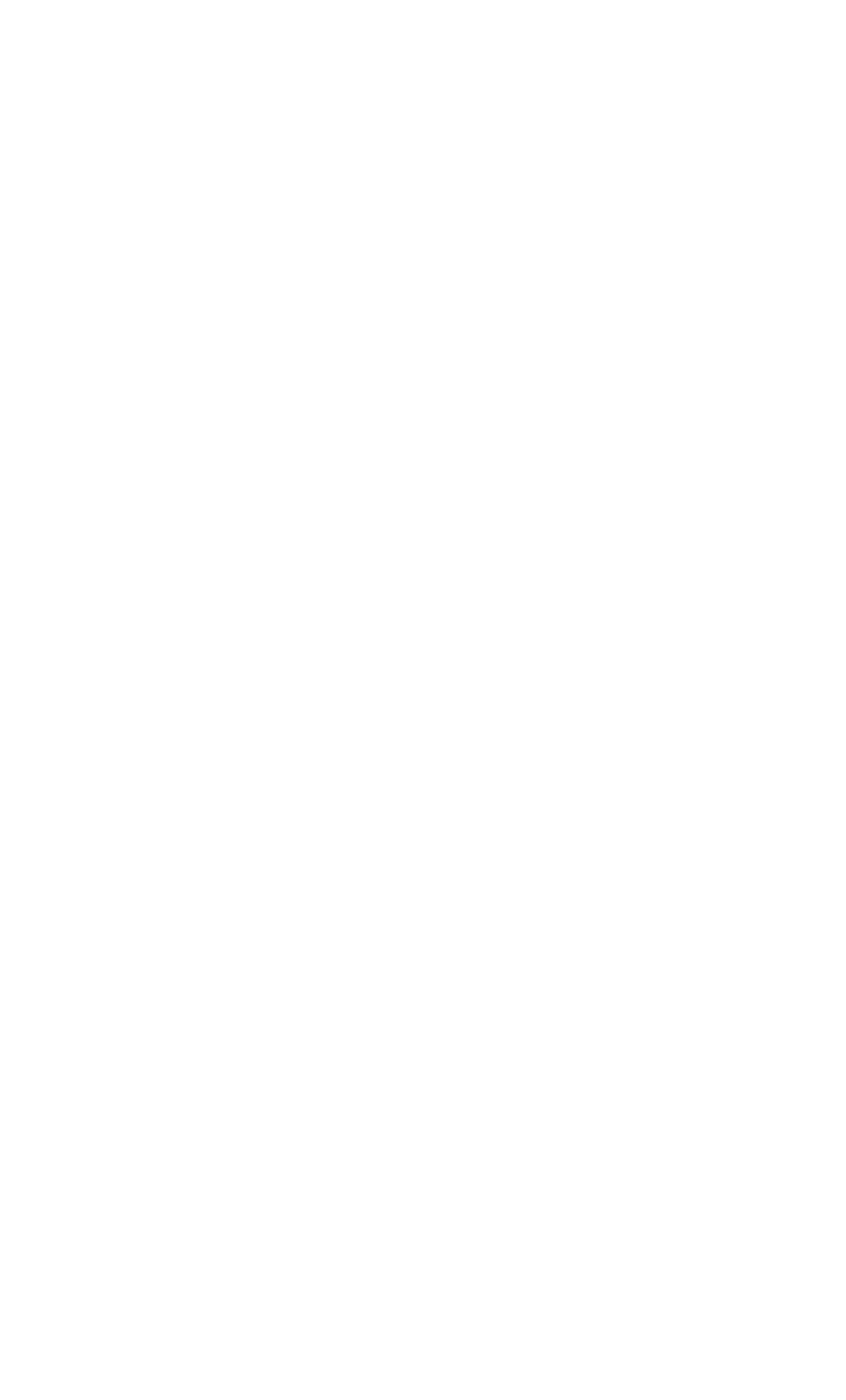
****

# Responsibility for Urban Growth

**Summary**

78% of residents stated they prefer The Hills Shire Council to manage urban growth in the area as opposed to the State Government (16%), whilst 6% indicated they didn’t know.

*Q4b. Do you prefer The Hills Shire Council to manage urban growth in our Shire, or the State Government?*



Section C

Council Contact & Information

Preferred Method for Conducting Council Related Business

**Summary**

Residents’ predominantly mentioned preferences for conducting their Council related business were ‘online’ (45%), followed by ‘telephone’ (39%) – both of these were significantly lower than in 2012.

Residents aged 75+ were significantly more likely to conduct their Council related business ‘by mail’.

Residents aged 65-84 were significantly more likely to select ‘in person at Administration Centre’.

Those aged 18-24 were significantly more likely to choose ‘online’, whilst those aged 65-84 were significantly less likely to use this method.

*Q1. How would you prefer to conduct your Council related business?*

▼▲= significantly lower/higher (by year)

|  |  |
| --- | --- |
| **Other** | **Count** |
| Email | 15 |
| Post office | 2 |
| Village office | 1 |

Means of Sourcing Council Information

**Summary**

Residents’ predominant source of information from Council is the ‘Council Website’ (81%), which has significantly increased since 2012.

Residents aged 35-44 were more likely to have found out information from Council via the ‘Council Website’, whilst those aged 65+ were significantly less likely to use this medium.

Residents aged 65-74 were more likely to put in a ‘personal enquiry’ to obtain information from Council than were those aged 18-24, and more likely to source information via the ‘Hills News’ and ‘Rouse Hills-Stanhope Gardens News.

Residents aged 65-84 were more likely to get information from Council through ‘rates notice’ but those aged 18-24 were less likely.

Residents aged 18-24 were more likely to source information through ‘word of mouth’, ‘library’, ‘social media, and via ‘radio’.

Those aged 55-64 were significantly less likely to source information from the ‘library’, and those aged 45-74 from ‘social media’.

Females were significantly more likely to obtain information from Council through the ‘Hills Focus community magazine’ and ‘word of mouth’.

*Q2a. Where do you look to find out information from Council?*

▼▲= significantly lower/higher (by year)

|  |  |
| --- | --- |
| **Other** | **Count** |
| Calendar | 9 |
| Direct mail | 8 |
| Contact with the Mayor | 1 |
| Hornsby Shire Times | 1 |
| Internet search | 1 |
| Neighbourhood watch group | 1 |
| Northern District Times | 1 |
| None of these | 1 |

Hills Focus Community Magazine

**Summary**

40% of residents receive Council’s ‘Hills Focus’ community magazine in their letterbox, which is significantly higher than in 2012. Of those who receive the ‘Hills Focus’, 82% read the community magazine, this has significantly increased compared to 2012.

Residents aged 45-54, 75-84, and 85+ were more likely to receive ‘Hills Focus’ whilst 18-34 year olds were less likely.

Females were more likely to have received Council’s ‘Hills Focus’ community magazine.

Residents aged 65-74 were more likely to read the ‘Hills Focus’ than were all other age groups.

*Q2b. Do you receive Council’s ‘Hills Focus’ community magazine in your letterbox?*

|  |  |  |
| --- | --- | --- |
|  | **2014** | **2012** |
| Yes | 40%▲ | 26% |
| No | 60% | 74% |
| Base | 1,009 | 1,000 |

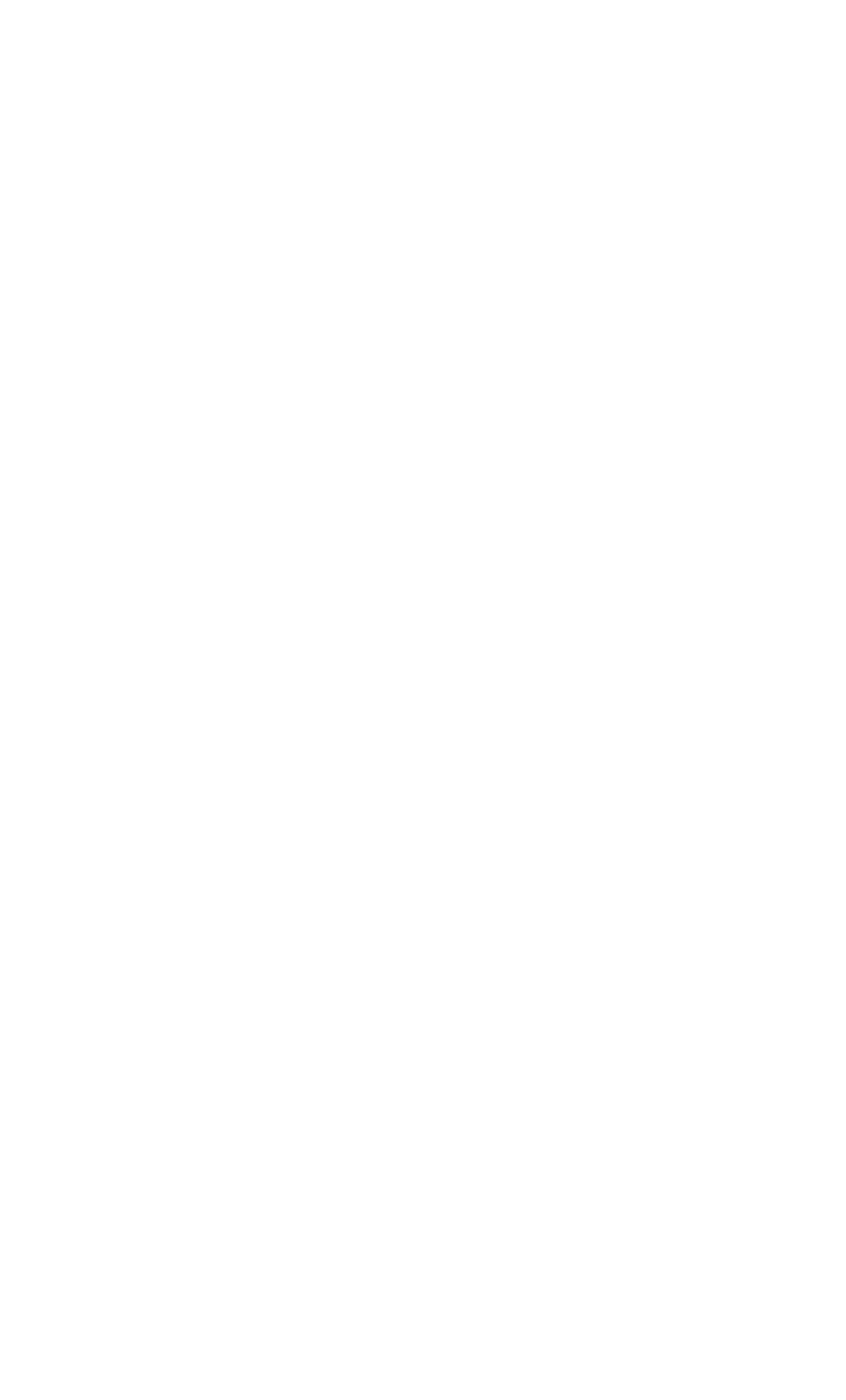
*Q2c. Do you read the ‘Hills Focus’?*

|  |  |  |
| --- | --- | --- |
|  | **2014** | **2012** |
| Yes | 82%▲ | 70% |
| No | 18% | 30% |
| Base | 406 | 263 |

▼▲= significantly lower/higher (by year)

Q2d. (If not read), why not?

|  |  |
| --- | --- |
| **Other** | **Count** |
| Do not have time to read it | 21 |
| Content is not of interest | 18 |
| Consider it as junk mail | 15 |
| Receive information elsewhere – *local newspaper, word of mouth, Hills News, Council website* | 4 |
| No specific reason | 2 |
| Not personally relevant | 2 |
| Believe it is a waste of money to produce | 1 |
| Don't like to read the paper | 1 |



Section D

Living in The Hills Shire

Quality of Life

**Summary**

99% of residents rate their overall quality of life as ‘fair’ to ‘excellent’, this remains statistically similar compared to the 2012 outcome.

*Q6a. How would you rate your overall quality of life?*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64+ | 65-74 | 75-84 | 85+ |
| Satisfaction mean ratings | 4.50 | 4.36 | 4.48 | 4.33 | 4.52 | 4.50 | 4.48 | 4.67 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Male | Female | Overall 2014 | Overall 2012 |
| Satisfaction mean ratings | 4.39 | 4.49 | 4.44 | 4.46 |

Scale: 1= very poor, 5= excellent

Healthcare in The Hills Shire

**Summary**

84% of residents were at least ‘somewhat satisfied’ with the healthcare system in the local area.

Residents aged 65-84 were significantly more satisfied with the healthcare system in the local area than were all other age groups.

*Q6b. Thinking about healthcare, how satisfied are you with the healthcare system in the local area?*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64+ | 65-74 | 75-84 | 85+ |
| Satisfaction mean ratings | 3.85 | 3.93 | 3.82 | 3.93 | 4.08 | 4.33▲ | 4.31▲ | 4.50 |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Male | Female | Overall 2014 |
| Satisfaction mean ratings | 4.00 | 3.97 | 3.98 |

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

▼▲= significantly lower/higher (by group)

Agreement with Specific Statements – Living in the Shire

**Summary**

‘The Hills Shire is a good place to live’ was rated the highest in agreement by residents, with 98% stating they ‘agree’ to ‘strongly agree’.

Agreement with the statement ‘I feel safe moving about in public spaces in The Hills at night’ has significantly increased compared to 2012, whereas the statements ‘I feel safe moving about in public spaces in The Hills during the day’, ‘I prefer to shop in my local community’, and ‘in an emergency a family member or friend is available to assist me in the local area’ have significantly declined.

Residents aged 65-84 were significantly more likely to agree with the statement ‘I feel there is economic opportunity in The Hills Shire’, whereas they were significantly less likely to agree with the statements ‘I feel safe moving about in public spaces in The Hills at night’ and ‘The Hills Shire is a good place to raise children’ than were all other age groups.

Residents aged 18-24 rated ‘in an emergency a family member or friend is available to assist me in the local area’ significantly higher in agreement.

