

CATALYSE® Community Perceptions Survey®

Prepared for the Town of Cambridge

November 2008

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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

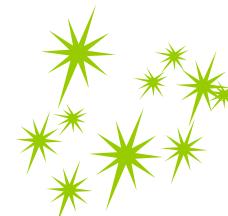
	2006	2008	Trend	Industry High	Average	Comparison to Average
Delighted (top 3 boxes)	43%	47%	↑	49%	38%	↑
Satisfied (6+ out of 10)	80%	81%	=	88%	74%	↑



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!

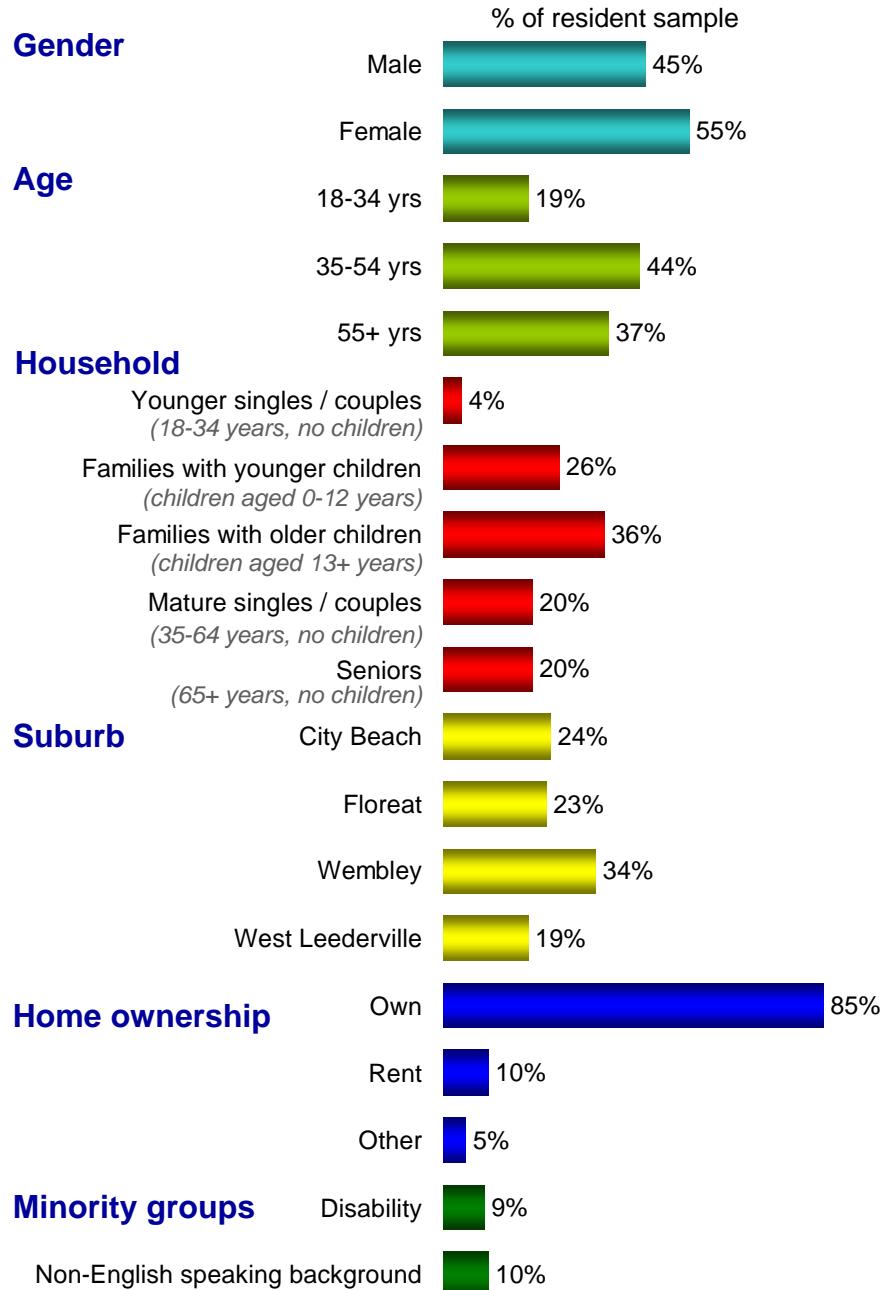
The Town of Cambridge set the Industry Standard for access to public transport and the control of graffiti, vandalism and anti-social behaviour.

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:

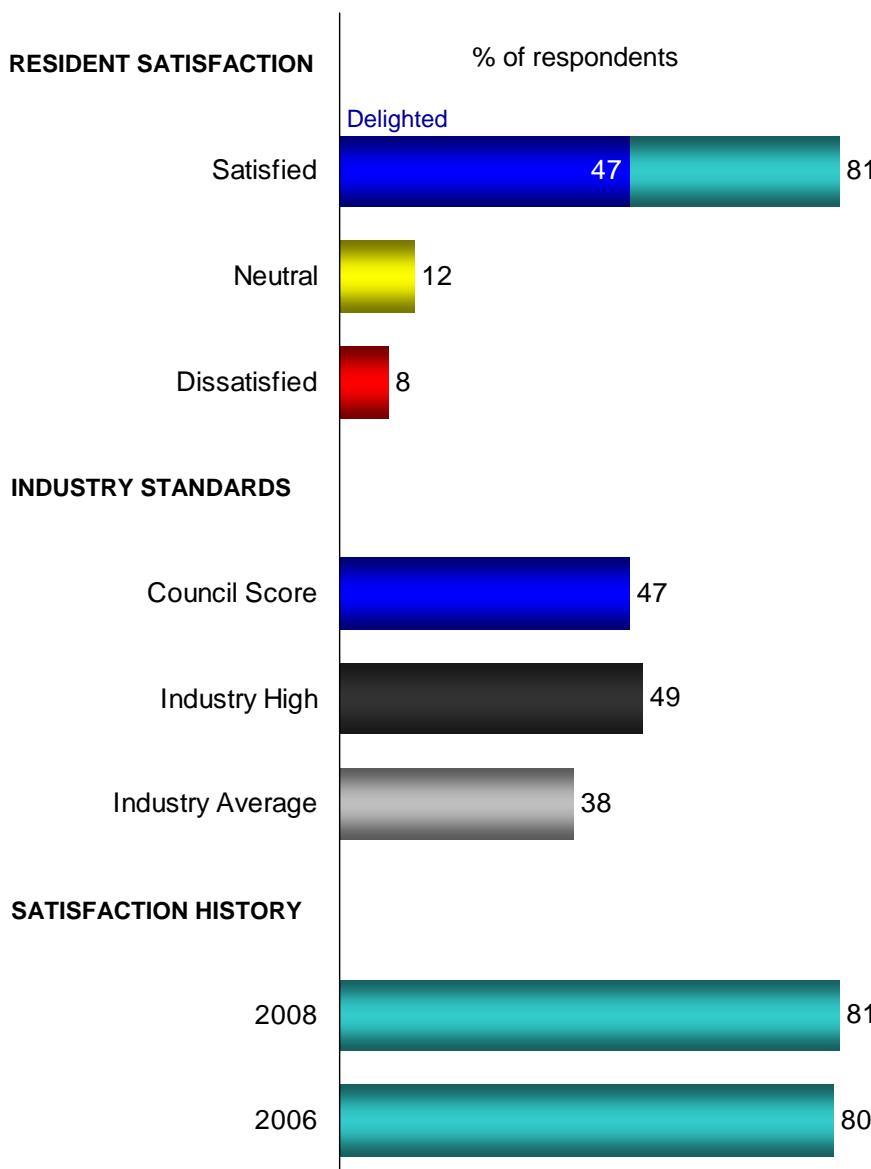


Resident sample composition



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

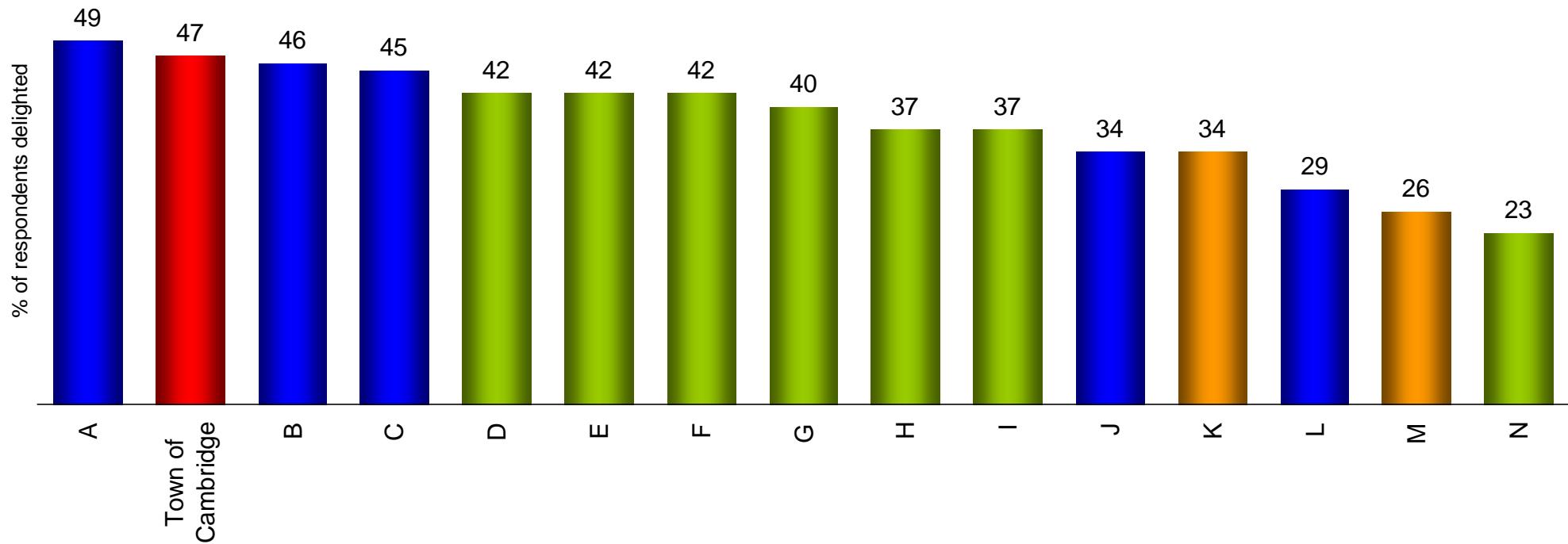
○ ▲ = significant variance



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

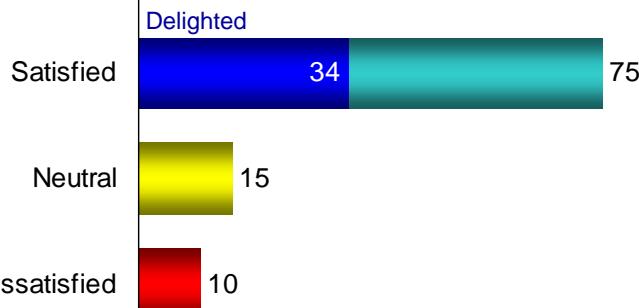


Community

The area's character and identity

RESIDENT SATISFACTION

% of respondents



- 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

INDUSTRY STANDARDS

	% of residents	Delighted	Dissatisfied
18-34 yrs		43%	4%
35-54 yrs		22%	13%
55+ yrs		45%	9%

Younger singles / couples [^]	53%	7%
Families with younger children	24%	13%
Families with older children	28%	9%
Matures singles / couples	36%	12%
Seniors	50%	8%

SATISFACTION HISTORY



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.

