



# CATALYSE® Community Perceptions Survey©

Prepared for the Town of Cambridge

November 2010

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# Executive Summary

In 2010, 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	2010	Trend	Industry High	Industry Average	Comparison to Average
Delighted (top 3 boxes)	43%	47%	45%	=	75%	41%	=
Satisfied (6+ out of 10)	80%	81%	84%	=	88%	74%	▲



### FOCUS

**Streetscapes**  
**Footpaths and cycleways**  
**Traffic management and control**  
**Housing density and design**  
**Planning and building approvals**

*Residents would like these areas  
to be addressed further*

### CELEBRATE



**Parks**  
**Sporting grounds**  
**Sport and recreation facilities**  
**Library and information services**  
**Waste collection services**

*Residents are delighted  
with service levels*

### INDUSTRY STANDARDS

**Congratulations! The Town  
was the highest performing  
Council in 8 areas:**

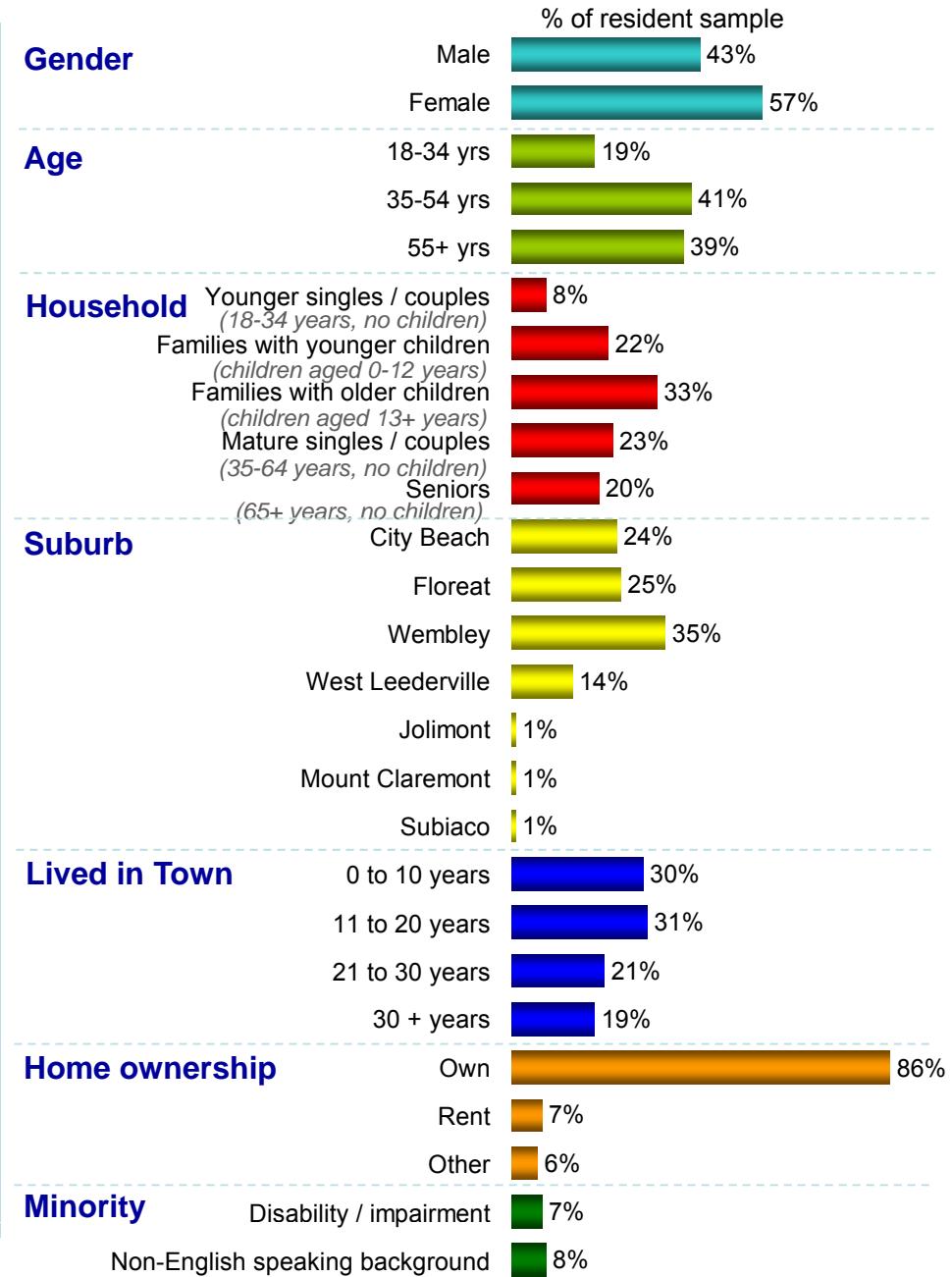
1. Family services and facilities
2. Control of graffiti, vandalism & anti-social behaviour
3. Library & information services
4. Conservation and environmental management
5. Housing density and design
6. Road maintenance
7. Parking control
8. Street lighting