*Q5. How strongly do you agree or disagree with the following statements?*

|  |  |  |
| --- | --- | --- |
| **2014** | **2012** | **2010** |
| 4.62 | 4.63 | N/A |
| 4.56 | N/A | N/A |
| 4.54▼ | 4.67 | 4.51 |
| 4.39▼ | 4.52 | N/A |
| 4.27 | 4.21 | 4.29 |
| 4.26 | 4.63 | N/A |
| 4.20▼ | 4.40 | 4.34 |
| 4.04 | 3.97 | N/A |
| 3.87▲ | 3.67 | 3.58 |
| 3.76 | N/A | N/A |

Base: n = 1,009

Scale: 1= strongly disagree, 5= strongly agree

▼▲= significantly lower/higher (by year)

Sustainability in the Shire

**Summary**

49% of residents indicated that in order to be more sustainable they bulk buy to reduce package waste.

The utilisation of ‘solar power’ (29%) has significantly increased since 2012.

Residents aged 65-84 were less likely to be ‘bulk buying to reduce package waste’ in order to be more sustainable.

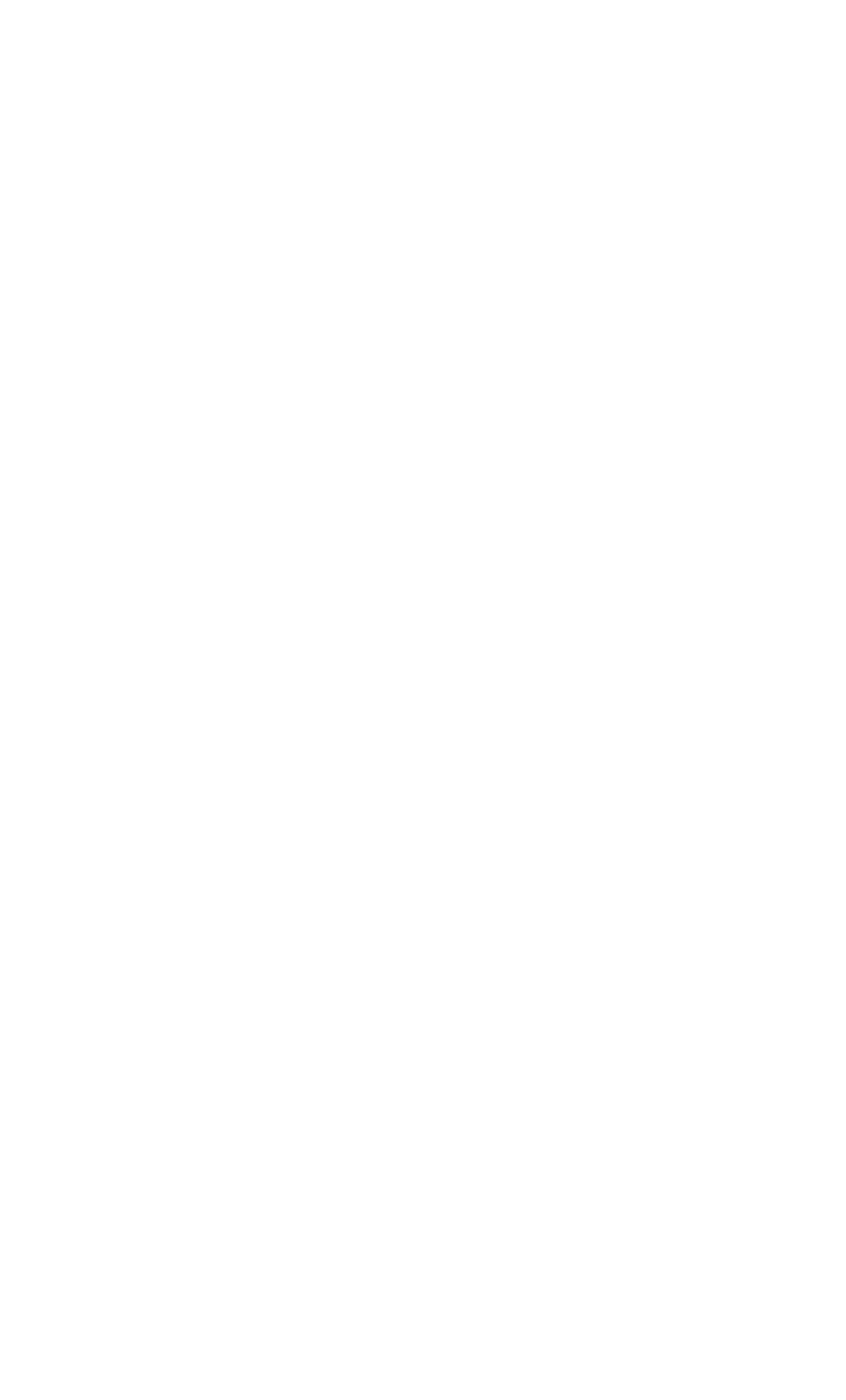
Residents aged 65-74 were more likely to use ‘compost or worm farm’ to be more sustainable.

Residents aged 35-44 were more likely to ‘recycle water’, however, were less likely to use a ‘water tank’ than were all other age groups.

Those aged 75-84 were less likely to ‘recycle water’.

*Q9. Which of the following, if any, do you have, or do at home in relation to being more sustainable?*

▼▲= significantly lower/higher (by year)



**Section E**

**Access to Services**

Agreement with Specific Statements – Access to Services

**Summary**

Residents rated ‘local shops’ highest in agreement, with 89% indicating they ‘agree’ to ‘strongly agree’ with the ease of access.

Whilst 9 of the 12 areas have significantly decreased, they remain strong.

Residents’ agreement with the ease of access to ‘public transport’ has significantly increased compared to 2012, and has been trending upward since 2010.

Residents aged 65-84 were more likely to agree with ‘health and medical services’ and ‘tertiary institutions’ being easily accessible.

Residents aged 65+ were more likely to agree with the ease of access to ‘public transport’ and ‘entertainment or cultural facilities.

Residents aged 85+ ascribed a higher level of agreement to the ease of access to ‘sporting facilities’ and ‘parks, open spaces, and bushland’.

Residents aged 75+ were more likely to agree with ‘community facilities’ and ‘entertainment or cultural facilities’ being easily accessible.

|  |  |  |
| --- | --- | --- |
| **2014** | **2012** | **2010** |
| 4.38▼ | 4.48 | 4.18 |
| 4.29▼ | 4.38 | 3.95 |
| 4.21▼ | 4.39 | 4.23 |
| 4.15▼ | 4.29 | 3.89 |
| 4.12▼ | 4.20 | 4.16 |
| 3.82 | 3.90 | 3.69 |
| 3.73 | 3.77 | N/A |
| 3.63▼ | 3.94 | 3.90 |
| 3.46▼ | 3.65 | 3.04 |
| 3.22▲ | 3.00 | 2.76 |
| 3.14▼ | 3.40 | 3.19 |
| 3.04▼ | 3.25 | 2.86 |

*Q7. To what extent do you agree or disagree with the following statements? In The Hills Shire I find it easy to access:*

Base: 1,009 (with the exception of ‘place of work’ n = 670)

Scale: 1= strongly disagree, 5= strongly agree

▼▲= significantly lower/higher (by year)

Participation in Local Events

**Summary**

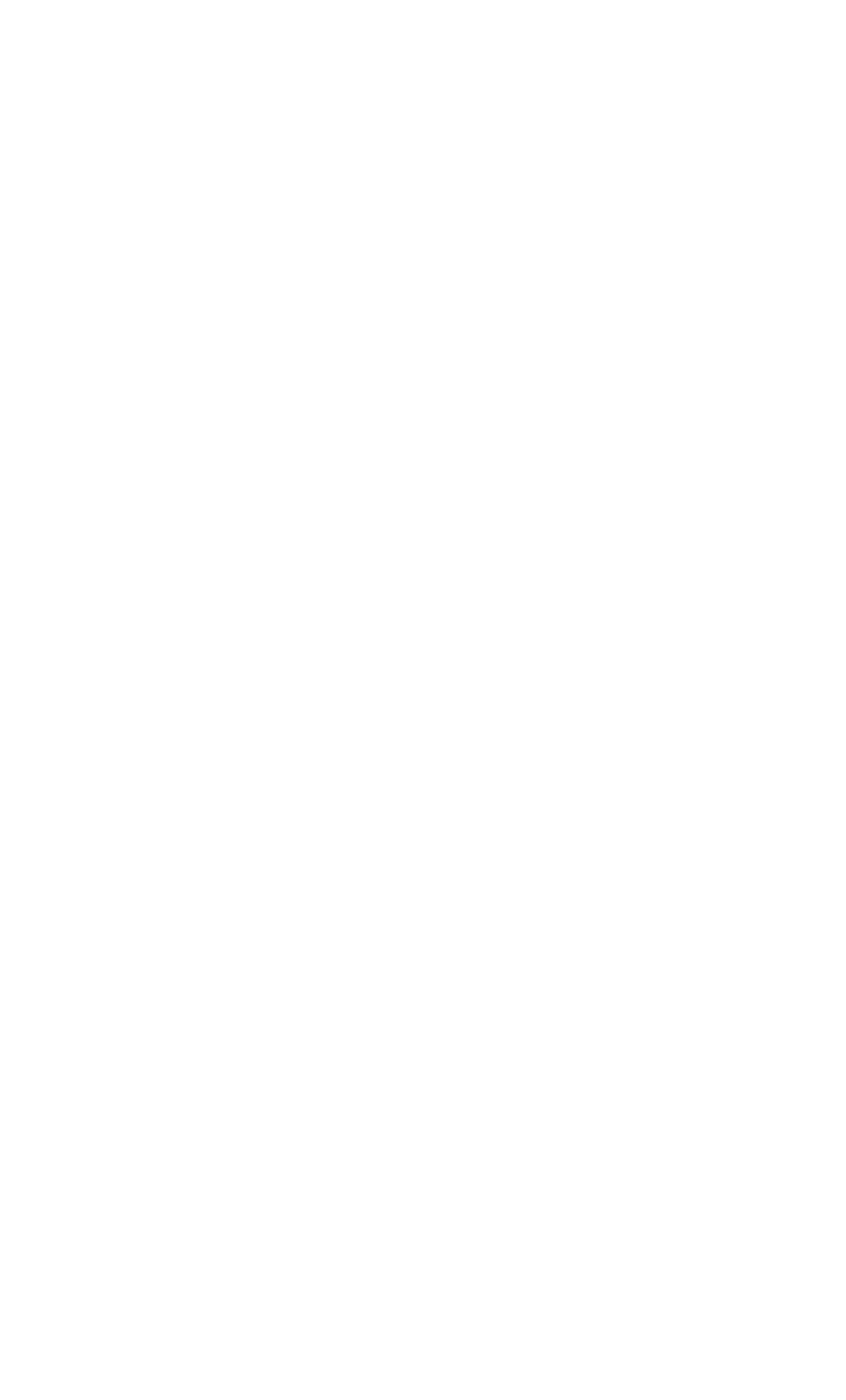
The majority of residents stated they had ‘attended a community festival or event’ (55%).

Residents aged 75+ were more likely to have ‘been involved in crafts or lobby groups’.

‘Visited an art gallery, attended a play, concert, or other cultural event’, ‘volunteered’, ‘been involved in crafts or hobby groups’ and ‘attended a Council focus group, workshop, or Council meeting’ have significantly decreased in participation compared to 2012.

*Q8. In the last 12 months have you done any of the following?*

▼▲= significantly lower/higher (by year)



Section F

**Working Inside/Outside the Shire**

Area of Employment

**Summary**

26% of residents indicated that they work in The Hills Shire, 43% do not work in the area, and 31% are not currently working.

The number of residents working in the area has declined in comparison to 2012, whilst the number of residents not working has increased.

Residents aged 18-24 were more likely to be working in The Hills Shire area than were those aged 65-84.

Males were more likely to be working in The Hills Shire.

*Q10. Do you work in The Hills Shire?*

|  |  |  |
| --- | --- | --- |
|  | **2014** | **2012** |
| Yes | 26%▼ | 30% |
| No | 43% | 43% |
| I don't work | 31%▲ | 27% |
| Base | 1,009 | 1,000 |

▼▲= significantly lower/higher (by year)

*Q10b. What is the main reason why you do not work locally?*

|  |  |
| --- | --- |
| **Other** | **Count** |
| Better employment opportunities in the CBD | 5 |
| Job is not specific to an area | 4 |
| Client base is outside of the area | 1 |
| Public transport options out of the area | 1 |

Utilisation of the Metro Train

**Summary**

30% of residents anticipated they will be utilising the metro train to travel to work, 5% thought they may, whilst 62% indicated they would not.

Residents aged 18-24 were more likely to be make use of the metro train.

*Q10c. As you may be aware, the NSW State Government has started works on constructing an underground metro rail system that will link Rouse Hill to the Sydney CBD. Do you think that you will utilise this metro train to travel to work?*

|  |  |  |
| --- | --- | --- |
|  | **2014** | **2012** |
| Yes | 30%▼ | 41% |
| No | 61% | 48% |
| Maybe | 5%▼ | 10% |
| Can't say | 3% | 1% |
| Base | 701 | 428 |

▼▲= significantly lower/higher (by year)

Travel Time to Place of Employment

**Summary**

On average, residents approximately travel an hour to and from work; the duration of travel has declined since 2012.

Males travel significantly longer to and from work.

