



# CATALYSE® Community Perceptions Survey©

Prepared for the Town of Cambridge

November 2008

# Contents

Executive summary	3
Introduction and research method	4
Key findings	5
Overall satisfaction	6
Community	8
Governance	17
Communication	23
Natural and built environment	28
Economic	46
Community Priorities Indicator™	49
Strategic insights	54

# Executive Summary

In 2008, the Town of Cambridge administered the CATALYSE® Community Perceptions Survey among residents to evaluate and monitor performance across a range of services & facilities. 401 residents participated in the study. The survey was conducted by CATALYSE® Pty Ltd and provides Council with valid performance measures that can be benchmarked and consistently monitored over time.

## OVERALL SATISFACTION RATINGS

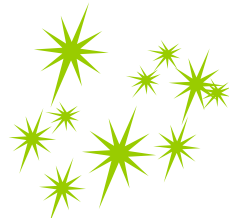
	2006	2008	Trend	Industry High	Average	Comparison to Average
Delighted (top 3 boxes)	43%	47%	↑	49%	38%	↑
Satisfied (6+ out of 10)	80%	81%	=	88%	74%	↑



### FOCUS

- Footpaths & cycleways
- Traffic management & parking
- Planning & building approvals
- Youth services
- Consultation & communication

*Residents would like these areas to be addressed further*



### CELEBRATE

- Library and information services
- Waste collection services

*Residents are delighted with service levels*

### CONGRATULATIONS!

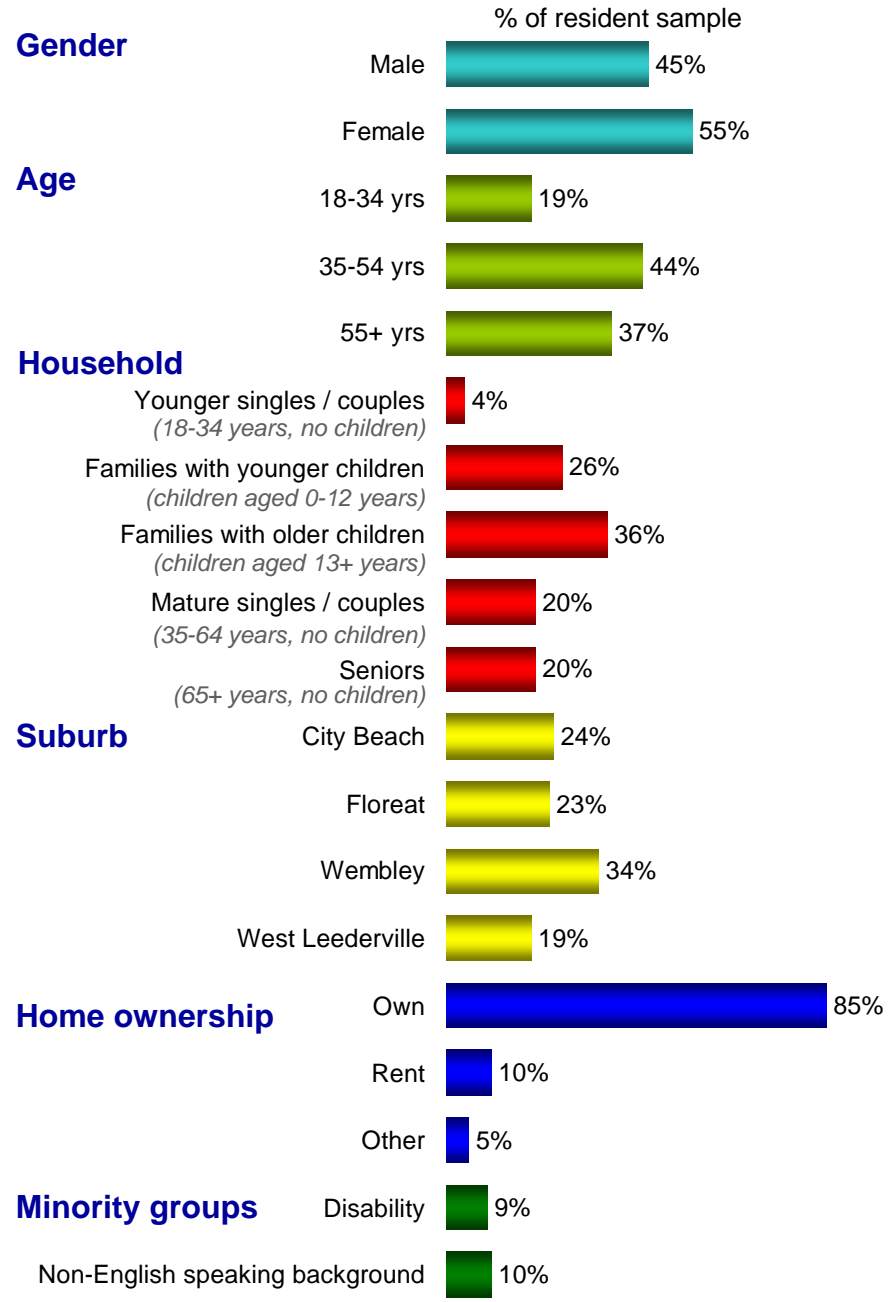
The Town of Cambridge set the Industry Standard for access to public transport and the control of graffiti, vandalism and anti-social behaviour.

# Introduction and research method

- In October 2008, CATALYSE® conducted community perceptions research to determine:
  - Overall satisfaction with the Town of Cambridge
  - How satisfied citizens are with selected services and facilities
  - Areas of highest priority to address
- 401 residents completed a survey
  - Surveys were administered using computer assisted telephone interviews
  - Surveying was completed by the ECU Survey Research Centre
  - Quotas were set by age, gender and location to obtain a representative sample
  - Sampling precision is +/- 5% at the 95% confidence interval and meets the level specified by the Office of Auditor General
- Historical comparisons are made against the 2006 Community Perceptions Survey
- CATALYSE® Industry Standards are provided when three or more Councils have asked the same or similar question in the past 24 months
- Councils included in the Industry Standards are listed below:



## Resident sample composition

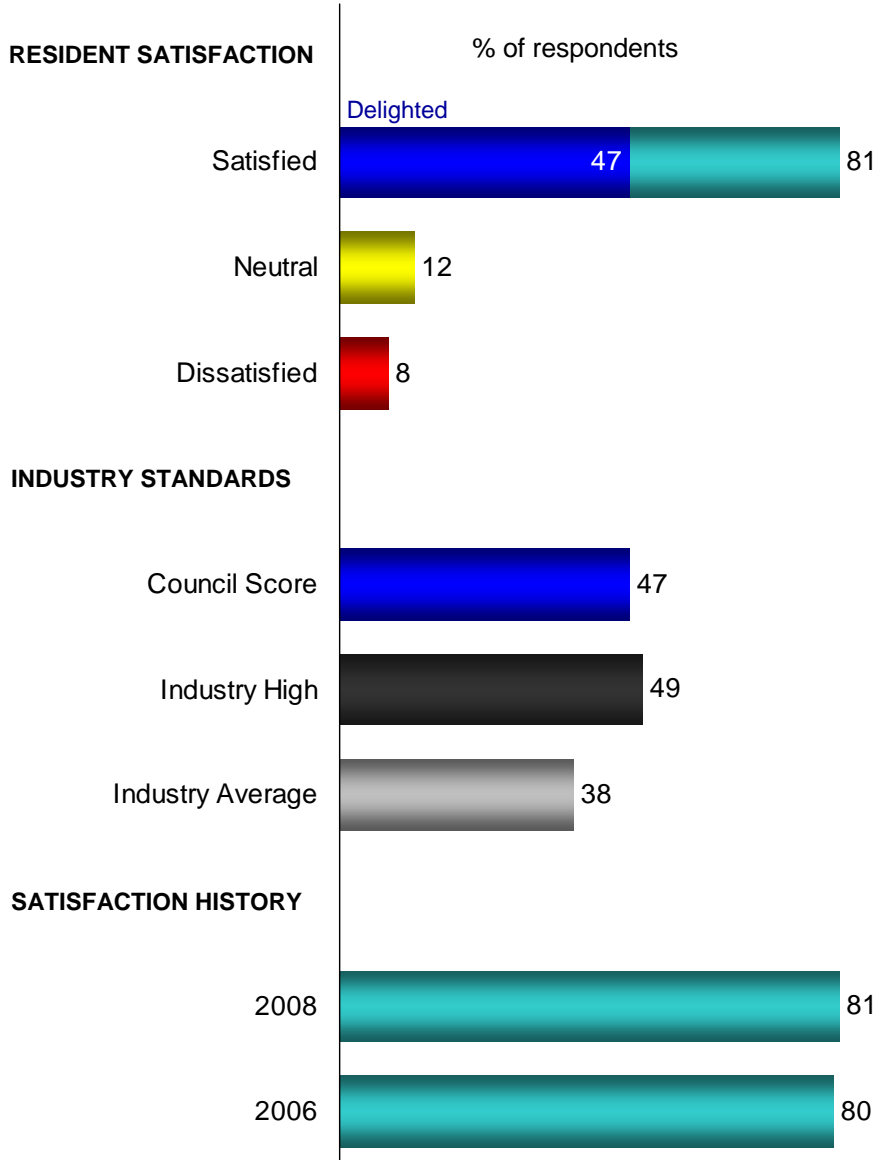


When responses do not add to 100% within this report this is attributed to rounding errors or 'other', 'don't know' or 'refused' responses



# Key Findings

# Overall satisfaction



- Overall satisfaction remains high
  - 81% of respondents are satisfied
- Satisfaction is highest among those living in City Beach and Wembley and those who speak English only
- There is greatest room to improve satisfaction among 35-54 year olds, and among those living in West Leederville

% of residents	Delighted	Dissatisfied
18-34 yrs	53%	4%
35-54 yrs	39%	10%
55+ yrs	53%	6%
City Beach	53%	3%
Floreat	45%	7%
Wembley	52%	9%
West Leederville	33%	12%
Non-English speaking background	27%	7%
Speaks English only	49%	8%

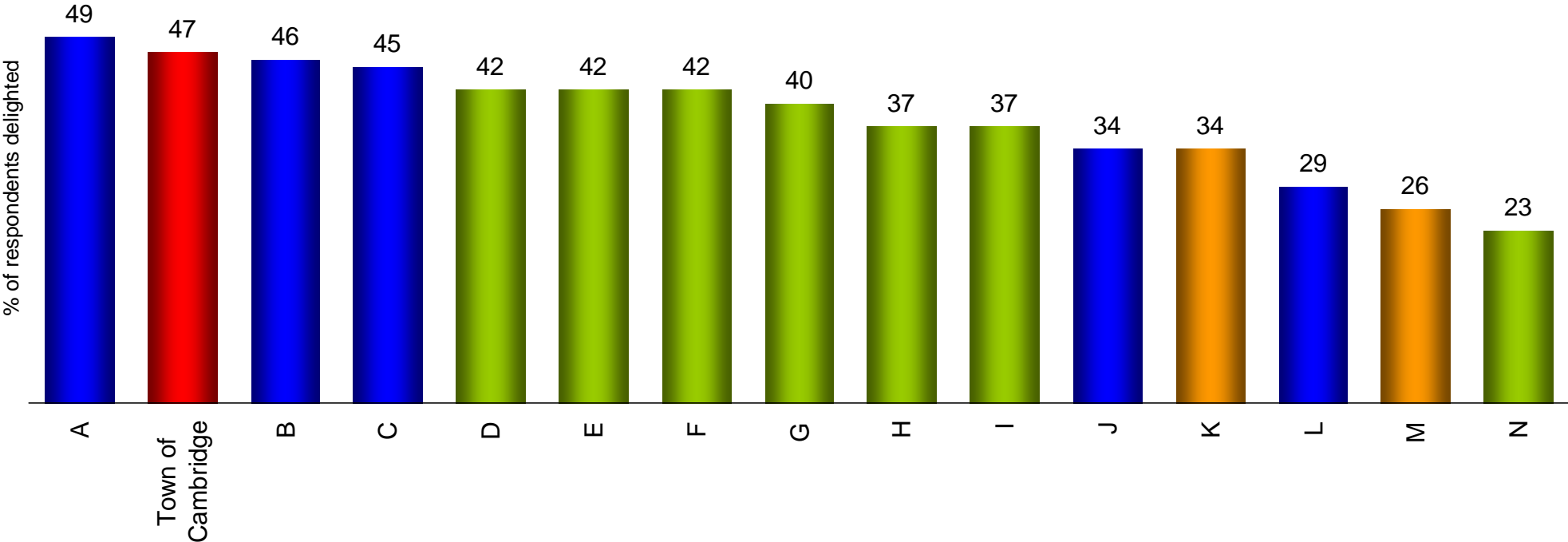
Q. On a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied. Overall, how satisfied are you with the Town of Cambridge?  
 Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 398; 2008 n = 397)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied 0-4

○ ▼ ▲ = significant variance

# Overall satisfaction – the Town’s performance compared to others

- Town of Cambridge
- City Councils
- Outer Metropolitan Councils
- Country Councils

This chart shows the Town of Cambridge’s ranking against other Councils when we look at the ‘delighted’ rating for overall satisfaction. These findings show the Town is performing second best among Councils that participate in the study.

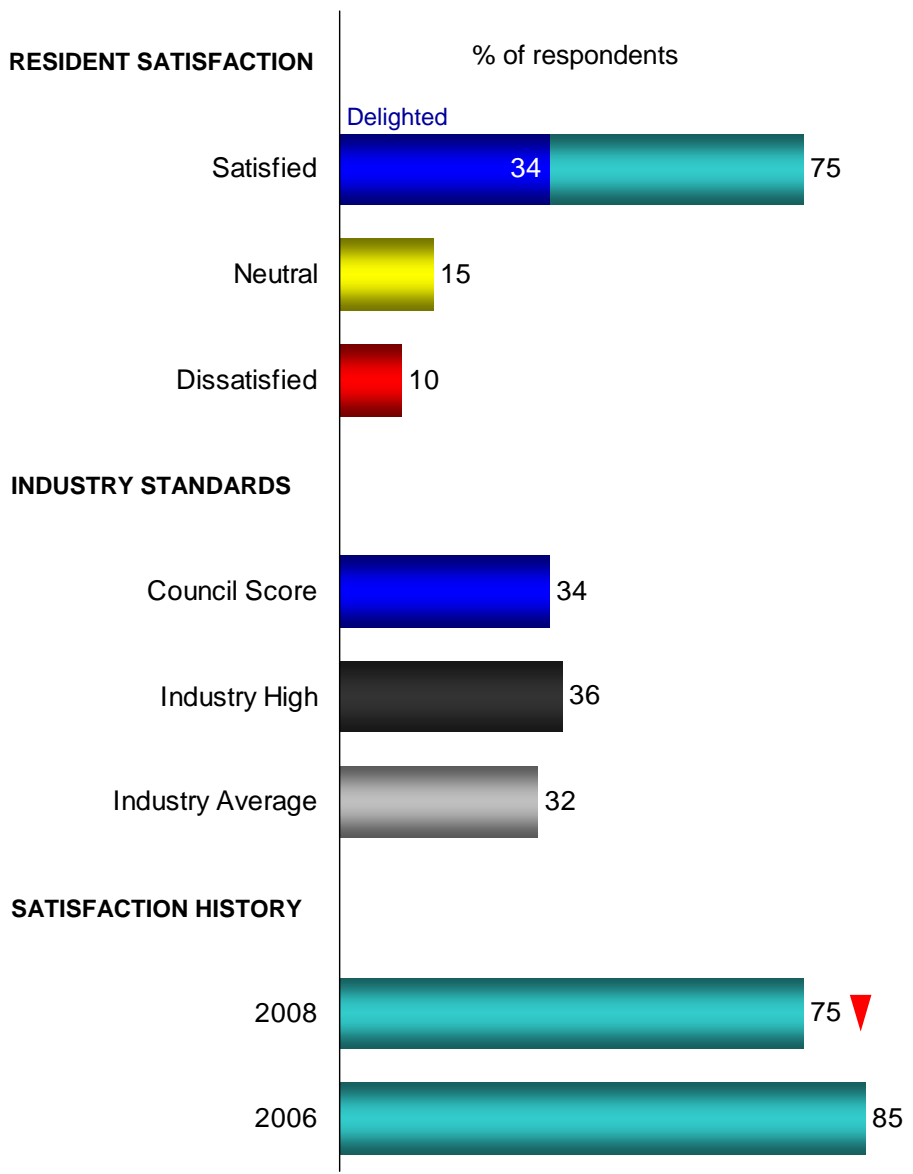


Q. On a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied. Overall, how satisfied are you with the [INSERT COUNCIL]?  
Base: All respondents who gave a valid response, excludes 'don't know' (n = varies)  
Coding: Delighted = 8,9 and 10

Community



# The area's character and identity

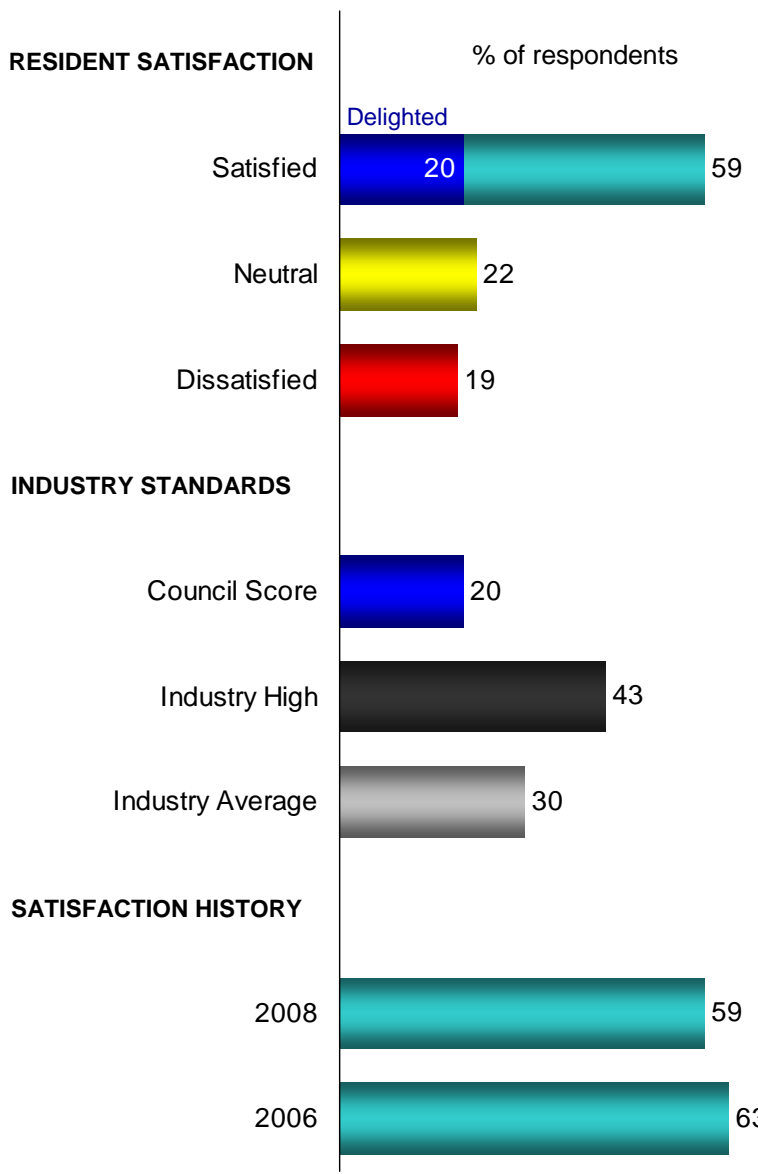


- Satisfaction is relatively high, though it has decreased significantly since 2006
  - 75% of respondents are satisfied
  - 10% of respondents are dissatisfied
- Satisfaction is highest among younger singles and couples and seniors
- There is greatest room to improve satisfaction ratings among 35-54 year olds and those living in West Leederville