# Introduction and research method

- In October 2010, 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 surveys conducted for the Town in 2006 and 2008
- 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:

City of Armadale	Shire of Collie	City of Nedlands
Town of Bassendean	City of Fremantle	Shire of Peppermint Grove
Shire of Broomehill-Tambellup	City of Joondalup	City of Rockingham
Town of Cambridge	Town of Kwinana	City of South Perth
Shire of Capel	City of Mandurah	City of Swan
City of Cockburn	City of Melville	Town of Vincent
	Town of Mosman Park	City of Wanneroo

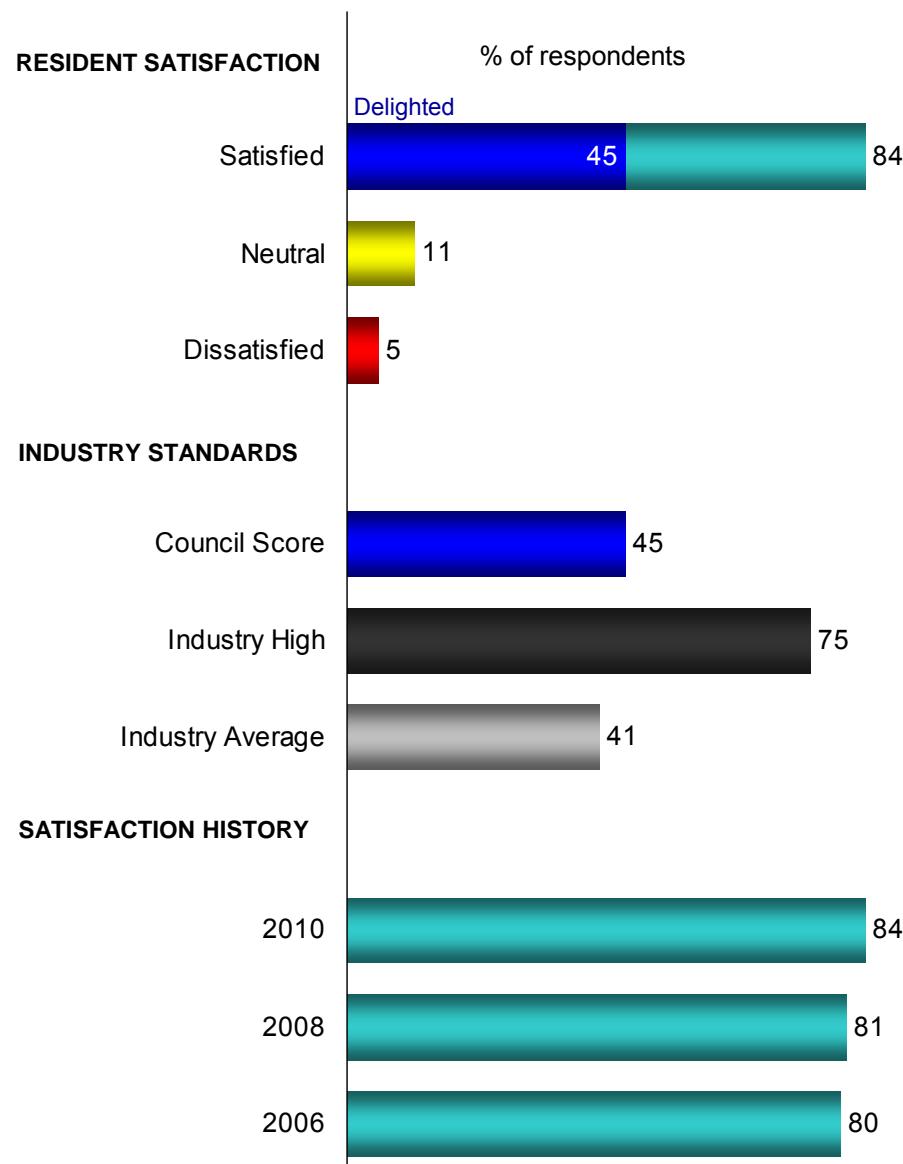
## Resident sample composition



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

# Key Findings

# Overall satisfaction



- Satisfaction remains high.
  - 84% of respondents are satisfied.
- Satisfaction is highest among females, younger singles / couples, seniors and renters.
- There is greatest room to improve satisfaction among those living in West Leederville.

