

# PITTWATER COUNCIL IMPROVEMENT PROPOSAL

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## Appendix 3

MICROMEX RESEARCH REPORT  
FIT FOR THE FUTURE  
ONLINE & PAPER SURVEYS

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# Pittwater Council

Fit for the Future – Online & Paper Surveys

Prepared by: Micromex Research

Date: June 2015



# Background



# Methodology & Sample

## Data collection

Micromex Research, together with Pittwater Council, developed the questionnaire.

## Data collection period

The online research was available to residents via Pittwater Council's website from the 24<sup>th</sup> April to 5<sup>th</sup> June 2015, and resulted in 2,407 responses.

Paper surveys were available to the community in a variety of ways (see following), resulting in a total of 1,191, the breakdown of which was: General public – 669, High Schools – 121, Palm Beach markets – 117, and Avalon Woolworths – 284. Please note, these were the maximum numbers received, however, some respondents chose not to answer all of the questions resulting in lower base sizes for those questions. For example, some respondents only gave their first preference, instead of ranking the three options.

Council's Community and Library Services team organised visits to the three public high schools in Pittwater to allow SRC students the opportunity to participate in the Community Survey. On the days that Council staff attended each school, numbers attending the SRC meetings varied but over 100 students participated from the following schools: Narrabeen Sports High, Pittwater High School, Barrenjoey High School.

Paper surveys were available through Council's customer service areas and libraries at Mona Vale and Avalon. Surveys were also completed via the Councillor stall at the Food and Wine Fair at Winnerremy Bay. Paper copies were also distributed through some local resident groups. The period for completion of surveys was until 5th June 2015.

Paper surveys were available at displays which included copies of the information brochure and panels displaying key information about the options. These were not staffed but locked boxes were available for residents to place their completed surveys.

Community members were active in their interactions with residents at the community based stalls.

Whilst we did delete duplicate records, more than one person from each household was able to complete the research. Also, whilst all feedback received from the community is valuable, these opt-in methods cannot be compared to the random sample research in terms of validity and representativeness of results.



# Methodology & Sample

## **Data analysis**

The data within this report was analysed using Q Professional.

## **Percentages**

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

*The survey consisted of a series of questions eliciting demographic data, levels of support for each option and their preferences in relation to each option. It is important to note that respondents were asked for their level of support for each option to identify how people felt about each option. The respondents were then asked to preference the options to clarify their ultimate choice when it came to decision making.*