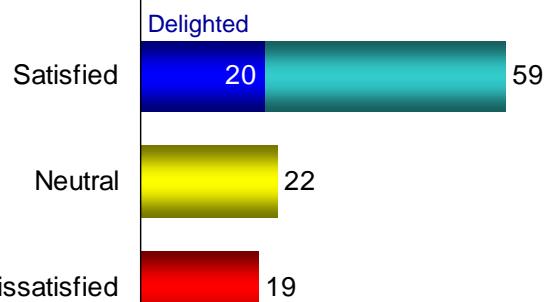
Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 373; 2008 n = 389)

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

○ ▲ = significant variance

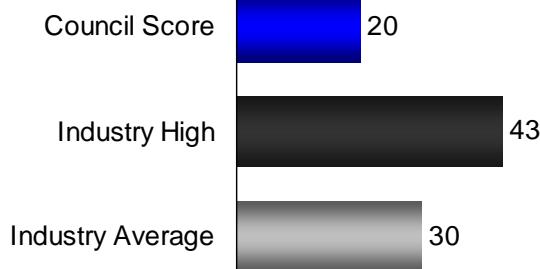
How local history and heritage is preserved and promoted

RESIDENT SATISFACTION



- 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

INDUSTRY STANDARDS



	% 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%

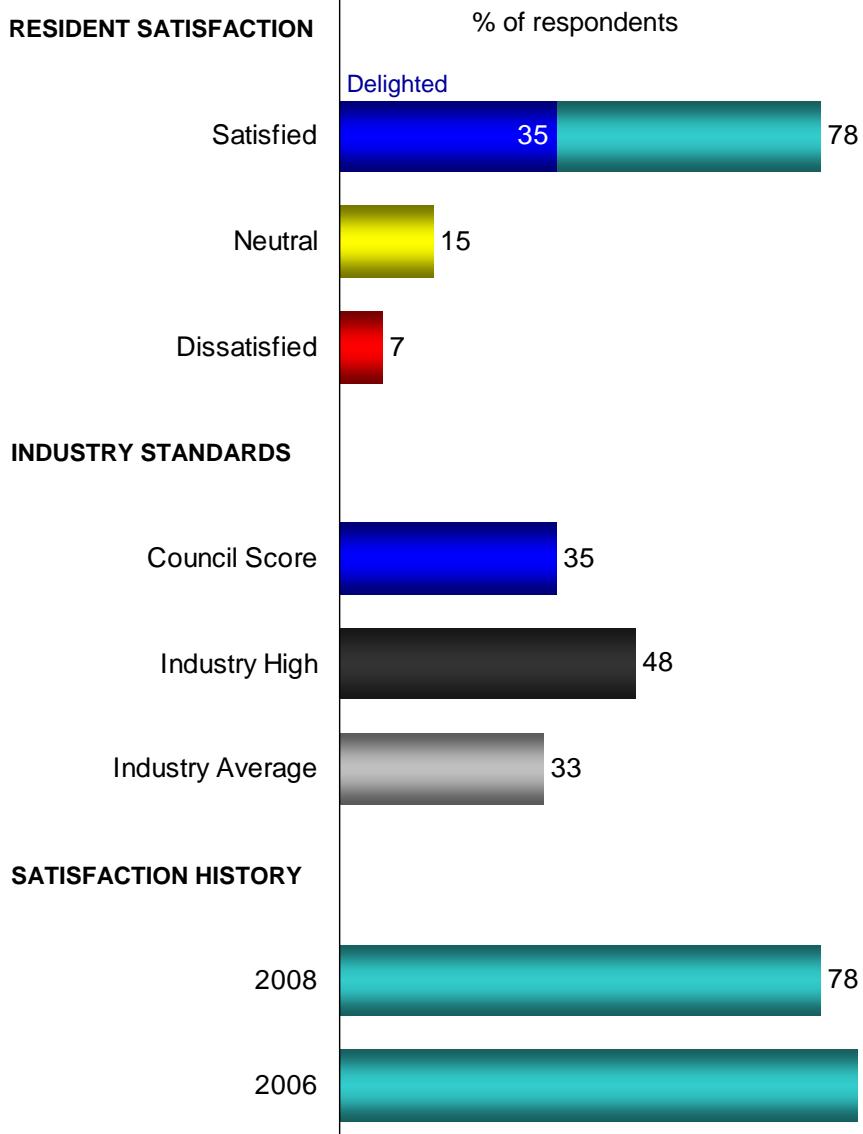
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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)

○ ▲ = significant variance

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

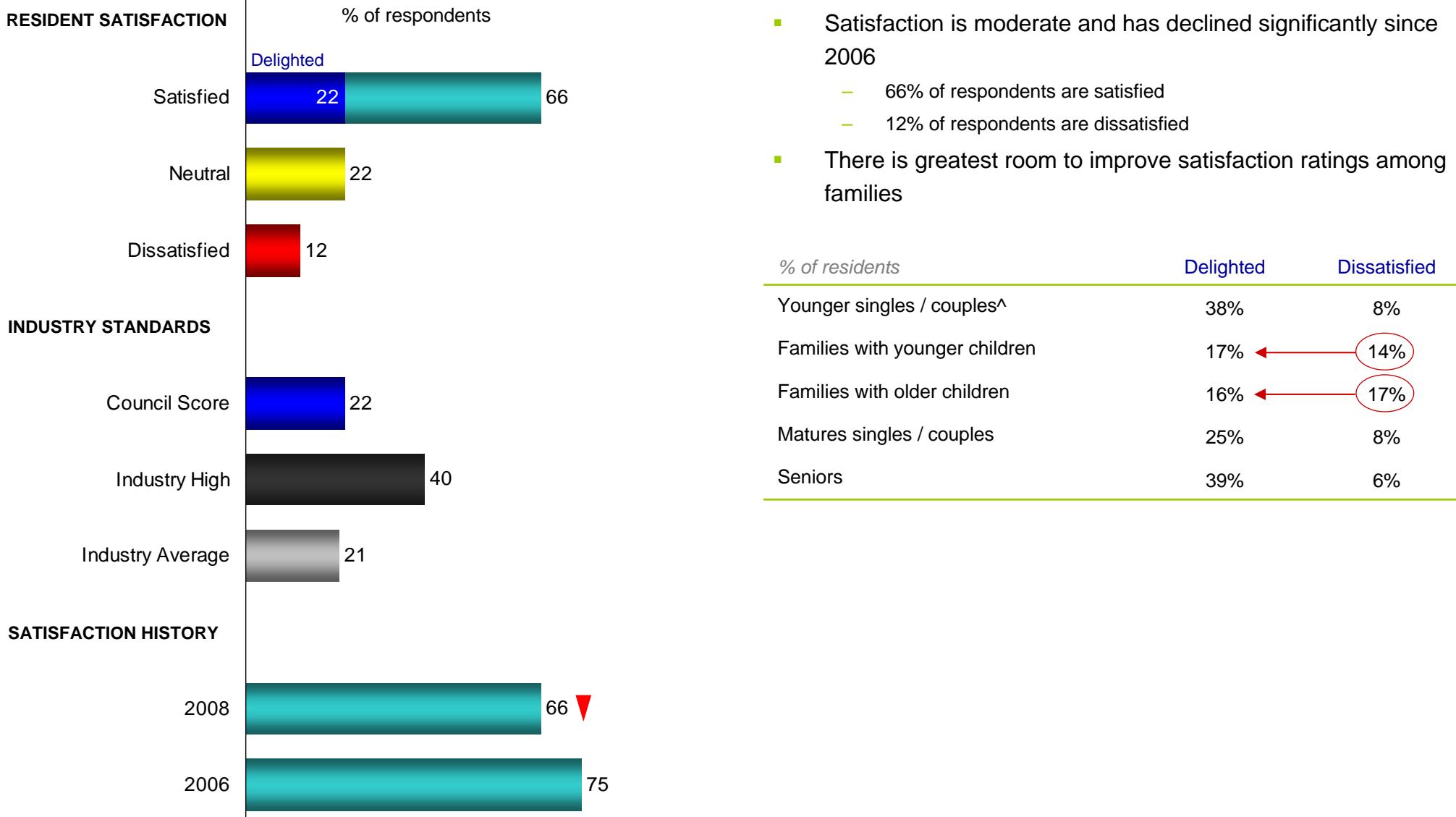
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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



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

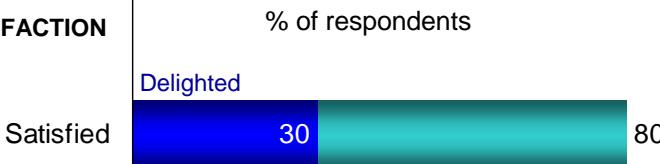
Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 199; 2008 n = 291)

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

   = significant variance

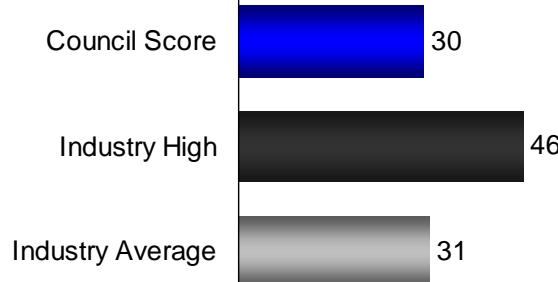
Facilities, services and care available for seniors

RESIDENT SATISFACTION



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

INDUSTRY STANDARDS



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

SATISFACTION HISTORY



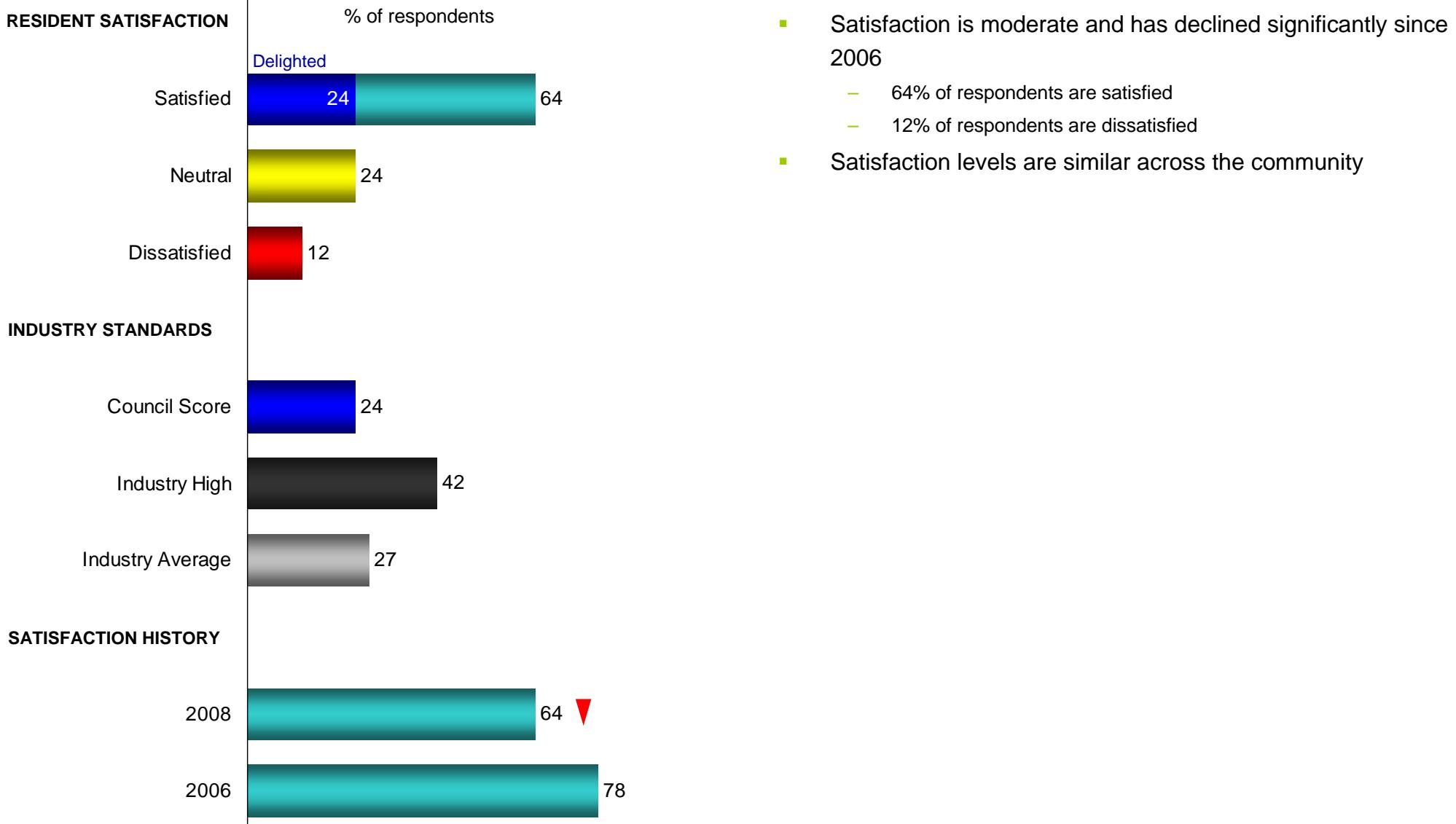
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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



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

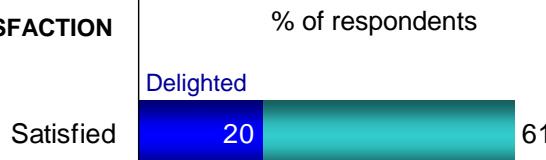
Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 157; 2008 n = 234)