*Q10d. On average, how many minutes does it take you in total to travel to and from your usual work place?*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64+ | 65-74 | 75-84 | 85+ |
| Average minutes | 55.6 | 62.6 | 73.5 | 59.6 | 55.6 | 49.3 | 40.1 | N/A |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Male | Female | Overall 2014 | Overall 2012 |
| Average minutes | 70.0▲ | 54.3 | 61.9▼ | 69.0 |

▼▲= significantly lower/higher (by year)

Suggested Improvements for Public Transport

*Q10e. How do you think public transport can be improved and in what time frame?*

**Note:** As the percentages have been rounded to the nearest whole number, the criteria with counts of 4 or less are shown as 0%. For the detailed list please see Appendix

|  |  |  |
| --- | --- | --- |
| **Suggested improvements** | **Time frame** | **%**  **N = 997** |
| Increased frequency of bus/train services – *peak hour, later at night, off-peak, weekends, school hours, to the CBD* | As soon as possible | 24% |
| Within a year | 9% |
| Within the next 5 years | 2% |
| Within two years | 2% |
| Within the next 2-4 years | 1% |
| Within the next 5-10 years | 0% |
| In time with new train line | 0% |
| Within 2 years | 0% |
| Within the next 20 years | 0% |
| No improvements necessary | | 20% |
| Extended public transport services – *train, bus, light rail* | As soon as possible | 4% |
| Within a year | 2% |
| Within the next 5 years | 1% |
| Within the next 5-10 years | 1% |
| Within two years | 1% |
| Within the next 2-4 years | 0% |
| Train line in progress, no other suggestions | As soon as possible | 3% |
| In the proposed timeframe (2017) | 0% |
| Time that it is proposed to be completed by is adequate (2019) | 0% |
| Within two years | 0% |
| Within the next 20 years | 0% |
| Within the next 2-4 years | 1% |
| Within the next 5 years | 1% |
| Within the next 5-10 years | 1% |
| Adequate parking for commuters – *bus terminal, train stations, drop off/pick up points* | As soon as possible | 4% |
| Within a year | 1% |
| Within the next 5 years | 1% |
| Within two years | 1% |
| Within the next 2-4 years | 0% |
| Before new train line is completed | 0% |
| In line with introduction of the metro train service | 0% |
| Same time frame as new Metro Rail | 0% |
| Within 2 years | 0% |

*Q10e. How do you think Public Transport can be improved and in what time frame?*

|  |  |  |
| --- | --- | --- |
| **Suggested improvements (cont’d)** | **Time frame** | **%**  **N = 997** |
| More direct public transport routes for buses and trains | As soon as possible | 2% |
| Within a year | 0% |
| Within the next 2-4 years | 0% |
| Within the next 5 years | 1% |
| Within the next 5-10 years | 0% |
| Within two years | 0% |
| Unsure | | 3% |
| Better accessibility to public transport – *bus stops, train stations* | As soon as possible | 1% |
| Within a year | 1% |
| Within two years | 0% |
| Within the next 2-4 years | 0% |
| Within the next 5-10 years | 0% |
| As soon as possible | 1% |
| Within a year | 1% |
| Within the next 2-4 years | 0% |
| By the time the metro link is finished | 0% |
| Within the next 5 years | 0% |
| Within the next 5-10 years | 0% |
| Within two years | 0% |
| Traffic – *management, improve, congestion* | As soon as possible | 1% |
| Within a year | 0% |
| Within the next 5 years | 0% |
| Within the next 5-10 years | 0% |
| Within two years | 0% |

Traffic Safety on Local Roads

**Summary**

90% of residents rated the traffic safety on local roads ‘fair’ to ‘excellent’.

Residents aged 65-74 rated the traffic safety significantly lower than all other age groups.

*Q10f. How would you rate the traffic safety on local roads (i.e. signals, roundabouts and crossings)?*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64+ | 65-74 | 75-84 | 85+ |
| Mean ratings | 3.84 | 3.73 | 3.61 | 3.41 | 3.43 | 3.31▼ | 3.51 | 3.50 |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Male | Female | Overall 2014 |
| Mean ratings | 3.63 | 3.50 | 3.56 |

Scale: 1= very poor, 5= excellent

▼▲= significantly lower/higher (by year)

Traffic Congestion on Local Roads

**Summary**

50% of residents rated the traffic congestion on local roads ‘fair’ to ‘excellent’.

Residents aged 18-24 rated the traffic congestion higher, whilst those aged 45-54 and 65-74 were more likely to rate it poorly.

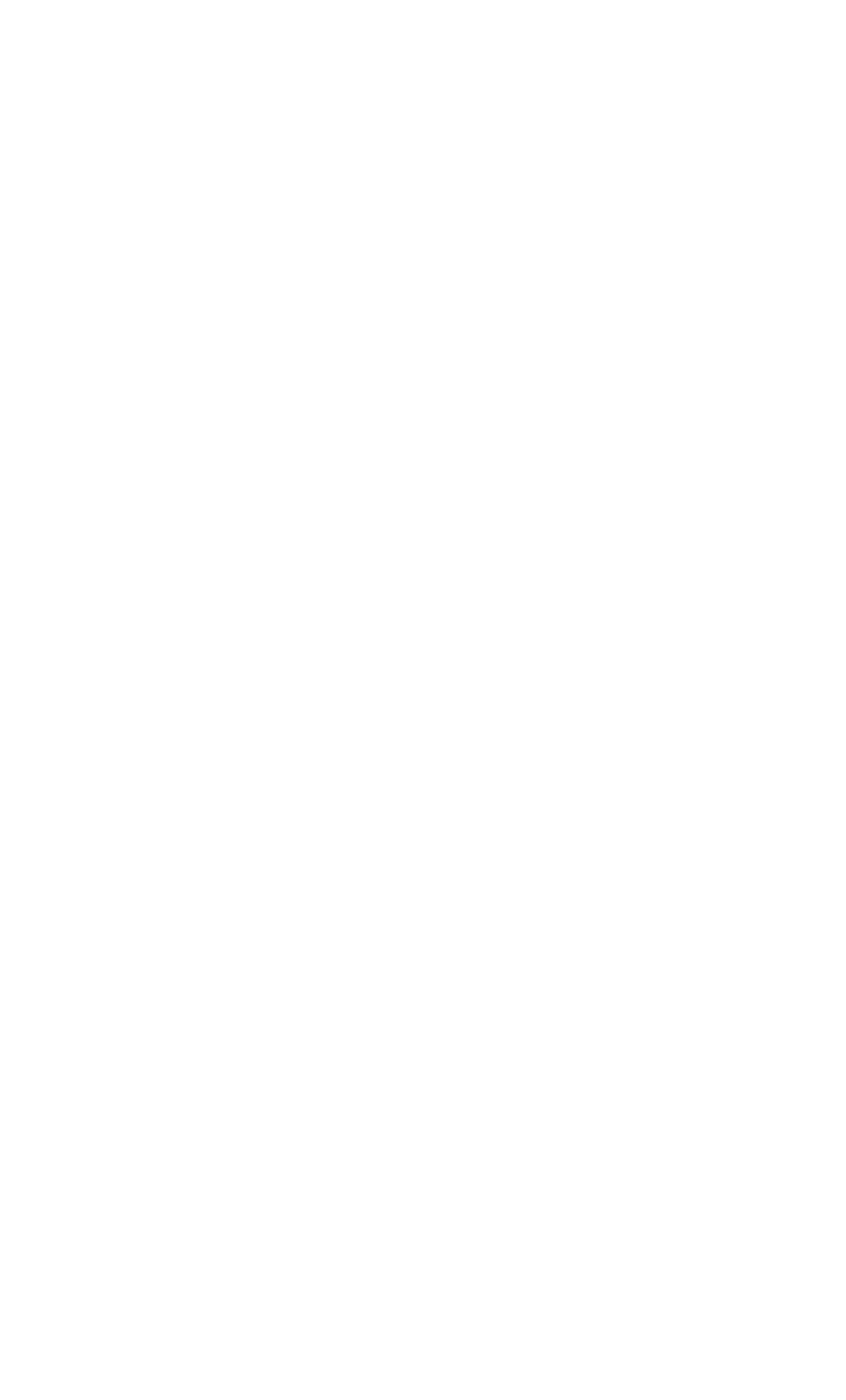
*Q10g. How would you rate the traffic congestion on local roads?*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64+ | 65-74 | 75-84 | 85+ |
| Satisfaction mean ratings | 2.85▲ | 2.75 | 2.48 | 2.32▼ | 2.45 | 2.24▼ | 2.43 | 2.75 |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Male | Female | Overall 2014 |
| Satisfaction mean ratings | 2.53 | 2.50 | 2.51 |

Scale: 1= very poor, 5= excellent

▼▲= significantly lower/higher (by year)



Demographics

# Demographics

*Q13. Age Group:*

|  |  |
| --- | --- |
|  | % |
| 18-24 | 12% |
| 25-34 | 18% |
| 35-44 | 20% |
| 45-54 | 19% |
| 55-64 | 16% |
| 65-74 | 10% |
| 75-84 | 4% |
| 85+ | 1% |

*Q14. Which of the following best describes your home?*

|  |  |
| --- | --- |
|  | % |
| Free standing house | 92% |
| Townhouse | 4% |
| Flat/Unit | 2% |
| Villa | 1% |
| Rural dwelling | 1% |
| Self care retirement complex | 1% |
| Other | 1% |

*Q15. Do you own or rent your home?*

|  |  |
| --- | --- |
|  | % |
| Own/buying | 92% |
| Rent | 8% |

# Demographics

*Q16. In which suburb do you live?*

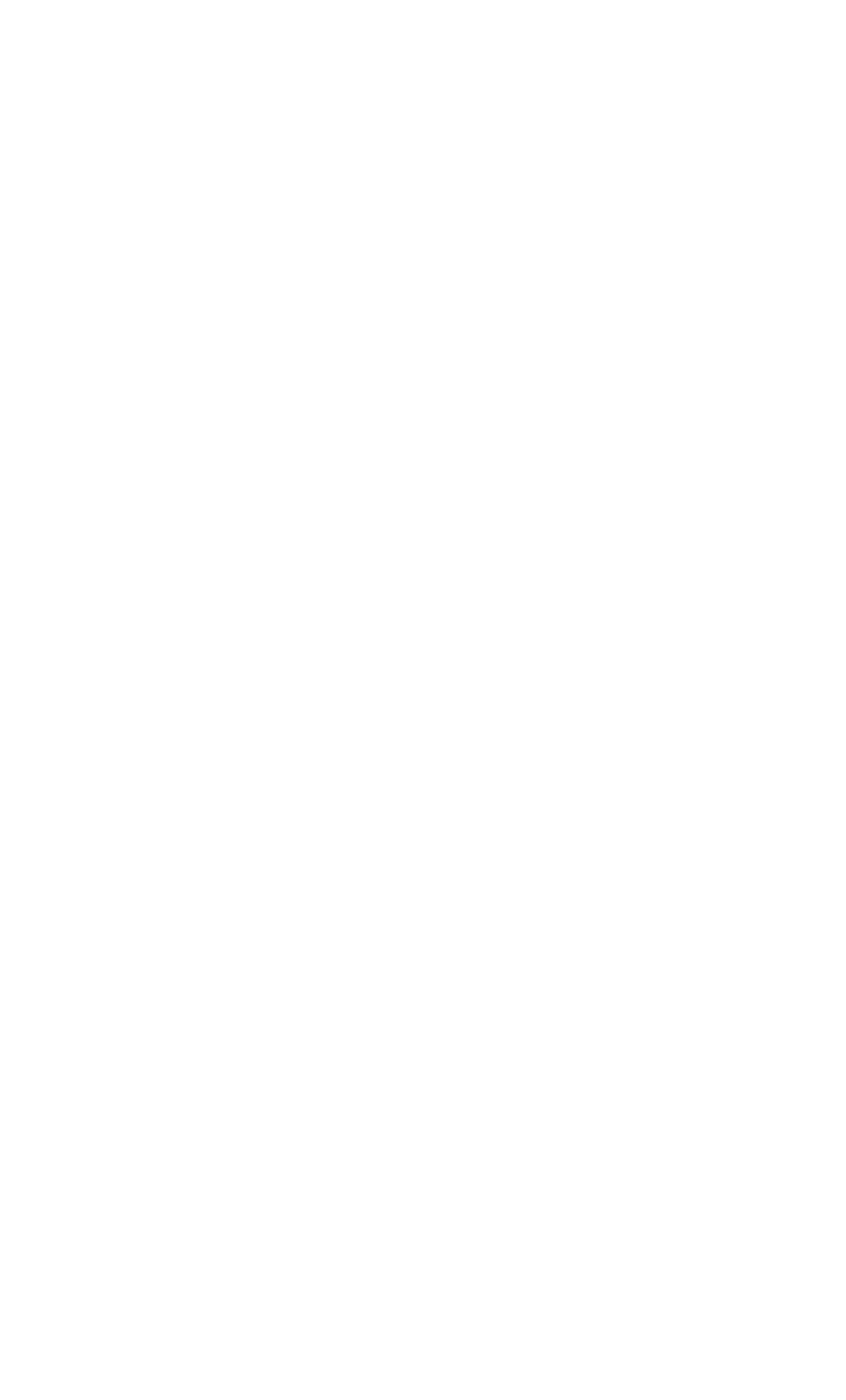
|  |  |
| --- | --- |
|  | % |
| Castle Hill | 24% |
| Kellyville | 15% |
| West Pennant Hills | 10% |
| Carlingford | 9% |
| Bella Vista | 7% |
| Rouse Hill | 7% |
| Beaumont Hills | 6% |
| North Rocks | 5% |
| Northmead | 4% |
| Kenthurst | 4% |
| Glenhaven | 4% |
| Dural | 3% |
| Oatlands | 1% |
| Annangrove | 1% |
| Baulkham Hill | 1% |

*Q17. How long have you been a resident of The Hills Shire?*

|  |  |
| --- | --- |
|  | % |
| Less than 1 year | 0% |
| 1 – 5 years | 11% |
| 6 – 10 years | 16% |
| 11 – 20 years | 31% |
| Over 20 years | 42% |