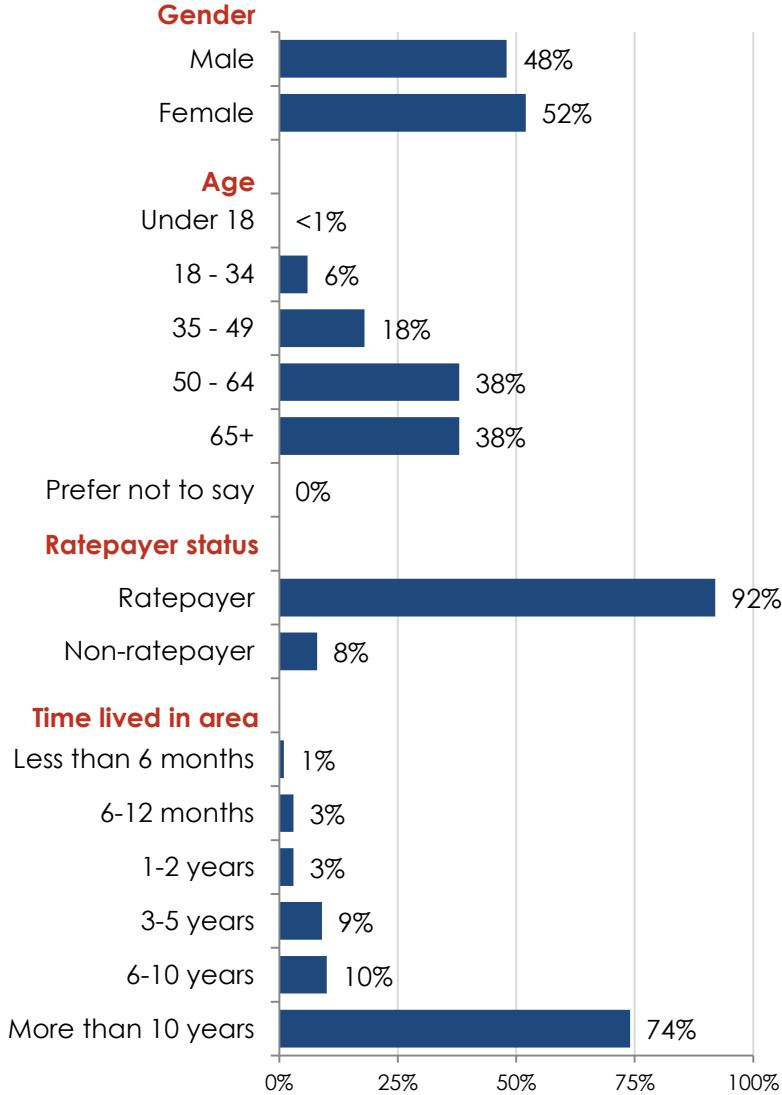
# Sample Profile



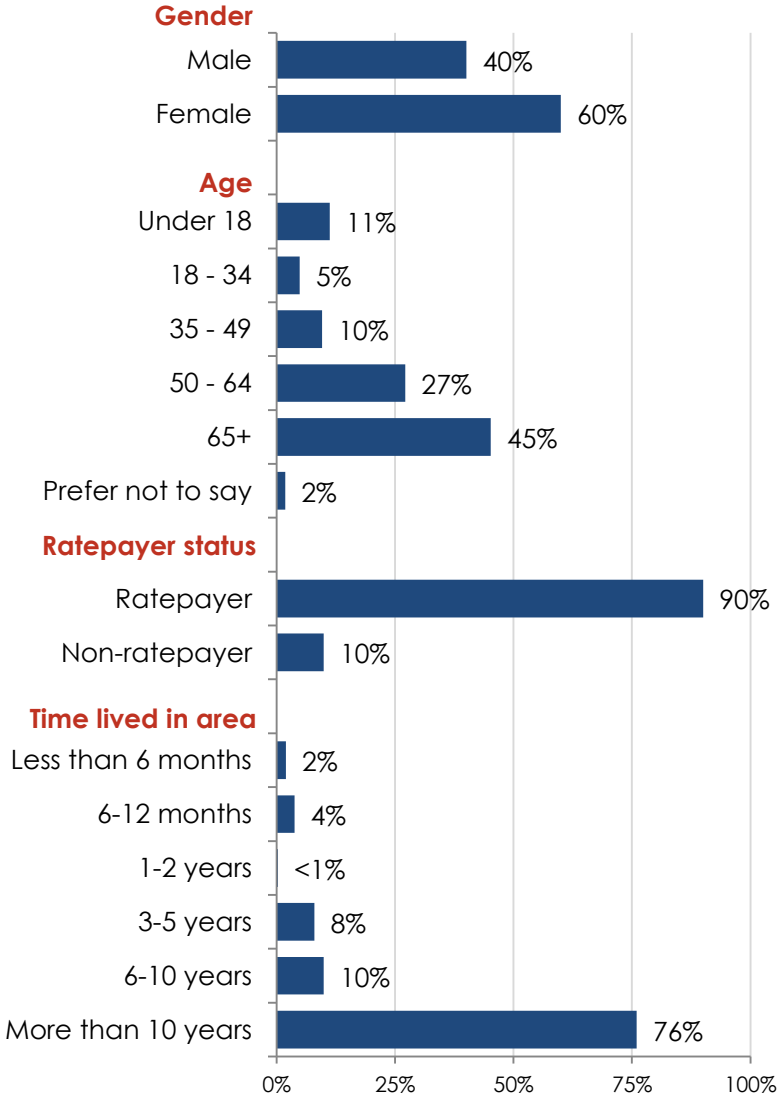


# Sample Profile

## Online



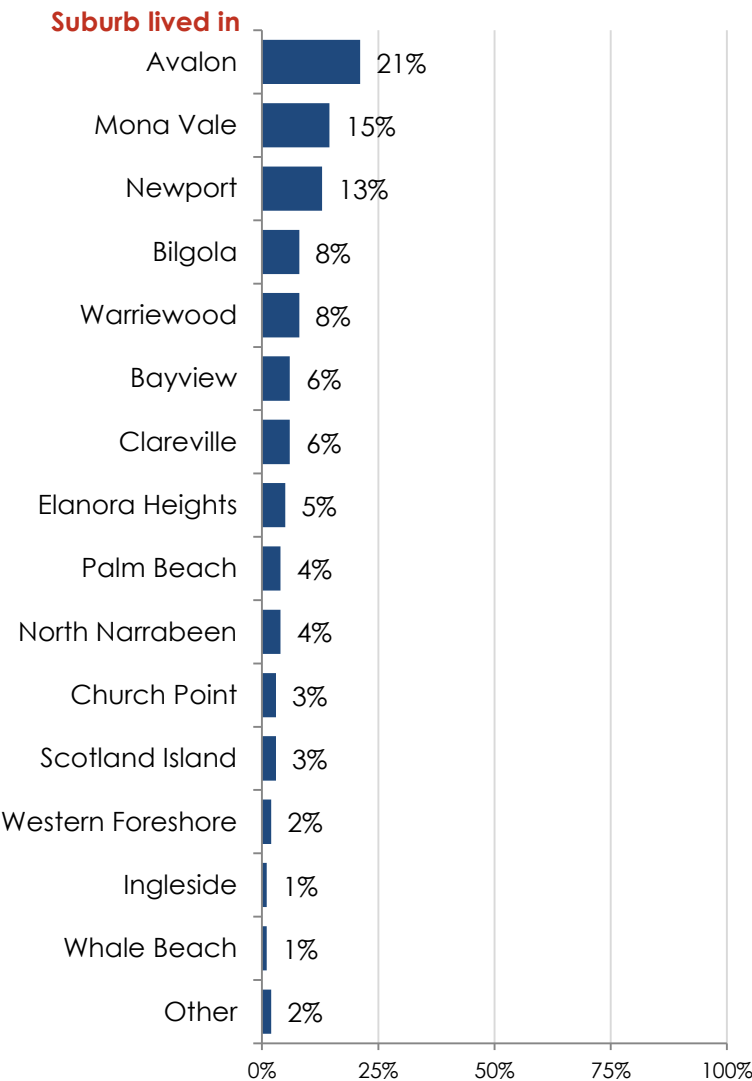
## Paper Surveys



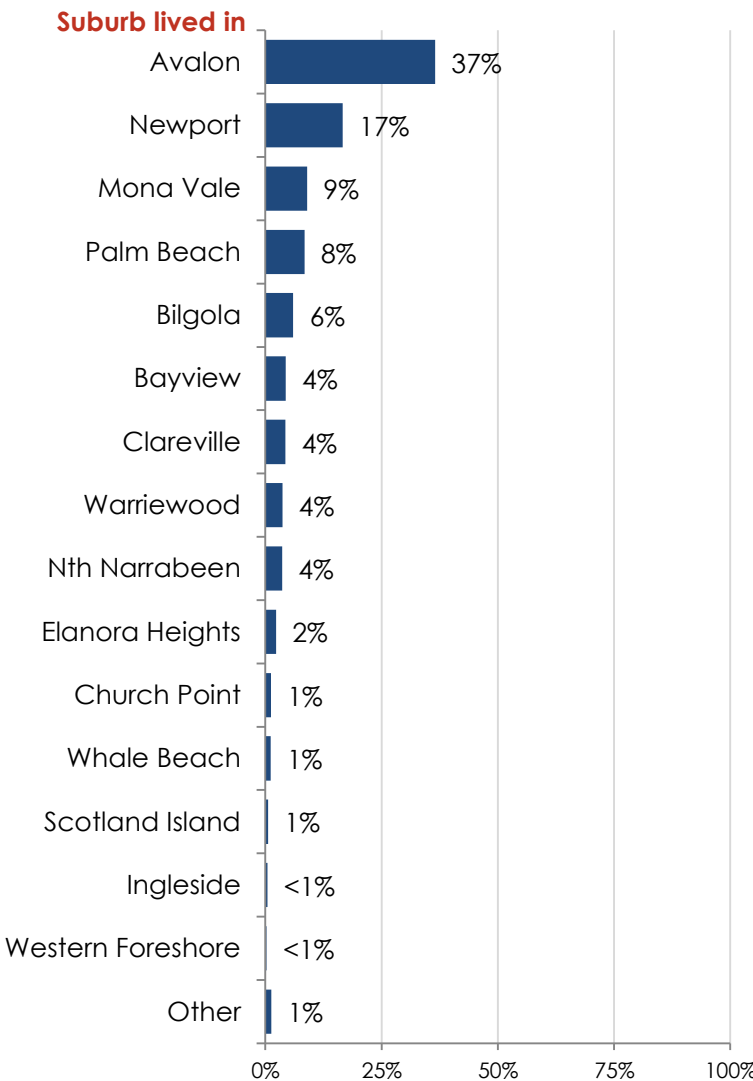


# Sample Profile

Online



Paper Surveys





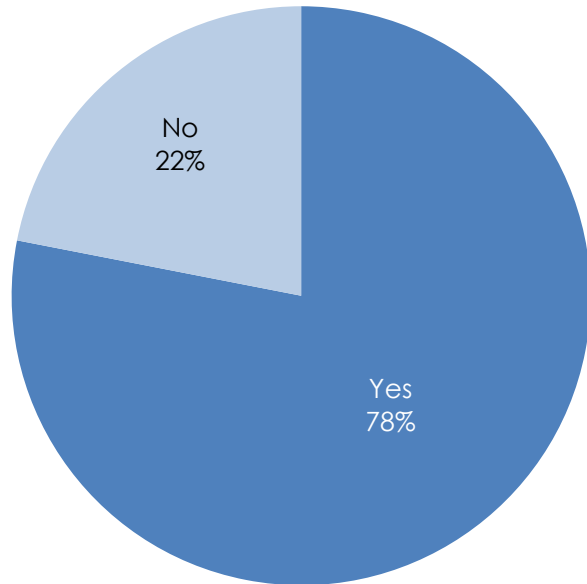
# Detailed Findings – Council's Information Pack & Awareness of the Proposal