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

○ ▲ = significant variance

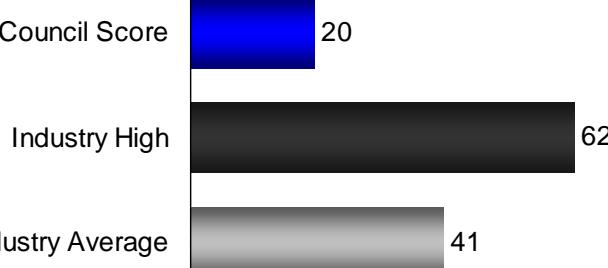
Festivals, events and cultural activities

RESIDENT SATISFACTION



- 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

INDUSTRY STANDARDS



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

SATISFACTION HISTORY



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

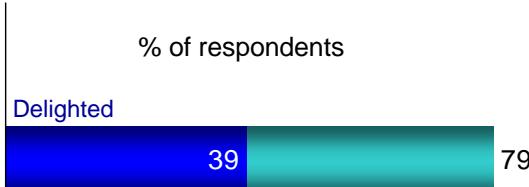
Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 286; 2008 n = 342)

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

○ ▲ = significant variance

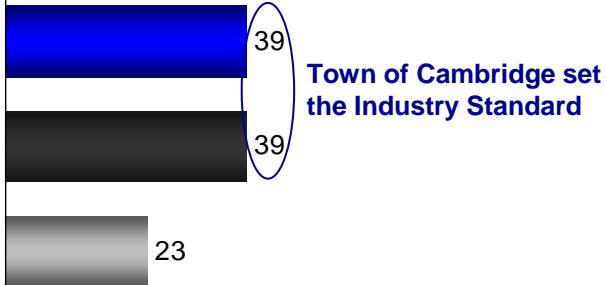
The control of graffiti, vandalism & anti-social behaviour

RESIDENT SATISFACTION



- 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

INDUSTRY STANDARDS



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

SATISFACTION HISTORY



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

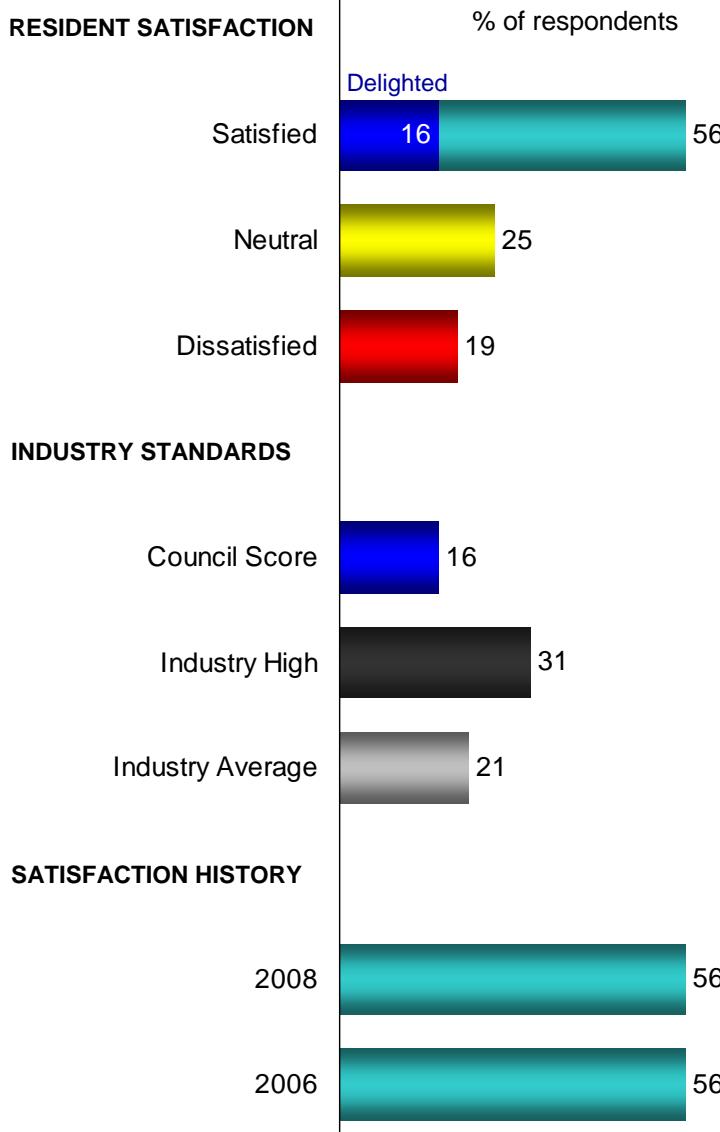
Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 362; 2008 n = 375)

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

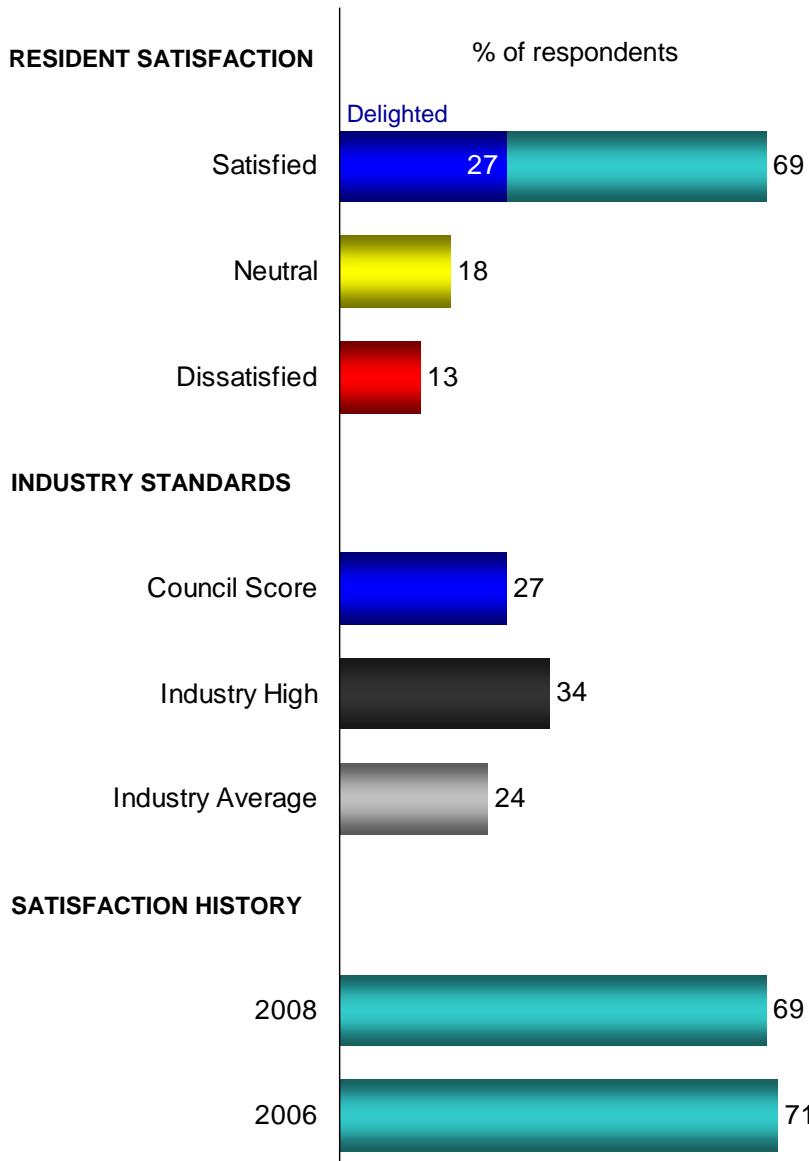
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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 [^]		38%	8%
35-54 yrs		17%	16%
55+ yrs		36%	11%
Younger singles / couples [^]		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

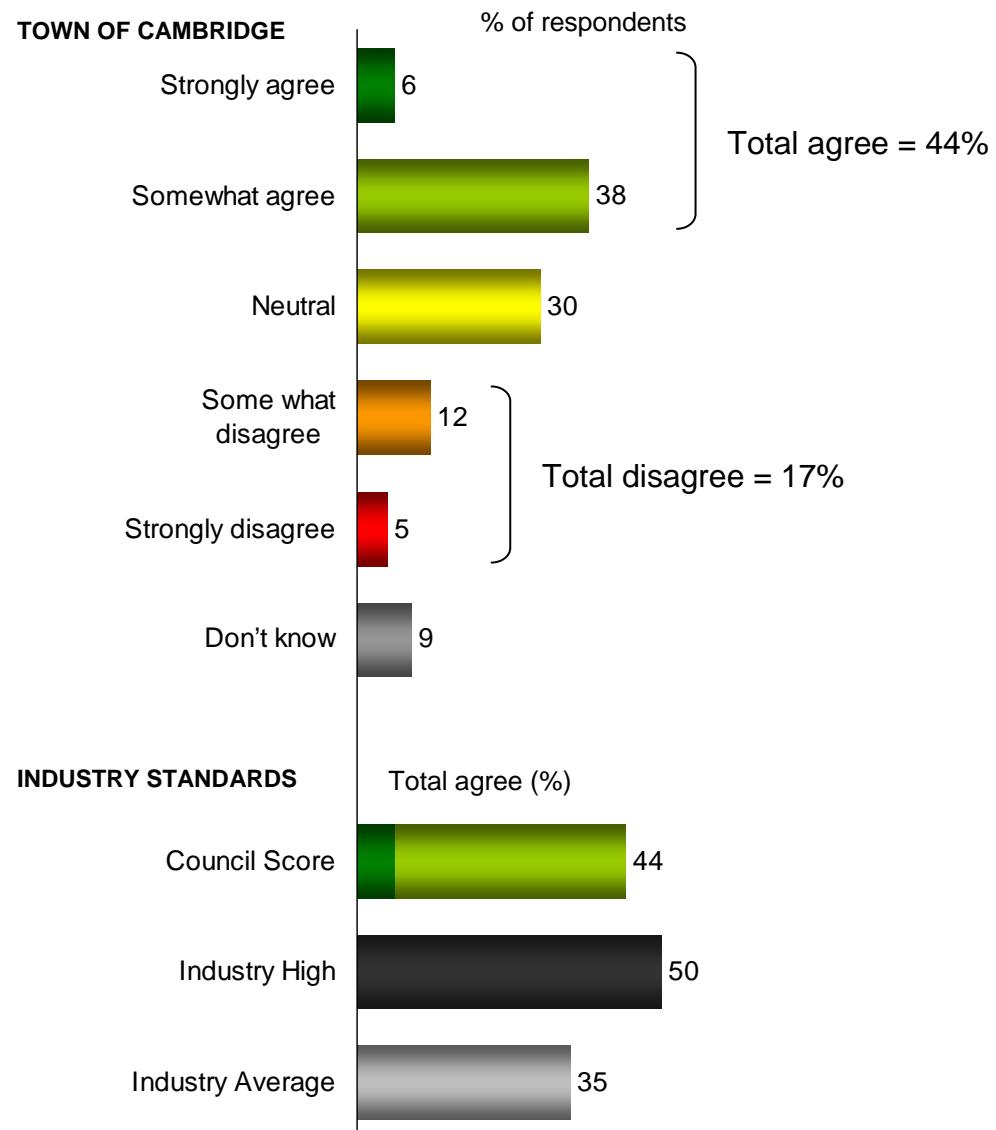
[^] = small sample size (n<30)