*Q18. Gender:*

|  |  |
| --- | --- |
|  | % |
| Male | 46% |
| Female | 54% |



# Appendix A

**Data and Correlation Tables**

**Importance/Satisfaction**

**Creating Vibrant Communities**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Importance | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Emergency services | 4.62 | 4.63 | 4.29 | 4.58 | 4.34 | 4.41 | 4.44 | 4.75 | 4.34 | 4.59▲ | 4.48 |
| Lighting of public areas | 4.25 | 4.40 | 4.20 | 4.32 | 4.17 | 4.36 | 4.39 | 3.83 | 4.08 | 4.45▲ | 4.28 |
| Parks and gardens | 4.02 | 4.29 | 4.25 | 4.23 | 4.27 | 4.40▲ | 4.34 | 4.75 | 4.14 | 4.35▲ | 4.25 |
| Ovals and sporting facilities | 4.12 | 4.25 | 4.28 | 4.15 | 3.93 | 3.83▼ | 3.79 | 3.33 | 4.06 | 4.14 | 4.10 |
| Provision of public toilets | 4.01 | 4.15 | 4.05 | 3.94 | 3.83 | 4.02 | 4.09 | 4.17 | 3.79 | 4.19▲ | 4.01 |
| Playgrounds/play equipment | 3.89 | 4.19 | 4.22▲ | 3.82 | 3.58▼ | 3.67 | 3.22▼ | 3.08 | 3.81 | 3.96 | 3.89 |
| Support for volunteer organisations | 3.84 | 3.84 | 3.63 | 3.76 | 3.72 | 4.06▲ | 3.91 | 4.75▲ | 3.62 | 3.95▲ | 3.80 |
| Council provision of local community events | 3.32 | 3.76 | 3.57 | 3.56 | 3.57 | 3.56 | 3.57 | 4.33 | 3.41 | 3.72▲ | 3.58 |
| Aquatic centre | 3.61 | 3.29 | 3.97▲ | 3.43 | 3.40 | 3.56 | 3.52 | 3.25 | 3.43 | 3.65 | 3.55 |
| Library services | 3.70 | 3.83▲ | 3.63 | 3.28 | 2.94▼ | 3.08▼ | 3.03 | 4.50▲ | 3.16 | 3.66▲ | 3.43 |
| Services and facilities for older people | 3.49 | 3.02 | 3.08▼ | 3.56 | 3.61 | 3.81▲ | 4.02▲ | 4.58▲ | 3.31 | 3.51 | 3.42 |
| Recreation/Performing Arts Centre | 3.46 | 3.08 | 3.41 | 3.36 | 3.42 | 3.48 | 3.48 | 4.17 | 3.01 | 3.67▲ | 3.37 |
| Community centres and community halls | 2.97 | 3.20 | 3.04 | 3.11 | 2.82 | 2.78 | 2.70 | 3.08 | 2.83 | 3.14▲ | 3.00 |
| Youth facilities | 2.98 | 3.10 | 2.96 | 3.12 | 2.69 | 2.47▼ | 2.34▼ | 2.25 | 2.76 | 3.01 | 2.89 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Satisfaction | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Emergency services | 4.27 | 4.32 | 4.24 | 4.08 | 4.16 | 4.36 | 4.51 | 4.64 | 4.17 | 4.30 | 4.24 |
| Lighting of public areas | 3.53 | 3.39 | 3.74 | 3.60 | 3.51 | 3.80 | 4.21▲ | 4.00 | 3.64 | 3.59 | 3.61 |
| Parks and gardens | 3.94 | 3.66 | 3.78 | 3.83 | 3.80 | 4.03▲ | 4.26▲ | 4.55▲ | 3.82 | 3.86 | 3.84 |
| Ovals and sporting facilities | 4.00 | 3.85 | 4.01 | 3.91 | 3.85 | 4.16 | 4.40▲ | 4.67 | 3.98 | 3.96 | 3.97 |
| Provision of public toilets | 2.96 | 3.22 | 3.13 | 2.92 | 2.92 | 3.27 | 3.49 | 3.63 | 3.11 | 3.06 | 3.09 |
| Playgrounds/play equipment | 3.61 | 3.58 | 3.68 | 3.74 | 3.72 | 4.03▲ | 4.05 | 4.17 | 3.75 | 3.69 | 3.71 |
| Support for volunteer organisations | 3.66 | 3.84 | 3.92 | 3.74 | 3.77 | 4.03 | 4.19 | 4.18 | 3.85 | 3.84 | 3.85 |
| Council provision of local community events | 3.71 | 3.91 | 3.96 | 3.79 | 3.75 | 3.99 | 4.05 | 4.36 | 3.85 | 3.89 | 3.87 |
| Aquatic centre | 3.76 | 3.23 | 3.35 | 3.43 | 3.47 | 3.74 | 4.06▲ | 4.50 | 3.42 | 3.56 | 3.50 |
| Library services | 4.31 | 4.32 | 4.42 | 4.34 | 4.42 | 4.42 | 4.57 | 4.73 | 4.34 | 4.41 | 4.38 |
| Services and facilities for older people | 3.62 | 3.67 | 3.51 | 3.50 | 3.46 | 3.80 | 4.29▲ | 4.50▲ | 3.69 | 3.58 | 3.63 |
| Recreation/Performing Arts Centre | 3.60 | 3.57 | 3.06 | 2.76▼ | 2.97 | 3.09 | 3.78 | 4.57▲ | 3.16 | 3.18 | 3.18 |
| Community centres and community halls | 3.90 | 3.88 | 4.15 | 3.89 | 3.87 | 4.18 | 4.35 | 4.50 | 3.98 | 3.99 | 3.99 |
| Youth facilities | 3.57 | 3.73 | 3.63 | 3.51 | 3.54 | 3.86 | 4.14 | 3.67 | 3.73 | 3.57 | 3.64 |

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

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

**Creating Vibrant Communities**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not at all important | Not very important | Somewhat important | Important | Very important | Total % | Base |
| Emergency services | 3% | 2% | 9% | 16% | 70% | 100% | 1,009 |
| Lighting of public areas | 2% | 3% | 13% | 29% | 53% | 100% | 1,009 |
| Parks and gardens | 1% | 2% | 13% | 38% | 46% | 100% | 1,009 |
| Ovals and sporting facilities | 5% | 5% | 13% | 29% | 48% | 100% | 1,009 |
| Provision of public toilets | 5% | 5% | 20% | 26% | 44% | 100% | 1,009 |
| Playgrounds/play equipment | 8% | 8% | 14% | 26% | 44% | 100% | 1,009 |
| Support for volunteer organisations | 6% | 5% | 26% | 31% | 33% | 100% | 1,009 |
| Council provision of local community events | 5% | 9% | 29% | 36% | 21% | 100% | 1,009 |
| Aquatic centre | 8% | 13% | 24% | 25% | 29% | 100% | 1,009 |
| Library services | 15% | 10% | 23% | 21% | 31% | 100% | 1,009 |
| Services and facilities for older people | 18% | 9% | 17% | 24% | 31% | 100% | 1,009 |
| Recreation/Performing Arts Centre | 9% | 15% | 28% | 24% | 23% | 100% | 1,009 |
| Community centres and community halls | 15% | 21% | 29% | 19% | 15% | 100% | 1,009 |
| Youth facilities | 23% | 18% | 21% | 21% | 16% | 100% | 1,009 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not at all satisfied | Not very satisfied | Somewhat satisfied | Satisfied | Very satisfied | Total % | Base |
| Emergency services | 1% | 2% | 15% | 36% | 46% | 100% | 851 |
| Lighting of public areas | 3% | 7% | 31% | 41% | 17% | 100% | 823 |
| Parks and gardens | 2% | 6% | 22% | 48% | 22% | 100% | 847 |
| Ovals and sporting facilities | 2% | 5% | 16% | 46% | 30% | 100% | 776 |
| Provision of public toilets | 8% | 17% | 43% | 21% | 10% | 100% | 708 |
| Playgrounds/play equipment | 3% | 8% | 27% | 40% | 23% | 100% | 701 |
| Support for volunteer organisations | 1% | 5% | 27% | 41% | 25% | 100% | 627 |
| Council provision of local community events | 2% | 5% | 21% | 50% | 23% | 100% | 571 |
| Aquatic centre | 8% | 9% | 25% | 37% | 20% | 100% | 540 |
| Library services | 0% | 1% | 9% | 38% | 51% | 100% | 523 |
| Services and facilities for older people | 3% | 5% | 38% | 35% | 19% | 100% | 540 |
| Recreation/Performing Arts Centre | 14% | 12% | 28% | 35% | 11% | 100% | 471 |
| Community centres and community halls | 2% | 3% | 20% | 45% | 30% | 100% | 349 |
| Youth facilities | 3% | 9% | 29% | 40% | 19% | 100% | 373 |

▼▲= significantly lower/higher level (by year)

**Protecting our Environment**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Importance | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Recycling collection | 4.79 | 4.86 | 4.83 | 4.80 | 4.79 | 4.77 | 4.75 | 4.92 | 4.76 | 4.85 | 4.81 |
| Domestic garbage collection | 4.71 | 4.84 | 4.82 | 4.83 | 4.79 | 4.82 | 4.69 | 4.92 | 4.79 | 4.81 | 4.80 |
| Air quality | 4.81 | 4.84 | 4.65 | 4.67 | 4.67 | 4.66 | 4.59 | 4.83 | 4.60 | 4.80▲ | 4.71 |
| Water quality | 4.73 | 4.88▲ | 4.64 | 4.69 | 4.62 | 4.67 | 4.67 | 4.92 | 4.57 | 4.82▲ | 4.71 |
| Garden organic collection | 4.30 | 4.58 | 4.70 | 4.52 | 4.49 | 4.56 | 4.57 | 4.83 | 4.45 | 4.62 | 4.55 |
| Preservation of plants and animals in their natural habitat | 4.62▲ | 4.36 | 4.23 | 4.29 | 4.37 | 4.24 | 4.27 | 4.58 | 4.19 | 4.47▲ | 4.34 |
| On call kerbside service | 4.07 | 4.11 | 4.42 | 4.40 | 4.50▲ | 4.56▲ | 4.29 | 4.25 | 4.21 | 4.44▲ | 4.34 |
| Preservation of permanent open space | 3.96▼ | 4.03 | 4.43 | 4.32 | 4.49▲ | 4.35 | 4.37 | 4.83▲ | 4.19 | 4.36 | 4.28 |
| Management of noise pollution | 4.34 | 4.14 | 4.28 | 4.30 | 4.25 | 4.34 | 4.20 | 4.50 | 4.09 | 4.41▲ | 4.26 |
| Bushland regeneration and weed control | 4.28 | 3.96 | 4.17 | 4.26 | 4.30 | 4.32 | 4.30 | 4.67 | 4.11 | 4.29 | 4.21 |
| Preservation of sensitive environmental areas | 4.35 | 4.12 | 4.09 | 4.00 | 4.11 | 4.01 | 4.03 | 4.42 | 3.92 | 4.27▲ | 4.11 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Satisfaction | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Recycling collection | 4.28 | 4.29 | 4.42 | 4.30 | 4.42 | 4.69▲ | 4.81▲ | 4.58 | 4.44 | 4.37 | 4.40 |
| Domestic garbage collection | 4.23 | 4.40 | 4.46 | 4.40 | 4.40 | 4.67▲ | 4.78▲ | 4.75 | 4.40 | 4.47 | 4.44 |
| Air quality | 4.36 | 4.26 | 4.15 | 3.95▼ | 3.97 | 4.15 | 4.24 | 4.50 | 4.15 | 4.13 | 4.14 |
| Water quality | 4.44 | 4.11 | 4.21 | 4.15 | 4.01 | 4.26 | 4.51▲ | 4.58 | 4.19 | 4.20 | 4.19 |
| Garden organic collection | 4.34 | 4.35 | 4.33 | 4.31 | 4.26 | 4.63▲ | 4.80▲ | 4.58 | 4.38 | 4.36 | 4.37 |
| Preservation of plants and animals in their natural habitat | 3.85 | 3.78 | 3.82 | 3.67 | 3.65 | 3.82 | 3.93 | 3.80 | 3.78 | 3.75 | 3.76 |
| On call kerbside service | 3.97 | 4.13 | 4.41▲ | 4.18 | 4.01 | 4.30 | 4.28 | 4.30 | 4.27 | 4.12 | 4.19 |
| Preservation of permanent open space | 3.50 | 3.69 | 3.56 | 3.40 | 3.36 | 3.57 | 3.84 | 4.18 | 3.61 | 3.47 | 3.53 |
| Management of noise pollution | 4.16▲ | 3.76 | 3.70 | 3.62 | 3.50▼ | 3.83 | 3.65 | 4.50 | 3.63 | 3.82 | 3.74 |
| Bushland regeneration and weed control | 3.52 | 3.67 | 3.45 | 3.46 | 3.43 | 3.53 | 3.71 | 4.00 | 3.53 | 3.51 | 3.52 |
| Preservation of sensitive environmental areas | 3.60 | 3.61 | 3.57 | 3.43 | 3.51 | 3.78 | 4.01▲ | 4.44 | 3.55 | 3.62 | 3.59 |

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

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not at all important | Not very important | Somewhat important | Important | Very important | Total % | Base |
| Recycling collection | 0% | 0% | 2% | 13% | 84% | 100% | 1,009 |
| Domestic garbage collection | 0% | 0% | 2% | 13% | 84% | 100% | 1,009 |
| Air quality | 0% | 1% | 4% | 17% | 78% | 100% | 1,009 |
| Water quality | 1% | 0% | 5% | 16% | 78% | 100% | 1,009 |
| Garden organic collection | 2% | 2% | 7% | 17% | 72% | 100% | 1,009 |
| Preservation of plants and animals in their natural habitat | 1% | 2% | 12% | 29% | 55% | 100% | 1,009 |
| On call kerbside service | 2% | 2% | 12% | 30% | 55% | 100% | 1,009 |
| Preservation of permanent open space | 2% | 2% | 14% | 29% | 52% | 100% | 1,009 |
| Management of noise pollution | 1% | 2% | 13% | 35% | 48% | 100% | 1,009 |
| Bushland regeneration and weed control | 1% | 3% | 15% | 34% | 47% | 100% | 1,009 |
| Preservation of sensitive environmental areas | 2% | 5% | 19% | 25% | 48% | 100% | 1,009 |

**Protecting our Environment**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not at all satisfied | Not very satisfied | Somewhat satisfied | Satisfied | Very satisfied | Total % | Base |
| Recycling collection | 1% | 4% | 7% | 29% | 59% | 100% | 982 |
| Domestic garbage collection | 1% | 2% | 9% | 29% | 60% | 100% | 980 |
| Air quality | 1% | 4% | 16% | 40% | 39% | 100% | 958 |
| Water quality | 2% | 3% | 14% | 35% | 46% | 100% | 950 |
| Garden organic collection | 3% | 2% | 9% | 26% | 60% | 100% | 897 |
| Preservation of plants and animals in their natural habitat | 2% | 6% | 29% | 41% | 22% | 100% | 846 |
| On call kerbside service | 3% | 5% | 14% | 29% | 50% | 100% | 842 |
| Preservation of permanent open space | 4% | 10% | 31% | 37% | 17% | 100% | 821 |
| Management of noise pollution | 4% | 7% | 26% | 37% | 26% | 100% | 840 |
| Bushland regeneration and weed control | 4% | 10% | 35% | 33% | 18% | 100% | 806 |
| Preservation of sensitive environmental areas | 3% | 8% | 35% | 35% | 19% | 100% | 733 |