% of residents	Delighted	Dissatisfied
18-34 yrs	43%	4%
35-54 yrs	22%	13%
55+ yrs	45%	9%
Younger singles / couples <sup>^</sup>	53%	7%
Families with younger children	24%	13%
Families with older children	28%	9%
Matures singles / couples	36%	12%
Seniors	50%	8%
City Beach	40%	4%
Floreat	35%	7%
Wembley	33%	11%
West Leederville	27%	20%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 373; 2008 n = 389)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ = small sample size (n<30)

# How local history and heritage is preserved and promoted

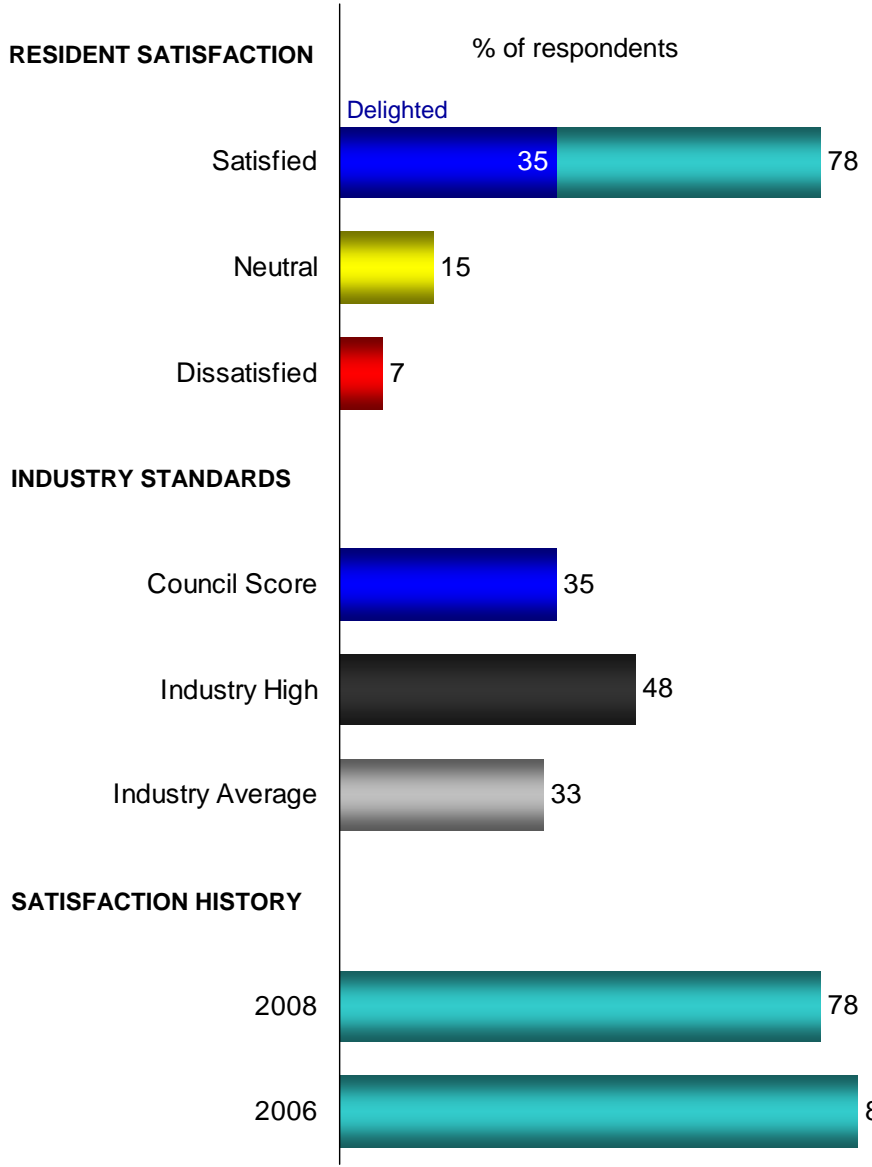


- Satisfaction remains moderate
  - 59% of respondents are satisfied
  - 19% of respondents are dissatisfied
- Satisfaction is highest among seniors
- There is greatest room to improve satisfaction ratings among 35-54 year olds and those who live in West Leederville and City Beach

% of residents	Delighted	Dissatisfied
18-34 yrs	31%	11%
35-54 yrs	10%	23%
55+ yrs	27%	17%
Younger singles / couples^	20%	10%
Families with younger children	15%	25%
Families with older children	17%	19%
Matures singles / couples	18%	15%
Seniors	31%	15%
City Beach	21%	23%
Floreat	14%	11%
Wembley	22%	18%
West Leederville	19%	27%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 269; 2008 n = 325)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ = small sample size (n<30)

# Services and facilities for families



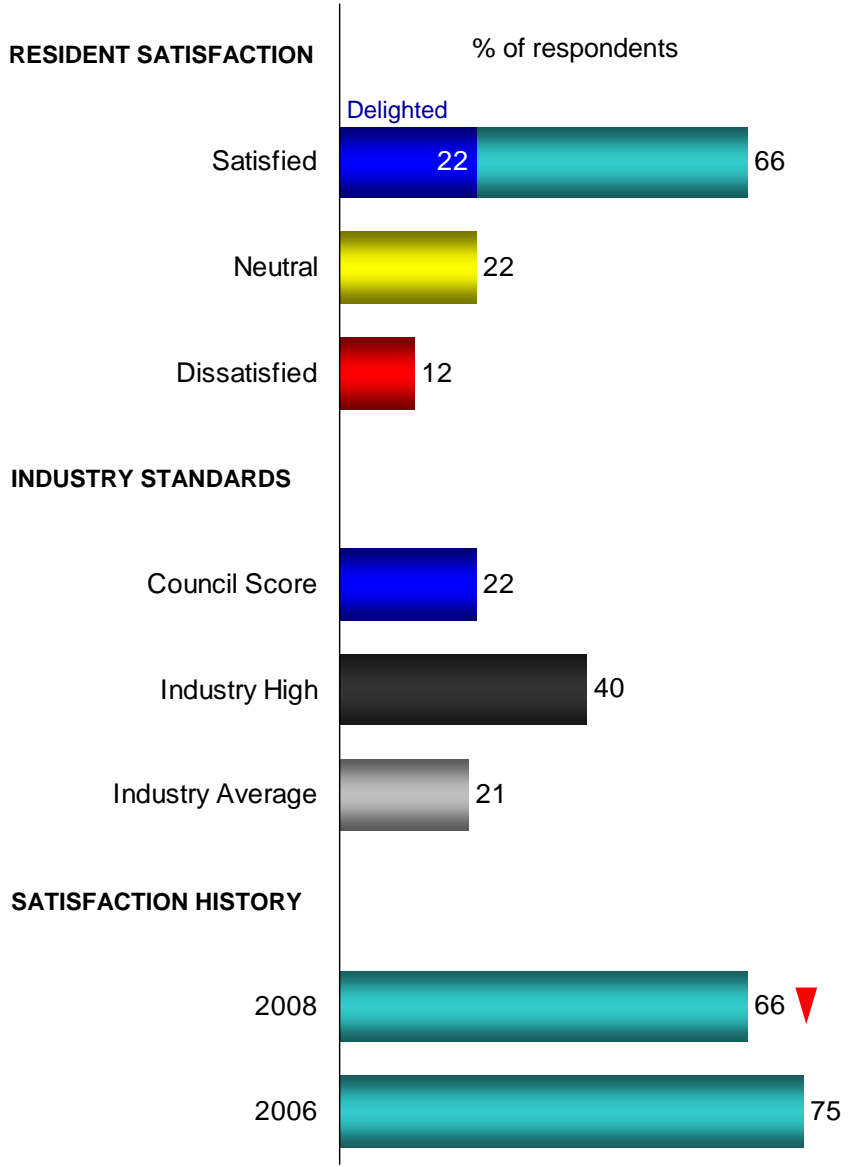
- Satisfaction is relatively high
  - 78% of respondents are satisfied
- Satisfaction is highest among 18-34 year olds
- There is greatest room to improve satisfaction ratings among those living in West Leederville

% of residents	Delighted	Dissatisfied
18-34 yrs	48%	2%
35-54 yrs	33%	8%
55+ yrs	33%	8%
City Beach	34%	5%
Floreat	43%	2%
Wembley	36%	6%
West Leederville	29%	18%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 270; 2008 n = 341)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Services and facilities for youth



- Satisfaction is moderate and has declined significantly since 2006
  - 66% of respondents are satisfied
  - 12% of respondents are dissatisfied
- There is greatest room to improve satisfaction ratings among families

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	38%	8%
Families with younger children	17%	14%
Families with older children	16%	17%
Matures singles / couples	25%	8%
Seniors	39%	6%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 199; 2008 n = 291)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4    ^ = small sample size (n<30)

○ ▼ ▲ = significant variance

# Facilities, services and care available for seniors



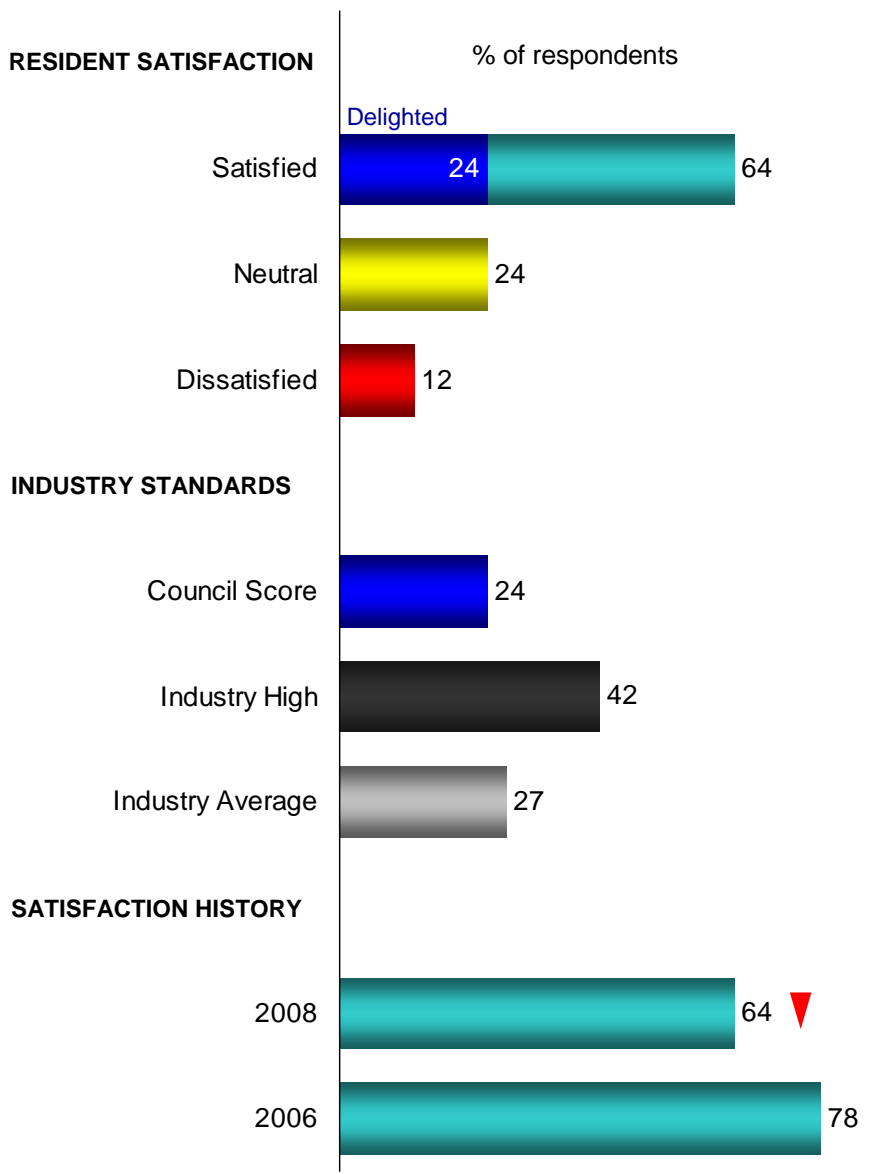
- Satisfaction is high
  - 80% of respondents are satisfied
- Satisfaction is highest among seniors and families with older children

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	<i>Insufficient sample</i>	
Families with younger children	17%	11%
Families with older children	32%	7%
Matures singles / couples	24%	4%
Seniors	35%	6%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 149; 2008 n = 245)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ = small sample size (n<30)

○ ▼ ▲ = significant variance

# Access to services and facilities for people with disabilities

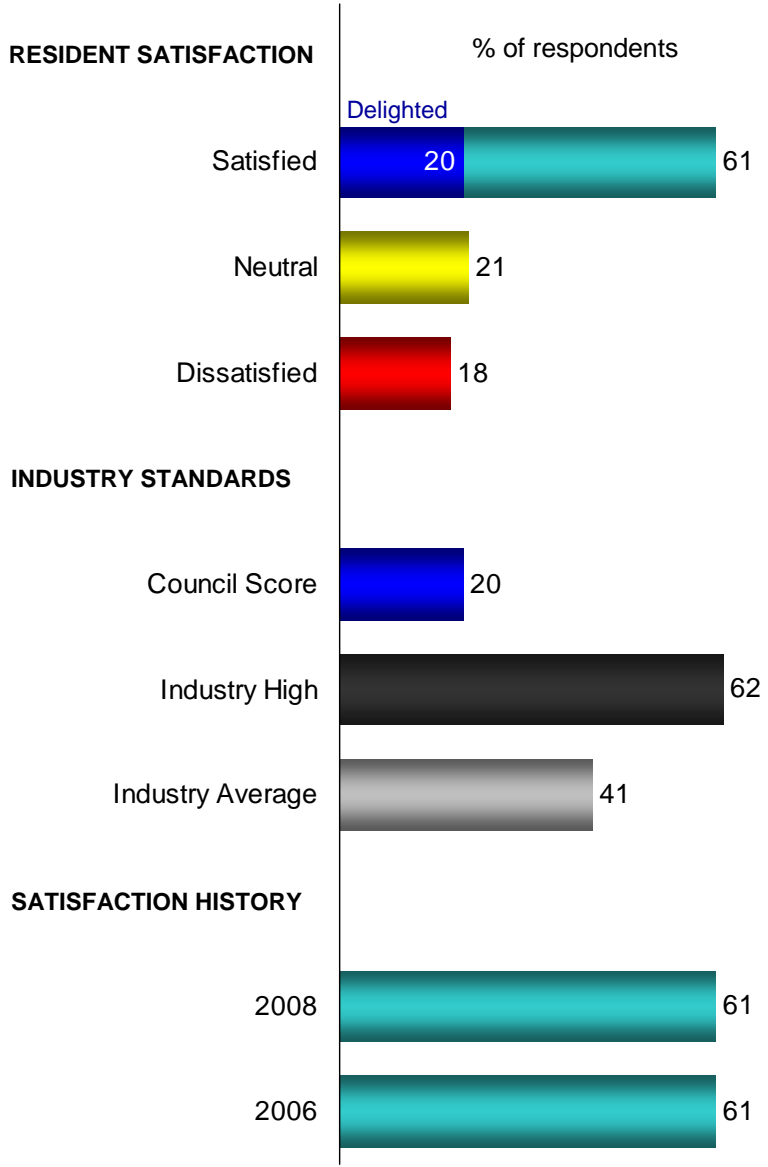


- Satisfaction is moderate and has declined significantly since 2006
  - 64% of respondents are satisfied
  - 12% of respondents are dissatisfied
- Satisfaction levels are similar across the community

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 157; 2008 n = 234)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Festivals, events and cultural activities



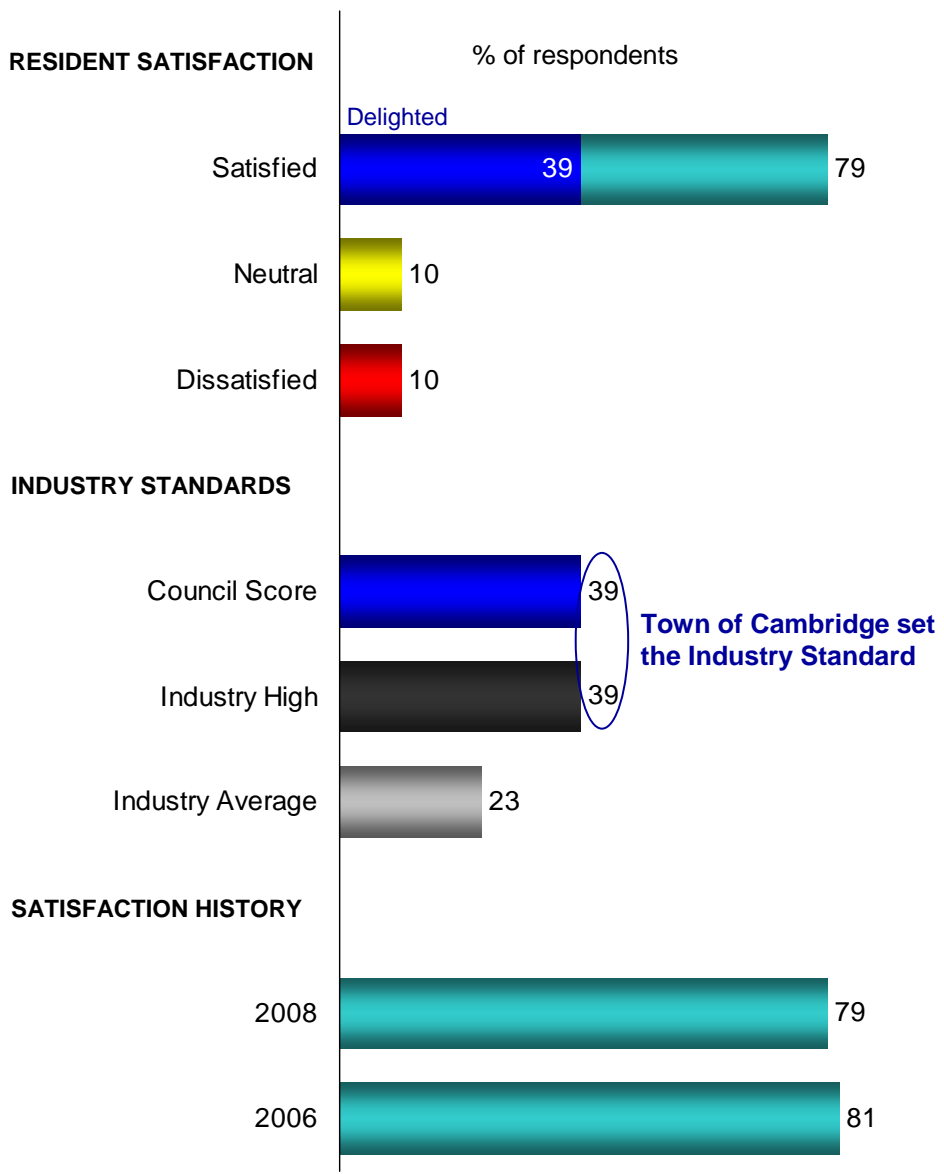
- Satisfaction remains moderate
  - 61% of respondents are satisfied
  - 18% of respondents are dissatisfied
- Satisfaction is highest among those living in Wembley
- There is greatest room to improve satisfaction among those living in West Leederville, followed by City Beach