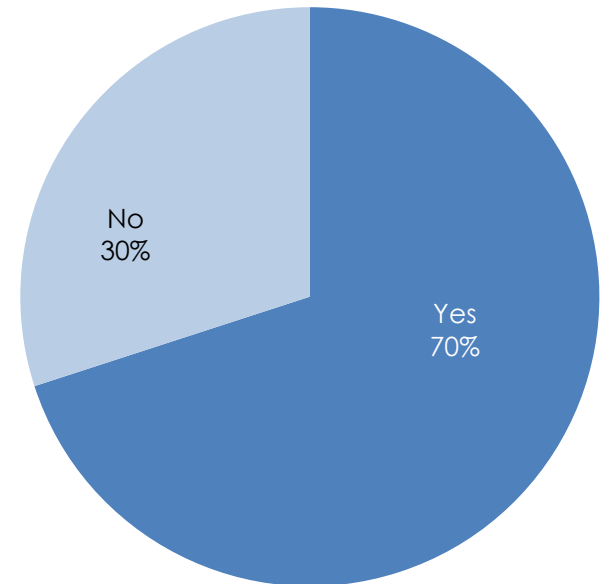
# Receipt of Council's Information Pack

Q. Do you recall receiving a Council information pack on this issue?

Online



Paper Surveys



Base: N=2,407

Base: N=1,096

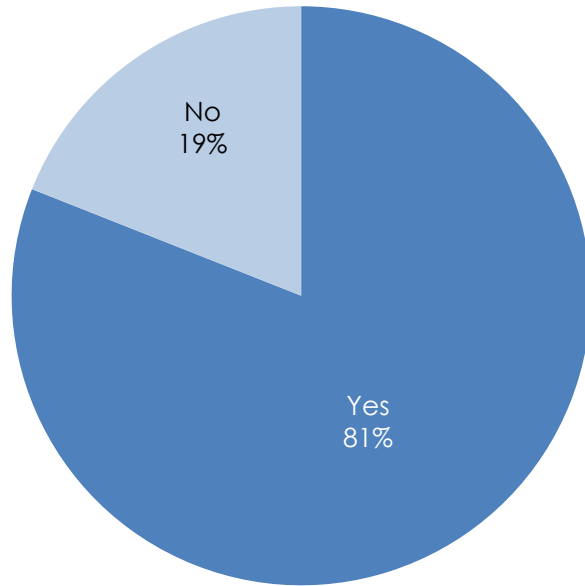
**78% of those who completed the survey online and 70% of those who completed a paper survey recalled receiving the Council information pack**



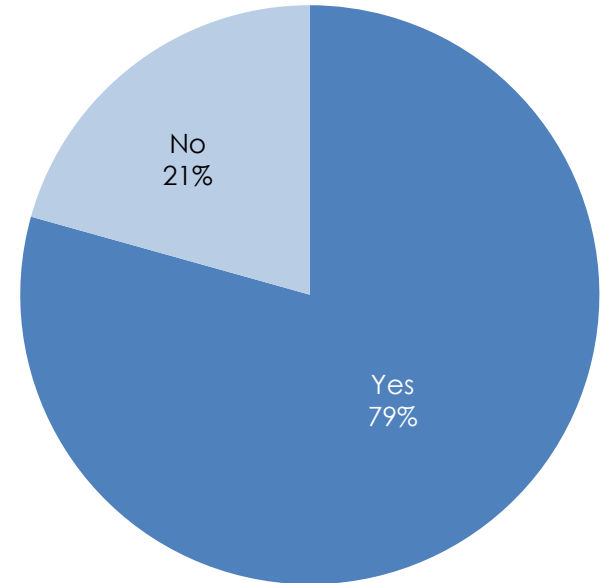
# Perusal of Council's Information Pack

Q. Did you read the Council information pack on this issue?

Online



Paper Surveys



Base: N=2,407

Base: N=1,023

**Readership of the information pack was high with 81% of online respondents and 79% of those who completed the paper surveys stating they had indeed read the pack**



# Perusal of Council's Information Pack

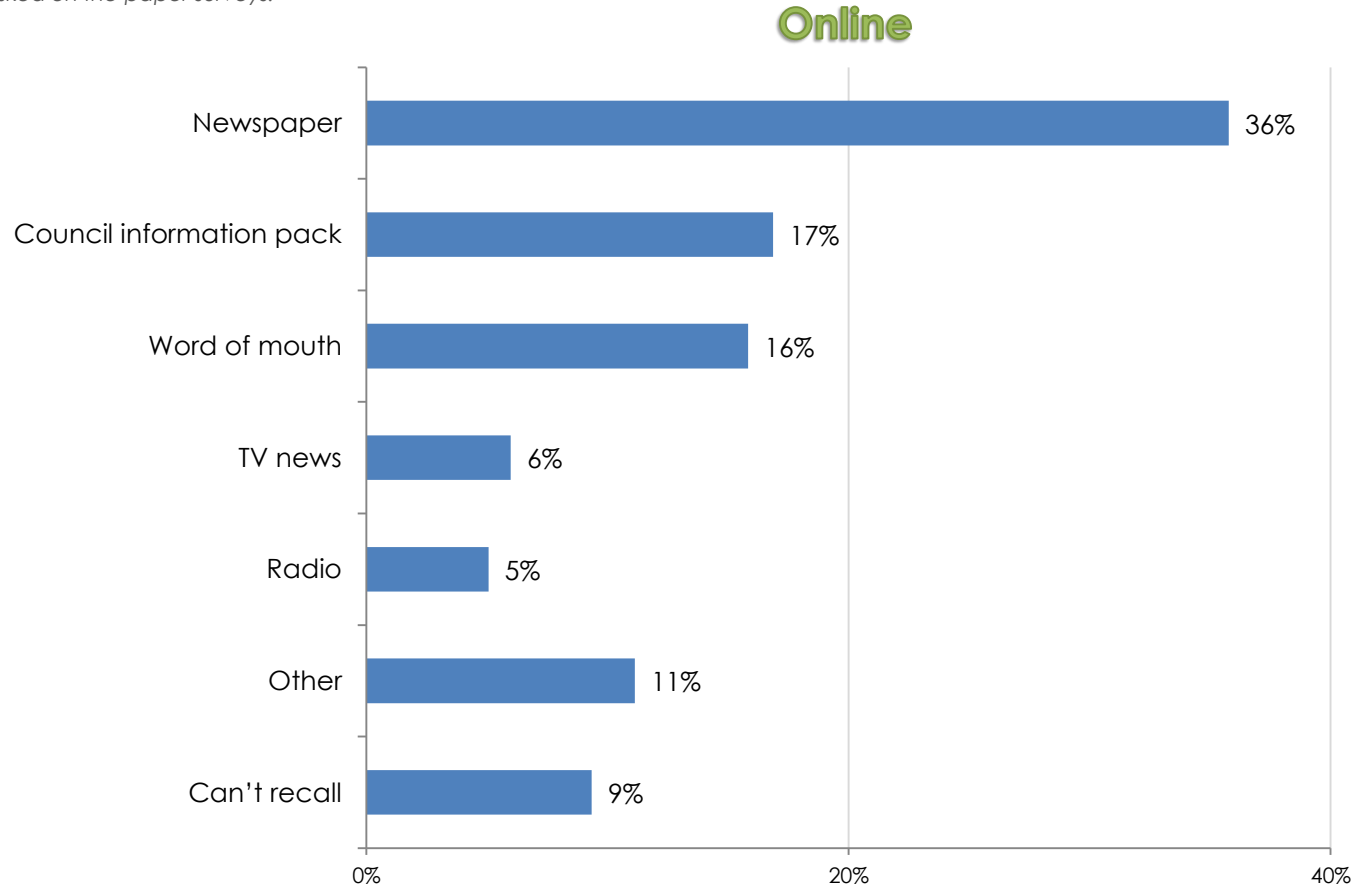
- Q. Do you recall receiving a Council information pack on this issue?
- Q. Did you read the Council information pack on this issue?