**Balanced Urban Growth**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Importance | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Maintaining condition of residential (local) roads | 4.68 | 4.65 | 4.70 | 4.65 | 4.63 | 4.64 | 4.70 | 4.83 | 4.54 | 4.77▲ | 4.66 |
| Maintaining condition of footpaths and cycleways | 4.40 | 4.34 | 4.46 | 4.48 | 4.28 | 4.43 | 4.41 | 4.58 | 4.21 | 4.56▲ | 4.40 |
| Health inspections of food premises, hairdressers, etc | 4.20 | 4.45 | 4.24 | 4.24 | 4.39 | 4.52▲ | 4.41 | 4.75 | 4.14 | 4.51▲ | 4.34 |
| Range of shopping facilities | 4.03 | 4.30 | 4.41 | 4.09 | 4.18 | 4.50▲ | 4.51▲ | 4.92▲ | 4.09 | 4.41▲ | 4.26 |
| Streetscape appearance | 3.68 | 3.84 | 4.27 | 4.18 | 4.20 | 4.32▲ | 4.43▲ | 4.75▲ | 4.00 | 4.20▲ | 4.11 |
| Protection of heritage values and buildings | 4.06 | 3.71 | 3.92 | 4.08 | 4.23▲ | 4.25▲ | 4.20 | 4.75▲ | 3.82 | 4.21▲ | 4.03 |
| Overall zoning of the Shire | 3.61 | 3.85 | 4.09 | 4.13 | 4.07 | 4.28▲ | 4.33▲ | 4.33 | 3.96 | 4.08 | 4.03 |
| Low density housing developments | 3.38 | 3.89 | 3.91 | 4.04 | 4.16▲ | 4.27▲ | 4.32▲ | 4.83▲ | 3.85 | 4.07 | 3.97 |
| Pet and animal management/control | 3.99 | 3.77 | 3.89 | 3.89 | 3.97 | 4.19▲ | 4.33▲ | 4.75▲ | 3.79 | 4.08▲ | 3.95 |
| Traffic parking enforcement | 3.51 | 3.36 | 3.54 | 3.74 | 3.55 | 3.85▲ | 4.04▲ | 4.83▲ | 3.29 | 3.87▲ | 3.61 |
| Medium density housing developments | 3.42 | 3.33 | 3.38 | 3.22 | 3.28 | 3.38 | 3.64 | 3.83 | 3.33 | 3.36 | 3.34 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Satisfaction | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Maintaining condition of residential (local) roads | 3.40 | 3.40 | 3.39 | 3.13 | 3.26 | 3.52 | 3.80▲ | 4.17▲ | 3.37 | 3.35 | 3.36 |
| Maintaining condition of footpaths and cycleways | 3.68 | 3.56 | 3.40 | 3.33 | 3.28 | 3.40 | 3.59 | 3.30 | 3.46 | 3.43 | 3.44 |
| Health inspections of food premises, hairdressers, etc | 3.98 | 4.14 | 3.71 | 3.55▲ | 3.52▲ | 3.64 | 3.85 | 4.09 | 3.76 | 3.77 | 3.77 |
| Range of shopping facilities | 4.42 | 4.20 | 4.32 | 4.22 | 4.10 | 4.36 | 4.48 | 4.75▲ | 4.31 | 4.25 | 4.27 |
| Streetscape appearance | 3.93 | 4.16▲ | 3.68 | 3.54 | 3.42 | 3.56 | 3.91 | 3.92 | 3.65 | 3.75 | 3.71 |
| Protection of heritage values and buildings | 4.00 | 4.04 | 3.88 | 3.83 | 3.69 | 3.82 | 3.97 | 4.09 | 3.90 | 3.85 | 3.87 |
| Overall zoning of the Shire | 3.95▲ | 3.43 | 3.52 | 3.30 | 3.41 | 3.50 | 3.63 | 4.00 | 3.53 | 3.46 | 3.49 |
| Low density housing developments | 3.62 | 3.07 | 3.55 | 3.27 | 3.16 | 3.43 | 3.59 | 3.67 | 3.34 | 3.34 | 3.34 |
| Pet and animal management/control | 3.98 | 4.32▲ | 3.98 | 3.71 | 3.58 | 3.65 | 3.85 | 4.00 | 3.90 | 3.86 | 3.88 |
| Traffic parking enforcement | 3.77▲ | 3.31 | 3.19 | 3.19 | 3.30 | 3.39 | 3.44 | 3.64 | 3.13 | 3.45 | 3.33 |
| Medium density housing developments | 3.50 | 3.19 | 3.28 | 3.29 | 3.12 | 3.32 | 3.29 | 3.00 | 3.29 | 3.25 | 3.27 |

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

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

**Balanced Urban Growth**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not at all important | Not very important | Somewhat important | Important | Very important | Total % | Base |
| Maintaining condition of residential (local) roads | 0% | 0% | 4% | 22% | 73% | 100% | 1,009 |
| Maintaining condition of footpaths and cycleways | 2% | 2% | 9% | 31% | 57% | 100% | 1,009 |
| Health inspections of food premises, hairdressers, etc | 2% | 2% | 14% | 25% | 57% | 100% | 1,009 |
| Range of shopping facilities | 2% | 3% | 14% | 30% | 52% | 100% | 1,009 |
| Streetscape appearance | 1% | 3% | 18% | 38% | 39% | 100% | 1,009 |
| Protection of heritage values and buildings | 3% | 5% | 21% | 29% | 42% | 100% | 1,009 |
| Overall zoning of the Shire | 3% | 6% | 21% | 28% | 43% | 100% | 1,009 |
| Low density housing developments | 4% | 6% | 20% | 28% | 42% | 100% | 1,009 |
| Pet and animal management/control | 3% | 6% | 22% | 32% | 37% | 100% | 1,009 |
| Traffic parking enforcement | 8% | 10% | 27% | 23% | 32% | 100% | 1,009 |
| Medium density housing developments | 9% | 11% | 34% | 28% | 18% | 100% | 1,009 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not at all satisfied | Not very satisfied | Somewhat satisfied | Satisfied | Very satisfied | Total % | Base |
| Maintaining condition of residential (local) roads | 5% | 11% | 38% | 32% | 13% | 100% | 958 |
| Maintaining condition of footpaths and cycleways | 6% | 10% | 36% | 30% | 18% | 100% | 886 |
| Health inspections of food premises, hairdressers, etc | 2% | 4% | 32% | 39% | 23% | 100% | 806 |
| Range of shopping facilities | 0% | 2% | 14% | 38% | 46% | 100% | 823 |
| Streetscape appearance | 3% | 6% | 28% | 45% | 19% | 100% | 780 |
| Protection of heritage values and buildings | 1% | 5% | 27% | 39% | 28% | 100% | 717 |
| Overall zoning of the Shire | 7% | 10% | 27% | 38% | 18% | 100% | 717 |
| Low density housing developments | 6% | 14% | 32% | 34% | 14% | 100% | 699 |
| Pet and animal management/control | 3% | 6% | 24% | 37% | 31% | 100% | 696 |
| Traffic parking enforcement | 8% | 12% | 35% | 31% | 15% | 100% | 547 |
| Medium density housing developments | 8% | 11% | 37% | 32% | 12% | 100% | 464 |

▼▲= significantly lower/higher level (by year)

**Modern Local Economy**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Importance | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Generating local employment opportunities | 4.46 | 4.33 | 4.34 | 4.42 | 4.35 | 4.32 | 4.16 | 4.92▲ | 4.30 | 4.42 | 4.37 |
| Town centre and village atmosphere | 3.82 | 3.86 | 4.15 | 4.14 | 4.03 | 4.13 | 4.31 | 4.67▲ | 3.82 | 4.24▲ | 4.05 |
| Commercial building developments | 3.23 | 3.58 | 3.71 | 3.57 | 3.63 | 3.81 | 3.95 | 4.08 | 3.62 | 3.61 | 3.61 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Satisfaction | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Generating local employment opportunities | 3.36 | 3.40 | 3.49 | 3.27 | 3.22 | 3.45 | 3.46 | 3.40 | 3.24 | 3.47 | 3.37 |
| Town centre and village atmosphere | 4.11 | 3.84 | 4.13 | 3.75 | 3.73 | 3.87 | 4.00 | 3.82 | 3.92 | 3.89 | 3.90 |
| Commercial building developments | 3.83 | 3.84 | 3.81 | 3.60 | 3.56 | 3.69 | 3.78 | 3.88 | 3.76 | 3.70 | 3.72 |

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

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not at all important | Not very important | Somewhat important | Important | Very important | Total % | Base |
| Generating local employment opportunities | 2% | 2% | 12% | 27% | 57% | 100% | 1,009 |
| Town centre and village atmosphere | 3% | 3% | 19% | 35% | 40% | 100% | 1,009 |
| Commercial building developments | 6% | 7% | 31% | 31% | 25% | 100% | 1,009 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not at all satisfied | Not very satisfied | Somewhat satisfied | Satisfied | Very satisfied | Total % | Base |
| Generating local employment opportunities | 2% | 12% | 45% | 29% | 12% | 100% | 847 |
| Town centre and village atmosphere | 2% | 4% | 22% | 46% | 26% | 100% | 753 |
| Commercial building developments | 1% | 6% | 29% | 49% | 16% | 100% | 562 |

**Proactive Leadership**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Importance | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Long term planning for The Hills Shire | 4.47 | 4.64 | 4.61 | 4.60 | 4.62 | 4.64 | 4.65 | 4.92▲ | 4.57 | 4.64 | 4.61 |
| Council's financial management | 4.17 | 4.27 | 4.35 | 4.40 | 4.53 | 4.64▲ | 4.49 | 4.92▲ | 4.40 | 4.38 | 4.39 |
| Council's conduct as a professional organisation | 3.97▼ | 4.22 | 4.35 | 4.36 | 4.52▲ | 4.46 | 4.57 | 4.83▲ | 4.29 | 4.37 | 4.34 |
| Opportunities to have a 'real say' on issues that affect your life | 4.39 | 4.34 | 4.29 | 4.15 | 4.40 | 4.32 | 4.46 | 4.83 | 4.17 | 4.44▲ | 4.32 |
| Communication with Council and access to information | 4.34 | 4.11 | 4.31 | 4.31 | 4.41 | 4.43 | 4.35 | 4.67 | 4.21 | 4.40 | 4.31 |
| Council's decision-making | 4.21 | 4.21 | 4.34 | 4.25 | 4.37 | 4.34 | 4.43 | 4.58 | 4.26 | 4.33 | 4.30 |
| Access to your local Councillor | 3.89 | 3.51 | 3.63 | 3.68 | 3.79 | 4.05▲ | 4.02 | 3.67 | 3.65 | 3.80 | 3.73 |
| Image and presentation of Council information | 3.50 | 3.40 | 3.66 | 3.67 | 3.88▲ | 3.96▲ | 4.20▲ | 4.83▲ | 3.63 | 3.75 | 3.70 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Satisfaction | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Long term planning for The Hills Shire | 3.63 | 3.54 | 3.41 | 3.23 | 3.29 | 3.45 | 3.62 | 4.00 | 3.48 | 3.37 | 3.42 |
| Council's financial management | 3.60 | 3.71 | 3.58 | 3.41 | 3.51 | 3.67 | 3.89 | 4.30 | 3.60 | 3.58 | 3.59 |
| Council's conduct as a professional organisation | 3.84 | 3.84 | 3.79 | 3.47 | 3.49 | 3.68 | 3.96 | 4.00 | 3.63 | 3.73 | 3.69 |
| Opportunities to have a 'real say' on issues that affect your life | 3.35 | 3.19 | 3.31 | 3.18 | 3.08 | 3.38 | 3.61 | 4.00 | 3.25 | 3.27 | 3.26 |
| Communication with Council and access to information | 3.46 | 3.66 | 3.75 | 3.62 | 3.49 | 3.74 | 4.01 | 4.36 | 3.59 | 3.69 | 3.64 |
| Council's decision-making | 3.36 | 3.24 | 3.33 | 3.09 | 3.01 | 3.25 | 3.42 | 3.27 | 3.20 | 3.22 | 3.21 |
| Access to your local Councillor | 3.64 | 3.57 | 3.32 | 3.28 | 3.19 | 3.53 | 3.92 | 3.86 | 3.37 | 3.48 | 3.43 |
| Image and presentation of Council information | 4.15 | 2.94 | 3.75 | 3.55 | 3.49 | 3.84 | 3.97 | 4.17 | 3.55 | 3.70 | 3.63 |

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

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

**Proactive Leadership**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not at all important | Not very important | Somewhat important | Important | Very important | Total % | Base |
| Long term planning for The Hills Shire | 1% | 0% | 8% | 20% | 71% | 100% | 1,009 |
| Council's financial management | 2% | 3% | 11% | 21% | 63% | 100% | 1,009 |
| Council's conduct as a professional organisation | 1% | 3% | 13% | 27% | 56% | 100% | 1,009 |
| Opportunities to have a 'real say' on issues that affect your life | 1% | 3% | 15% | 25% | 56% | 100% | 1,009 |
| Communication with Council and access to information | 1% | 2% | 14% | 31% | 52% | 100% | 1,009 |
| Council's decision-making | 1% | 3% | 14% | 29% | 53% | 100% | 1,009 |
| Access to your local Councillor | 5% | 9% | 28% | 24% | 34% | 100% | 1,009 |
| Image and presentation of Council information | 4% | 8% | 32% | 27% | 29% | 100% | 1,009 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not at all satisfied | Not very satisfied | Somewhat satisfied | Satisfied | Very satisfied | Total % | Base |
| Long term planning for The Hills Shire | 6% | 12% | 32% | 33% | 17% | 100% | 916 |
| Council's financial management | 4% | 7% | 35% | 36% | 19% | 100% | 817 |
| Council's conduct as a professional organisation | 3% | 5% | 30% | 43% | 19% | 100% | 834 |
| Opportunities to have a 'real say' on issues that affect your life | 8% | 13% | 36% | 29% | 13% | 100% | 813 |
| Communication with Council and access to information | 5% | 8% | 26% | 39% | 22% | 100% | 833 |
| Council's decision-making | 8% | 13% | 40% | 29% | 10% | 100% | 820 |
| Access to your local Councillor | 8% | 11% | 28% | 35% | 17% | 100% | 572 |
| Image and presentation of Council information | 4% | 9% | 28% | 39% | 20% | 100% | 565 |