% of residents	Delighted	Dissatisfied
City Beach	17%	20%
Floreat	16%	12%
Wembley	28%	15%
West Leederville	16%	26%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 286; 2008 n = 342)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# The control of graffiti, vandalism & anti-social behaviour



- Congratulations, the Town of Cambridge set the Industry Standard for the control of graffiti, vandalism & anti-social behaviour!
  - 79% of respondents are satisfied
- Satisfaction is highest among females
- There is greatest room to improve satisfaction ratings among those living in Wembley

% of residents	Delighted	Dissatisfied
Male	33%	14%
Female	44%	7%
City Beach	51%	8%
Floreat	41%	10%
Wembley	27%	12%
West Leederville	45%	11%

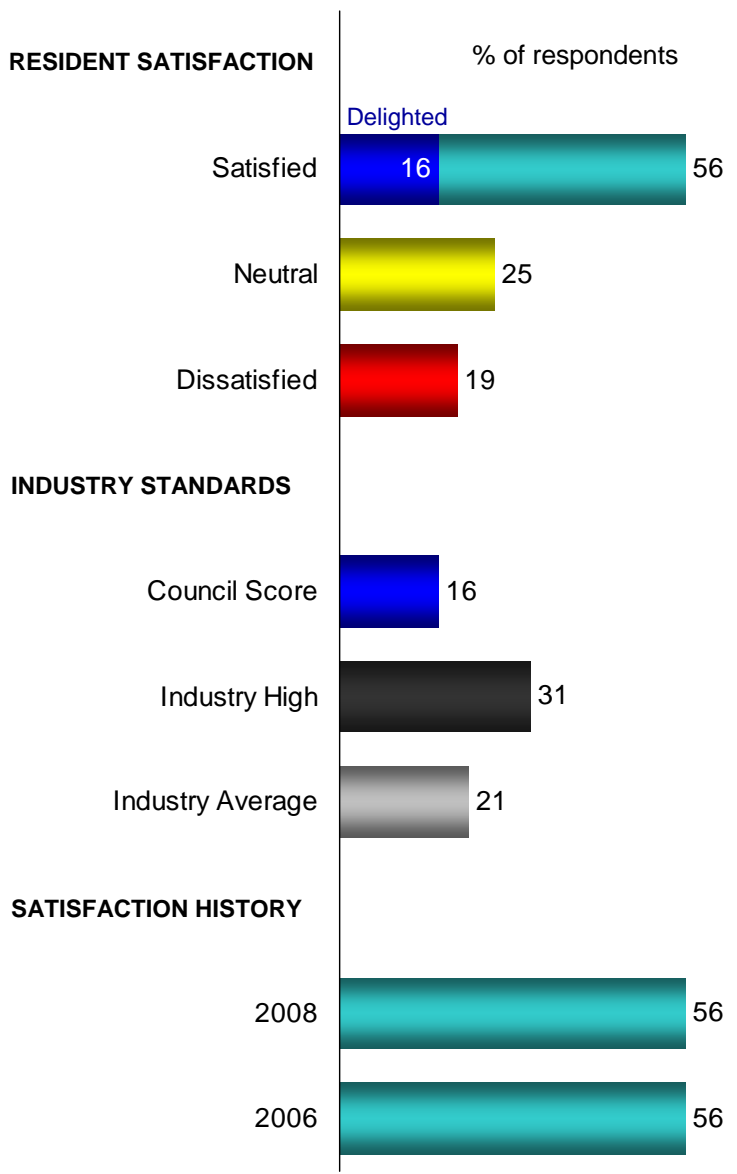
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 362; 2008 n = 375)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance



# Governance

# Council's leadership within the community



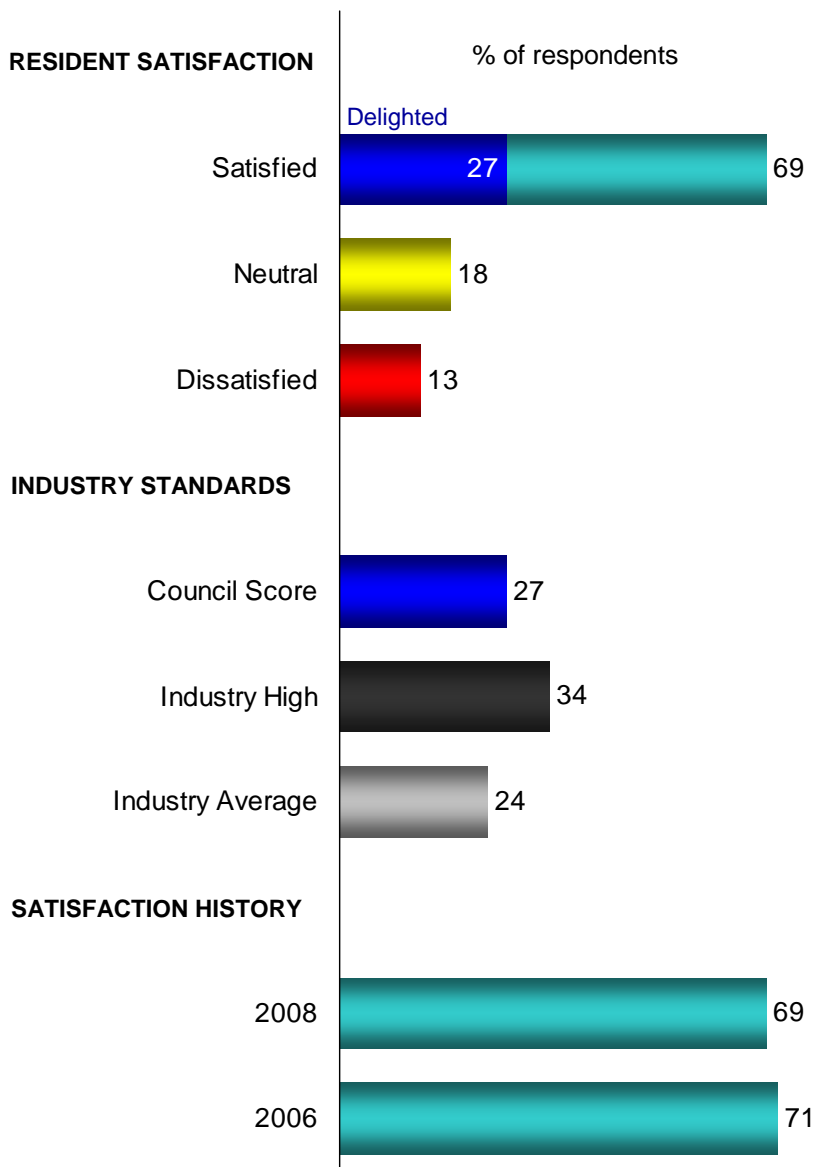
- Satisfaction remains moderate
  - 56% of respondents are satisfied
  - 19% of respondents are dissatisfied
- There is greatest room to improve satisfaction ratings among males, those aged 35+, those living in West Leederville and home owners

% of residents	Delighted	Dissatisfied
Male	16%	24%
Female	16%	14%
18-34 yrs	22%	6%
35-54 yrs	12%	22%
55+ yrs	18%	22%
City Beach	13%	10%
Floreat	15%	19%
Wembley	19%	15%
West Leederville	15%	37%
Own	16%	22%
Rent^	21%	3%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 275; 2008 n = 309)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Value for money from rates



- Satisfaction is moderate
  - 69% of respondents are satisfied
  - 13% of respondents are dissatisfied
- Satisfaction is highest among seniors
- There is greatest room to improve satisfaction among 35-54 year olds

% of residents	Delighted	Dissatisfied
18-34 yrs <sup>^</sup>	38%	8%
35-54 yrs	17%	16%
55+ yrs	36%	11%
Younger singles / couples <sup>^</sup>	20%	20%
Families with younger children	23%	13%
Families with older children	19%	14%
Matures singles / couples	26%	15%
Seniors	42%	11%

Q. And, how satisfied are you with the value for money you get from your rates?

Base: Respondents who own their own home and who gave a valid response, excludes 'don't know' (Residents 2006 n = 328; 2008 n = 320)

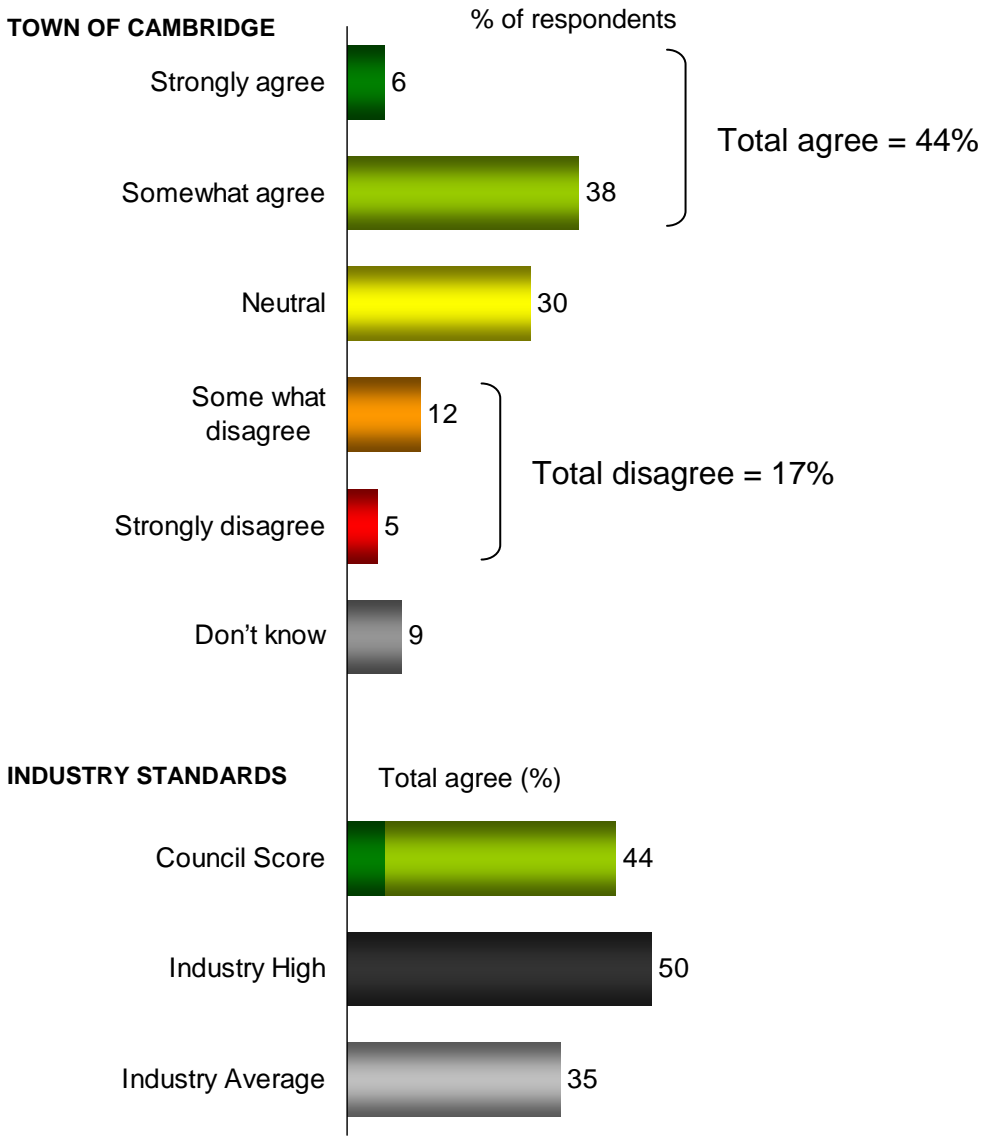
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied 0-4

<sup>^</sup> = small sample size (n<30)

○ ▼ ▲ = significant variance

# Elected Members at the Town of Cambridge have a good understanding of our needs

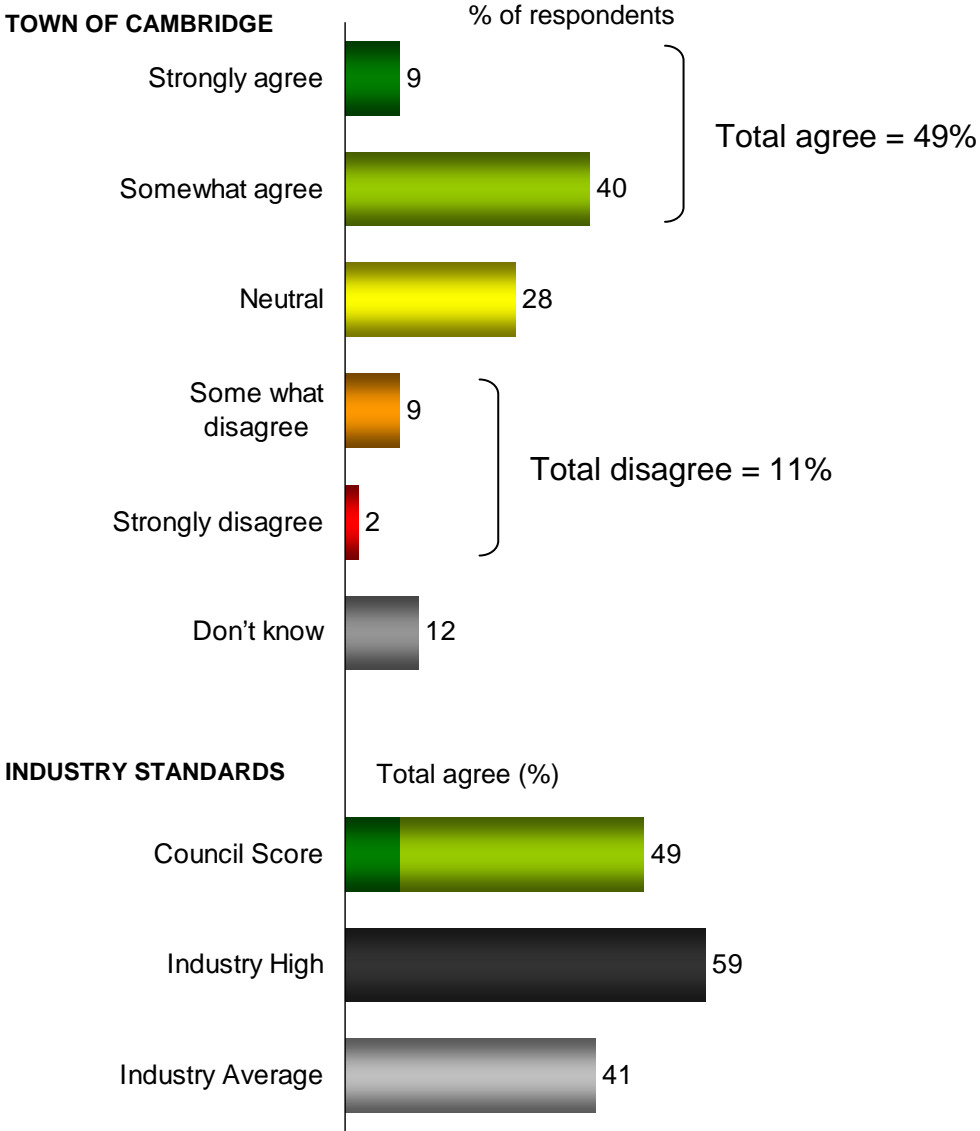
- Overall, 44% of respondents agree that Elected Members have a good understanding of their needs
- Levels of agreement are similar across the community



Q. I'm going to read out a few statements. For each one, please let me know if you strongly disagree, somewhat disagree, feel neutral, somewhat agree or strongly agree.  
 Base: All respondents (Residents 2008 n = 401)

# Staff at the Town of Cambridge have a good understanding of our needs

- Overall, 49% of respondents agree that staff have a good understanding of their needs
- Levels of agreement are similar across the community

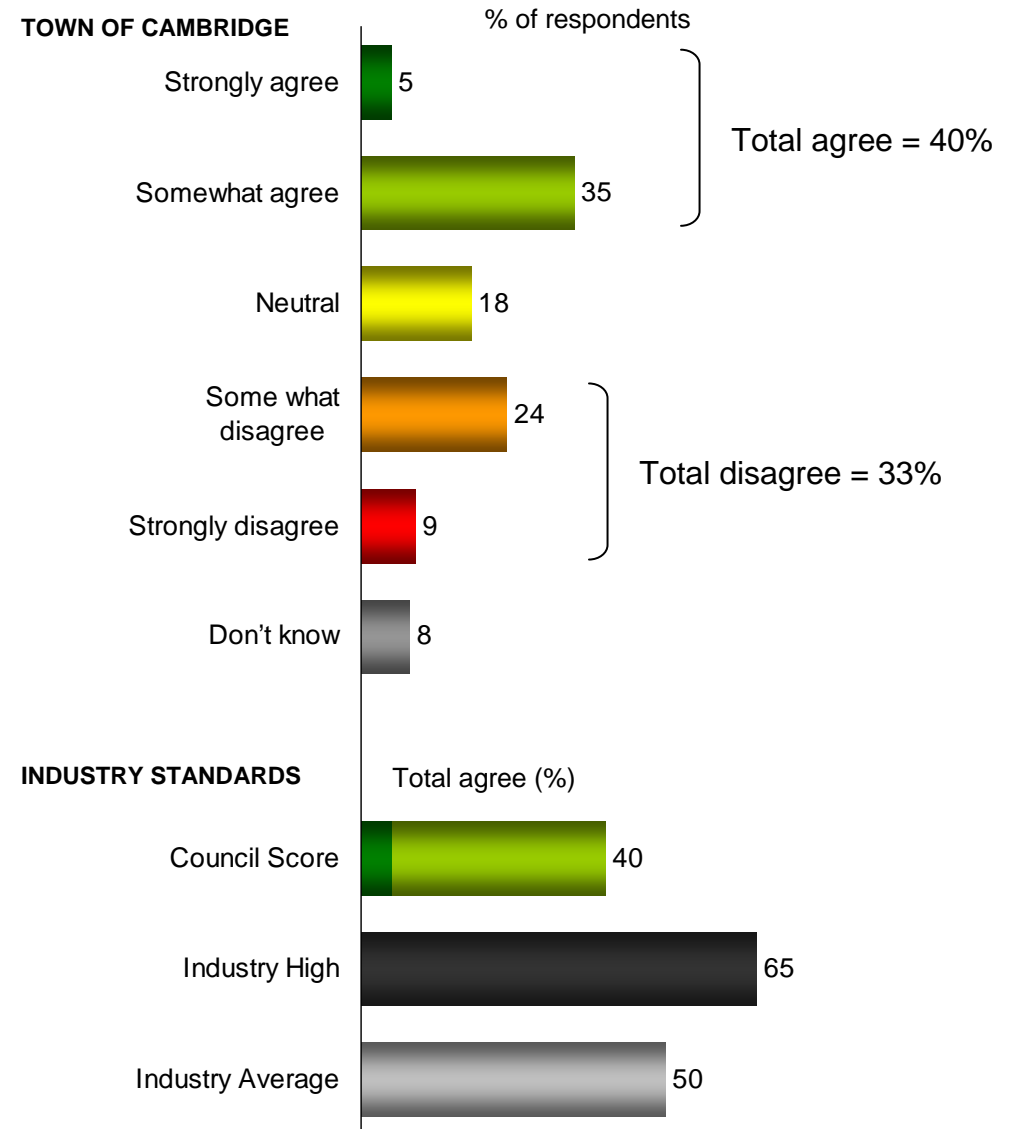


Q. I'm going to read out a few statements. For each one, please let me know if you strongly disagree, somewhat disagree, feel neutral, somewhat agree or strongly agree.  
Base: All respondents (Residents 2008 n = 401)