	Recall receiving information pack	Read information pack
	General – N=611	
Yes	71%	84%
No	29%	16%
	High school – N=113	
Yes	65%	65%
No	35%	35%
	Palm Beach markets – N=110	
Yes	72%	73%
No	28%	27%
	Avalon Woolworths – N=262	
Yes	69%	75%
No	31%	25%

Detailed  
paper  
survey  
results

# First Awareness of the Proposal

Q. Where did you first hear about this proposal?  
Note: This question was not asked on the paper surveys.



Base: N=2,407

**'Newspaper' was the standout media through which residents had heard about the proposal, with 36% of the sample.**  
**This was followed by the 'Council information pack' (17%) and 'word of mouth' (16%)**

# Detailed Findings – Attitudes to Merger Options



# Concept Statement

Fit for the Future is the name given to the review of local government being carried out by the NSW Government, in an effort to reduce the number of councils in NSW.

The argument for amalgamation is that bigger councils might be more economically efficient in the delivery of services, whilst an argument against amalgamation is that bigger councils will be less responsive to the local community's needs and local issues.

**The NSW Government Fit for the Future announcement made a recommendation that Pittwater be merged with Warringah and Manly into one council with a population of around 259,000 residents.**

Pittwater Council remains opposed to the option of one Council for the northern beaches, as Pittwater Council is completely sustainable and Fit for the Future in its current form and structure according to the NSW Government Fit for the Future criteria. **Pittwater remains committed to a strong independent Pittwater Council providing local representation and delivery of local services to the people of Pittwater on the existing boundaries.** Pittwater Council would, however, like to seek the community's feedback on all three options outlined in the recent KPMG report and Council information pack.

The three options for consideration are:

- Option 1 – Pittwater to maintain the status quo, to remain as they are without any boundary changes
- Option 2 – Greater Pittwater/Greater Manly – involving boundary changes that splits the existing Warringah Council
- Option 3 – A single council comprising the current local government areas of Manly, Warringah, and Pittwater





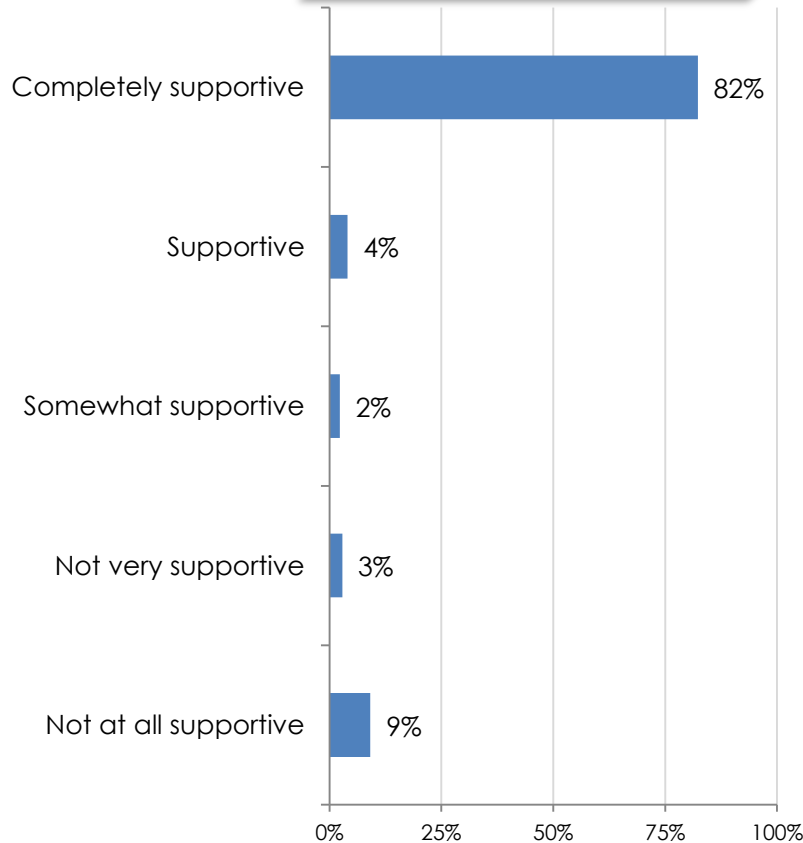
# Support for Pittwater to Stand Alone

Option 1: Pittwater Council to maintain the status quo, to remain as they are without any boundary changes