○ ▲ ▼ = 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



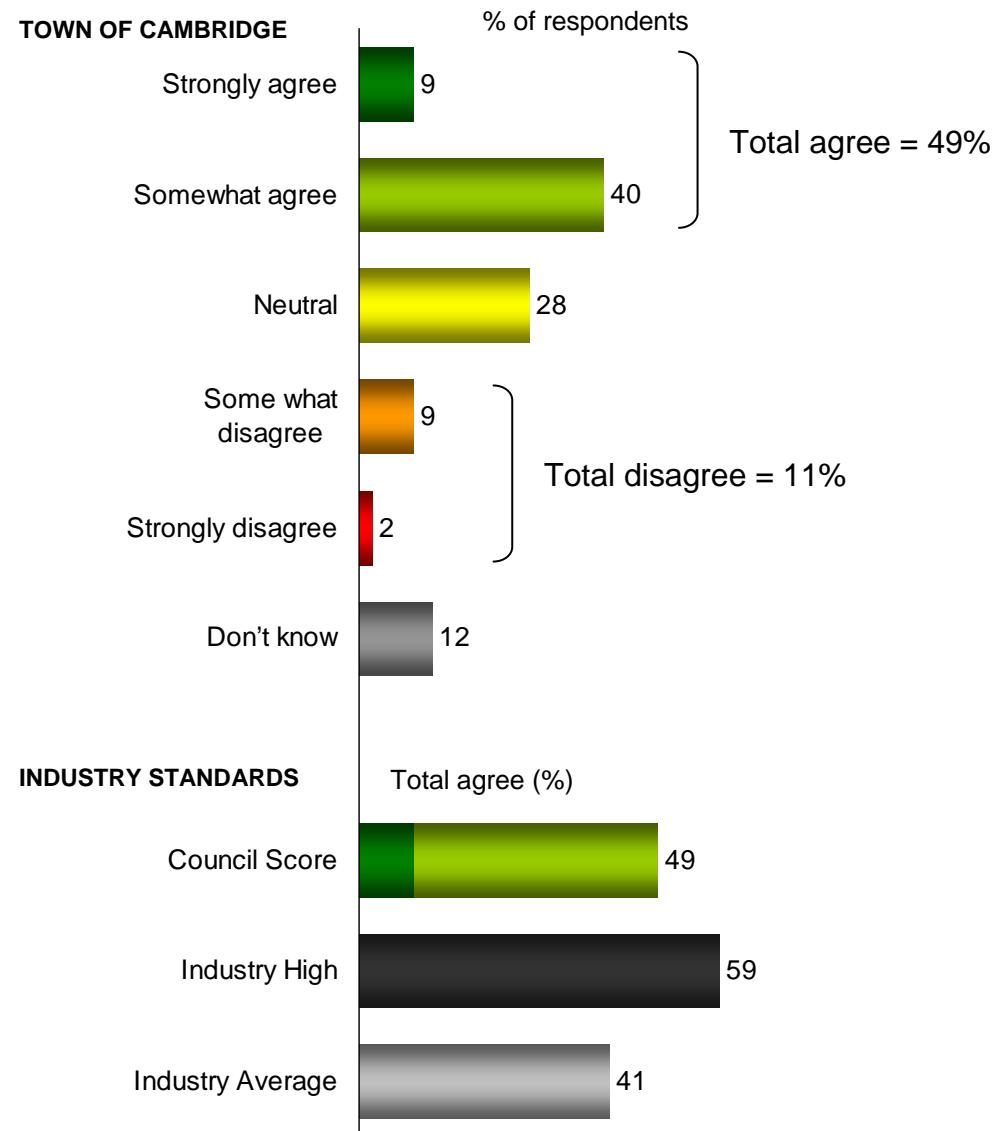
Q. I'm going to read out a few statements. For each one, please let me know if you strongly disagree, somewhat disagree, feel neutral, somewhat agree or strongly agree.
Base: All respondents (Residents 2008 n = 401)

○ ▲ = significant variance



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)

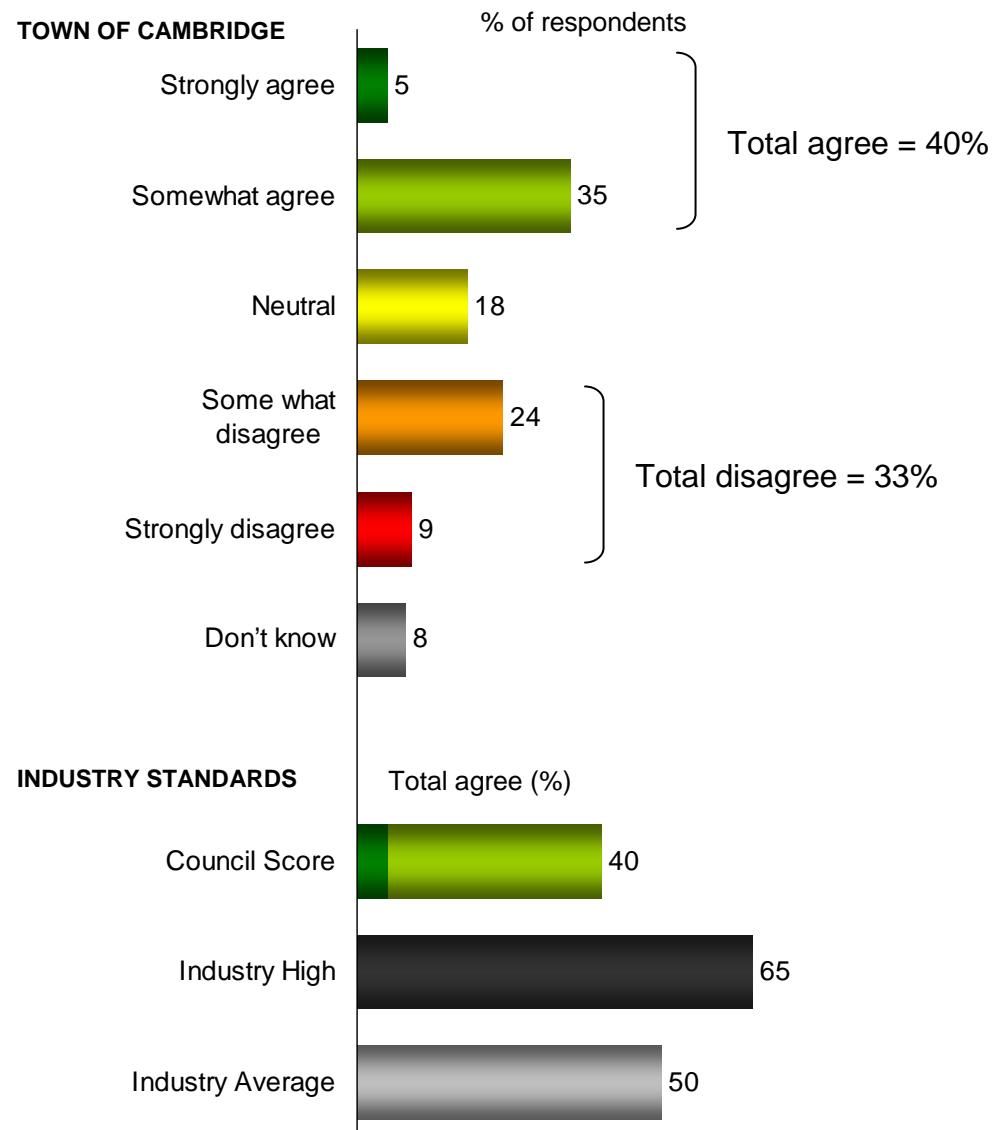
○ ▲ = significant variance



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

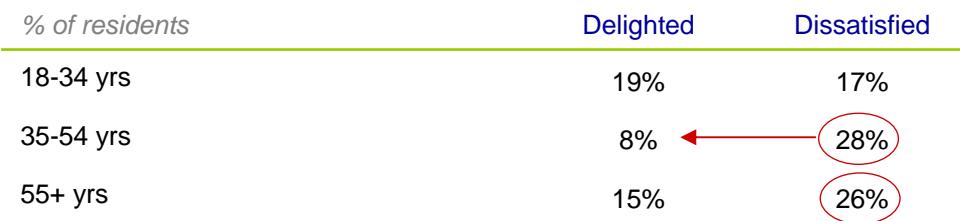
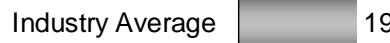
How the community is consulted about local issues

RESIDENT SATISFACTION



- 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

INDUSTRY STANDARDS



SATISFACTION HISTORY



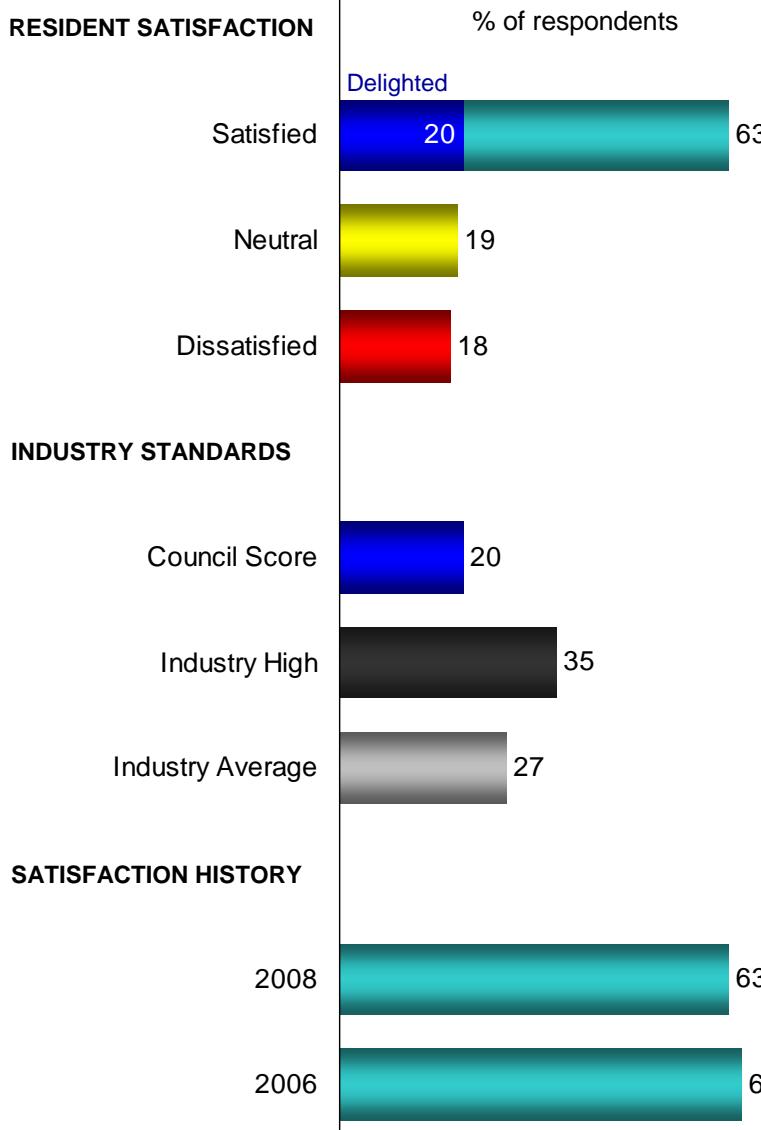
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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%

SATISFACTION HISTORY

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

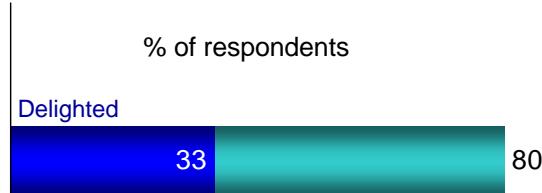
Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 375; 2008 n = 372)

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

○ ▲ = significant variance

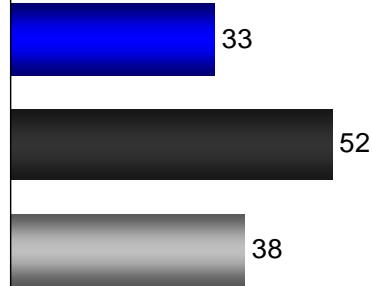
Council's newsletter - the Cambridge News

RESIDENT SATISFACTION



- 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

INDUSTRY STANDARDS



	% 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%

SATISFACTION HISTORY



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

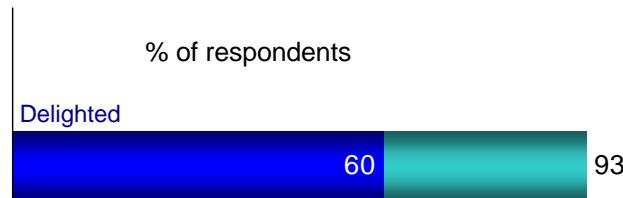
Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 343; 2008 n = 337)

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

○ ▲ = significant variance

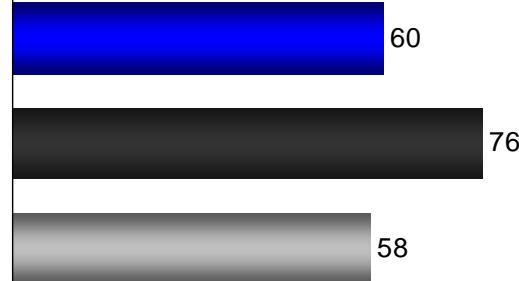
Library & information services

RESIDENT SATISFACTION



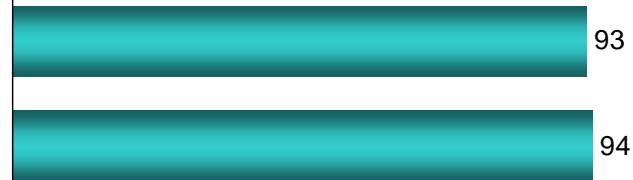
- Satisfaction remains very high
 - 93% of respondents are satisfied
- Satisfaction is slightly higher among families with younger children and seniors