# The Town of Cambridge has developed and communicated a clear vision for the area

I am fairly clear about what the area is going to look and feel like in 10 years time

- Overall, 40% of respondents agree that the Town of Cambridge has developed and communicated a clear vision for the area
- Those who speak English only (42%) are more likely to agree than those who have a non-English speaking background (27%)

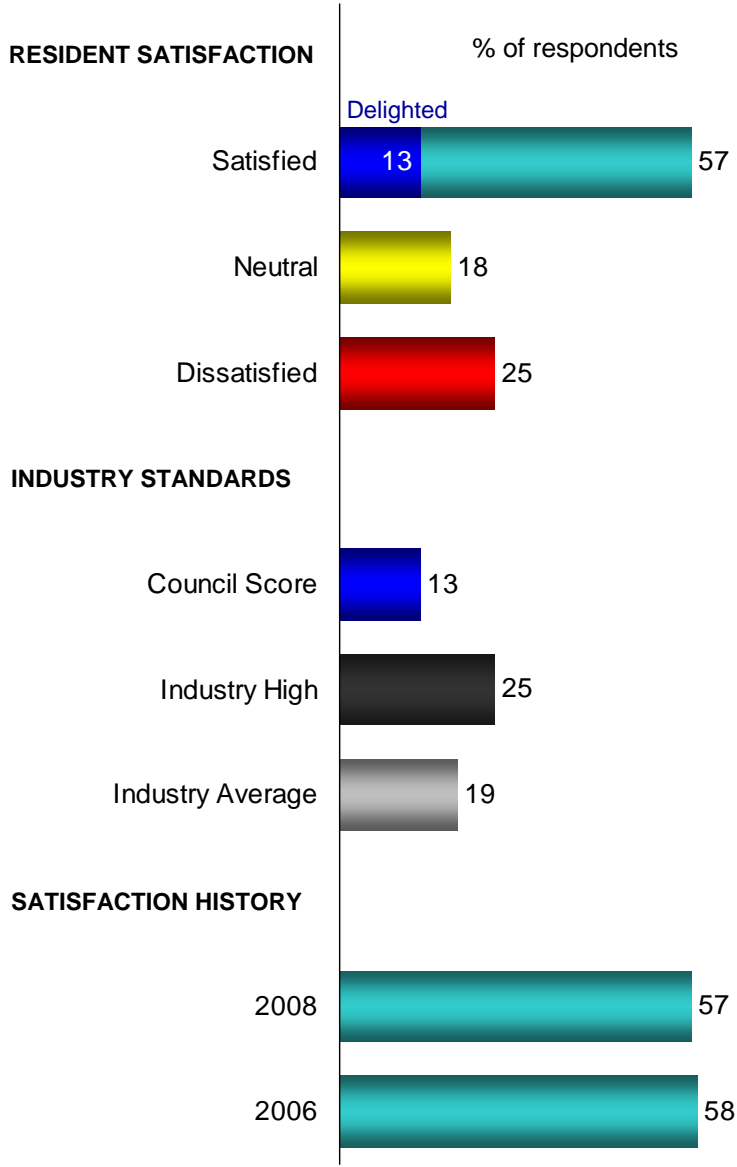


Q. I'm going to read out a few statements. For each one, please let me know if you strongly disagree, somewhat disagree, feel neutral, somewhat agree or strongly agree.  
Base: All respondents (Residents 2008 n = 401)

○ ▼ ▲ = significant variance

Communication

# How the community is consulted about local issues



- Satisfaction remains moderate
  - 57% of respondents are satisfied
  - 25% of respondents are dissatisfied
- There is greatest room to improve satisfaction ratings among 35+ year olds

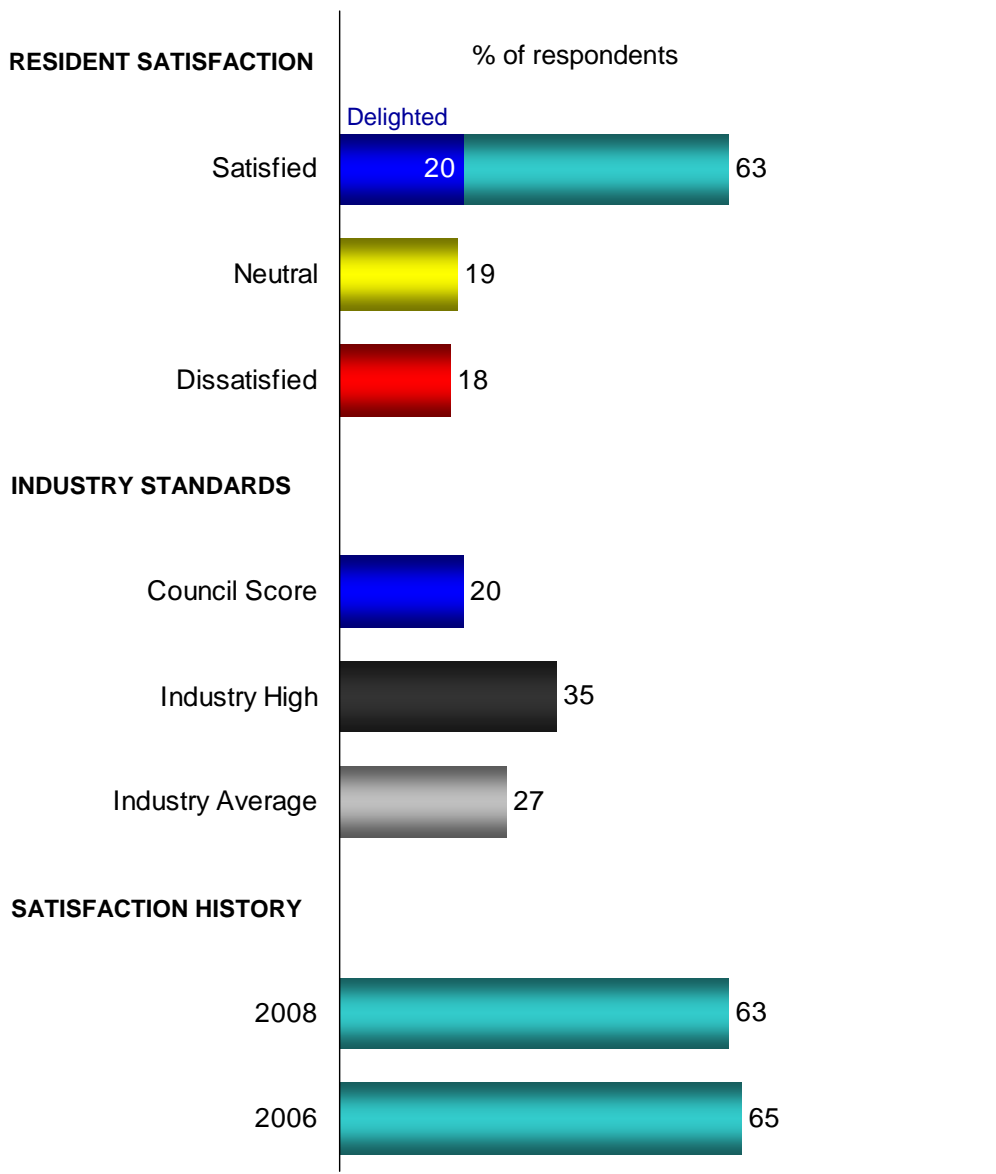
% of residents	Delighted	Dissatisfied
18-34 yrs	19%	17%
35-54 yrs	8%	28%
55+ yrs	15%	26%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 350; 2008 n = 361)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance



# How the community is informed about local issues



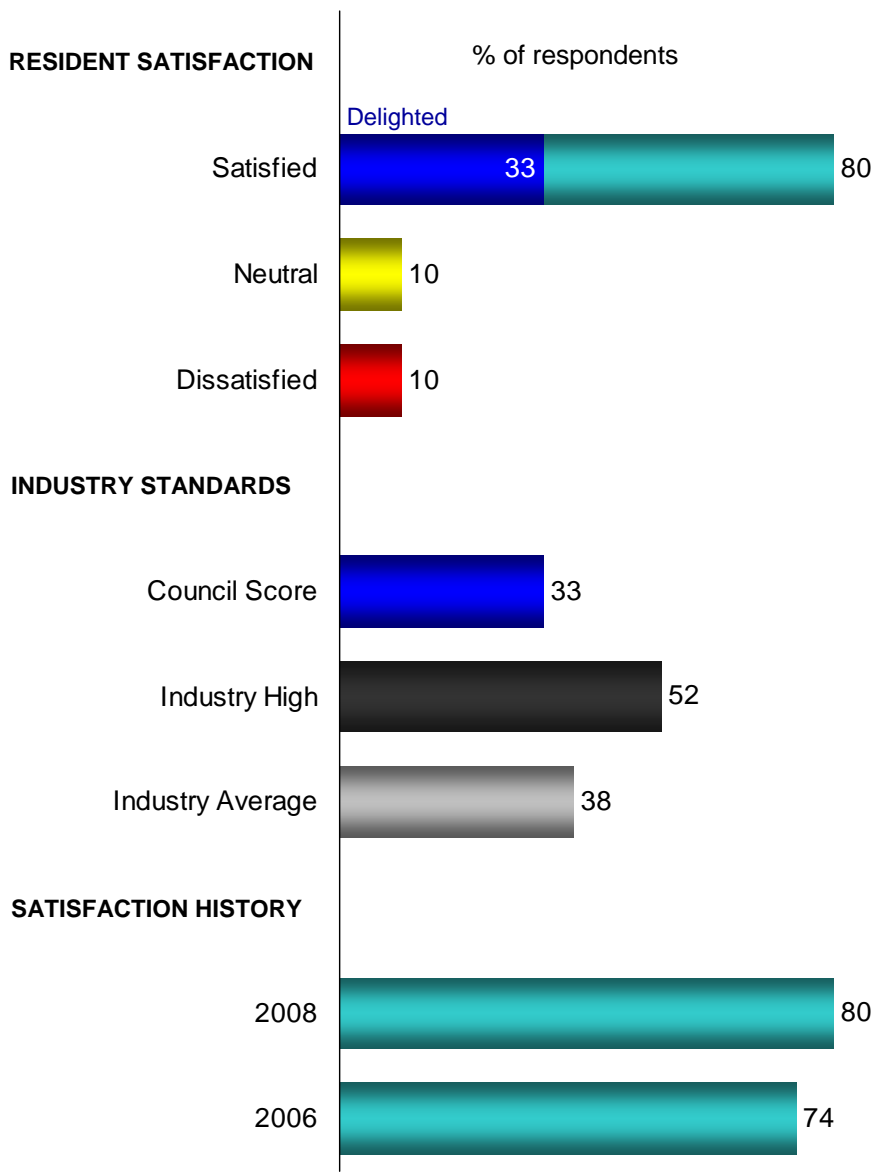
- Satisfaction remains moderate
  - 63% of respondents are satisfied
  - 18% of respondents are dissatisfied
- Satisfaction is highest among seniors
- There is greatest room to improve satisfaction ratings among 35-54 year olds and home owners

% of residents	Delighted	Dissatisfied
18-34 yrs	25%	12%
35-54 yrs	12%	21%
55+ yrs	27%	19%
Younger singles / couples^	13%	7%
Families with younger children	11%	18%
Families with older children	19%	19%
Matures singles / couples	20%	21%
Seniors	31%	15%
Own	20%	21%
Rent	19%	5%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 375; 2008 n = 372)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ = small sample size (n<30)

○ ▼ ▲ = significant variance

# Council's newsletter - the Cambridge News



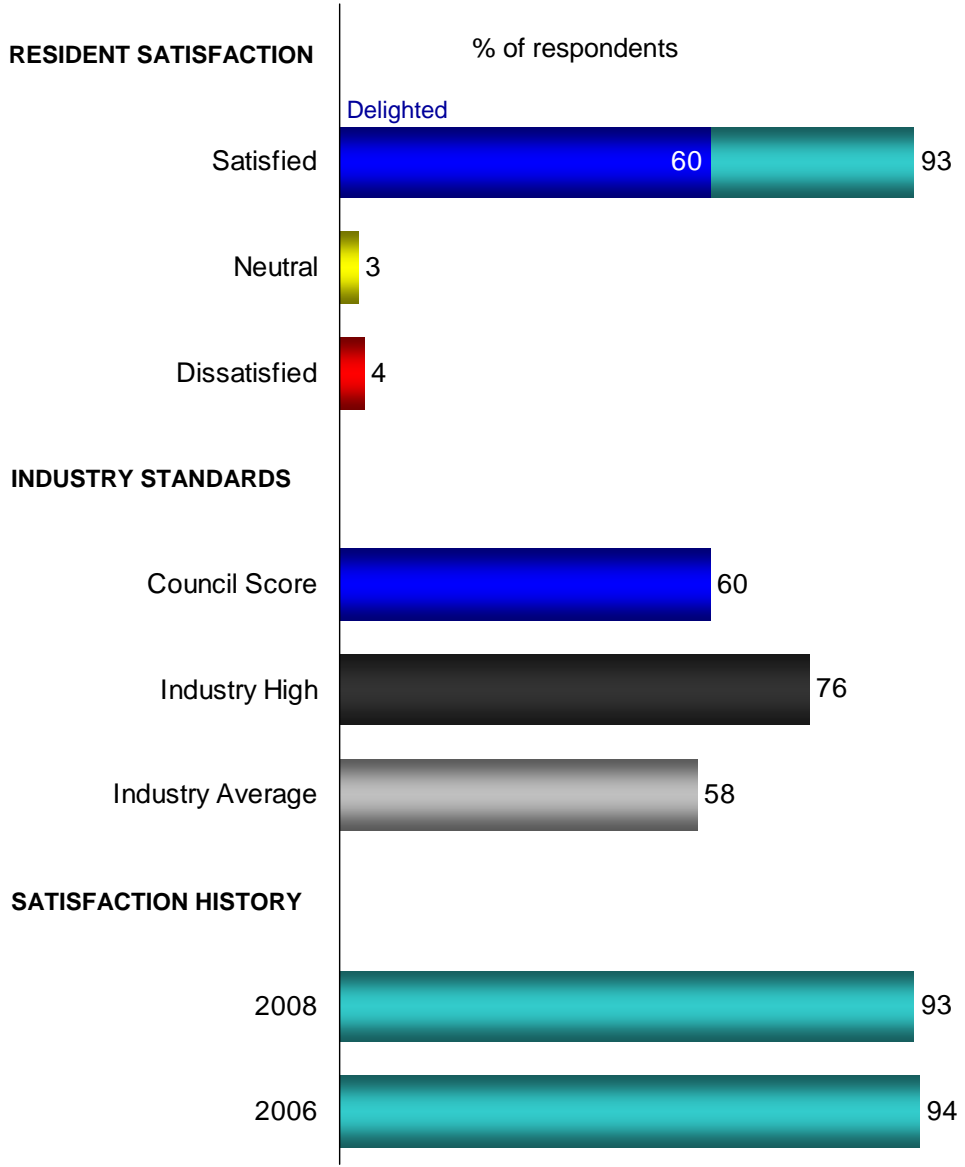
- Satisfaction is high
  - 80% of respondents are satisfied
- Satisfaction is highest among those aged 55+
- There is greatest room to improve satisfaction ratings among those living in West Leederville

% of residents	Delighted	Dissatisfied
18-34 yrs	33%	8%
35-54 yrs	25%	11%
55+ yrs	42%	9%
City Beach	35%	12%
Floreat	31%	9%
Wembley	38%	8%
West Leederville	24%	10%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 343; 2008 n = 337)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Library & information services



- Satisfaction remains very high
  - 93% of respondents are satisfied
- Satisfaction is slightly higher among families with younger children and seniors

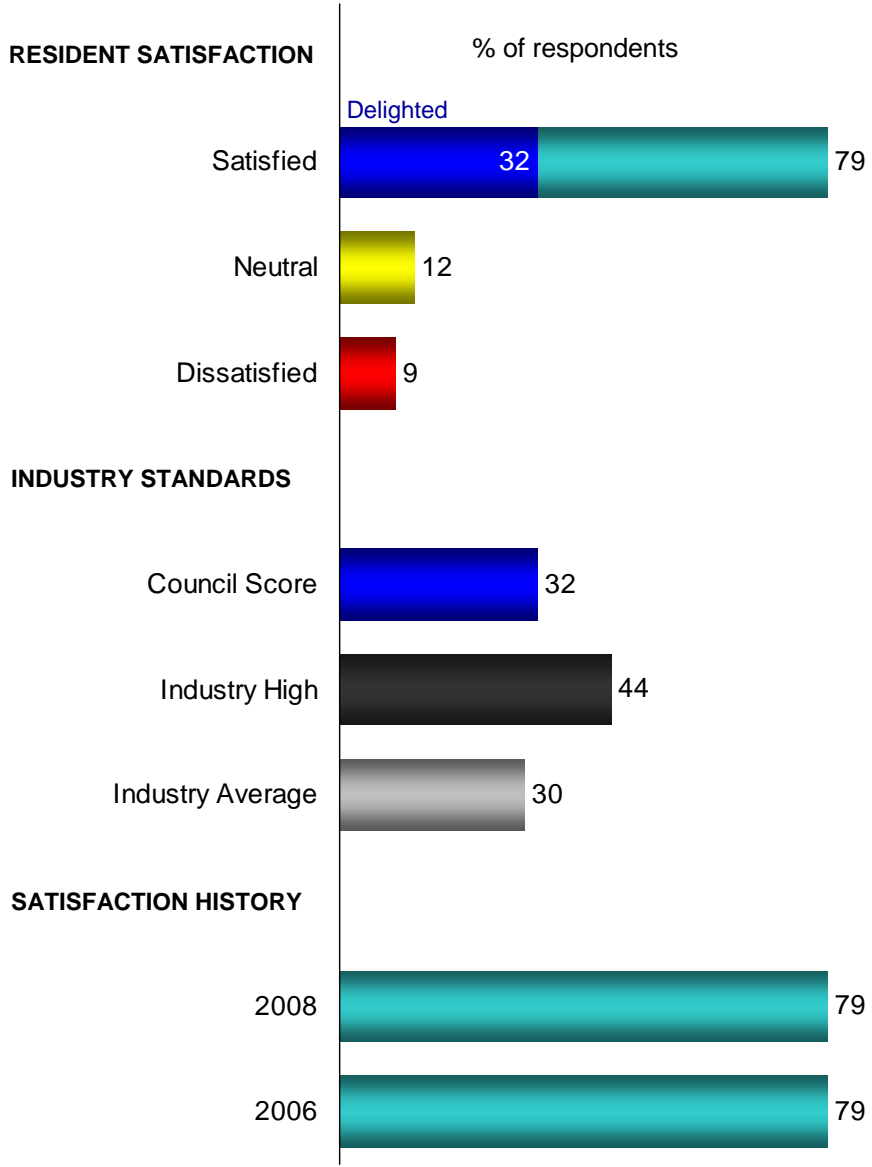
% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	54%	8%
Families with younger children	68%	4%
Families with older children	57%	2%
Matures singles / couples	52%	3%
Seniors	67%	5%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 335; 2008 n = 367)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4    ^ = small sample size (n<30)