Q. How supportive are you of Pittwater Council staying as it is?

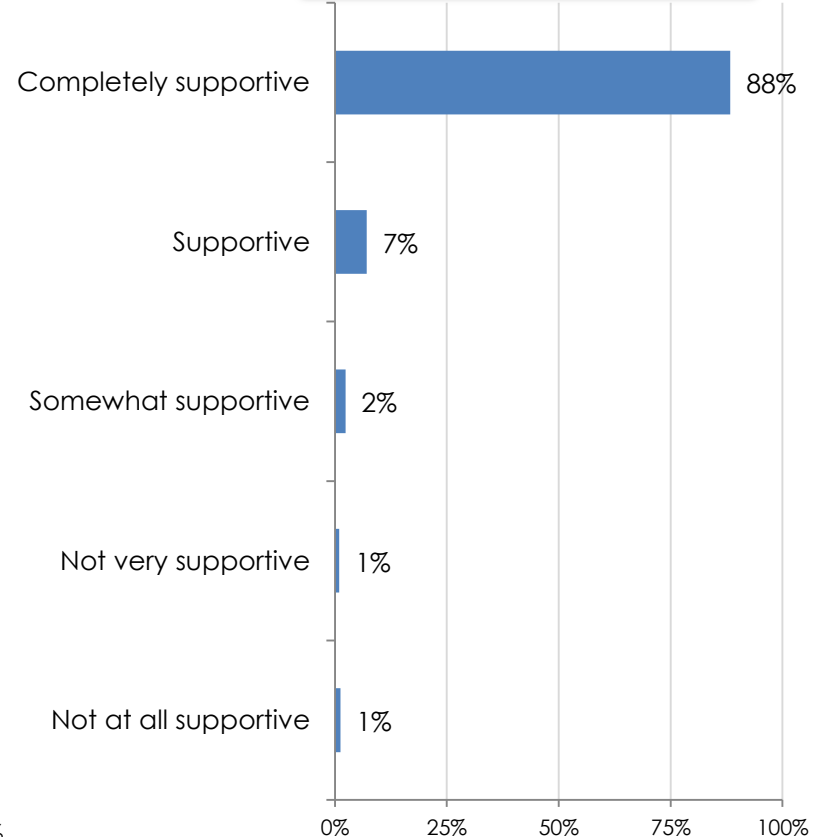
## Online

Mean: 4.46



## Paper Surveys

Mean: 4.80



Scale: 1 = not at all supportive, 5 = completely supportive

Base: N=2,407

Base: N=1,095

Support for Pittwater to retain its status quo was high, 82% of those who responded online and 88% of those who completed a paper survey being 'completely supportive'



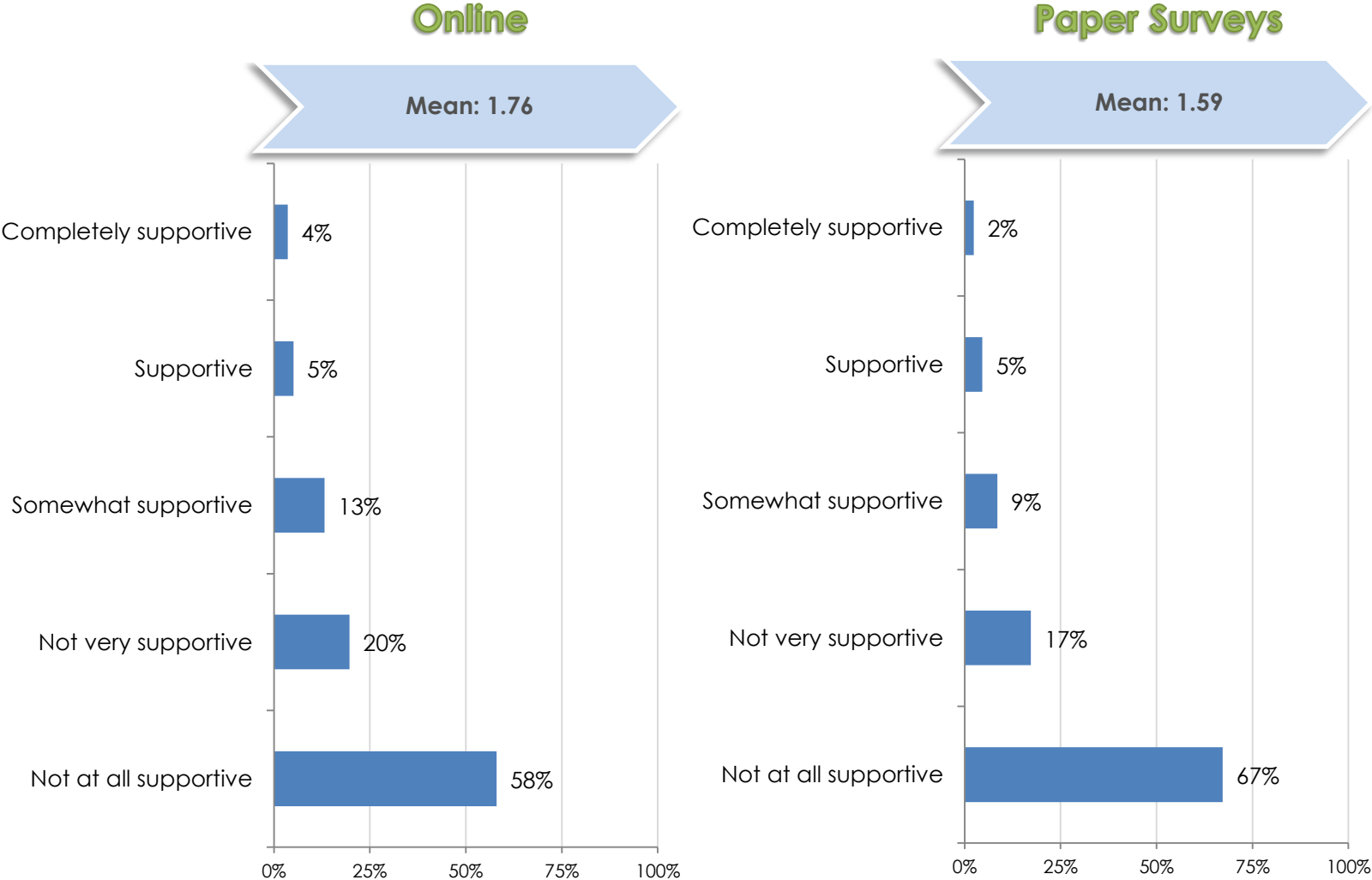


# Formation of Greater Pittwater/Greater Manly

Option 2: Greater Pittwater/Greater Manly – involving boundary changes that splits the existing Warringah Council

Q. How supportive are you of the formation of Greater Pittwater/Greater Manly?

Support for the formation of Greater Pittwater/Greater Manly was low, with only 22% of those who completed a survey online and 16% of those who completed a paper survey indicating any level of support



Scale: 1 = not at all supportive, 5 = completely supportive



# A Single Council

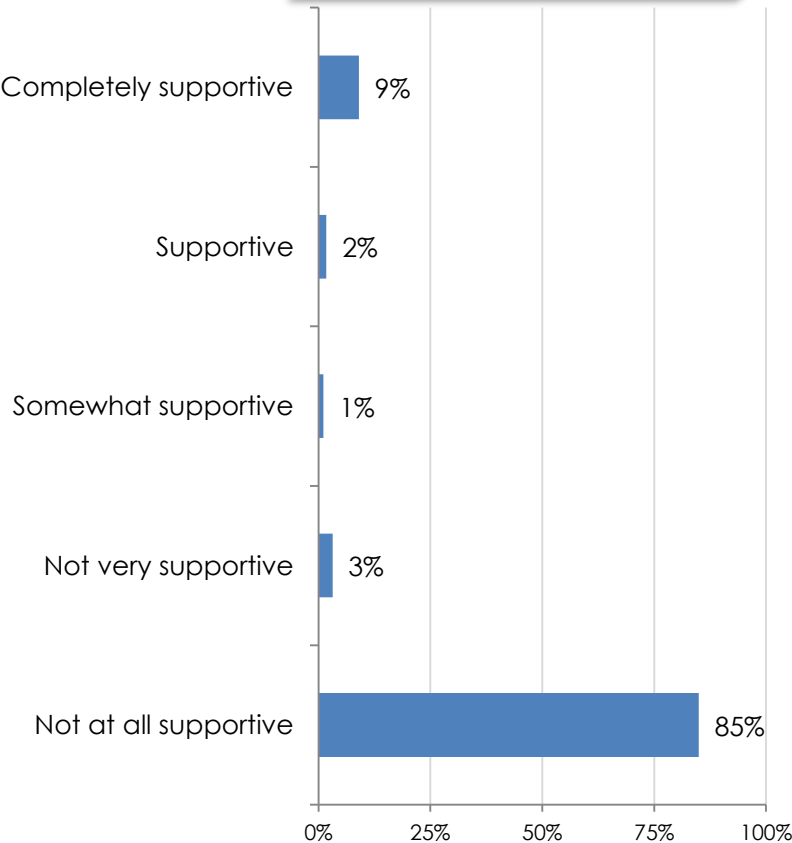
Option 3: A single council comprising the current local government areas of Pittwater, Warringah, and Manly