INDUSTRY STANDARDS



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

SATISFACTION HISTORY



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)

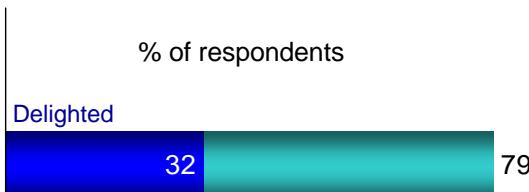
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ = small sample size (n<30)

○ ▲ = significant variance

Natural and built environment

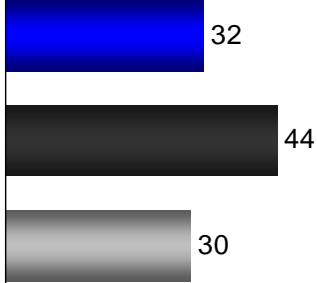
Conservation and environmental management

RESIDENT SATISFACTION



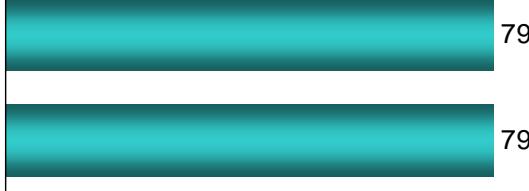
- Satisfaction remains relatively high
 - 79% of respondents are satisfied
- Satisfaction is highest among those aged 55+ and those with a disability or impairment
- There is greatest room to improve satisfaction ratings among those living in West Leederville

INDUSTRY STANDARDS



	% 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%

SATISFACTION HISTORY



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%	

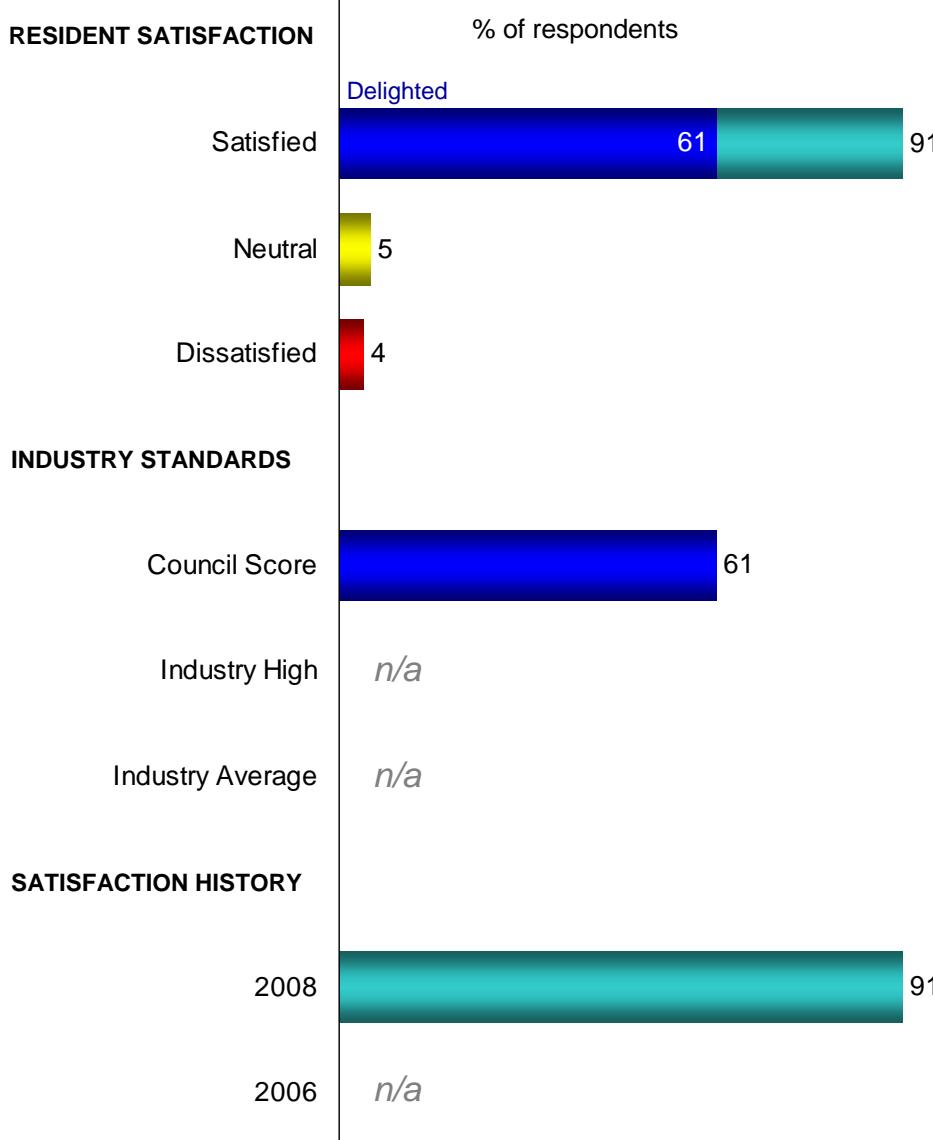
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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

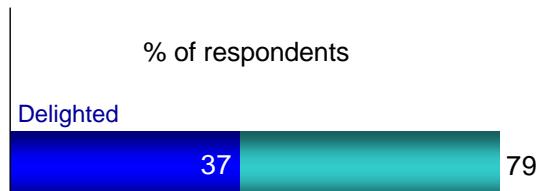
	% of residents	Delighted	Dissatisfied
Male	68%	68%	4%
Female	55%	55%	5%
18-34 yrs	50%	50%	8%
35-54 yrs	56%	56%	4%
55+ yrs	72%	72%	3%
City Beach	70%	70%	3%
Floreat	62%	62%	4%
Wembley	61%	61%	4%
West Leederville	49%	49%	4%
A person with a disability or impairment	76%	76%	5%
Without disability or impairment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

RESIDENT SATISFACTION



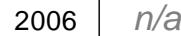
- Satisfaction is relatively high
 - 79% of respondents are satisfied
 - 11% of respondents are dissatisfied
- Satisfaction is highest among seniors (followed by younger singles / couples) and those living in City Beach
- There is greatest room to improve satisfaction ratings among families with younger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

INDUSTRY STANDARDS



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

SATISFACTION HISTORY



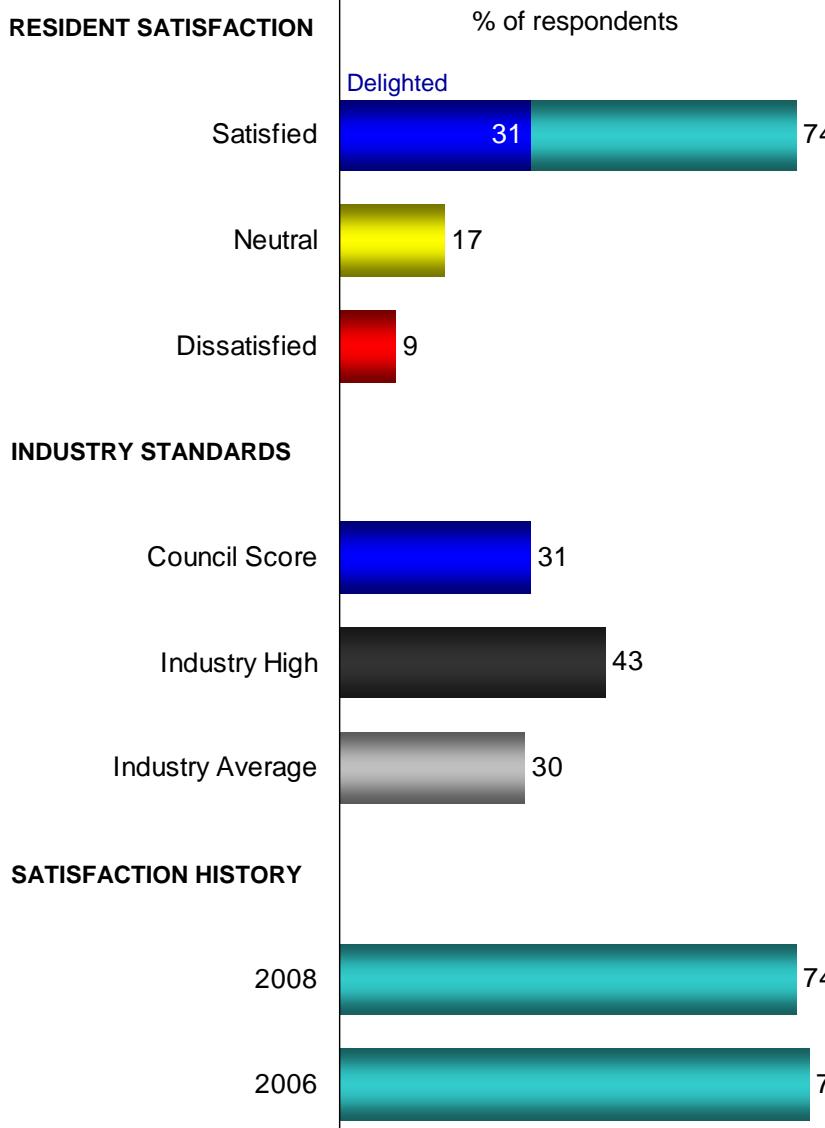
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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 [^]		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%

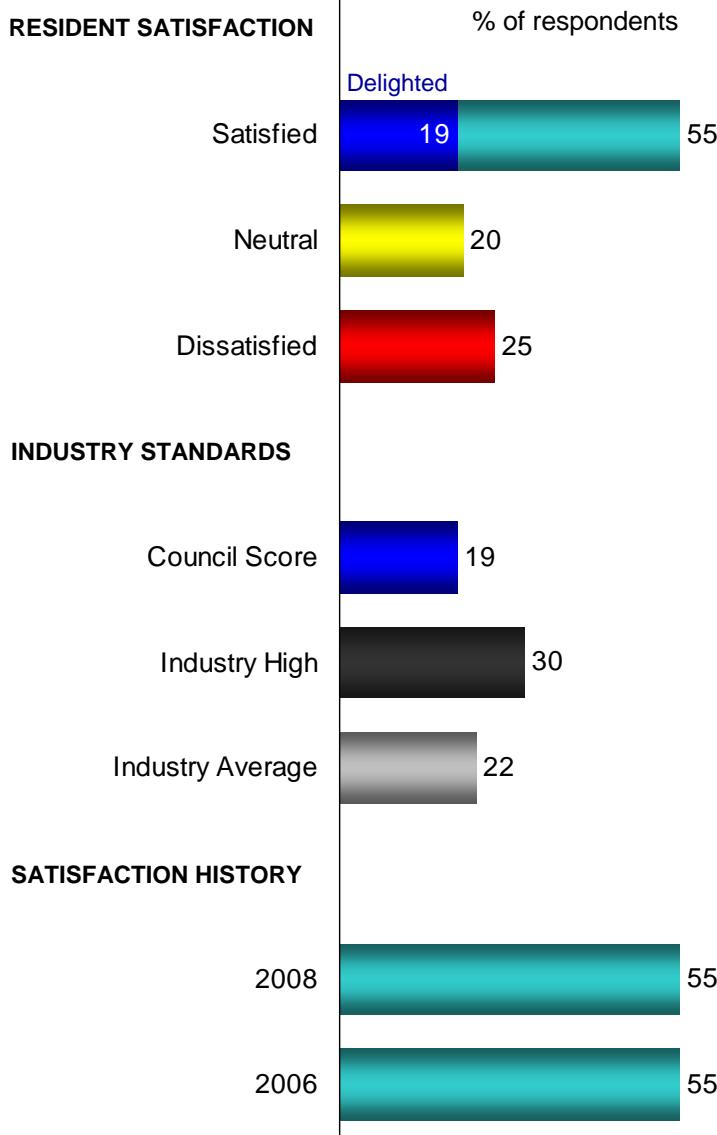
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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%