**Preferred Method for Conducting Council Related Business**

*Q1. How would you prefer to conduct your Council related business?*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Online | 63%▲ | 58% | 46% | 43% | 40% | 28%▼ | 16%▼ | 8% | 51% | 40% | 45% |
| Telephone | 32% | 29% | 42% | 42% | 40% | 44% | 51% | 50% | 34% | 43% | 39% |
| In person at Administration Centre | 5% | 5% | 5% | 9% | 14% | 23%▲ | 20%▲ | 17% | 10% | 10% | 10% |
| By mail | 0% | 2% | 2% | 2% | 3% | 2% | 10%▲ | 25%▲ | 1% | 4%▲ | 3% |
| Library | 0% | 4% | 3% | 1% | 2% | 2% | 2% | 0% | 3% | 1% | 2% |
| Other | 0% | 2% | 2% | 2% | 2% | 2% | 1% | 0% | 1% | 2% | 2% |

▼▲= significantly lower/higher level (by year)

**Sourcing Council Information**

*Q2a. Where do you look to find out information from Council?*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Council website | 76% | 93% | 93%▲ | 87% | 78% | 59%▼ | 31%▼ | 8%▼ | 82% | 79% | 81% |
| Personal enquiry | 42%▼ | 47% | 60% | 64% | 62% | 69%▲ | 59% | 75% | 54% | 60% | 58% |
| Hills News | 61% | 52% | 49% | 53% | 56% | 68%▲ | 68% | 83% | 52% | 59% | 56% |
| Hills Shire Times | 57% | 41% | 42% | 50% | 48% | 55% | 61% | 58% | 46% | 51% | 48% |
| Rates notice | 21%▼ | 40% | 49% | 52% | 56% | 65%▲ | 64%▲ | 67% | 46% | 50% | 48% |
| Word of mouth | 42%▲ | 12% | 24% | 24% | 23% | 32% | 35% | 50% | 19%▼ | 31%▲ | 25% |
| Library | 41%▲ | 23% | 29% | 18% | 12%▼ | 18% | 24% | 42% | 22% | 24% | 23% |
| Social media | 53%▲ | 29% | 26% | 13%▼ | 9%▼ | 12%▼ | 16% | 17% | 18% | 27% | 23% |
| E-newsletters | 19% | 16% | 21% | 16% | 18% | 15% | 21% | 17% | 16% | 19% | 18% |
| Hills Focus community magazine | 12% | 12% | 19% | 18% | 20% | 21% | 24% | 42% | 12%▼ | 23%▲ | 17% |
| Radio | 34%▲ | 15% | 10% | 11% | 13% | 18% | 12% | 67%▲ | 15% | 17% | 16% |
| Rouse Hill Times | 18% | 12% | 19% | 13% | 13% | 16% | 16% | 0% | 14% | 16% | 15% |
| Rouse Hills-Stanhope Gardens News | 2% | 0% | 1% | 3% | 2% | 5%▲ | 2% | 8% | 1% | 3% | 2% |
| Other | 0% | 0% | 4% | 2% | 3% | 2% | 7%▲ | 0% | 3% | 2% | 2% |

▼▲= significantly lower/higher (by year)

**Hills Focus Community Magazine**

*Q2b. Do you receive Council’s ‘Hills Focus’ community magazine in your letterbox?*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Yes | 20%▼ | 26%▼ | 46% | 52%▲ | 44% | 42% | 52%▲ | 83%▲ | 34% | 45%▲ | 40% |
| No | 80% | 74% | 54% | 48% | 56% | 58% | 48% | 17% | 66% | 55% | 60% |

▼▲= significantly lower/higher (by year)

*Q2c. Do you read the ‘Hills Focus’?*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Yes | 59% | 77% | 81% | 78% | 82% | 96%▲ | 100% | 100% | 74% | 86% | 82% |
| No | 41% | 23% | 19% | 22% | 18% | 4% | 0% | 0% | 26% | 14% | 18% |

▼▲= significantly lower/higher (by year)

**Overall Satisfaction with Council Performance**

*Q4a. How do you rate your overall satisfaction with the performance of Council across all areas of responsibility?*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | Male | Female | Overall |
| Satisfaction mean ratings | 3.76 | 3.74 | 3.84 | 3.78 | 3.75 | 3.84 | 4.11▲ | 3.79 | 3.81 | 3.80 |

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

▼▲= significantly lower/higher (by year)

|  |  |
| --- | --- |
|  | % |
| Very satisfied | 16% |
| Satisfied | 54% |
| Somewhat satisfied | 26% |
| Not very satisfied | 3% |
| Not at all satisfied | 1% |
| Base | 1,009 |

**Responsibility for Urban Growth**

*Q4b. Do you prefer The Hills Shire Council to manage urban growth in our Shire, or the State Government?*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| I prefer The Hills Shire Council | 81% | 80% | 73% | 81% | 72% | 81% | 83% | 100% | 73% | 83% | 78% |
| I prefer the State Government | 16% | 17% | 14% | 14% | 20% | 14% | 11% | 0% | 19% | 13% | 16% |
| Don’t know | 3% | 4% | 12% | 5% | 8% | 4% | 6% | 0% | 8% | 5% | 6% |

▼▲= significantly lower/higher (by year)

**Agreement with Specific Statements – Living in the Shire**

*Q5. How strongly do you agree or disagree with the following statements?*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| The Hills Shire is a good place to live | 4.57 | 4.59 | 4.69 | 4.58 | 4.63 | 4.65 | 4.72 | 4.67 | 4.63 | 4.62 | 4.62 |
| The Hills Shire is a good place to raise children | 4.58 | 4.71 | 4.60 | 4.52 | 4.52 | 4.44▼ | 4.38▼ | 4.42 | 4.57 | 4.56 | 4.56 |
| I feel safe moving about in public spaces in The Hills during the day | 4.64 | 4.65 | 4.55 | 4.45 | 4.54 | 4.46 | 4.40 | 4.17 | 4.60 | 4.49 | 4.54 |
| I prefer to shop in my local community | 4.13 | 4.41 | 4.51 | 4.37 | 4.40 | 4.46 | 4.45 | 4.50 | 4.35 | 4.43 | 4.39 |
| My neighbourhood has a friendly atmosphere | 4.20 | 4.16 | 4.40 | 4.23 | 4.34 | 4.26 | 4.26 | 4.42 | 4.22 | 4.31 | 4.27 |
| The Hills Shire is a good place to grow old | 4.28 | 4.37 | 4.26 | 4.14 | 4.20 | 4.28 | 4.38 | 4.25 | 4.31 | 4.21 | 4.26 |
| In an emergency a family member or friend is available to assist me in the local area | 4.48▲ | 4.22 | 4.24 | 4.09 | 4.12 | 4.15 | 4.08 | 3.92 | 4.19 | 4.21 | 4.20 |
| I feel part of my local community | 3.78 | 3.98 | 4.06 | 4.08 | 4.09 | 4.14 | 4.16 | 4.42 | 3.98 | 4.09 | 4.04 |
| I feel safe moving about in public spaces in The Hills at night | 3.97 | 4.10 | 3.88 | 3.87 | 3.84 | 3.58▼ | 3.32▼ | 3.75 | 4.16▲ | 3.62 | 3.87 |
| I feel there is economic opportunity in The Hills Shire | 3.62 | 3.58 | 3.87 | 3.77 | 3.77 | 3.93▲ | 4.02▲ | 3.50 | 3.76 | 3.76 | 3.76 |

Scale: 1 = strongly disagree, 5 = strongly agree

▼▲= significantly lower/higher (by year)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Disagree | Neither disagree nor agree | Agree | Strongly agree | Total % | Base |
| The Hills Shire is a good place to live | 0% | 0% | 2% | 34% | 64% | 100% | 1,009 |
| The Hills Shire is a good place to raise children | 0% | 0% | 1% | 39% | 59% | 100% | 1,009 |
| I feel safe moving about in public spaces in The Hills during the day | 0% | 1% | 1% | 41% | 57% | 100% | 1,009 |
| I prefer to shop in my local community | 0% | 2% | 5% | 44% | 49% | 100% | 1,009 |
| My neighbourhood has a friendly atmosphere | 1% | 2% | 5% | 53% | 39% | 100% | 1,009 |
| The Hills Shire is a good place to grow old | 1% | 2% | 9% | 48% | 41% | 100% | 1,009 |
| In an emergency a family member or friend is available to assist me in the local area | 1% | 5% | 4% | 51% | 38% | 100% | 1,009 |
| I feel part of my local community | 1% | 3% | 13% | 57% | 26% | 100% | 1,009 |
| I feel safe moving about in public spaces in The Hills at night | 2% | 8% | 16% | 49% | 24% | 100% | 1,009 |
| I feel there is economic opportunity in The Hills Shire | 1% | 9% | 21% | 52% | 17% | 100% | 1,009 |

**Quality of Life**

*Q6a. How would you rate your overall quality of life?*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Mean ratings | 4.50 | 4.36 | 4.48 | 4.33 | 4.52 | 4.50 | 4.48 | 4.67 | 4.39 | 4.49 | 4.44 |

Scale: 1 = very poor, 5 = excellent

▼▲= significantly lower/higher (by year)

|  |  |
| --- | --- |
|  | % |
| Excellent | 50% |
| Good | 44% |
| Fair | 5% |
| Poor | 1% |
| Very poor | 0% |
| Base | 1,009 |

**Healthcare in the Shire**

*Q6b. Thinking about healthcare, how satisfied are you with the healthcare system in the local area?*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Mean ratings | 3.85 | 3.93 | 3.82 | 3.93 | 4.08 | 4.33▲ | 4.31▲ | 4.50 | 4.00 | 3.97 | 3.98 |

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

▼▲= significantly lower/higher (by year)

|  |  |
| --- | --- |
|  | % |
| Very satisfied | 29% |
| Satisfied | 47% |
| Somewhat satisfied | 18% |
| Not very satisfied | 5% |
| Not at all satisfied | 1% |
| Base | 1,009 |

**Agreement with Specific Statements – Access to Services**

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

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Local shops | 4.43 | 4.34 | 4.44 | 4.36 | 4.30 | 4.40 | 4.52 | 4.67 | 4.32 | 4.44 | 4.38 |
| Major shopping centres | 4.39 | 4.25 | 4.30 | 4.26 | 4.20 | 4.37 | 4.41 | 4.58 | 4.21 | 4.37 | 4.29 |
| Schools | 4.34 | 4.19 | 4.31 | 4.21 | 4.12 | 4.11 | 4.03 | 4.25 | 4.22 | 4.20 | 4.21 |
| Health and medical services | 4.21 | 4.12 | 4.09 | 4.01 | 4.13 | 4.42▲ | 4.47▲ | 4.50 | 4.12 | 4.19 | 4.15 |
| Parks, open spaces, and bushland | 4.20 | 3.90 | 4.19 | 4.13 | 4.11 | 4.15 | 4.33 | 4.75▲ | 4.13 | 4.11 | 4.12 |
| Sporting facilities | 3.73 | 3.57 | 3.90 | 3.83 | 3.83 | 3.94 | 4.06 | 4.67▲ | 3.85 | 3.79 | 3.82 |
| Community facilities | 3.68 | 3.65 | 3.81 | 3.70 | 3.64 | 3.81 | 4.07▲ | 4.58▲ | 3.73 | 3.74 | 3.73 |
| Child care | 3.68 | 3.59 | 3.77 | 3.65 | 3.48 | 3.53 | 3.62 | 3.50 | 3.59 | 3.66 | 3.63 |
| Place of work | 3.65 | 3.38 | 3.27 | 3.52 | 3.56 | 3.55 | 4.00 | N/A | 3.36 | 3.55 | 3.46 |
| Public transport | 3.27 | 2.85 | 3.20 | 3.00▼ | 3.29 | 3.80▲ | 3.89▲ | 4.50▲ | 3.30 | 3.16 | 3.22 |
| Entertainment or cultural facilities | 3.18 | 2.96 | 3.13 | 3.02 | 3.15 | 3.32▲ | 3.59▲ | 4.33▲ | 3.18 | 3.10 | 3.14 |
| Tertiary institutions | 2.73 | 2.76 | 2.96 | 3.09 | 3.17 | 3.53▲ | 3.62▲ | 3.50 | 3.05 | 3.04 | 3.04 |

Scale: 1 = strongly disagree, 5 = strongly agree

▼▲= significantly lower/higher (by year)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Disagree | Neither disagree nor agree | Agree | Strongly agree | Total % | Base |
| Local shops | 1% | 2% | 8% | 36% | 53% | 100% | 1,009 |
| Major shopping centres | 2% | 3% | 11% | 33% | 51% | 100% | 1,009 |
| Schools | 1% | 2% | 15% | 37% | 45% | 100% | 1,009 |
| Health and medical services | 1% | 3% | 16% | 38% | 42% | 100% | 1,009 |
| Parks, open spaces, and bushland | 2% | 2% | 16% | 43% | 37% | 100% | 1,009 |
| Sporting facilities | 2% | 5% | 26% | 44% | 23% | 100% | 1,009 |
| Community facilities | 2% | 3% | 33% | 45% | 18% | 100% | 1,009 |
| Child care | 4% | 6% | 36% | 33% | 22% | 100% | 1,009 |
| Place of work | 10% | 13% | 25% | 26% | 26% | 100% | 1,009 |
| Public transport | 12% | 16% | 28% | 28% | 16% | 100% | 1,009 |
| Entertainment or cultural facilities | 6% | 18% | 41% | 28% | 8% | 100% | 1,009 |
| Tertiary institutions | 9% | 21% | 37% | 22% | 11% | 100% | 1,009 |

**Participation in Local Events**

*Q8. In the last 12 months have you done any of the following?*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Attended a community festival or event | 41% | 60% | 66% | 57% | 53% | 52% | 40% | 50% | 55% | 55% | 55% |
| Visited an art gallery, attended a play, concert, or other cultural event | 31% | 28% | 32% | 46% | 39% | 38% | 43% | 50% | 39% | 34% | 36% |
| Volunteered | 37% | 30% | 32% | 35% | 28% | 34% | 33% | 67% | 32% | 34% | 33% |
| Been involved in a local committee or local community group, such as 355 committees | 13% | 27% | 26% | 26% | 23% | 28% | 27% | 50% | 23% | 26% | 25% |
| Been involved in crafts or hobby groups | 10% | 11% | 9% | 12% | 19% | 16% | 28%▲ | 58%▲ | 11% | 16% | 14% |
| Attended a Council focus group, workshop, or Council meeting | 0% | 2% | 4% | 5% | 6% | 6% | 1% | 0% | 4% | 3% | 4% |
| None of these | 34% | 24% | 21% | 22% | 24% | 24% | 20% | 8% | 25% | 23% | 24% |