○ ▼ ▲ = significant variance

# Natural and built environment

# Conservation and environmental management



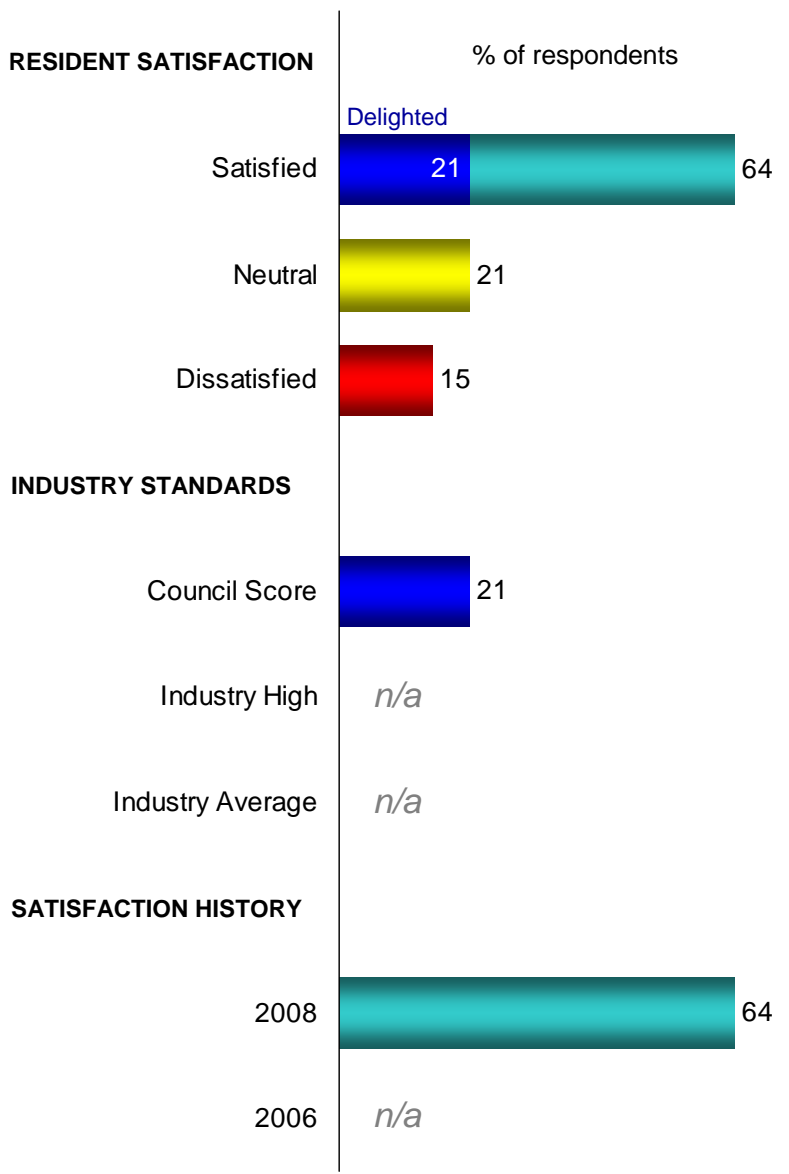
- Satisfaction remains relatively high
  - 79% of respondents are satisfied
- Satisfaction is highest among those aged 55+ and those with a disability or impairment
- There is greatest room to improve satisfaction ratings among those living in West Leederville

% of residents	Delighted	Dissatisfied
18-34 yrs	30%	8%
35-54 yrs	25%	10%
55+ yrs	41%	9%
City Beach	40%	2%
Floreat	36%	15%
Wembley	32%	9%
West Leederville	17%	11%
A person with a disability or impairment	53%	16%
Without disability or impairment	30%	9%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 307; 2008 n = 349)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Efforts to promote and adopt sustainable practices



- Satisfaction is moderate
  - 64% of respondents are satisfied, 15% are dissatisfied
- Satisfaction is highest among seniors and those with a disability
- There is greatest room to improve satisfaction ratings among males, 35-54 year olds and those living in West Leederville

% of residents	Delighted	Dissatisfied
Male	20%	22%
Female	22%	9%
18-34 yrs	24%	17%
35-54 yrs	15%	17%
55+ yrs	27%	11%
Younger singles / couples^	27%	13%
Families with younger children	20%	19%
Families with older children	21%	16%
Matures singles / couples	10%	15%
Seniors	32%	6%
City Beach	25%	9%
Floreat	16%	14%
Wembley	20%	16%
West Leederville	24%	24%
A person with a disability or impairment^	41%	11%
Without disability or impairment	19%	15%

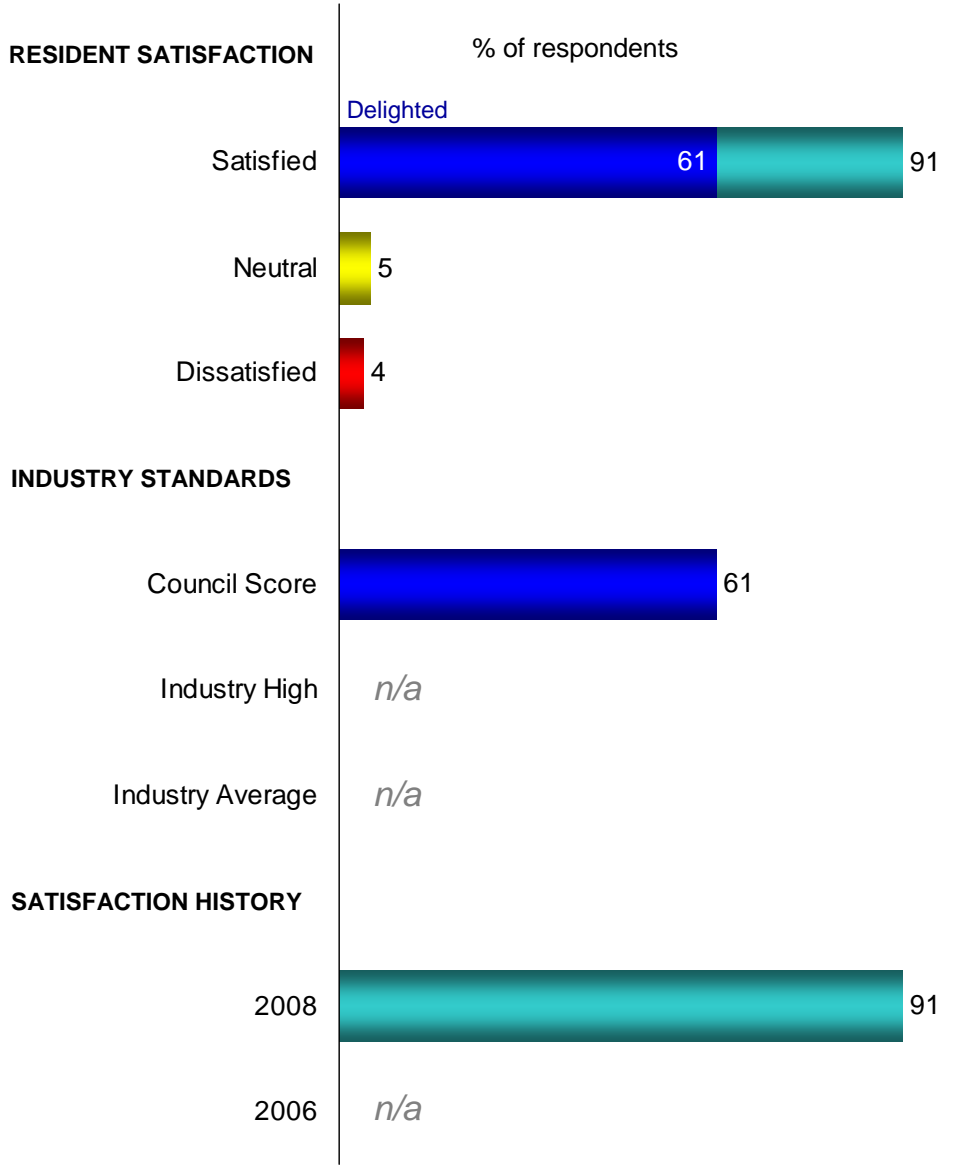
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2008 n = 325)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ = small sample size (n<30)

○ ▼ ▲ = significant variance

# Waste collection services



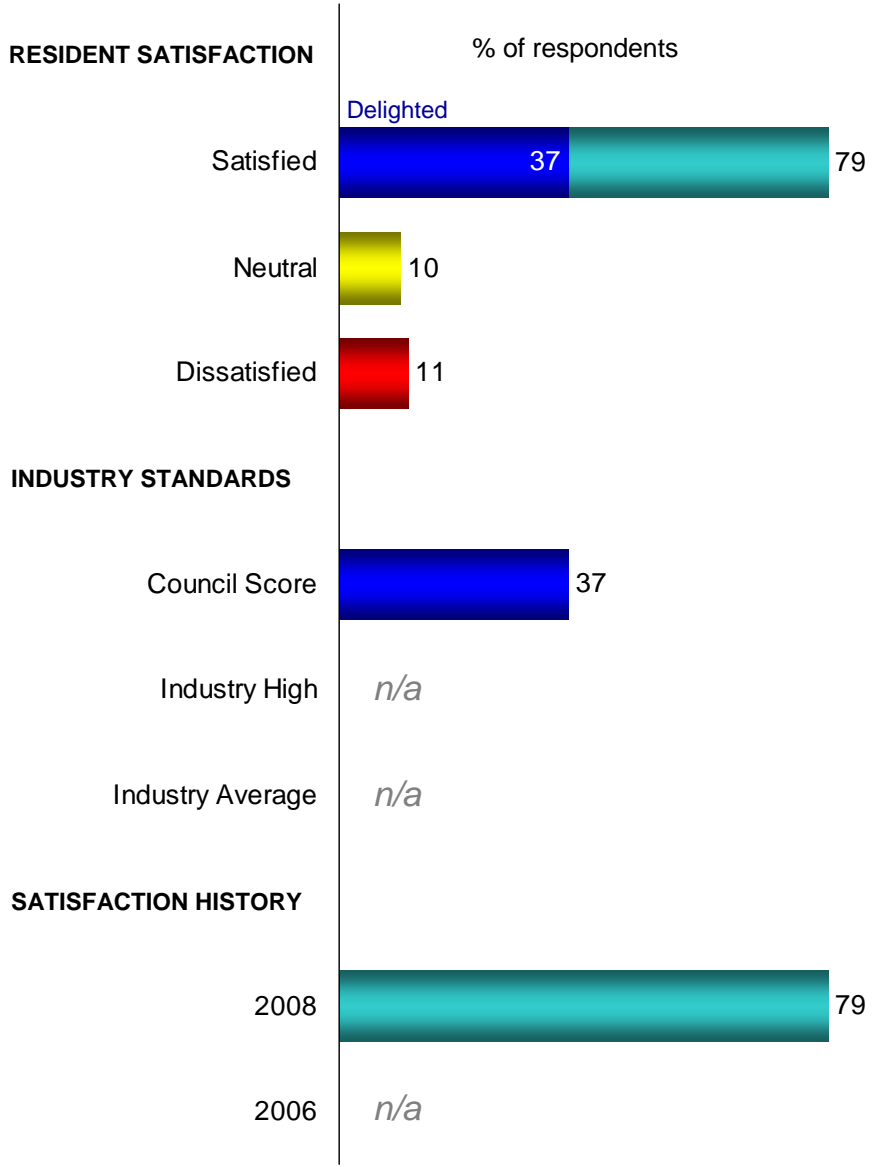
- Satisfaction is very high
  - 91% of respondents are satisfied
- Satisfaction is highest among males, those aged 55+, those living in City Beach and those with a disability or impairment
- There is greatest room to improve satisfaction ratings among those living in West Leederville

% of residents	Delighted	Dissatisfied
Male	68%	4%
Female	55%	5%
18-34 yrs	50%	8%
35-54 yrs	56%	4%
55+ yrs	72%	3%
City Beach	70%	3%
Floreat	62%	4%
Wembley	61%	4%
West Leederville	49%	4%
A person with a disability or impairment	76%	5%
Without disability or impairment	59%	4%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2008 n = 400)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Efforts being made to manage and reduce waste



- Satisfaction is relatively high
  - 79% of respondents are satisfied
  - 11% of respondents are dissatisfied
- Satisfaction is highest among seniors (followed by younger singles / couples) and those living in City Beach
- There is greatest room to improve satisfaction ratings among families with younger children and those living in West Leederville

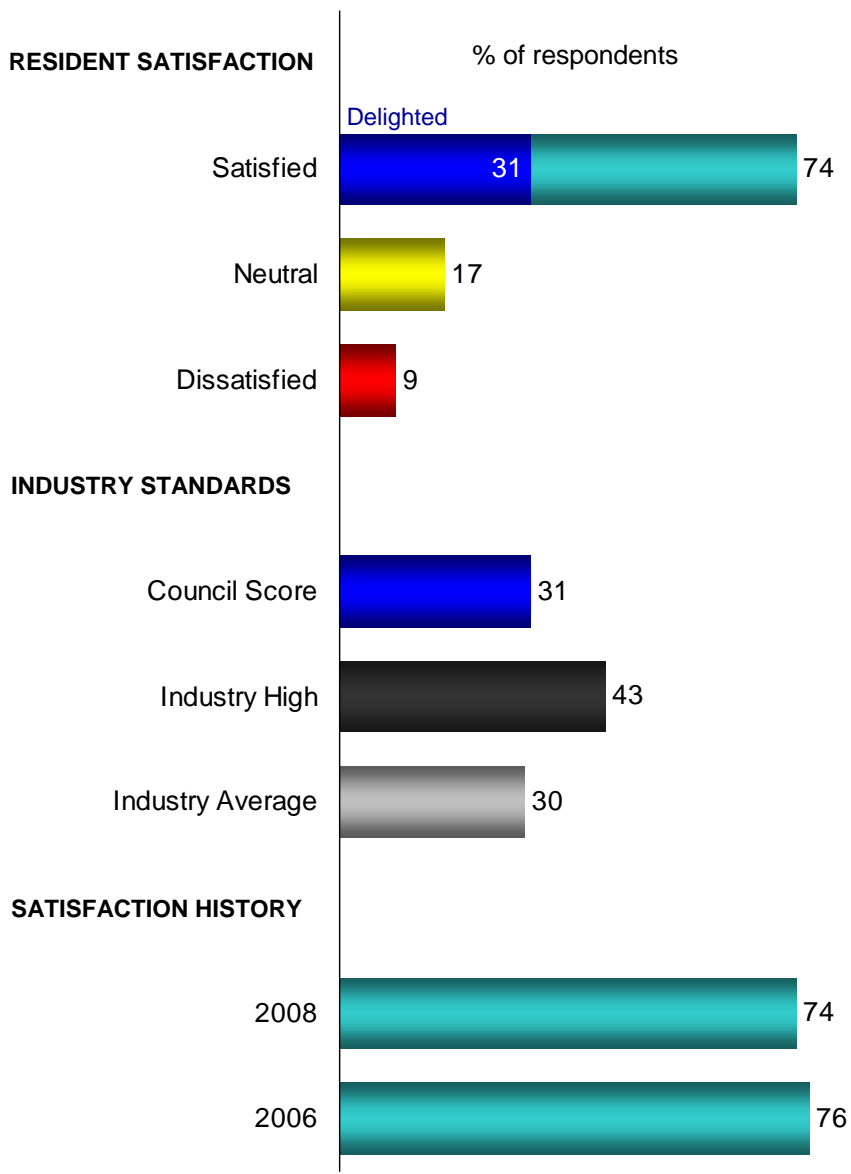
% of residents	Delighted	Dissatisfied
Younger singles / couples^	40%	7%
Families with younger children	27%	9%
Families with older children	36%	16%
Matures singles / couples	33%	13%
Seniors	47%	4%
City Beach	44%	12%
Floreat	36%	7%
Wembley	37%	11%
West Leederville	29%	16%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2008 n = 371)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ = small sample size (n<30)

○ ▼ ▲ = significant variance



# Animal and pest control



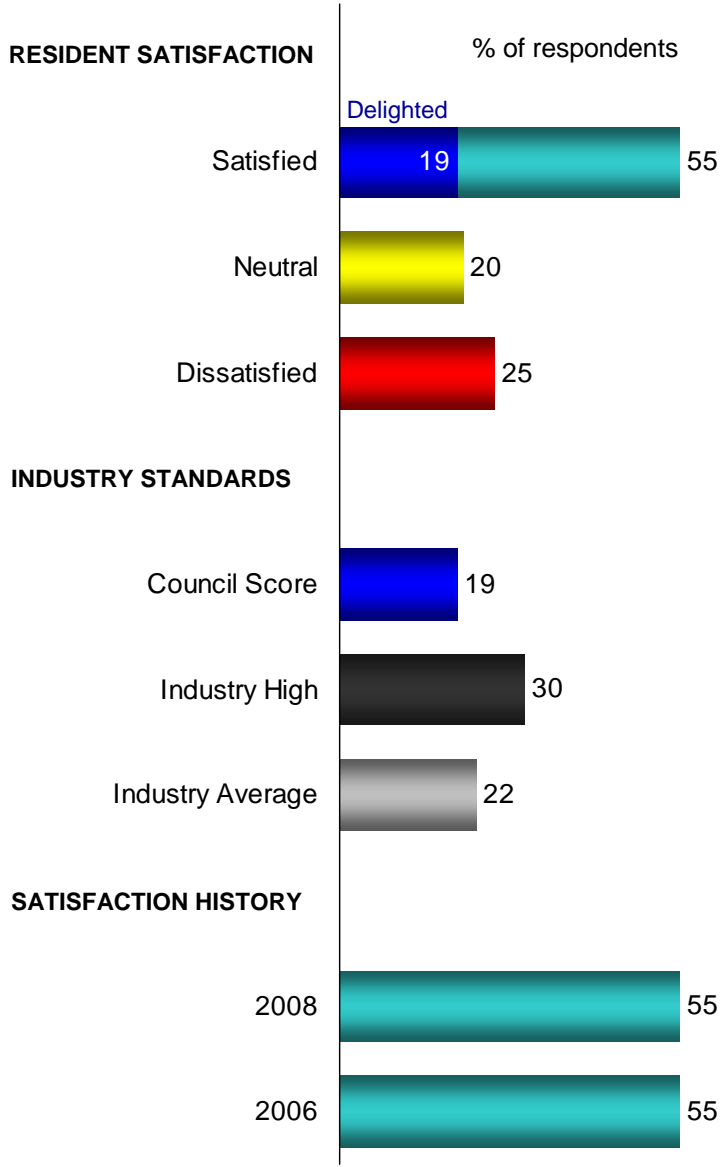
- Satisfaction remains relatively high
  - 74% of respondents are satisfied
- Satisfaction is highest among families with older children (followed by older singles / couples and seniors) and those living in City Beach and Wembley