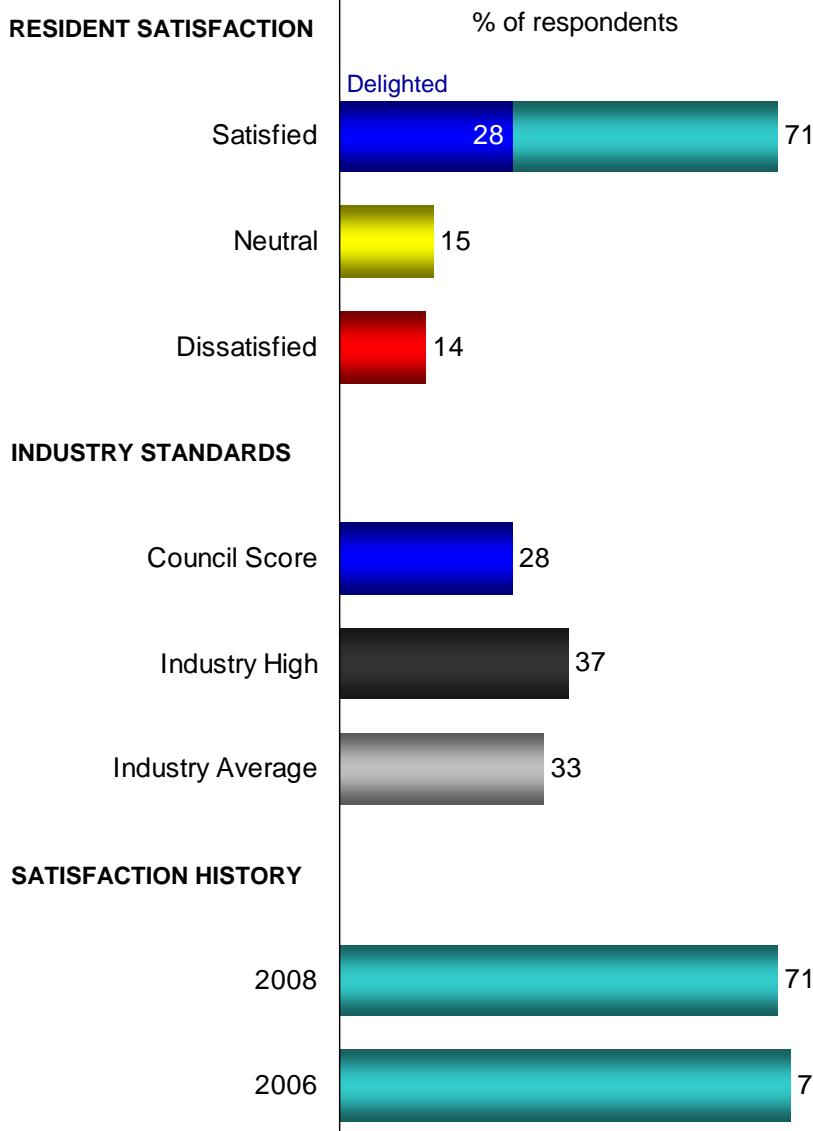
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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%

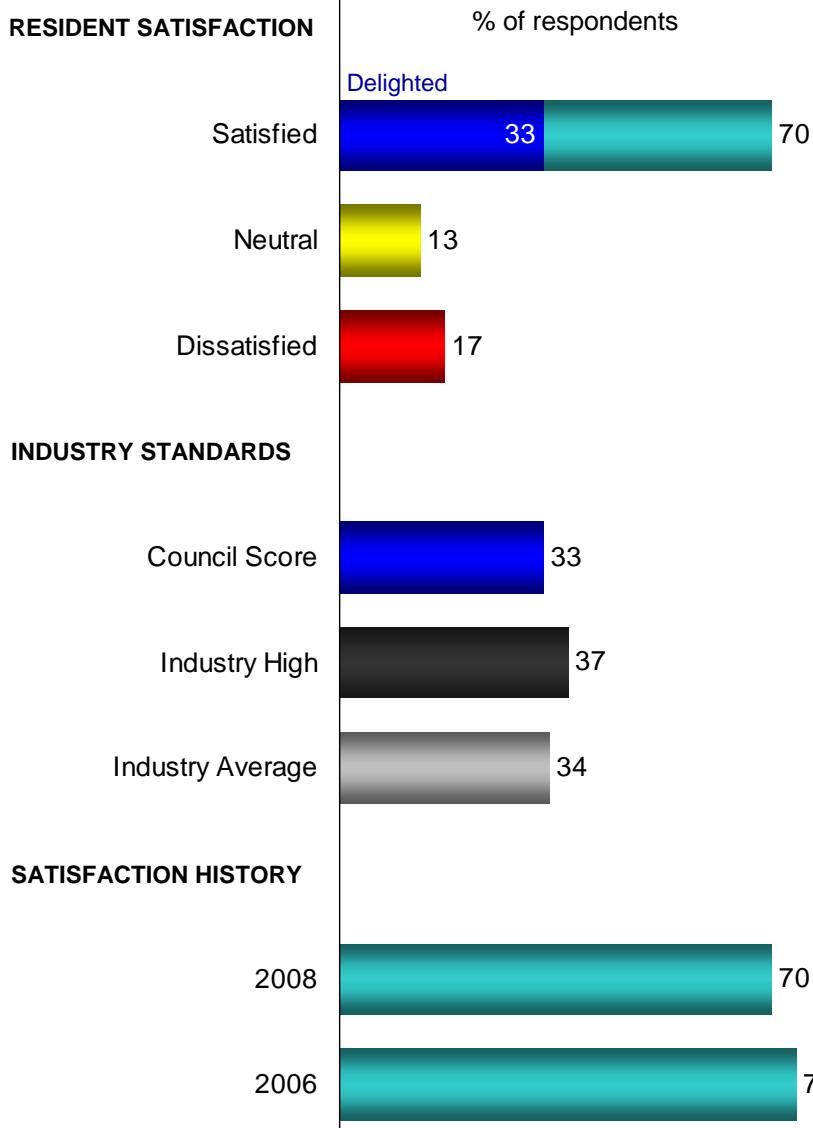
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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 [^]		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%

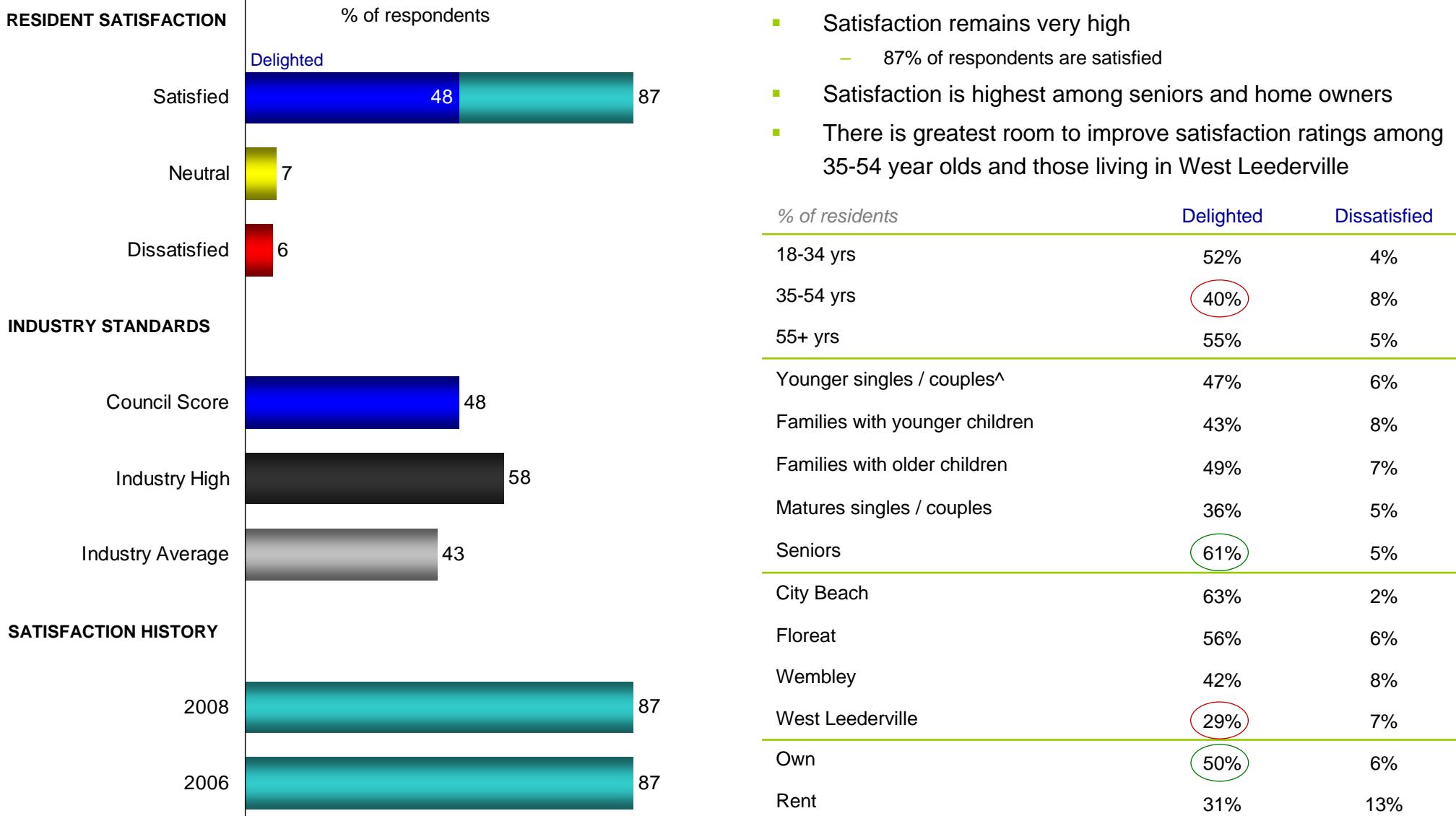
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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



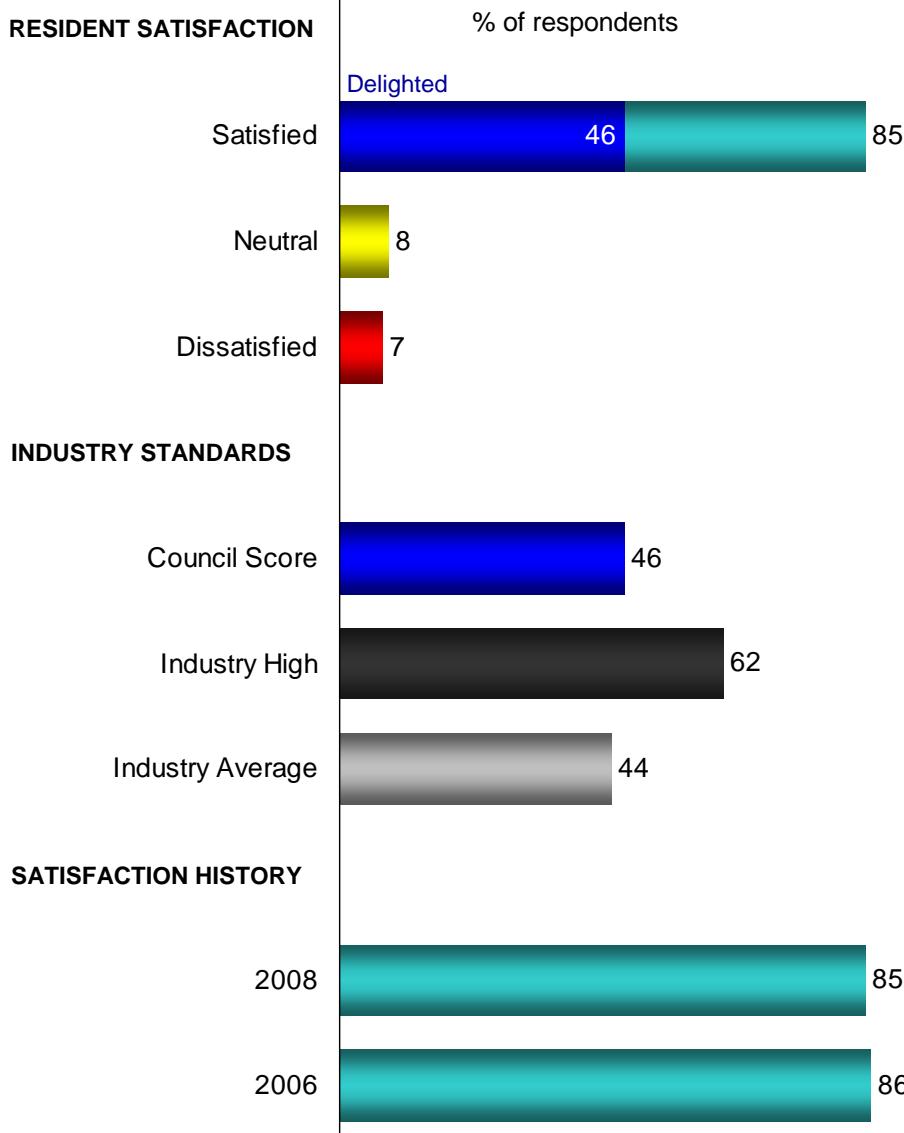
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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.