▼▲= significantly lower/higher (by year)

**Sustainability in the Shire**

*Q9. Which of the following, if, any, do you have, or do at home in relation to being more sustainable?*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Bulk buying to reduce package waste | 60% | 58% | 57% | 49% | 41% | 29%▼ | 20%▼ | 25% | 46% | 51% | 49% |
| Compost or worm farm | 45% | 43% | 29% | 32% | 44% | 50%▲ | 39% | 17% | 39% | 38% | 39% |
| Recycle water | 39% | 35% | 51%▲ | 40% | 35% | 31% | 23%▼ | 33% | 34% | 43% | 39% |
| Solar power | 41% | 29% | 28% | 26% | 26% | 34% | 23% | 8% | 30% | 28% | 29% |
| Water tank | 33% | 24% | 14%▼ | 26% | 27% | 23% | 22% | 8% | 21% | 25% | 24% |
| None of the above | 5% | 2% | 10% | 14% | 16% | 20%▲ | 30%▲ | 50%▲ | 12% | 12% | 12% |

▼▲= significantly lower/higher (by year)

**Area of Employment – Working in the Shire**

*Q10a. Do you work in The Hills Shire?*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Yes | 45%▲ | 25% | 25% | 32% | 25% | 9%▼ | 4%▼ | 0% | 22% | 30% | 26% |
| No | 32% | 58% | 54%▲ | 53%▲ | 41% | 11%▼ | 4%▼ | 0%▼ | 51%▲ | 36% | 43% |
| Not working | 23% | 17% | 21%▼ | 15%▼ | 34% | 80%▲ | 92%▲ | 100%▲ | 27% | 34% | 31% |

▼▲= significantly lower/higher (by year)

**Area of Employment – Reasons for Working outside the Shire**

*Q10b. What is the main reason why you do not work locally?*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Company based outside of local area | 33% | 21% | 47% | 41% | 57% | 61% | 34% | N/A | 39% | 41% | 40% |
| Job in my industry/specialisation not available locally | 28% | 38% | 20% | 19% | 15% | 14% | 66% | N/A | 23% | 26% | 24% |
| No jobs available locally | 24% | 31% | 16% | 20% | 14% | 18% | 0% | N/A | 22% | 20% | 21% |
| Retained old job when moved into The Hills Shire | 5% | 4% | 7% | 7% | 7% | 0% | 0% | N/A | 5% | 7% | 6% |
| Prefer to work outside of The Hills Shire | 0% | 0% | 0% | 4%▲ | 1% | 0% | 0% | N/A | 0% | 2% | 1% |
| Other | 10% | 6% | 10% | 9% | 6% | 7% | 0% | N/A | 11% | 4% | 8% |

▼▲= significantly lower/higher (by year)

**Utilisation of the Metro Train**

*Q10c. As you may be aware, the NSW State Government has started works on constructing an underground metro rail system that will link Rouse Hill to the Sydney CBD. Do you think that you will utilise this metro train to travel to work?*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Yes | 52%▲ | 29% | 29% | 27% | 25% | 14% | 0% | N/A | 29% | 31% | 30% |
| No | 42% | 54% | 64% | 70% | 69% | 82% | 100% | N/A | 61% | 61% | 61% |
| Maybe | 4% | 6% | 7% | 3% | 5% | 4% | 0% | N/A | 4% | 5% | 5% |
| Can’t say | 2% | 11%▲ | 1% | 1% | 1% | 0% | 0% | N/A | 5% | 2% | 3% |

▼▲= significantly lower/higher (by year)

**Travel Time to Place of Employment**

*Q10d. On average, how many minutes does it take you in total to travel to and from your usual work place?*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64+ | 65-74 | 75-84 | 85+ |
| Average minutes | 55.6 | 62.6 | 73.5 | 59.6 | 55.6 | 49.3 | 40.1 | N/A |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Male | Female | Overall 2014 | Overall 2012 |
| Average minutes | 70.0▲ | 54.3 | 61.9▼ | 69.0 |

▼▲= significantly lower/higher (by year)

**Suggested Improvements for Public Transport**

*Q10e. How do you think public transport can be improved and in what time frame?*

|  |  |  |
| --- | --- | --- |
| **Suggested improvements** | **Time frame** | **%**  **N = 997** |
| Increase frequency of bus/train services – *peak hour, later at night, off-peak, weekends, school hours, to the CBD* | As soon as possible | 24% |
| Within a year | 9% |
| Within the next 5 years | 2% |
| Within two years | 2% |
| Within the next 2-4 years | 1% |
| Within the next 5-10 years | 0% |
| In time with new train line | 0% |
| Within 2 years | 0% |
| Within the next 20 years | 0% |
| No improvements necessary | | 20% |
| Extended public transport services – *train, bus, light rail* | As soon as possible | 4% |
| Within a year | 2% |
| Within the next 5 years | 1% |
| Within the next 5-10 years | 1% |
| Within two years | 1% |
| Within the next 2-4 years | 0% |
| Train line in progress, no other suggestions | As soon as possible | 3% |
| In the proposed timeframe (2017) | 0% |
| Time that it is proposed to be completed by is adequate (2019) | 0% |
| Within two years | 0% |
| Within the next 20 years | 0% |
| Within the next 2-4 years | 1% |
| Within the next 5 years | 1% |
| Within the next 5-10 years | 1% |
| Adequate parking for commuters – *bus terminal, train stations, drop off/pick up points* | As soon as possible | 4% |
| Within a year | 1% |
| Within the next 5 years | 1% |
| Within two years | 1% |
| Within the next 2-4 years | 0% |
| Before new train line is completed | 0% |
| In line with introduction of the metro train service | 0% |
| Same time frame as new Metro Rail | 0% |
| Within 2 years | 0% |

*Q10e. How do you think Public Transport can be improved and in what time frame?*

|  |  |  |
| --- | --- | --- |
| **Suggested improvements (cont’d)** | **Time frame** | **%**  **N = 997** |
| More direct public transport routes for buses and trains | As soon as possible | 2% |
| Within a year | 0% |
| Within the next 2-4 years | 0% |
| Within the next 5 years | 1% |
| Within the next 5-10 years | 0% |
| Within two years | 0% |
| Unsure | | 3% |
| Better accessibility to public transport – *bus stops, train stations* | As soon as possible | 1% |
| Within a year | 1% |
| Within two years | 0% |
| Within the next 2-4 years | 0% |
| Within the next 5-10 years | 0% |
| As soon as possible | 1% |
| Within a year | 1% |
| Within the next 2-4 years | 0% |
| By the time the metro link is finished | 0% |
| Within the next 5 years | 0% |
| Within the next 5-10 years | 0% |
| Within two years | 0% |
| Traffic – *management, improve, congestion* | As soon as possible | 1% |
| Within a year | 0% |
| Within the next 5 years | 0% |
| Within the next 5-10 years | 0% |
| Within two years | 0% |
| Traffic infrastructure – *improve roads, maintenance, widen lanes, capacity* | As soon as possible | 1% |
| Within 2 years | 0% |
| Within a year | 0% |
| Within the next 20 years | 0% |
| Within the next 5 years | 0% |
| Within the next 5-10 years | 0% |

*Q10e. How do you think Public Transport can be improved and in what time frame?*

|  |  |  |
| --- | --- | --- |
| **Suggested improvements (cont’d)** | **Time frame** | **%**  **N = 997** |
| No suggestions, do not use public transport | | 2% |
| Introduction of shuttle bus – *replace regular buses during off-peak hours, localised community shuttle bus, transport link* | As soon as possible | 1% |
| When the train railway is implemented | 0% |
| Within a year | 0% |
| Within the next 2-4 years | 0% |
| Within the next 5 years | 0% |
| Within the next 5-10 years | 0% |
| Bus lanes – install, extend to CBD, increase | As soon as possible | 1% |
| Within the next 5 years | 0% |
| Within a year | 0% |
| Within the next 2-4 years | 0% |
| Adhering to timetable/scheduled arrival and departure | As soon as possible | 1% |
| Within a year | 0% |
| No suggestions | | 1% |
| Increase frequency of public transport services | As soon as possible | 1% |
| Within the next 5 years | 0% |
| More express bus services | As soon as possible | 1% |
| Within the next 5 years | 0% |
| Within two years | 0% |
| Ease of access to timetables | As soon as possible | 0% |
| Within a year | 0% |
| Reduce cost of public transport | As soon as possible | 0% |
| Within a year | 0% |
| Within the next 5 years | 0% |
| Availability of taxis | As soon as possible | 0% |
| Within a year | 0% |
| Maintain bus services – *locally, to other areas, to CBD* | As soon as possible | 0% |
| Within the next 2-4 years | 0% |
| Within the next 5-10 years | 0% |
| Within two years | 0% |
| Increase frequency of direct train services to CBD | As soon as possible | 0% |
| Within the next 5 years | 0% |
| More bus shelters | As soon as possible | 0% |
| Within a year | 0% |
| More stops available for public transport | As soon as possible | 0% |
| Within a year | 0% |
| Ticket outlets - improve and more of | As soon as possible | 0% |
| Updated timetables at bus stations | As soon as possible | 0% |
| Within a year | 0% |
| Better training for bus operators | As soon as possible | 0% |

*Q10e. How do you think Public Transport can be improved and in what time frame?*

|  |  |  |
| --- | --- | --- |
| **Suggested improvements (cont’d)** | **Time frame** | **%**  **N = 997** |
| Maintenance of buses | Within a year | 0% |
| As soon as possible | 0% |
| More information about services | Within a year | 0% |
| More localised bus services | As soon as possible | 0% |
| More traffic lights | Within a year | 0% |
| Security/safety on public transport | As soon as possible | 0% |
| Transport systems to be built to the consideration of population growth | As soon as possible | 0% |
| Within the next 2-4 years | 0% |
| Better incorporation of train network with metro system | Within the next 2-4 years | 0% |
| Connect shuttle bus to airport service to local areas | As soon as possible | 0% |
| Continued management of train services | Within two years | 0% |
| Convert T-way transport system to tram/light rail system | Within the next 5-10 years | 0% |
| Create a standardised gap between train and platforms to prevent people falling between them | As soon as possible | 0% |
| Create a standard height for trains and platforms to assist wheelchair and pram access | As soon as possible | 0% |
| Decrease off-peak bus fares | As soon as possible | 0% |
| Development of an underground rail line | As soon as possible | 0% |
| Encourage use of public transport | As soon as possible | 0% |
| Faster train service | As soon as possible | 0% |
| Free localised bus service | Within a year | 0% |
| Full-sized double-decker trains for metro rail system | As soon as possible | 0% |
| Improve access roads to CBD | As soon as possible | 0% |
| Improved public transport | As soon as possible | 0% |
| Improved train services | As soon as possible | 0% |
| Incorporate light rail with the rest of the train network | Within the next 2-4 years | 0% |
| Increase capacity on buses | As soon as possible | 0% |
| Increase frequency of light rail services | Within the next 5 years | 0% |
| Introduction of a 'park and ride' service | Within a year | 0% |
| Maintenance of bus/train stations | As soon as possible | 0% |
| Maintenance of trains | As soon as possible | 0% |
| Mobile application for real-time tracking of buses and trains | Within 2 years | 0% |
| More availability of school buses | Within two years | 0% |
| More double-decker buses | Within the next 5 years | 0% |
| More flexible timetable for weekends | As soon as possible | 0% |
| More frequent bus services to services/facilities | As soon as possible | 0% |
| More suburban train transport links | As soon as possible | 0% |
| Reduce cost of commuter parking | Within a year | 0% |
| Shuttle bus to airport | Within a year | 0% |
| Specialised transport for pensioners and elderly | As soon as possible | 0% |
| Student Opal card | As soon as possible | 0% |
| Train system needs improvement | As soon as possible | 0% |
| Website – user friendly, easier to access information | Within a year | 0% |

**Traffic Safety on Local Roads**

*Q10f. How would you rate the traffic safety on local roads (i.e. signals, roundabouts and crossings)?*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Mean ratings | 3.84 | 3.73 | 3.61 | 3.41 | 3.43 | 3.31▼ | 3.51 | 3.50 | 3.63 | 3.50 | 3.56 |

Scale: 1 = very poor, 5 = excellent

▼▲= significantly lower/higher (by year)

|  |  |
| --- | --- |
|  | % |
| Excellent | 10% |
| Good | 51% |
| Fair | 29% |
| Poor | 7% |
| Very poor | 3% |
| Base | 1,009 |