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	21%	14%
Families with younger children	23%	10%
Families with older children	36%	8%
Matures singles / couples	30%	12%
Seniors	31%	5%
City Beach	38%	10%
Floreat	19%	9%
Wembley	38%	9%
West Leederville	27%	8%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 270; 2008 n = 323)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ = small sample size (n<30)

○ ▼ ▲ = significant variance

# Planning and building approvals



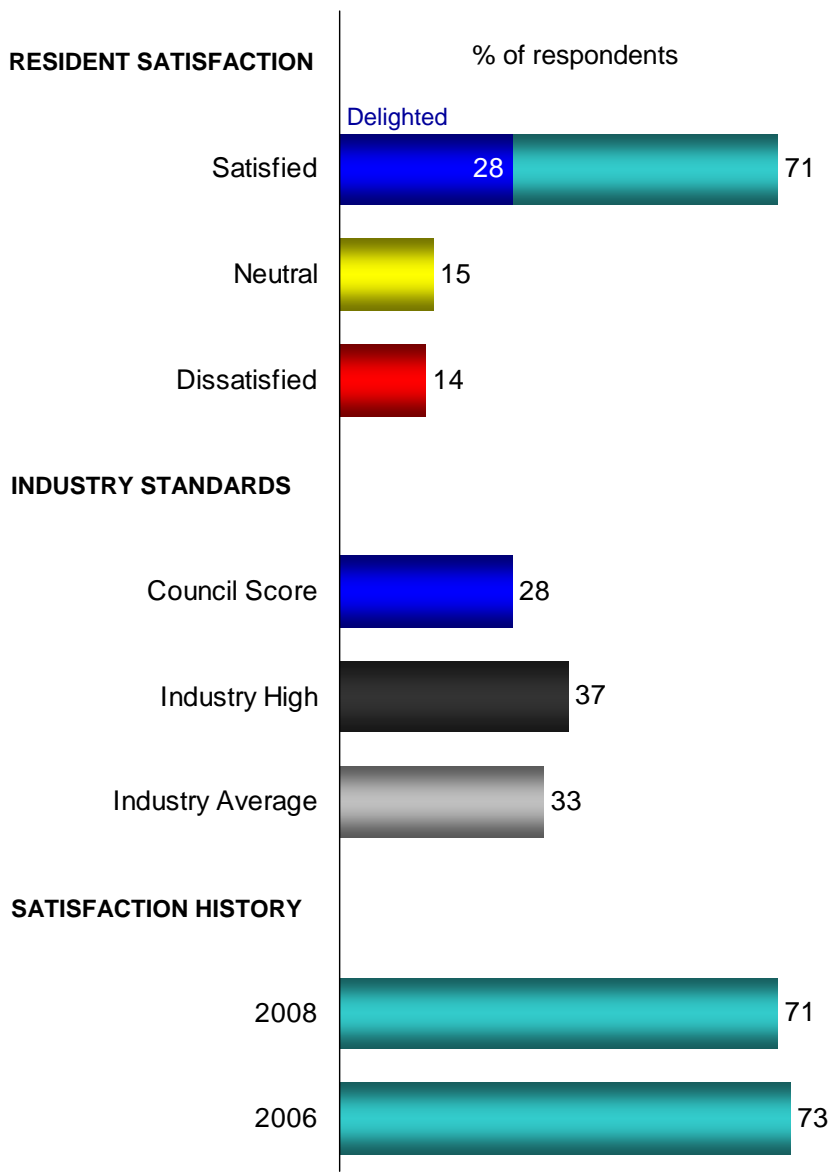
- Satisfaction remains moderate
  - 55% of respondents are satisfied
  - 25% of respondents are dissatisfied
- Satisfaction is highest among those aged 55+
- There is greatest room to improve satisfaction ratings among those aged 35-54 years

% of residents	Delighted	Dissatisfied
18-34 yrs	14%	19%
35-54 yrs	15%	30%
55+ yrs	28%	20%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 200; 2008 n = 253)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# The mix and diversity of housing types in your local area



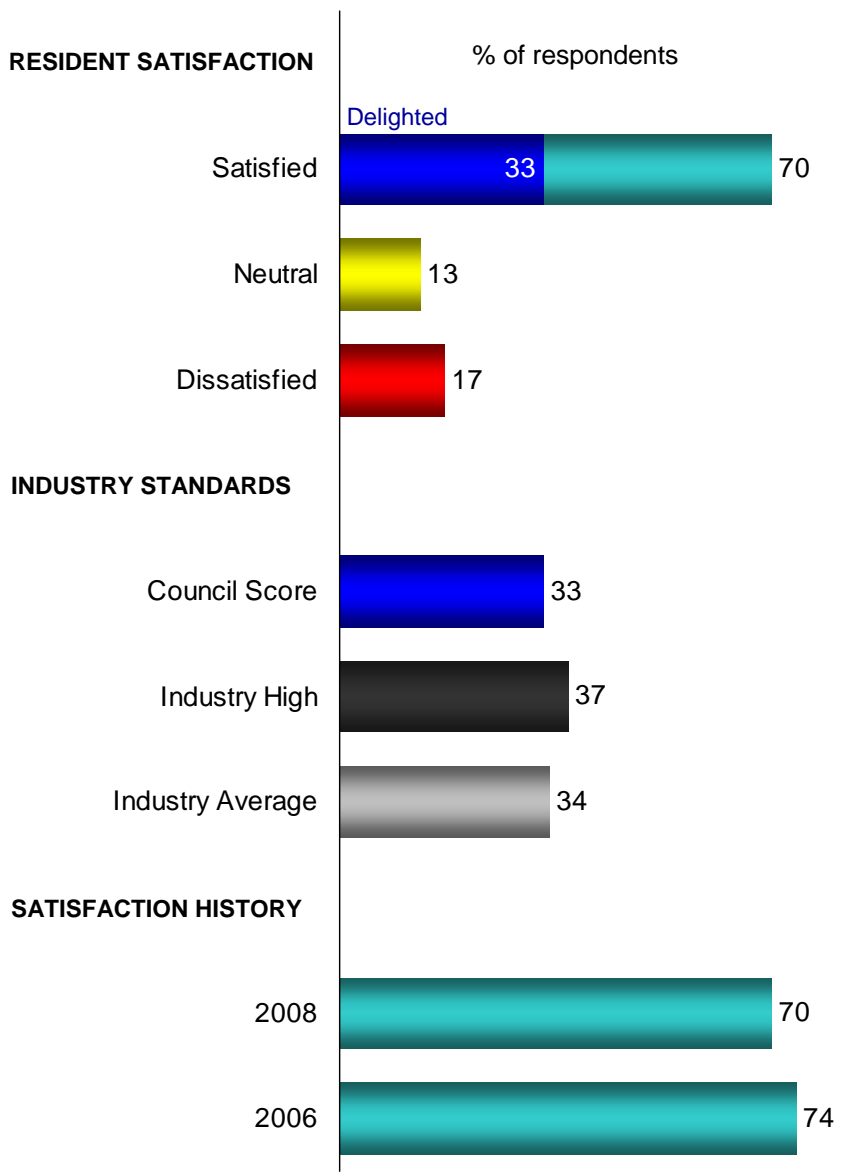
- Satisfaction remains relatively high
  - 71% of respondents are satisfied
  - 14% of respondents are dissatisfied
- Satisfaction is highest among seniors and those living in City Beach and Wembley

% of residents	Delighted	Dissatisfied
Younger singles / couples^	18%	29%
Families with younger children	29%	12%
Families with older children	24%	12%
Matures singles / couples	25%	16%
Seniors	38%	8%
City Beach	34%	13%
Floreat	25%	11%
Wembley	32%	15%
West Leederville	17%	17%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 365; 2008 n = 380)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ = small sample size (n<30)

○ ▼ ▲ = significant variance

# The density and design of housing in your local area



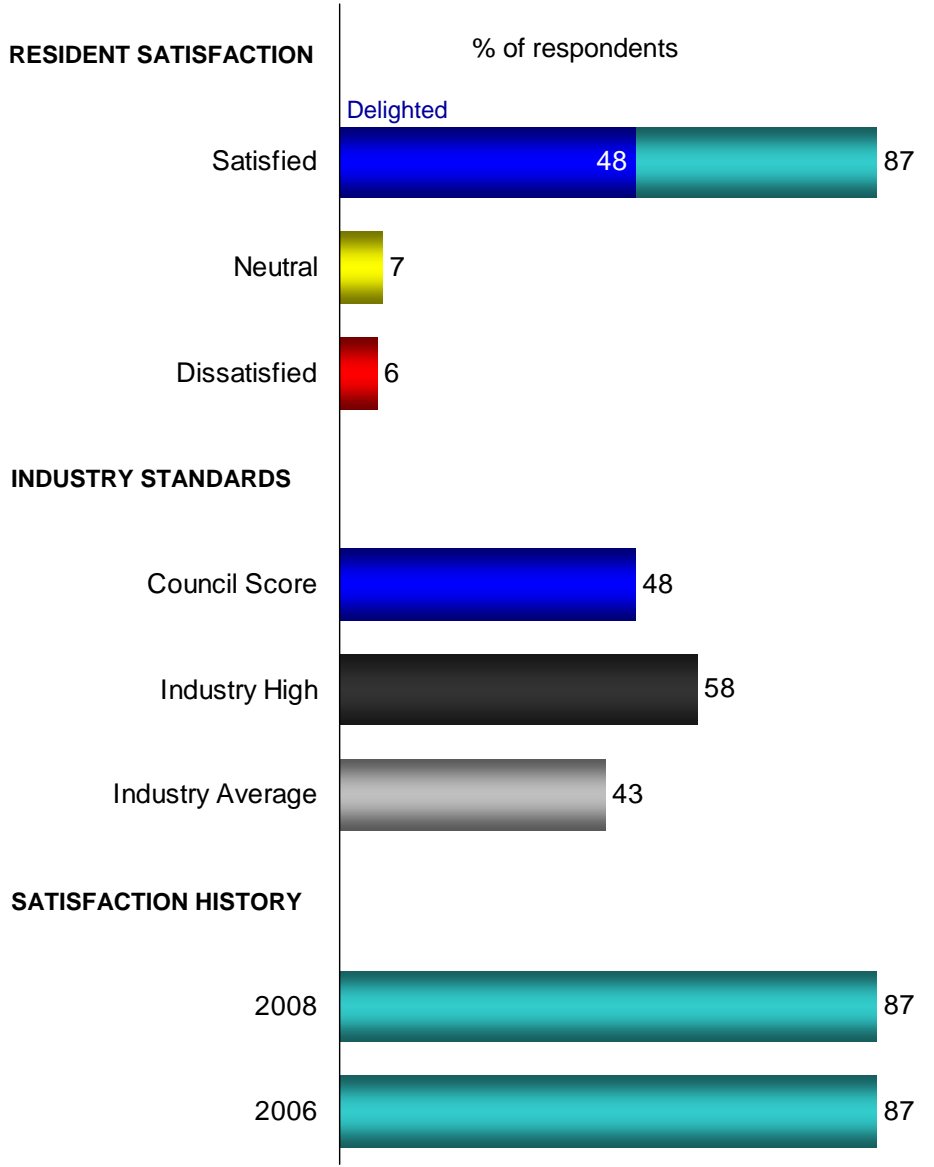
- Satisfaction remains relatively high
  - 70% of respondents are satisfied
  - 17% of respondents are dissatisfied
- Satisfaction is highest among 18-34 year olds, seniors and those living in City Beach
- There is greatest room to improve satisfaction ratings among mature singles / couples and those living in West Leederville

% of residents	Delighted	Dissatisfied
18-34 yrs	44%	7%
35-54 yrs	25%	20%
55+ yrs	37%	20%
Younger singles / couples <sup>^</sup>	44%	6%
Families with younger children	29%	20%
Families with older children	29%	14%
Matures singles / couples	29%	26%
Seniors	49%	12%
City Beach	47%	10%
Floreat	36%	16%
Wembley	32%	17%
West Leederville	15%	31%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 380; 2008 n = 386)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ = small sample size (n<30)

○ ▼ ▲ = significant variance

# Streetscapes, parks and sporting grounds



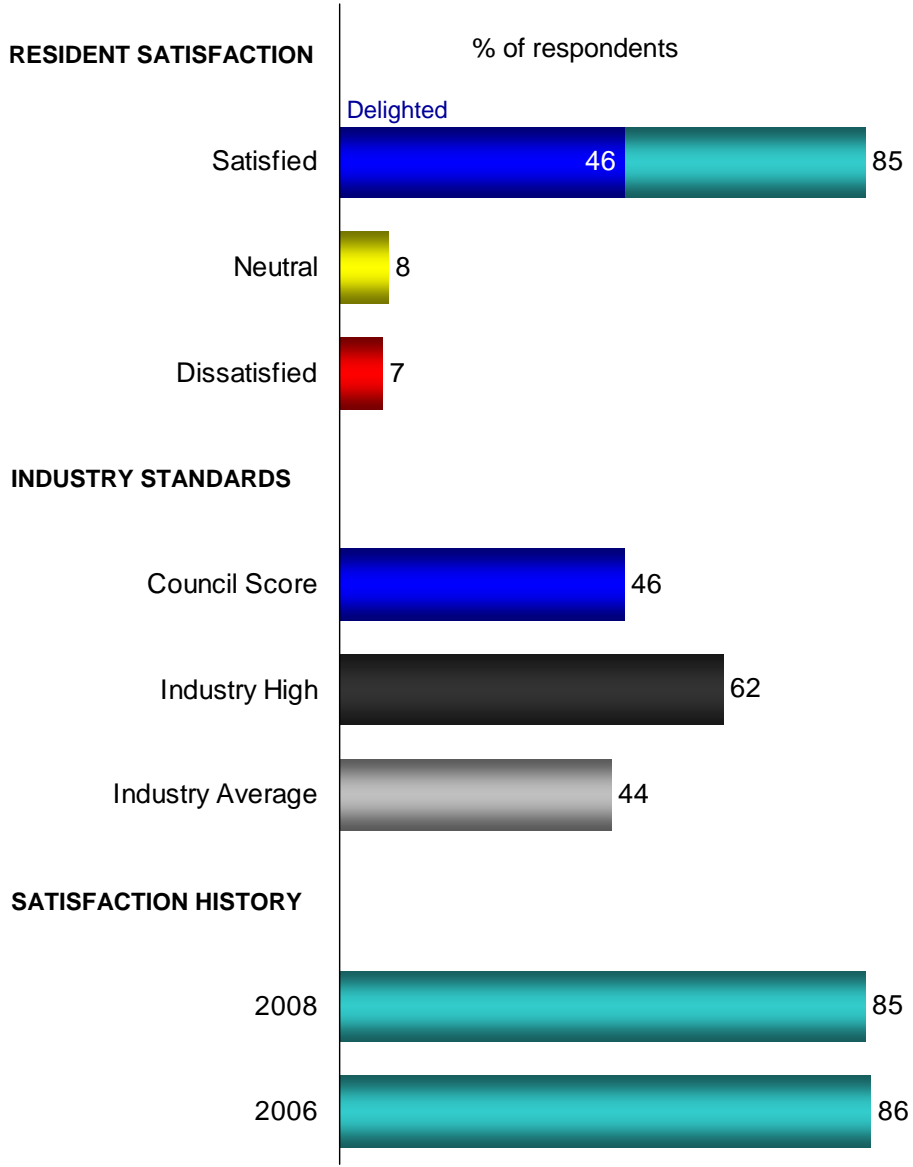
- Satisfaction remains very high
  - 87% of respondents are satisfied
- Satisfaction is highest among seniors and home owners
- There is greatest room to improve satisfaction ratings among 35-54 year olds and those living in West Leederville

% of residents	Delighted	Dissatisfied
18-34 yrs	52%	4%
35-54 yrs	40%	8%
55+ yrs	55%	5%
Younger singles / couples <sup>^</sup>	47%	6%
Families with younger children	43%	8%
Families with older children	49%	7%
Matures singles / couples	36%	5%
Seniors	61%	5%
City Beach	63%	2%
Floreat	56%	6%
Wembley	42%	8%
West Leederville	29%	7%
Own	50%	6%
Rent	31%	13%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 392; 2008 n = 392)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4    ^ = small sample size (n<30)

○ ▼ ▲ = significant variance

# Sport and recreation facilities



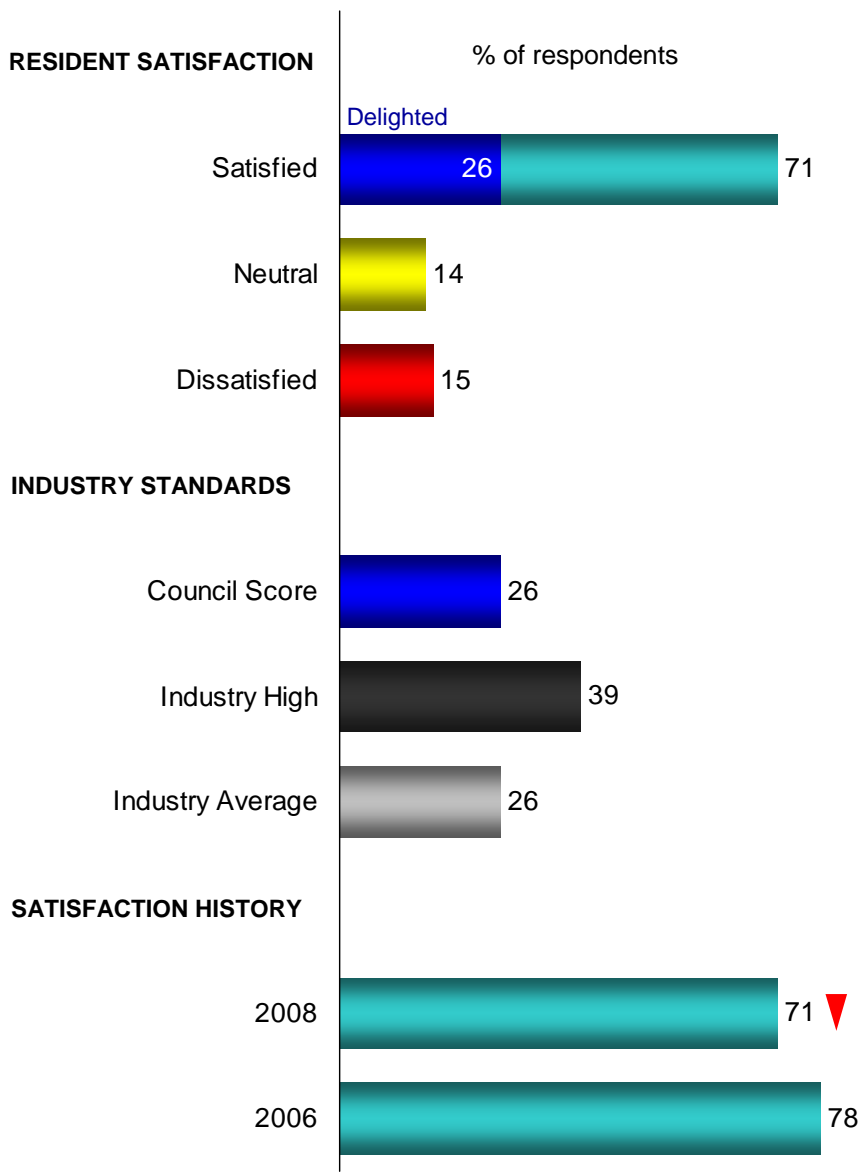
- Satisfaction remains high
  - 85% of respondents are satisfied
- Satisfaction is highest among home owners
- There is greatest room to improve satisfaction ratings among those living in West Leederville