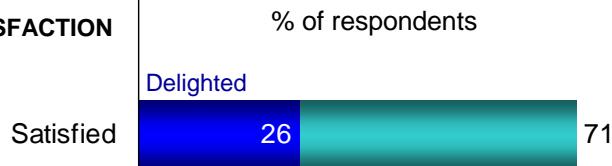
Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 328; 2008 n = 369)

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

○ ▲ = significant variance

Community buildings, halls and toilets

RESIDENT SATISFACTION



- 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+

INDUSTRY STANDARDS



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

SATISFACTION HISTORY



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



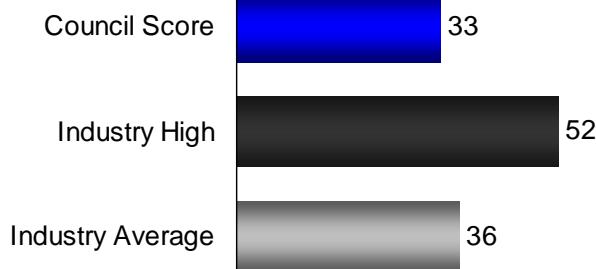
Footpaths and cycleways

RESIDENT SATISFACTION



- 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

INDUSTRY STANDARDS



	% 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%

SATISFACTION HISTORY



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

RESIDENT SATISFACTION



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

INDUSTRY STANDARDS



	% 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%

SATISFACTION HISTORY



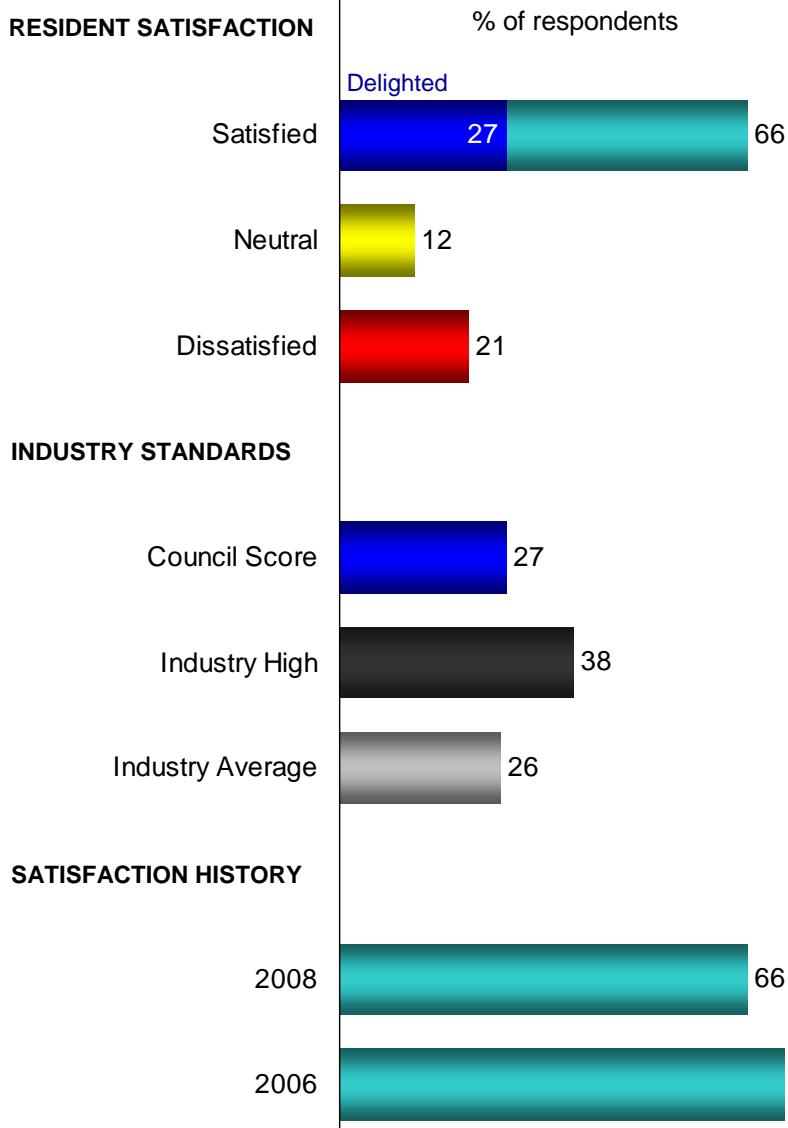
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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 [^]		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%

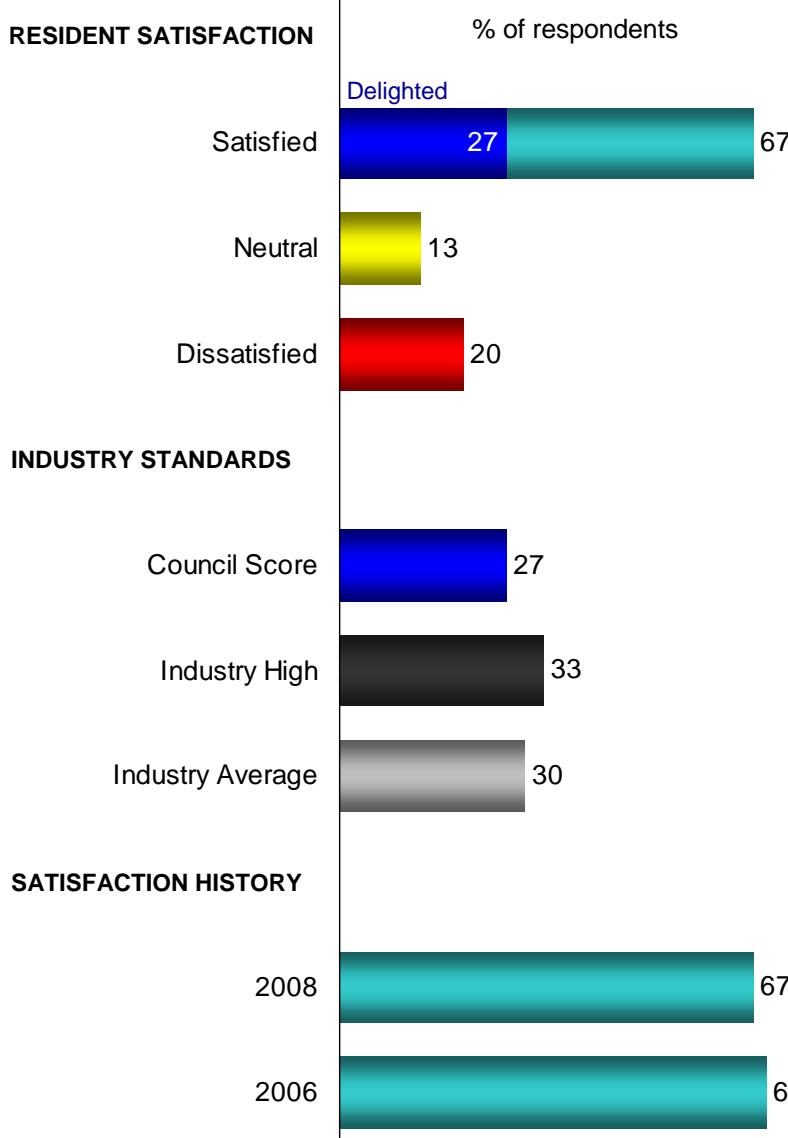
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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)

= significant variance

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%

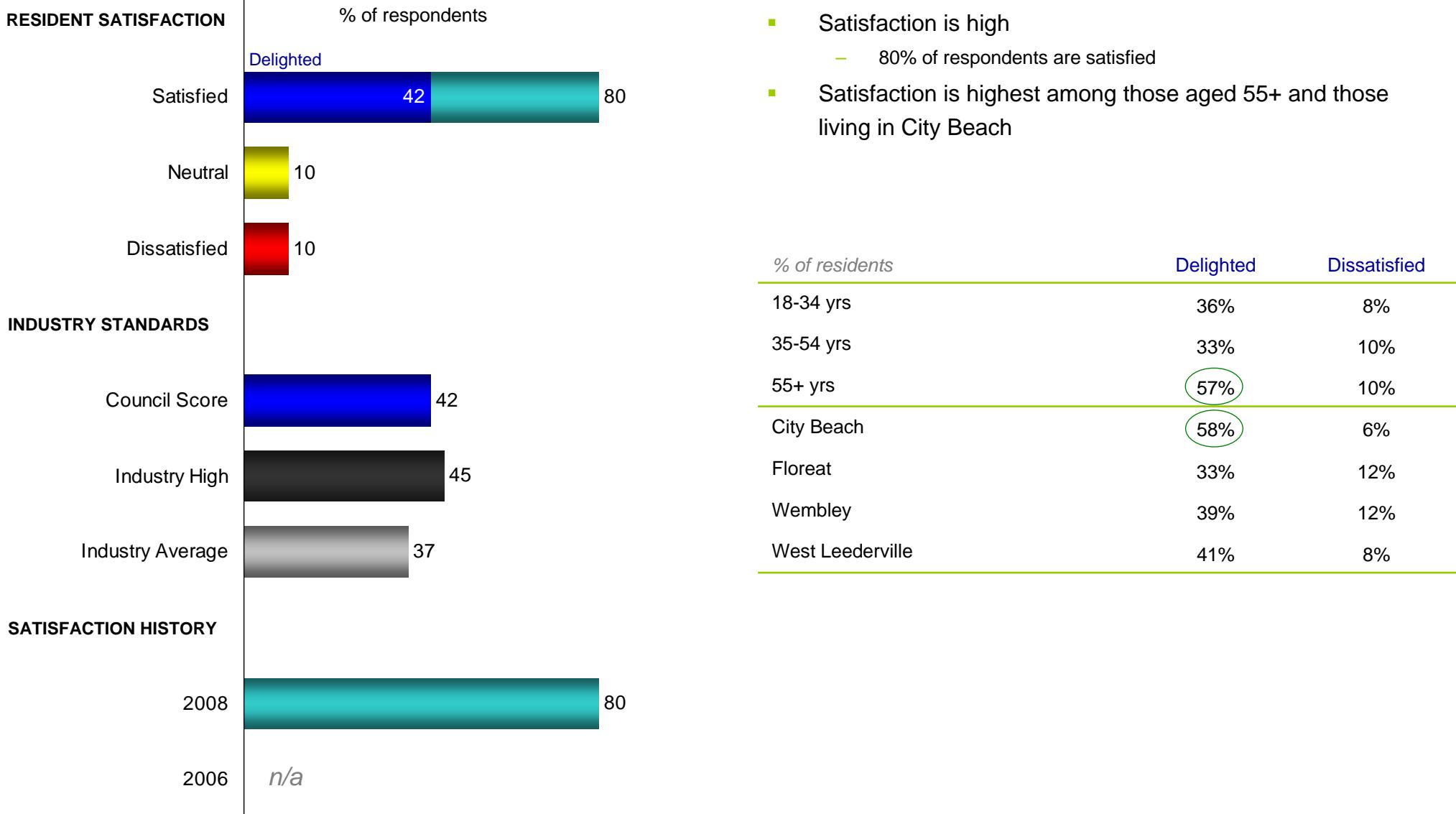
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

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

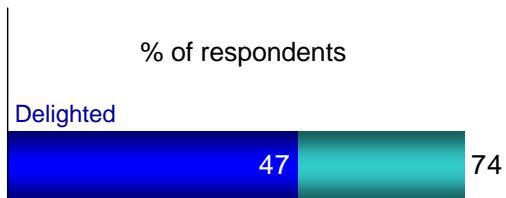


Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2008 n = 395)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

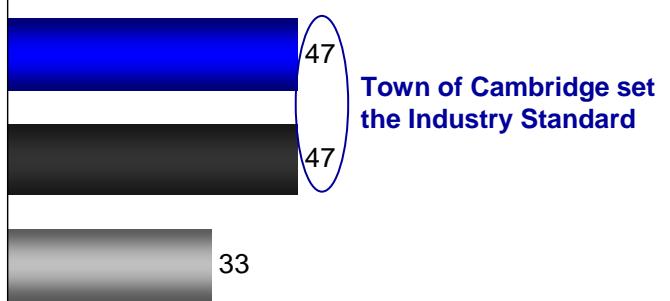
○ ▲ = significant variance

Access to public transport

RESIDENT SATISFACTION



INDUSTRY STANDARDS



SATISFACTION HISTORY



- 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 [^]		47%	24%
Families with younger children		42%	14%
Families with older children		40%	21%
Mature 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)

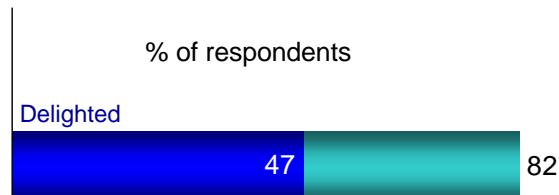
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ = small sample size (n<30)