Q. How supportive are you of Pittwater being merged into a single council?

A single council comprised of Pittwater, Warringah and Manly elicited the lowest amount of support, with only 12% of those who completed the survey online, and 6% of those who completed a paper survey indicating any level of support for this option

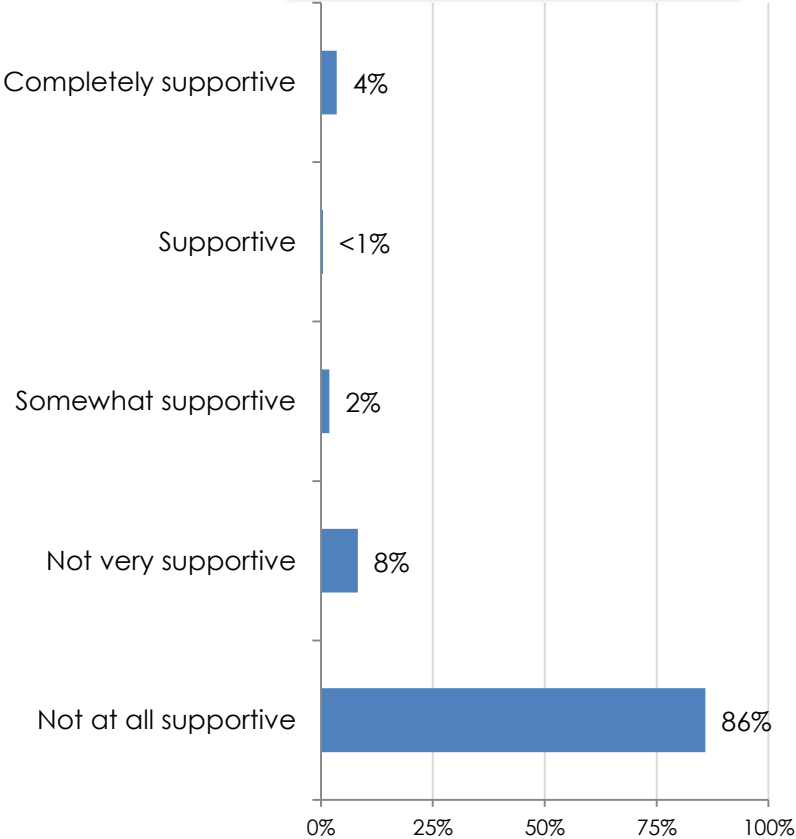
## Online

Mean: 1.47



## Paper Surveys

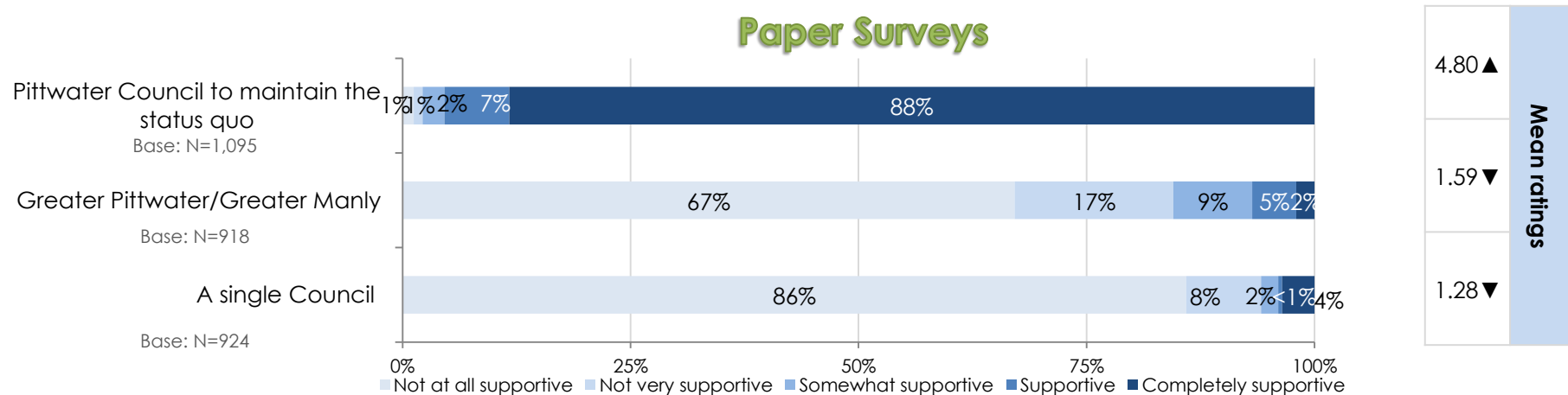
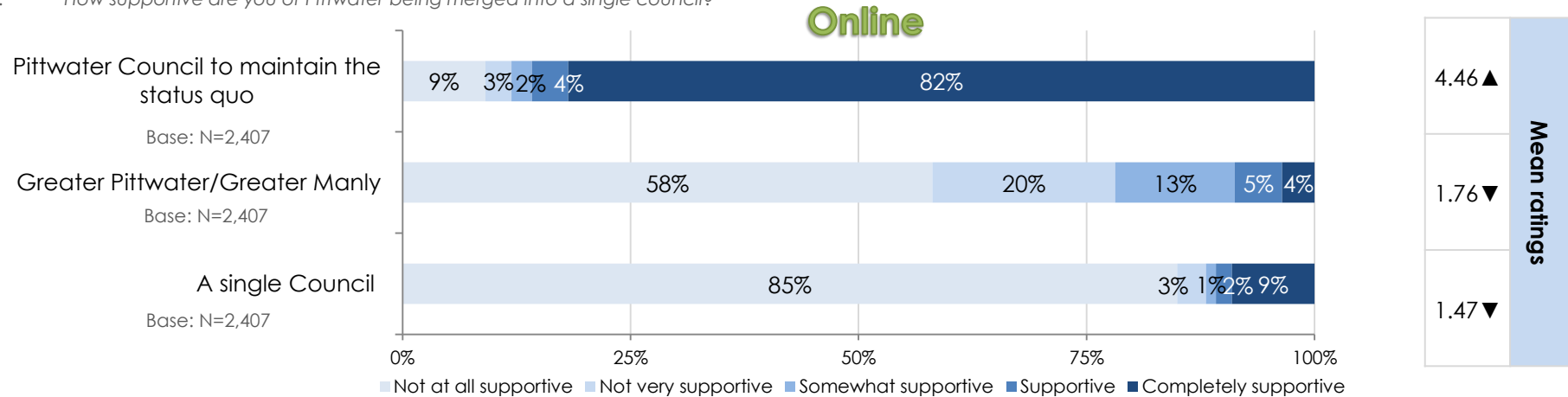
Mean: 1.28



Scale: 1 = not at all supportive, 5 = completely supportive

# Summary of Support

- Q. How supportive are you of Pittwater Council staying as it is?  
 Q. How supportive are you of the formation of Greater Pittwater/Greater Manly?  
 Q. How supportive are you of Pittwater being merged into a single council?