% of residents	Delighted	Dissatisfied
City Beach	54%	7%
Floreat	51%	7%
Wembley	45%	5%
West Leederville	32%	11%
Own	48%	6%
Rent	26%	11%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 328; 2008 n = 369)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Community buildings, halls and toilets



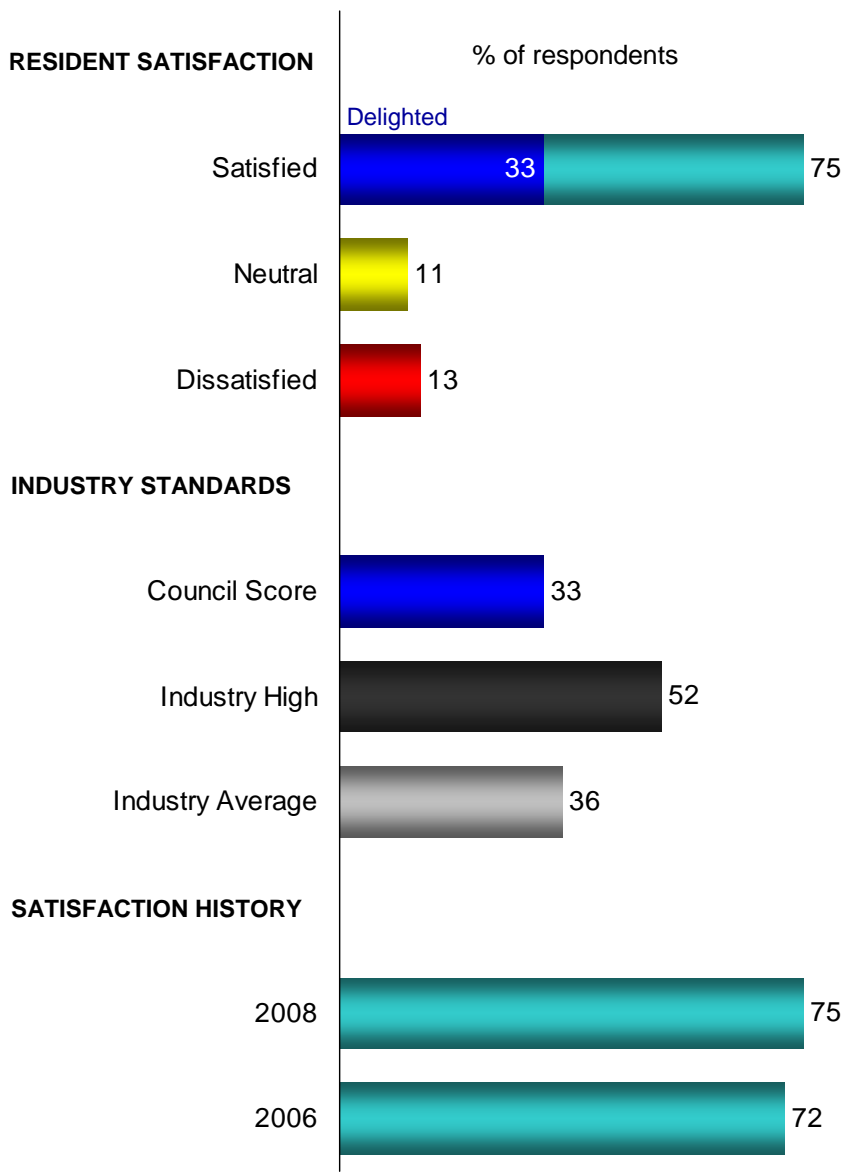
- Satisfaction is relatively high, though it has declined since 2006
  - 71% of respondents are satisfied
  - 15% of respondents are dissatisfied
- Satisfaction is highest among those aged 55+

% of residents	Delighted	Dissatisfied
18-34 yrs	27%	13%
35-54 yrs	21%	16%
55+ yrs	34%	14%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 291; 2008 n = 346)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Footpaths and cycleways



- Satisfaction remains relatively high
  - 75% of respondents are satisfied
  - 13% of respondents are dissatisfied
- Satisfaction is highest among 18-34 year olds and those living in City Beach
- There is greatest room to improve satisfaction ratings among home owners and those living in Floreat

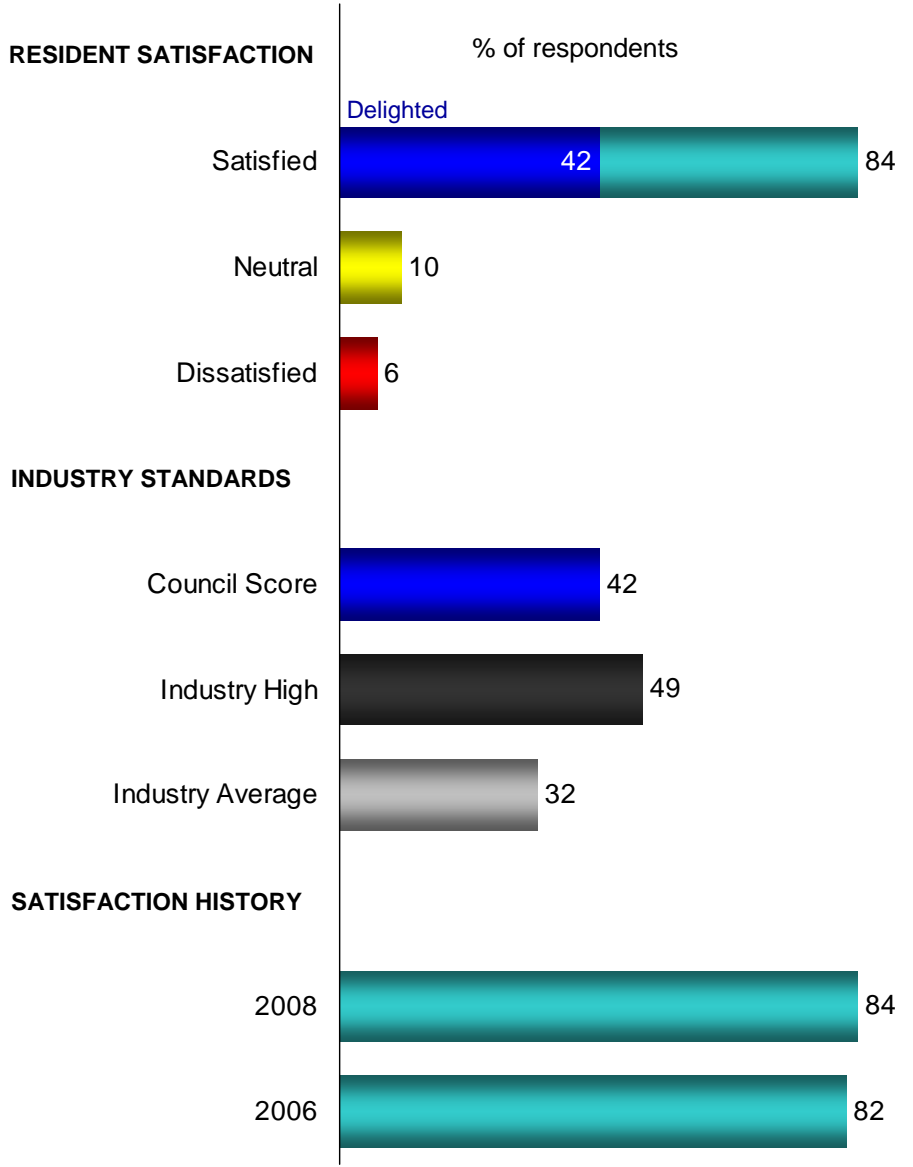
% of residents	Delighted	Dissatisfied
18-34 yrs	48%	5%
35-54 yrs	25%	15%
55+ yrs	35%	15%
City Beach	45%	8%
Floreat	25%	20%
Wembley	30%	11%
West Leederville	32%	15%
Own	32%	14%
Rent	33%	5%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 396; 2008 n = 395)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance



# Road maintenance



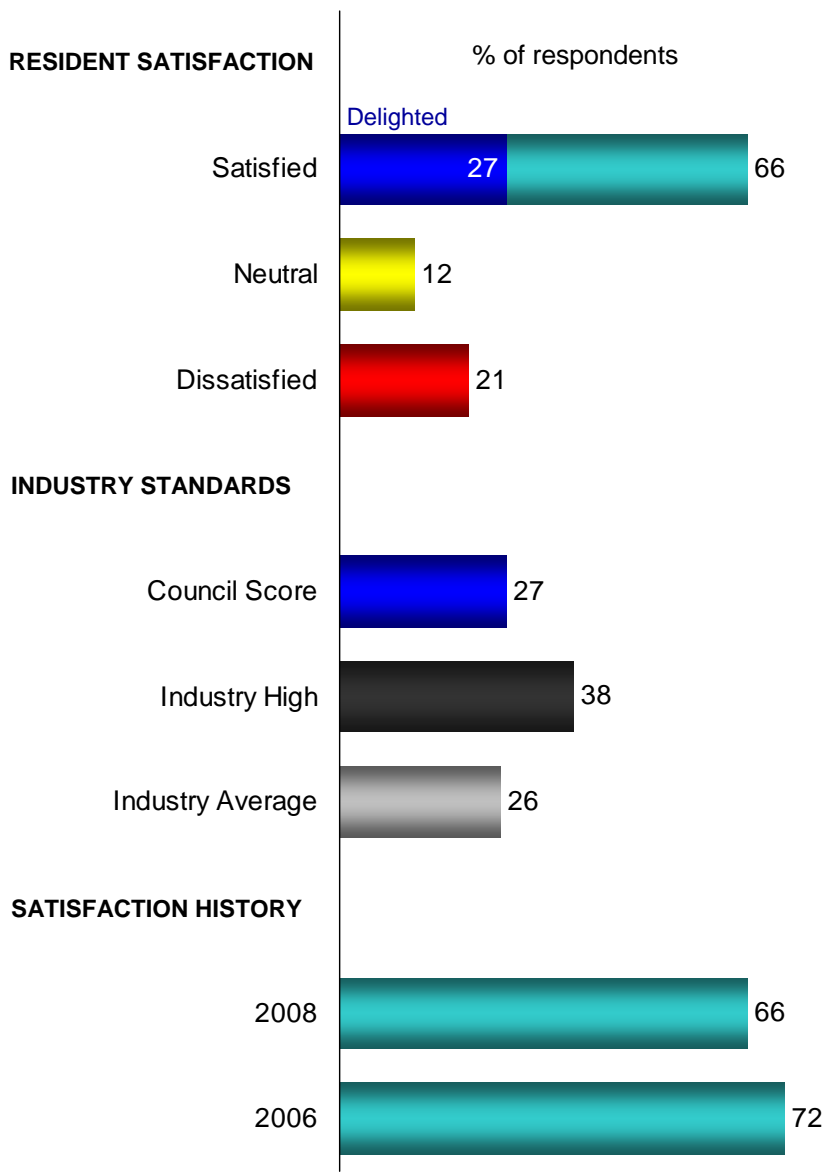
- Satisfaction remains high
  - 84% of respondents are satisfied
- Satisfaction is highest among seniors and those living in City Beach

% of residents	Delighted	Dissatisfied
Younger singles / couples^	35%	0%
Families with younger children	37%	9%
Families with older children	47%	6%
Matures singles / couples	30%	5%
Seniors	54%	4%
City Beach	60%	5%
Floreat	34%	8%
Wembley	36%	6%
West Leederville	42%	5%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 395; 2008 n = 396)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ = small sample size (n<30)

○ ▼ ▲ = significant variance

# The management and control of traffic on local roads

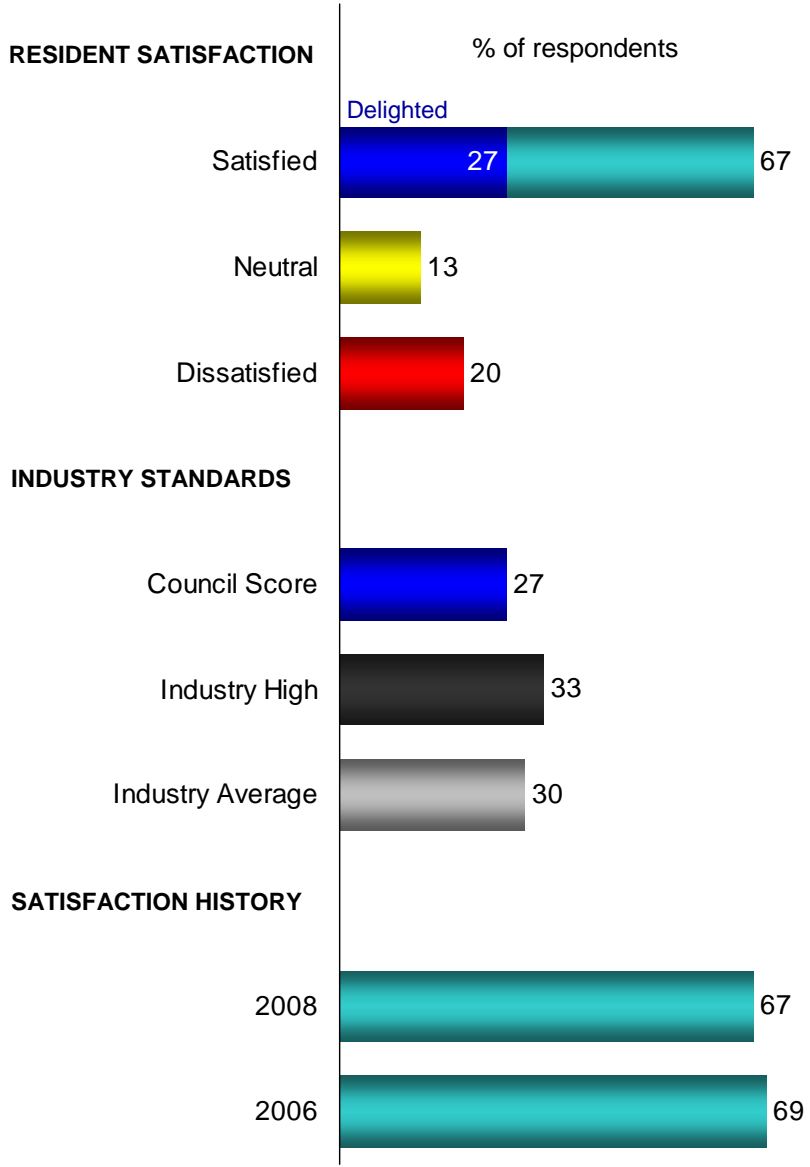


- Satisfaction is moderate
  - 66% of respondents are satisfied
  - 21% of respondents are dissatisfied
- Satisfaction is highest among seniors and those living in City Beach
- There is greatest room to improve satisfaction ratings among 35-54 year olds and those living in West Leederville

% of residents	Delighted	Dissatisfied
18-34 yrs	35%	8%
35-54 yrs	20%	29%
55+ yrs	32%	20%
Younger singles / couples <sup>^</sup>	35%	6%
Families with younger children	17%	29%
Families with older children	26%	21%
Matures singles / couples	23%	24%
Seniors	41%	13%
City Beach	39%	13%
Floreat	26%	16%
Wembley	28%	20%
West Leederville	14%	42%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 377; 2008 n = 391)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4    ^ = small sample size (n<30)

# The control of parking



- Satisfaction remains moderate
  - 67% of respondents are satisfied
  - 20% of respondents are dissatisfied
- Satisfaction is highest among those living in City Beach
- There is greatest room to improve satisfaction ratings among those living in West Leederville

% of residents	Delighted	Dissatisfied
City Beach	37%	6%
Floreat	26%	12%
Wembley	24%	22%
West Leederville	21%	40%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 352; 2008 n = 367)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Street lighting



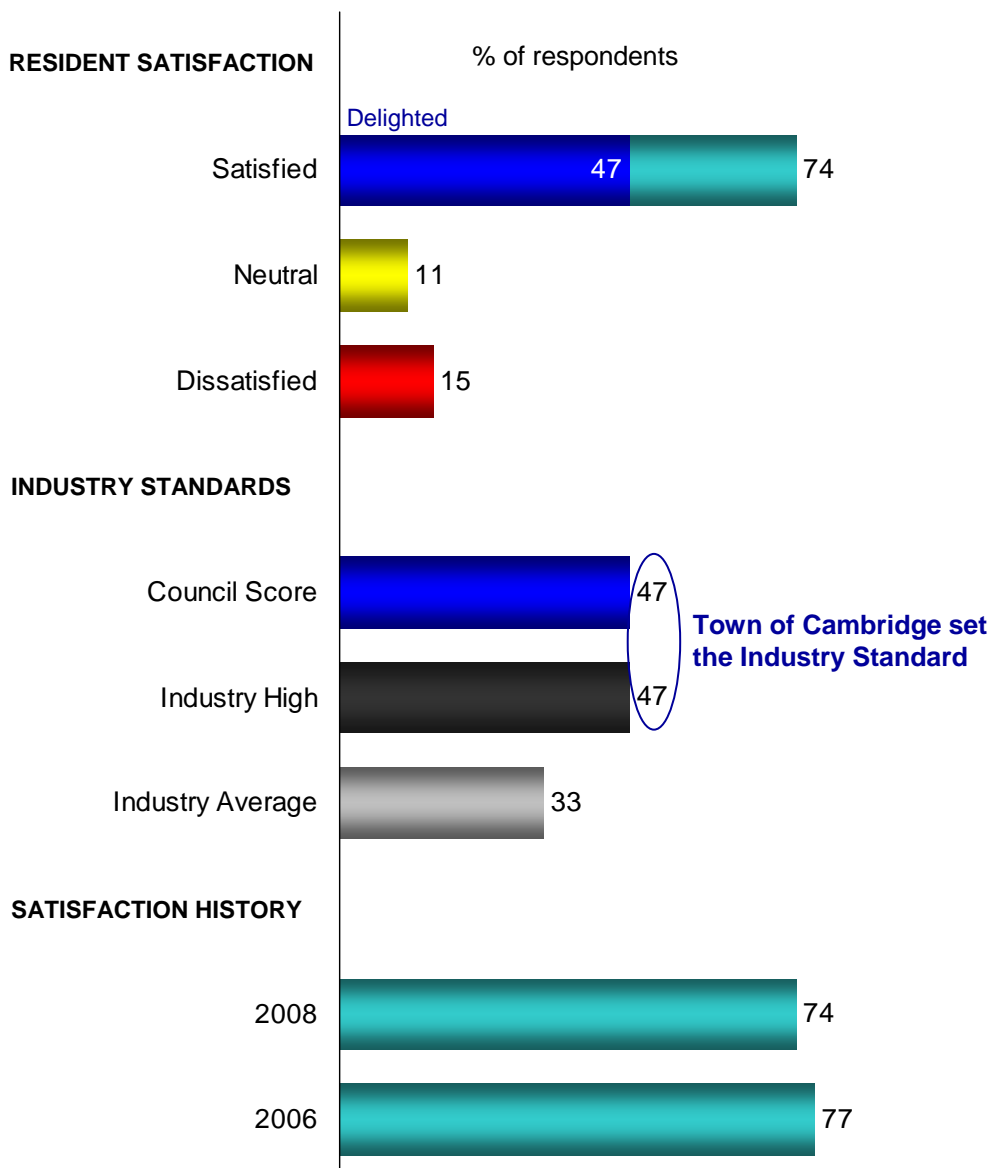
- Satisfaction is high
  - 80% of respondents are satisfied
- Satisfaction is highest among those aged 55+ and those living in City Beach