○ ▲ = significant variance

Economic

Your local shopping area

RESIDENT SATISFACTION



- 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

INDUSTRY STANDARDS



	% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	63%	63%	25%

Families with younger children	43%	11%
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Families with older children	40%	10%
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Matures singles / couples	45%	10%
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Seniors	58%	4%
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City Beach	48%	9%
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Floreat	47%	5%
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Wembley	50%	9%
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West Leederville	38%	15%
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Non-English speaking background	41%	24%
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Speaks English only	47%	8%
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SATISFACTION HISTORY



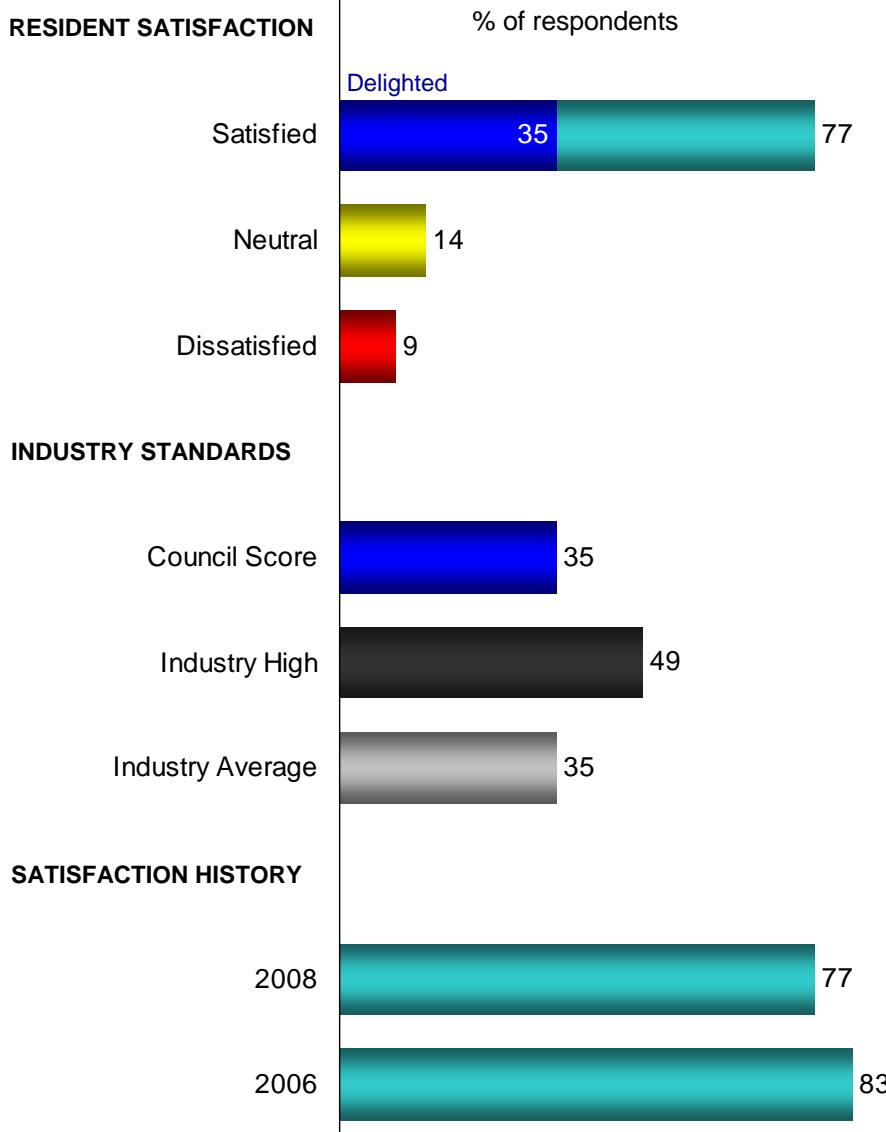
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2008 n = 398)

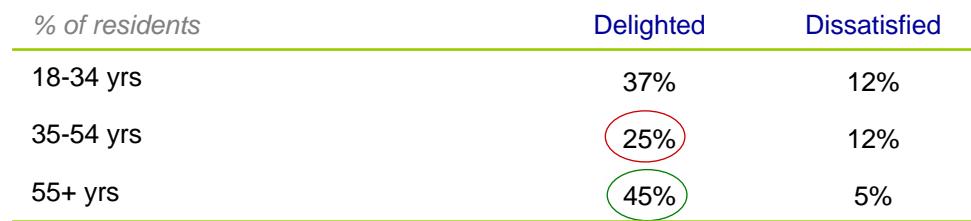
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ = small sample size (n<30)

○ ▲ = significant variance

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.



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

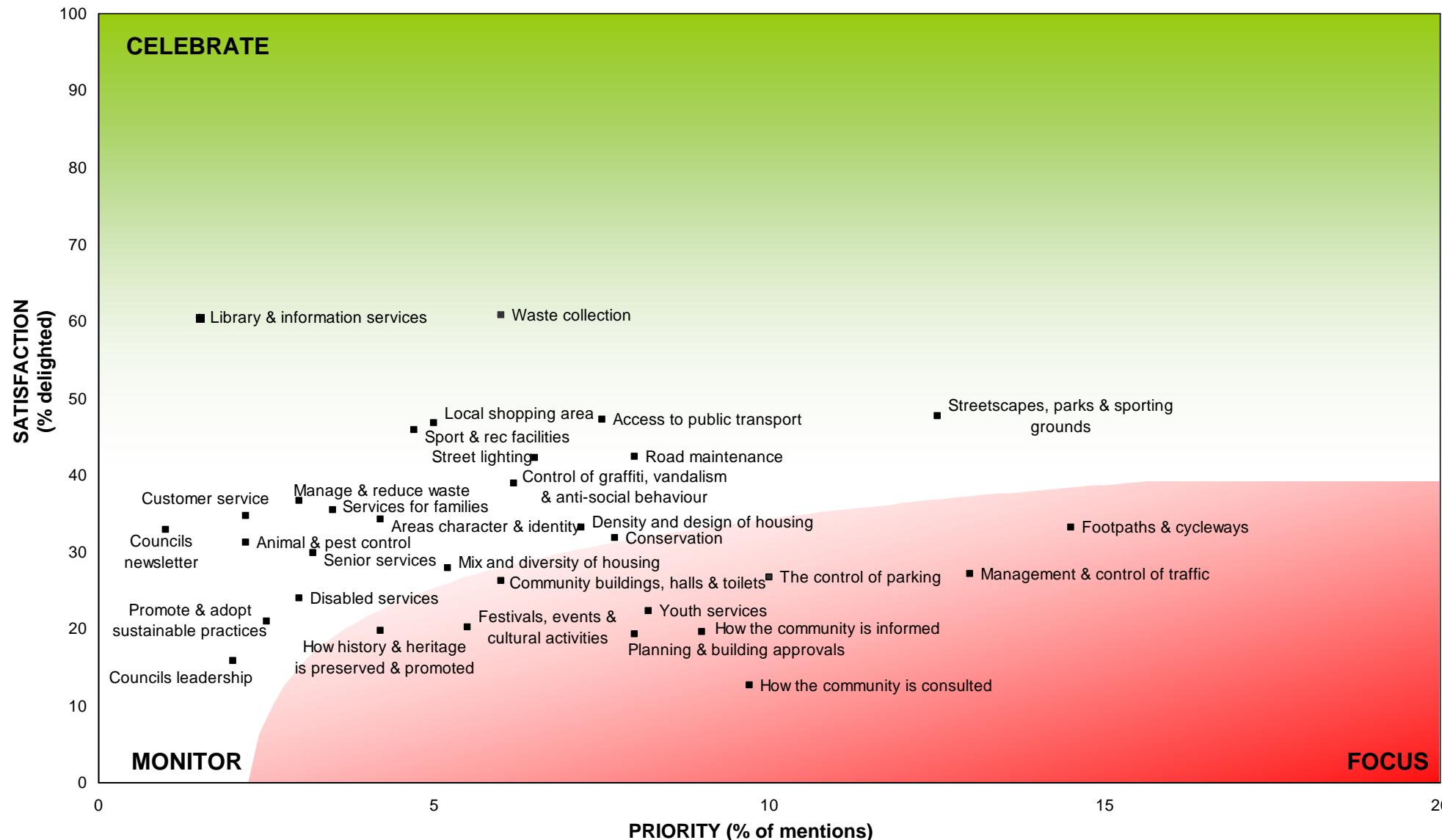
Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 299; 2008 n = 326)

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)

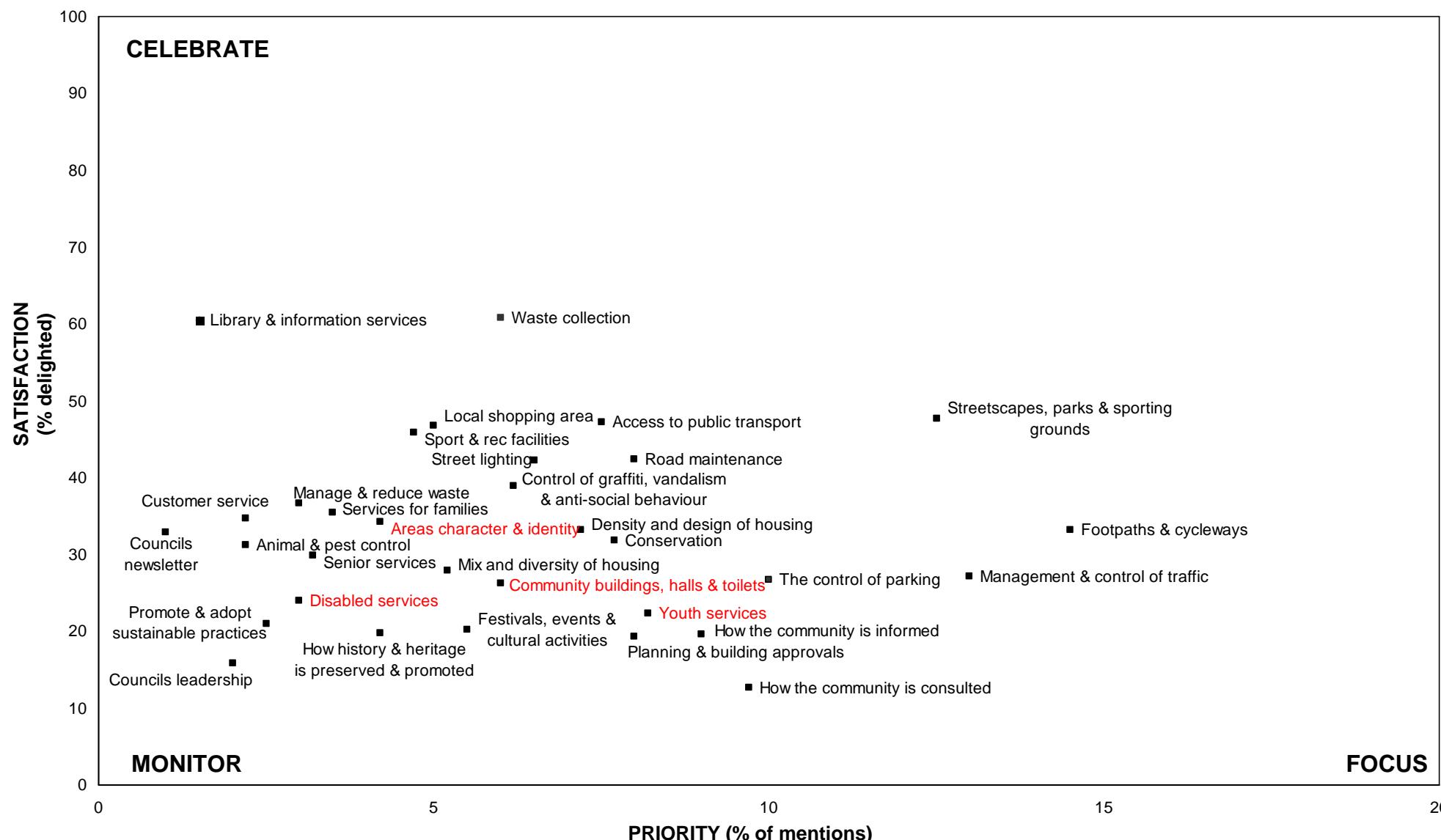
Base: Priority – all respondents (Residents 2008 n = 401); Satisfaction - Respondents who use / can comment on service / facility (Residents 2008 n = various)

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.

Strategic Insights

- 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.



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We'd love to discuss this report with you!

If you have any questions, please contact:

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