▲ ▼ = significantly higher/lower level of support (by option)  
 Scale: 1 = not at all supportive, 5 = completely supportive

**There was overwhelming support throughout the community for Pittwater to retain the status quo, with a very high result of 82% of online respondents and 88% of those who completed paper surveys stating they were 'completely supportive'**

# Summary of Support – Paper Surveys

- Q. How supportive are you of Pittwater Council staying as it is?  
 Q. How supportive are you of the formation of Greater Pittwater/Greater Manly?  
 Q. How supportive are you of Pittwater being merged into a single council?

	Not at all supportive	Not very supportive	Somewhat supportive	Supportive	Completely supportive	Mean
<b>General – N=493-617</b>						
Pittwater Council to maintain the status quo	2%	1%	2%	4%	91%	4.82▲
Greater Pittwater/Greater Manly	67%	19%	7%	4%	3%	1.57▼
A single Council	90%	5%	1%	0%	4%	1.24▼
<b>High school – N=117-118</b>						
Pittwater Council to maintain the status quo	0%	2%	13%	38%	47%	4.29▲
Greater Pittwater/Greater Manly	14%	36%	31%	17%	2%	2.56▼
A single Council	46%	36%	10%	4%	4%	1.84▼
<b>Palm Beach markets – N=97-111</b>						
Pittwater Council to maintain the status quo	0%	0%	0%	4%	96%	4.96▲
Greater Pittwater/Greater Manly	85%	6%	5%	3%	1%	1.30▼
A single Council	92%	5%	1%	0%	2%	1.15▼
<b>Avalon Woolworths – N=209-252</b>						
Pittwater Council to maintain the status quo	1%	0%	1%	3%	95%	4.91▲
Greater Pittwater/Greater Manly	86%	9%	3%	1%	1%	1.23▼
A single Council	94%	4%	0%	0%	2%	1.11▼

▲ ▼ = significantly higher/lower level of support (by option)  
 Scale: 1 = not at all supportive, 5 = completely supportive



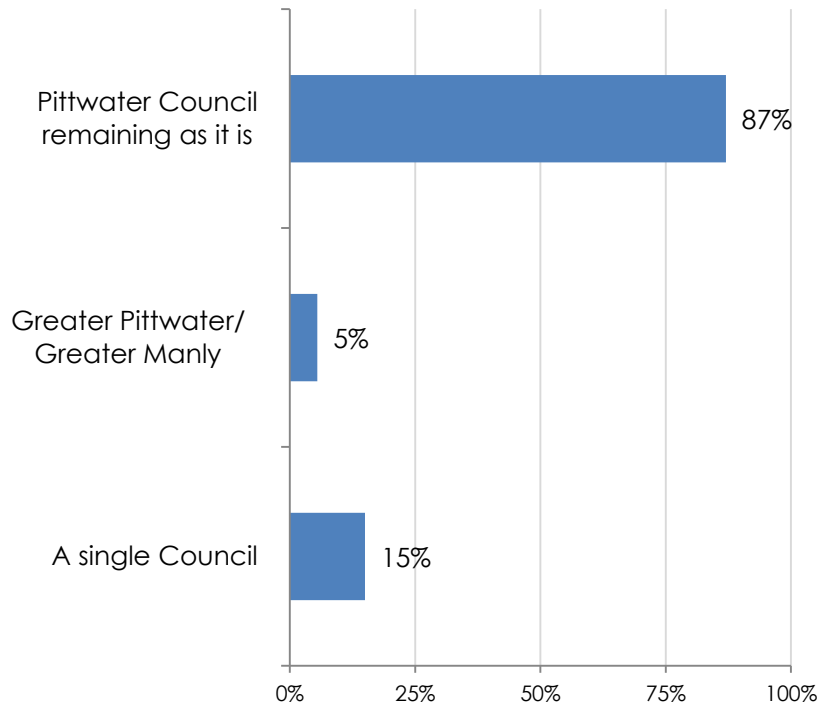
# Detailed Findings – Preference Rankings