**Traffic Congestion on Local Roads**

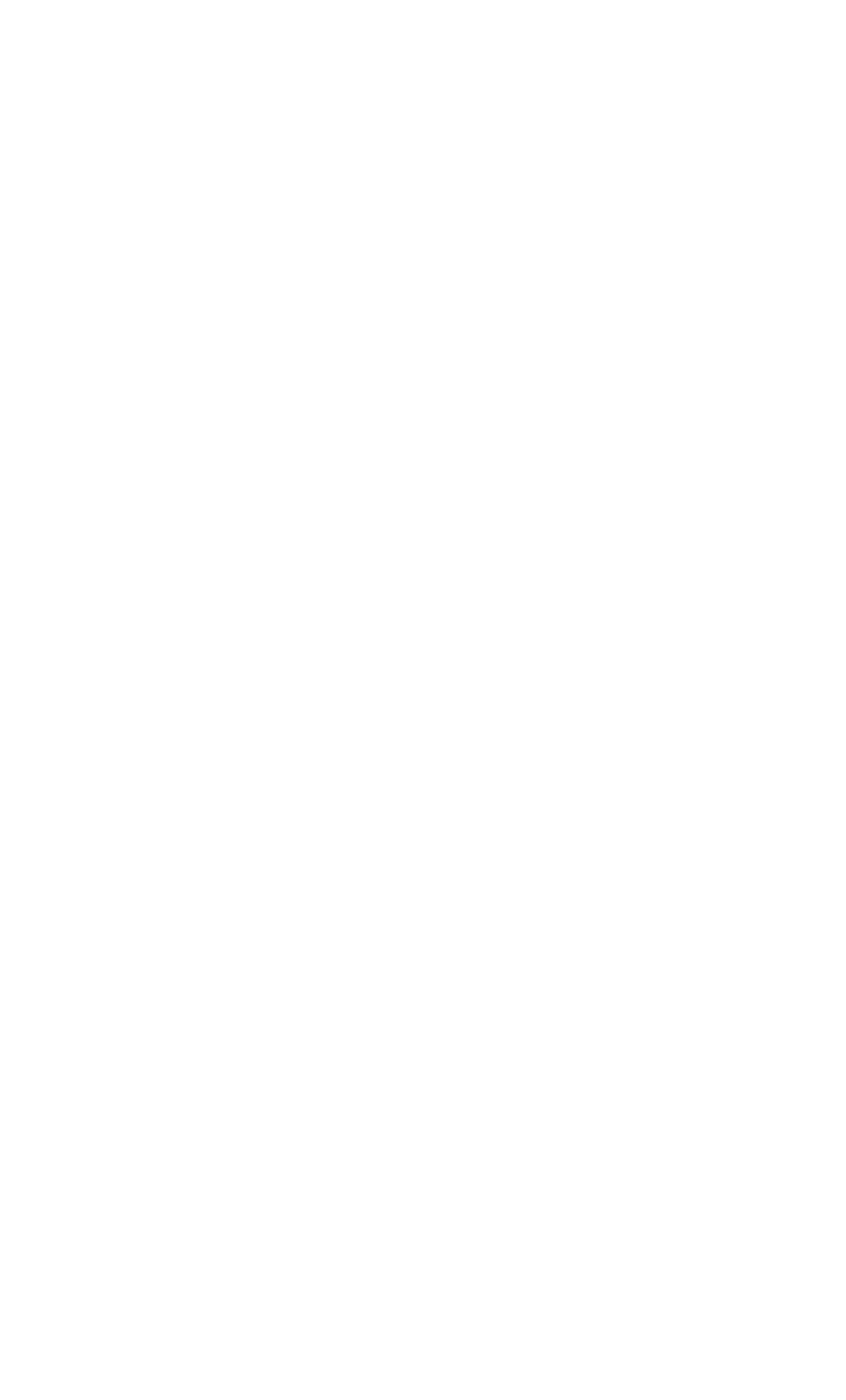
*Q10g. How would you rate the traffic congestion on local roads?*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | Male | Female | Overall |
| Quality mean ratings | 2.85▲ | 2.75 | 2.48 | 2.32▼ | 2.45 | 2.24▼ | 2.43 | 2.75 | 2.53 | 2.50 | 2.51 |

Scale: 1 = very poor, 5 = excellent

▼▲= significantly lower/higher (by year)

|  |  |
| --- | --- |
|  | % |
| Excellent | 2% |
| Good | 14% |
| Fair | 34% |
| Poor | 33% |
| Very poor | 17% |
| Base | 1,009 |



# Appendix B

**Questionnaire**

**Appendix B**

**Questionnaire**

**The Hills Shire Council**

**Community Satisfaction Research**

Good Morning/Afternoon/Evening, my name is…………….and I am calling on behalf of The Hills Shire Council from a research company called Micromex. We are conducting a survey about the services provided by Council and what Council's priorities should be in the future.

The survey will take approximately 15 minutes to complete and we would like to interview the person in your household over 18 who had the most recent birthday. Would you please be able to assist?

Before we start, I just have to make sure you qualify for an interview. Firstly, is this household in The Hills Shire Council area? [IF NOT TERMINATE]

And have you lived in this Council area for more than 6 months? [IF NOT TERMINATE]

Are you or anyone in your household a Councillor or employed by any local Council? (IF YES, TERMINATE INTERVIEW)

Great, you qualify. The information you provide will only be used for research purposes and is completely confidential. I also have to inform you that my supervisor may monitor this call for quality control purposes.

**Firstly, thinking of the ways you can make contact with Council:**

**Q1. How would you prefer to conduct your Council related business? Prompt**

O In person at Administration Centre (Columbia Ct Baulkham Hills)

O Library (Castle Hill, Rouse Hill, Dural, Baulkham Hills, Carlingford)

O Online

O Telephone

O By mail

O Other (please specify)...............................

**Q2a. Where do you look to find out information from Council? Prompt (MR)**

O Word of mouth

O Sent with rates notice

O Hills News

O Rouse Hill Times

O Hills Shire Times

O Rouse Hills-Stanhope Gardens News

O Radio

O Hills Focus community magazine

O Library

O Council website

O Personal enquiry

O E-newsletters

O Social media

O Other (please specify)...............................

**Q2b. Do you receive Council’s ‘Hills Focus’ community magazine in your letterbox?**

O Yes O No **(If no, go to Q3)**

**Q2c. Do you read the ‘Hills Focus’?**

O Yes O No **(If yes, go to Q3)**

**Q2d. Why not?**

...........................................................................................................................................................

**SPECIFIC SERVICES**

**Q3. I would like to ask you some questions about Council provided services. In this first part could you please indicate which best describes your opinion of the importance of the following services/facilities to you, and in the second part, your level of satisfaction with the performance of that service.**

**The scale is from 1 to 5 where 1 = low importance and low satisfaction and 5 = high importance and high satisfaction.**

Creating Vibrant Communities

**Importance Satisfaction**

**Low High Low High**

**1 2 3 4 5 1 2 3 4 5**

Library services O O O O O O O O O O

Community centres and community halls O O O O O O O O O O

Youth facilities, e.g. skate parks O O O O O O O O O O

Services and facilities for older people O O O O O O O O O O

Emergency services, e.g. SES and Rural Fire

Service O O O O O O O O O O

Support for volunteer organisations O O O O O O O O O O

Council provision of local community events O O O O O O O O O O

Playgrounds/play equipment O O O O O O O O O O

Ovals and sporting facilities O O O O O O O O O O

Lighting of public areas O O O O O O O O O O

Provision of public toilets O O O O O O O O O O

Parks and gardens O O O O O O O O O O

Aquatic centre O O O O O O O O O O

Recreation/Performing Arts Centre O O O O O O O O O O

Protecting our Environment

**Importance Satisfaction**

**Low High Low High**

**1 2 3 4 5 1 2 3 4 5**

Preservation of sensitive environmental areas

(i.e Broadwater wetlands and bushland

reserves) O O O O O O O O O O

Preservation of permanent open space O O O O O O O O O O

Water quality O O O O O O O O O O

Air quality O O O O O O O O O O

Management of noise pollution O O O O O O O O O O

Preservation of plants and animals in their

natural habitat O O O O O O O O O O

Bushland regeneration and weed control O O O O O O O O O O

Domestic garbage collection (red bin) O O O O O O O O O O

Recycling collection (yellow bin) O O O O O O O O O O

Garden organic collection (green bin) O O O O O O O O O O

On call kerbside service O O O O O O O O O O

Balanced Urban Growth

**Importance Satisfaction**

**Low High Low High**

**1 2 3 4 5 1 2 3 4 5**

Maintaining condition of residential (local) roads O O O O O O O O O O

Maintaining condition of footpaths and

cycleways O O O O O O O O O O

Traffic parking enforcement O O O O O O O O O O

Overall zoning of the Shire O O O O O O O O O O

Range of shopping facilities O O O O O O O O O O

Protection of heritage values and buildings O O O O O O O O O O

Low density housing developments, e.g. single

houses, villas O O O O O O O O O O

Medium density housing developments,

e.g. apartments O O O O O O O O O O

Streetscape appearance O O O O O O O O O O

Health inspections of food premises,

hairdressers, etc. O O O O O O O O O O

Pet and animal management/control O O O O O O O O O O

Modern Local Economy

**Importance Satisfaction**

**Low High Low High**

**1 2 3 4 5 1 2 3 4 5**

Town centre and village atmosphere O O O O O O O O O O

Commercial building developments,

e.g. industry, shopping centres, offices O O O O O O O O O O

Generating local employment opportunities O O O O O O O O O O

Proactive Leadership

**Importance Satisfaction**

**Low High Low High**

**1 2 3 4 5 1 2 3 4 5**

Council’s conduct as a professional organisation O O O O O O O O O O

Opportunities to have a ‘real say’ on issues that

affect your life O O O O O O O O O O

Council’s decision-making e.g. objectivity,

balanced decisions O O O O O O O O O O

Communication with Council and access to

information O O O O O O O O O O

Council’s financial management O O O O O O O O O O

Long term planning for The Hills Shire O O O O O O O O O O

Image and presentation of Council information O O O O O O O O O O

Access to your local Councillor O O O O O O O O O O

**Q4a. How do you rate your overall satisfaction with the performance of Council across all areas of responsibility? Prompt**

O Very satisfied

O Satisfied

O Somewhat satisfied

O Not very satisfied

O Not at all satisfied

**Q4b. Do you prefer The Hills Shire Council to manage urban growth in our Shire, or the State Government?**

O I prefer The Hills Shire Council

O I prefer the State Government

O Don’t know

**Q5. How strongly do you agree or disagree with the following statements? Prompt**

**Strongly Disagree Neither Agree Strongly**

**disagree agree**

The Hills Shire is a good place to live O O O O O

I feel part of my local community O O O O O

My neighborhood has a friendly atmosphere O O O O O

I prefer to shop in my local community O O O O O

I feel safe moving about in public spaces in

The Hills during the day O O O O O

I feel safe moving about in public spaces in

The Hills at night O O O O O

In an emergency a family member or friend is

available to assist me O O O O O

The Hills Shire is a good place to raise children O O O O O

The Hills Shire is a good place to grow old O O O O O

I feel there is economic opportunity in The

Hills Shire (i.e. locally owned and operated

businesses, jobs with career growth, job

training/higher education, etc.) O O O O O

**Q6a. How would you rate your overall quality of life? Prompt**

O Excellent

O Good

O Fair

O Poor

O Very poor

**Q6b Thinking about healthcare, how satisfied are you with the health care system in the local area?**

O Very satisfied

O Satisfied

O Somewhat satisfied

O Not very satisfied

O Not at all satisfied

**Access to services**

**Q7. On a scale of 1 to 5, where 1 means ‘strongly disagree’ and 5 means ‘strongly agree’, to what extent do you agree or disagree with the following statements?**

**In The Hills Shire I find it easy to access:**

**Strongly Disagree Neither Agree Strongly**

**disagree agree**

Place of work O O O O O

Local shops O O O O O

Major shopping centres O O O O O

Health and medical services O O O O O

Child care O O O O O

Schools O O O O O

Tertiary institutions (TAFE or university) O O O O O

Public transport O O O O O

Sporting facilities O O O O O

Entertainment or cultural facilities O O O O O

Parks, open spaces and bushland O O O O O

Community facilities O O O O O

**Q8. In the last 12 months have you done any of the following: Prompt**

O Attended a community festival or event

O Visited an art gallery, attended a play, concert or other cultural event

O Been involved in crafts or hobby groups

O Volunteered

O Been involved in a local committee or local community group, such as 355 committees

O Attended a Council focus group, workshop or Council Meeting

**Q9. Which of the following, if any, do you have, or do at home in relation to being more sustainable? Prompt**

O Compost or worm farm

O Water tank

O Recycle water

O Solar power

O Bulk buying to reduce package waste

O None of the above

**Q10a. Do you work in The Hills Shire?**

O Yes **(If yes, go to Q10c)**

O No

O Not working **(If no, go to Q10e)**

**Q10b. What is the main reason why you do not work locally? Do not prompt**

O Company based outside of local area

O No jobs available locally

O Job in my industry/specialisation not available locally

O Retained old job when moved into The Hills Shire

O Prefer to work outside of The Hills Shire

O Other (please specify)……………………………

**Q10c. As you are aware, the NSW State Government has started works on constructing an underground metro rail system that will link Rouse Hill to the Sydney CBD. Do you think that you will utilise this metro train to travel to work?**

O Yes

O No

O Maybe

O Can’t say

**Q10d. On average, how many minutes does it take you in total to travel to and from your usual work place?**

...........................................................................................................................................................

**Q10e. How do you think Public Transport can be improved and in what time frame?**

...........................................................................................................................................................

**Q10f. How would you rate the traffic safety on local roads (i.e. signals, roundabouts and crossings)?**

O Excellent

O Good

O Fair

O Poor

O Very Poor

**Q10g. How would you rate the traffic congestion on local roads?**

O Excellent

O Good

O Fair

O Poor

O Very Poor

**Priority Issues**

**Q11. What are the things that you value most about living in The Hills Shire? (PROBE FULLY)**

...........................................................................................................................................................

**Q12. Thinking about the next 4 years, what do you think are the highest priority issues facing The Hills Shire and its residents? (PROBE FULLY)**

...........................................................................................................................................................

**Demographics**

**Could you please now just assist with the following demographic information?**

**Q13. Age Group:**

O 18 – 24

O 25 - 34

O 35 - 44

O 45 – 54

O 55 - 64

O 65 - 74

O 75 - 84

O 85 and over

**Q14. Which of the following best describes your home?**

O Free standing house

O Villa

O Townhouse

O Flat/unit

O Self care retirement complex

O Rural dwelling

O Other

**Q15. Do you own or rent your home?**

O Own/buying

O Rent

**Q16. In which suburb do you live?**

O Annangrove O Leets Vale

O Baulkham Hill O Lower Portland

O Beaumont Hills O Maraylya

O Bella Vista O Maroota

O Box Hill O Middle Dural

O Carlingford O North Rocks

O Castle Hill O Northmead

O Cattai O Oatlands

O Dural O Rouse Hill

O Glenhaven O Sackville North

O Glenmore O South Maroota

O Kellyville O West Pennant Hills

O Kenthurst O Wisemans Ferry

**Q17. How long have you been a resident of The Hills Shire?**

O Less than 1 year

O 1 – 5 years

O 6 – 10 years

O 11 – 20 years

O Over 20 years

**Q18. Gender (determine by voice):**

O Male

O Female

**That completes the survey and I thank you for your assistance. This information will assist Council in providing better services for residents.**

**I confirm again that my name is ……………... If you have any questions with regards to this survey you may contact Council on 98430115 – Aneesh Zahra the Manager of Corporate & Strategic Planning**

**THANK YOU FOR YOUR ASSISTANCE**