% of residents	Delighted	Dissatisfied
18-34 yrs	36%	8%
35-54 yrs	33%	10%
55+ yrs	57%	10%
City Beach	58%	6%
Floreat	33%	12%
Wembley	39%	12%
West Leederville	41%	8%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2008 n = 395)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Access to public transport



- Congratulations, the Town of Cambridge set the Industry Standard for access to public transport!
  - 74% of respondents are satisfied
- Satisfaction is highest among males, mature singles and couples and those living in West Leederville
- There is greatest room to improve satisfaction ratings among 18-34 year olds and those living in City Beach

% of residents	Delighted	Dissatisfied
Male	57%	9%
Female	39%	20%
18-34 yrs	44%	24%
35-54 yrs	47%	15%
55+ yrs	50%	11%
Younger singles / couples <sup>^</sup>	47%	24%
Families with younger children	42%	14%
Families with older children	40%	21%
Matures singles / couples	59%	9%
Seniors	51%	9%
City Beach	27%	30%
Floreat	42%	14%
Wembley	56%	8%
West Leederville	65%	7%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 367; 2008 n = 390)

Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ = small sample size (n<30)

○ ▼ ▲ = significant variance

Economic

# Your local shopping area

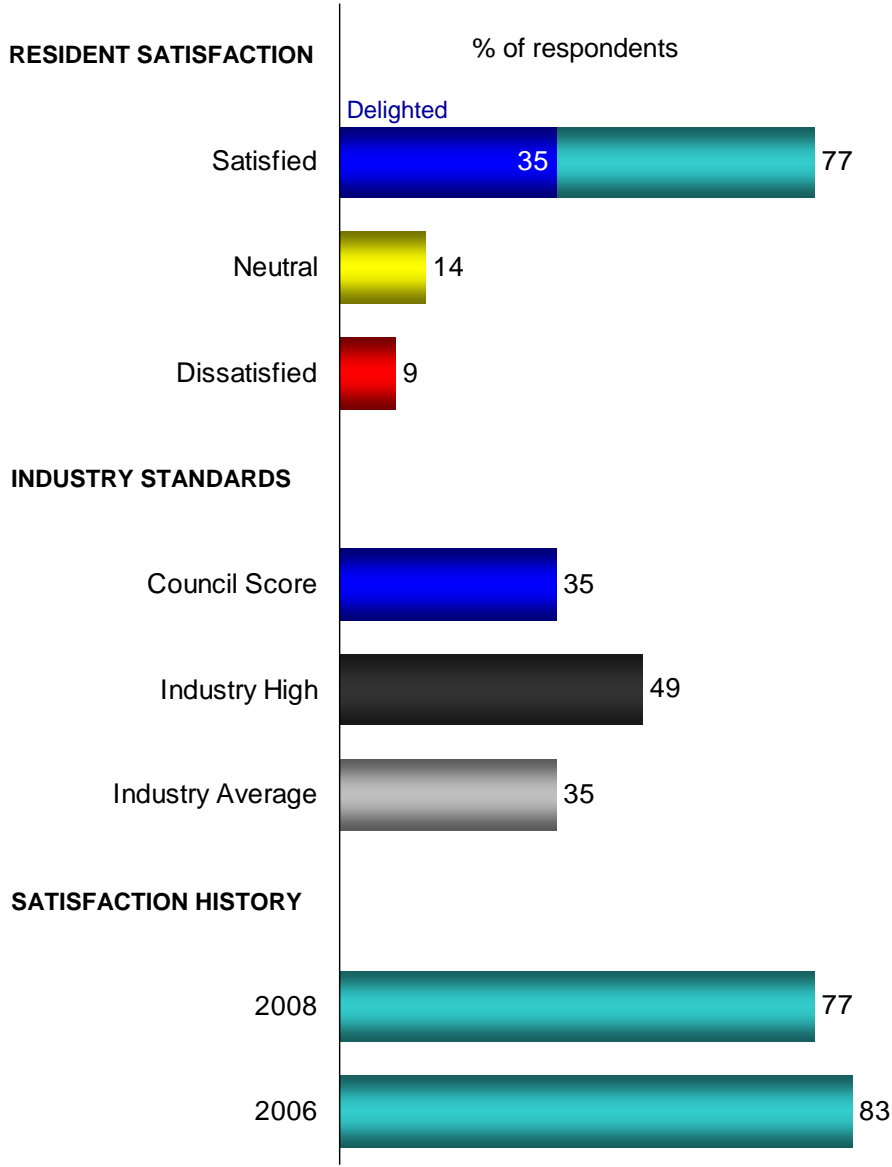


- Satisfaction is high
  - 82% of respondents are satisfied
- Satisfaction is highest among seniors
  - While satisfaction levels are also high among younger singles / couples, the sample size is too small to say if this variance is significant.
- There is greatest room to improve satisfaction ratings among those living in West Leederville and those who have a non-English speaking background

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	63%	25%
Families with younger children	43%	11%
Families with older children	40%	10%
Matures singles / couples	45%	10%
Seniors	58%	4%
City Beach	48%	9%
Floreat	47%	5%
Wembley	50%	9%
West Leederville	38%	15%
Non-English speaking background	41%	24%
Speaks English only	47%	8%

Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2008 n = 398)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4    ^ = small sample size (n<30)

# The efficiency & effectiveness of customer service



- Satisfaction is relatively high
  - 77% of respondents are satisfied
- Satisfaction is highest among those aged 55+, followed by those aged 18-34 years.
- There is greatest room to improve satisfaction ratings among those aged 35-54 years.

% of residents	Delighted	Dissatisfied
18-34 yrs	37%	12%
35-54 yrs	25%	12%
55+ yrs	45%	5%

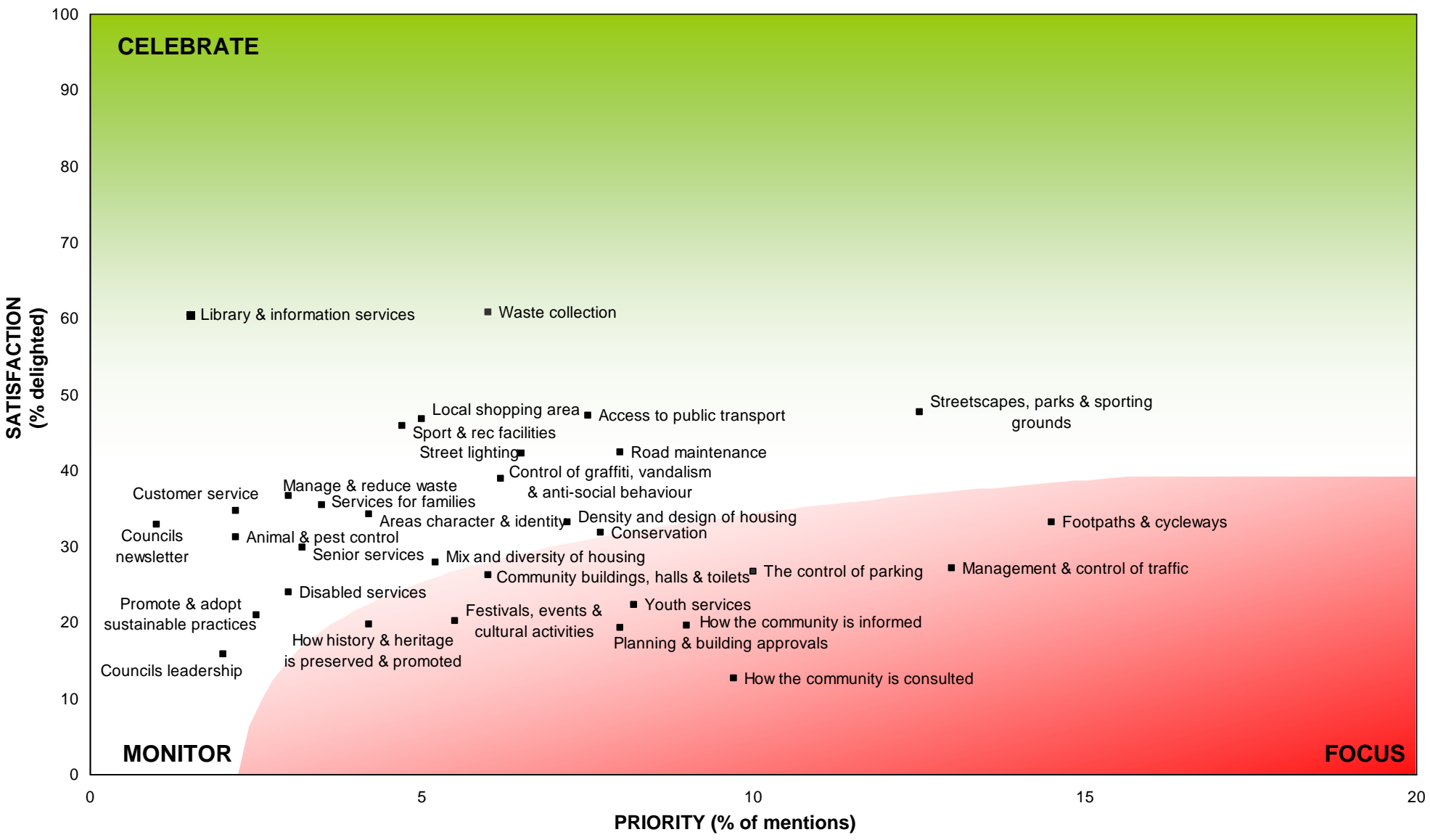
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.  
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 299; 2008 n = 326)  
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance



# Community Priorities Indicator™

# Community Priorities Indicator™

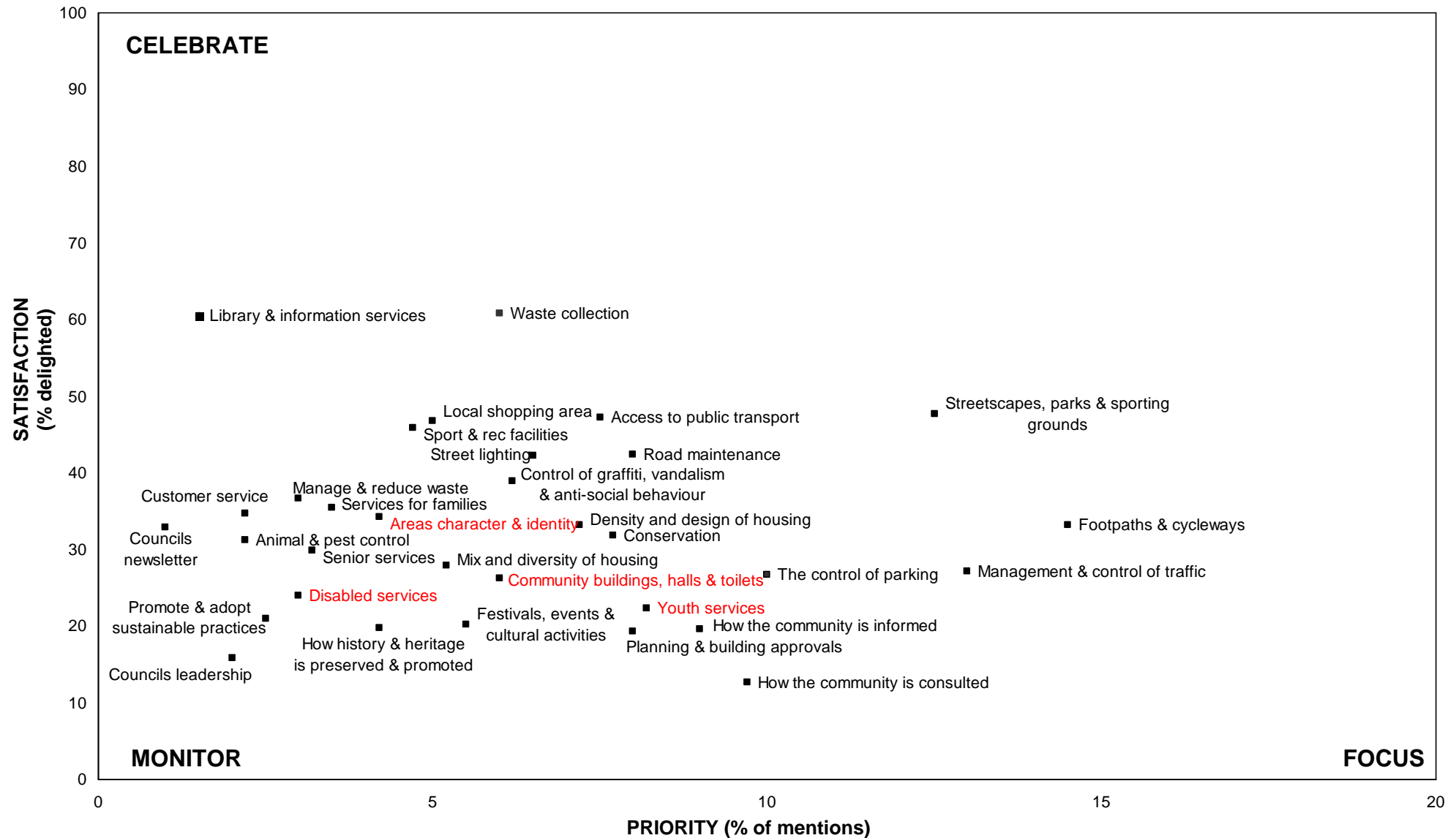


Q. Which areas would you most like Town of Cambridge to focus on improving? MULTIPLE RESPONSE ALLOWED  
 Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied. Chart shows % of respondents delighted (8,9 or 10)  
 Base: Priority – all respondents (Residents 2008 n = 401); Satisfaction - Respondents who use / can comment on service / facility (Residents 2008 n = various)

# Community Priorities Indicator™

Significant shifts in performance over past 24 months

Red = downward shift  
Green = upward shift



Q. Which areas would you most like Town of Cambridge to focus on improving? MULTIPLE RESPONSE ALLOWED  
 Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied. Chart shows % of respondents delighted (8,9 or 10)  
 Base: Priority – all respondents (Residents 2008 n = 401); Satisfaction - Respondents who use / can comment on service / facility (Residents 2008 n = various)

# Top 5 Priorities

by customer groups

\* = Number 1 priority  
 ✓ = Top 5 priority

	Male	Female	18-34 year olds	35-54 year olds	55+ years old	Younger singles/couples	Family with younger children	Family with older children	Mature singles/couples	Seniors	City Beach	Floreat	Wembley	West Leederville	Own	Rent	Disability or Impairment	Non-English speaking background
Footpaths and cycleways	✓	*		*	*	✓	*	✓	✓	*	*	*	*	✓	*	✓	*	✓
The management and control of traffic on local roads	*	✓		✓	✓	✓	✓		✓	✓				*	✓		✓	*
Streetscapes, parks and sporting grounds	✓	✓	✓	✓	✓		✓	*	✓	✓	✓	✓	✓	✓	✓		✓	✓
The control of parking	✓	✓		✓			✓		✓	✓			✓	✓	✓			✓
How the community is consulted about local issues	✓			✓	✓				*			✓	✓		✓			
How the community is informed about local issues							✓		✓			✓						
Services and facilities for youth		✓	✓				✓	✓								✓		
Road maintenance											✓		✓				✓	✓
Planning and building approvals					✓				✓	✓	✓							
Conservation and environmental management		✓	✓			✓	✓					✓				*		
Access to public transport		✓	*			✓	✓				✓					*		
The density and design of housing in your local area											✓							
Street lighting		✓				✓											✓	
Waste collection services			✓			*												
Festivals, events and cultural activities			✓			*										✓		✓
Your local shopping area																	✓	
How local history and heritage is preserved and promoted													✓					
Services and facilities for families						✓												
Facilities, services and care available for seniors																	✓	
Efforts being made to manage and reduce waste						✓												✓
Access to services and facilities for people with disabilities																	✓	

Q. Which areas would you most like Town of Cambridge to focus on improving? MULTIPLE RESPONSE ALLOWED  
 Base: All respondents (Residents 2008 n = 401 )



# Strategic Insights

# Strategic Insights

- Strong overall performance.
  - Most residents (81%) are satisfied with the Town of Cambridge's performance.
  - The Town achieved the second highest rating for overall delight when compared to other Councils.
- The Town has perceived strengths in library and waste management services.
  - The community gave these service areas the highest satisfaction ratings.
- It also has relative strengths in graffiti, vandalism & anti-social behaviour control, and access to public transport.
  - The Town of Cambridge set the Industry Standard in these areas, achieving higher satisfaction scores than other Councils.
- To improve, residents would like the Town to focus on improving six key areas:
  - Traffic management and control – especially in West Leederville
  - Parking – especially in West Leederville and Wembley, and among seniors and families with younger children
  - Footpaths and cycleways – especially among families with younger children, seniors and those with disabilities
  - Planning and building approvals – especially among those aged 55+ and those living in City Beach
  - Youth services – among families with children of all ages
  - How the community is consulted and informed – especially among males, mature singles and couples, and those living in Floreat and Wembley
- While satisfaction levels tend to be relatively high for streetscapes, parks and sporting grounds, residents in West Leederville are less satisfied and suggest that this is a high priority area to address.

- Residents in West Leederville tended to be least satisfied across a number of measures. Their concerns appear to relate to five main areas:
  - Accessibility – especially relating to traffic and parking [the areas of highest dissatisfaction]
  - Built environment – in particular the density, design and diversity of housing, and the area’s character and identity
  - Sustainability - how local history / heritage is preserved and promoted, and efforts to promote sustainable practices (including efforts to reduce waste)
  - Community services / facilities – such as the local shopping area, festivals, events & cultural activities, services / facilities for families, streetscapes, parks & sporting grounds, and sport and recreational facilities
  - Council’s leadership in the community
- It should also be noted that those with disabilities (living across the Town of Cambridge) would like better access to services and facilities - their needs are not currently being met.
- When the Town’s performance is benchmarked against other Councils, opportunities are also identified to improve 1) the way local history and heritage is preserved / promoted, 2) festivals, events and other cultural activities, and 3) the development and communication of a clear vision for the area.
  - The Town of Cambridge rated 10% points or lower than the Industry Average in these areas.
- While this study has identified the highest priority areas to address, there was not scope within this project to explore the reasons for dissatisfaction. To better understand why residents are dissatisfied and what action they’d like Council to take to address their concerns, a series of focus groups, workshops or follow-up interviews are recommended. We would be happy to discuss these options with you further.



**CATALYSE®**

We'd love to discuss this report with you!

If you have any questions, please contact:

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