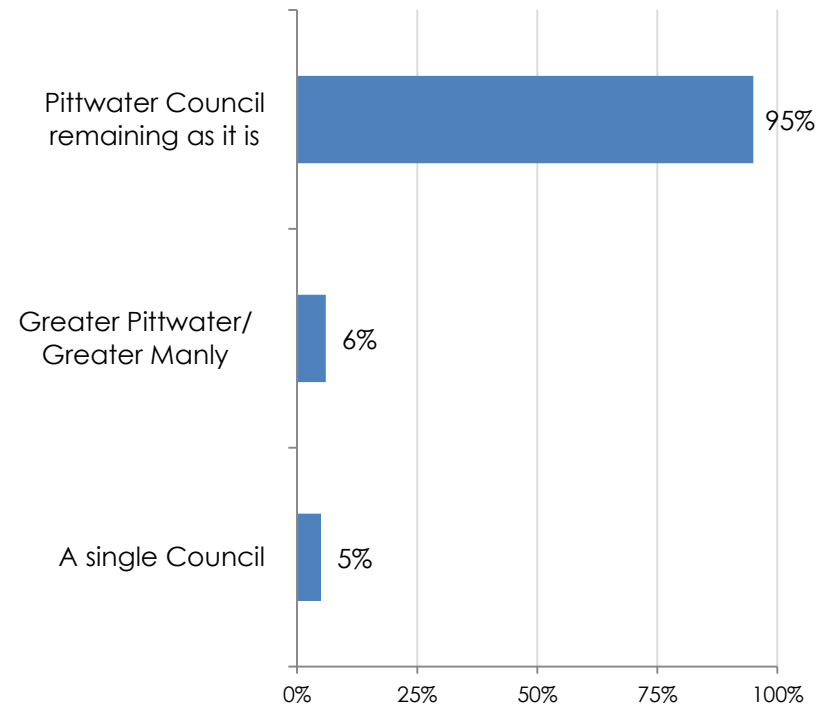
# Preferred Option – First Preference

Q. Thinking about the options we have just discussed, which is your preferred option?

## Online



## Paper Surveys



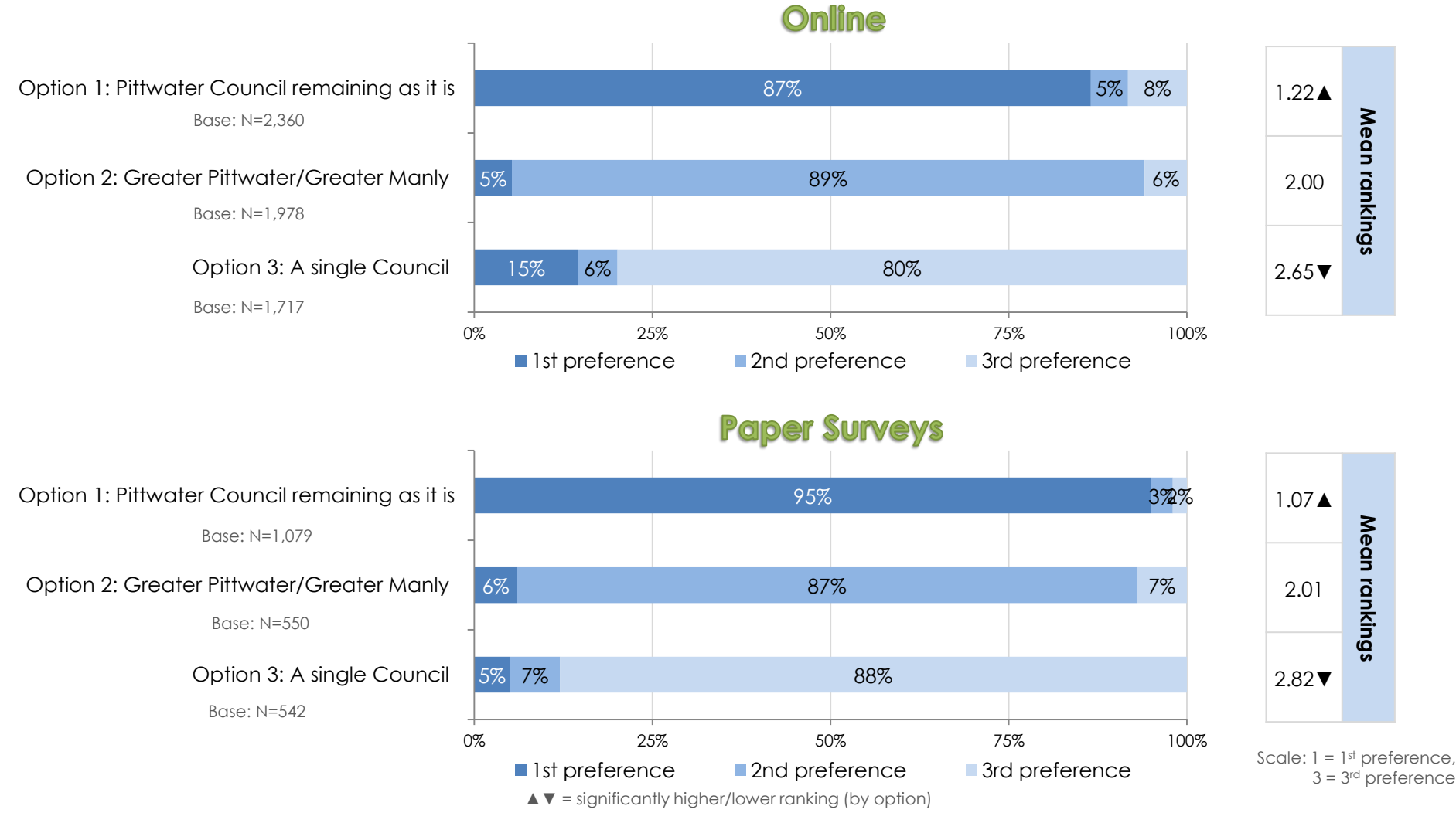
Base: N=2,407

Base: N=1,023

**Selection of Option 1 – Pittwater Council remaining as it is – was the first preference for 89% of online respondents and for 95% of those who completed a paper survey**

# Preferred Option – All Rankings

Q. Thinking about the options we have just discussed, which is your preferred option? Second preference?



When we take into account residents' second preferences, there is a higher level of support (89% online & 87% paper) for the 'Greater Pittwater/Greater Manly formation', however, the option of becoming a single council for both sets of respondents is still rated as their last preference, 80% online and 88% paper

# Preferred Option – All Rankings – Paper Surveys

Q. Thinking about the options we have just discussed, which is your preferred option? Second preference?

	1 <sup>st</sup> preference	2 <sup>nd</sup> preference	3 <sup>rd</sup> preference	Mean
Option 1: Pittwater Council remaining as it is Option 2: Greater Pittwater/Greater Manly Option 3: A single Council	<b>General – N=493-614</b>			
	95%	3%	2%	1.08
	5%	90%	5%	2.00
	5%	5%	90%	2.85
Option 1: Pittwater Council remaining as it is Option 2: Greater Pittwater/Greater Manly Option 3: A single Council	<b>High school – N=117-118</b>			
	83%	11%	6%	1.23
	12%	77%	11%	1.98
	6%	12%	81%	2.75
Option 1: Pittwater Council remaining as it is Option 2: Greater Pittwater/Greater Manly Option 3: A single Council	<b>Palm Beach markets – N=97-111</b>			
	98%	0%	2%	1.04
	4%	83%	13%	2.09
	9%	14%	77%	2.68
Option 1: Pittwater Council remaining as it is Option 2: Greater Pittwater/Greater Manly Option 3: A single Council	<b>Avalon Woolworths – N=209-252</b>			
	99%	1%	0%	1.01
	2%	89%	9%	2.07
	4%	7%	89%	2.85

Scale: 1 = not at all supportive, 5 = completely supportive





# Summary Of Results



# Summary of Results

- Recall for the receipt of Council's information pack was high, with 78% of those who completed the online survey and 70% of those who completed paper surveys remembering receiving it
- There were high readership levels of the information pack, 81% online and 79% paper surveys
- Those who completed the survey online were asked where they had first become aware of the proposal, with 'newspaper' securing the most responses at 36%. The Council information pack and word of mouth followed at 17% and 16% respectively
- Support for Pittwater standing alone was very high, with 82% of online responses and 88% of paper responses being 'completely supportive'
- Support for the formation of Greater Pittwater/Greater Manly was low, with only 22% of those who completed online surveys and 16% of those who completed paper surveys stating they were at least 'somewhat supportive'
- 12% of online respondents and 6% of paper respondents indicated they were at least 'somewhat supportive' of a single council comprising the LGAs of Pittwater, Warringah, and Manly, securing this option as the least supported of the three
- When asked to rate the 3 options in order of preference, residents reiterated their choice of no merges, Pittwater Council to remain as it is without boundary changes, with 87% online and 95% of paper respondents choosing this as their first preference. Greater Pittwater/Greater Manly was their second preference with 89% online and 87% paper respondents. When we look at 3<sup>rd</sup> preferences, however, 80% of online and 88% of paper respondents have relegated the choice of a single council as their least preferred option





Telephone: (02) 4352 2388

Fax: (02) 4352 2117

Web: [www.micromex.com.au](http://www.micromex.com.au)

Email: [stu@micromex.com.au](mailto:stu@micromex.com.au)