	Male	Female	Younger singles / couples	Families with younger children	Families with older children	Empty nesters	Seniors	City Beach	Floreat	Wembley	West Leederville	Own	Rent^
Male	39%											9%	
Female		49%										2%	
Younger singles / couples			63%									3%	
Families with younger children				40%								4%	
Families with older children					36%							5%	
Empty nesters						41%						7%	
Seniors							61%					4%	
City Beach								46%				6%	
Floreat									43%			2%	
Wembley										49%		4%	
West Leederville											34%	11%	
Own												5%	
Rent^												0%	

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?

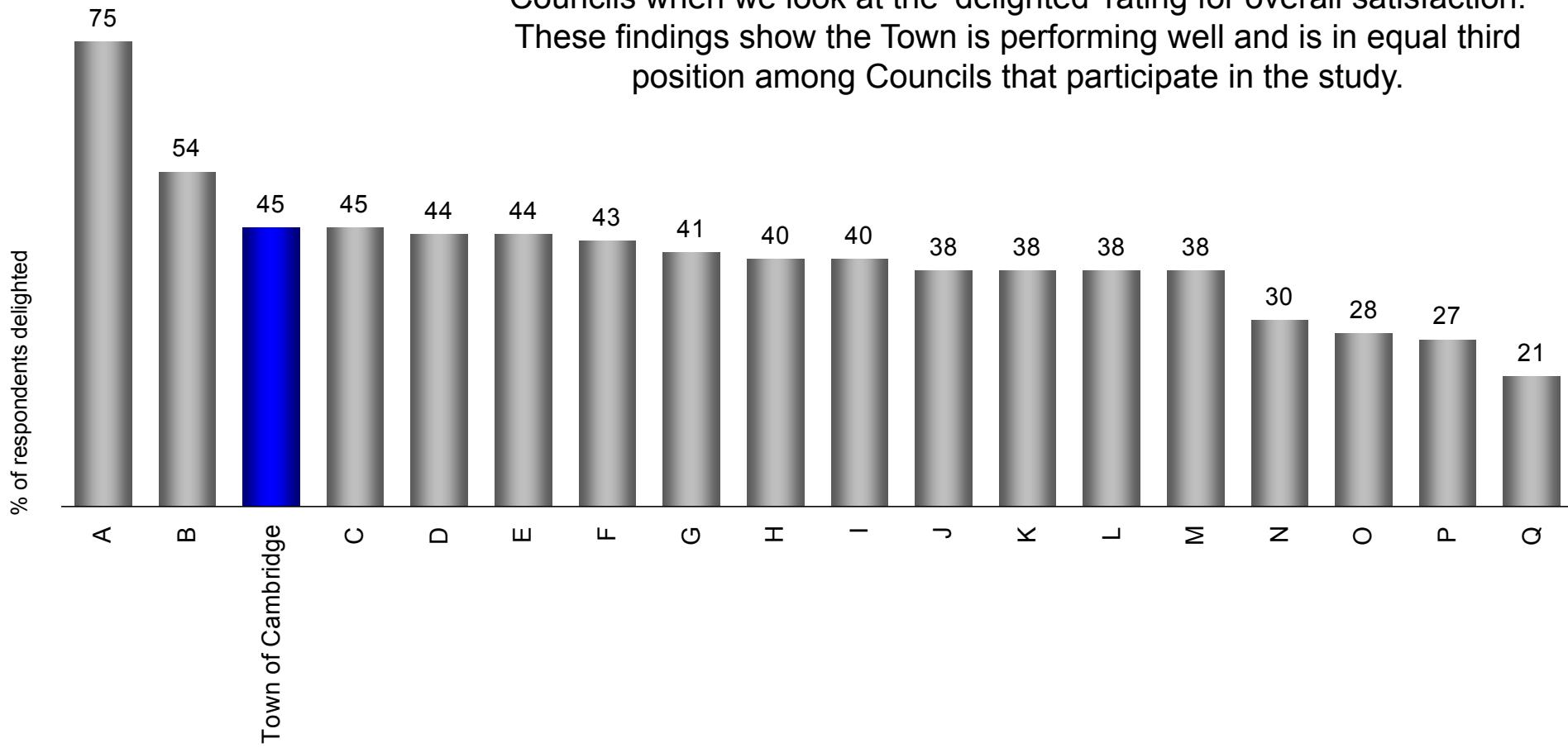
Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 398; 2008 n = 397; 2010 n = 400)

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

○ ▲ = significant variance

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

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 well and is in equal third position among Councils that participate in the study.



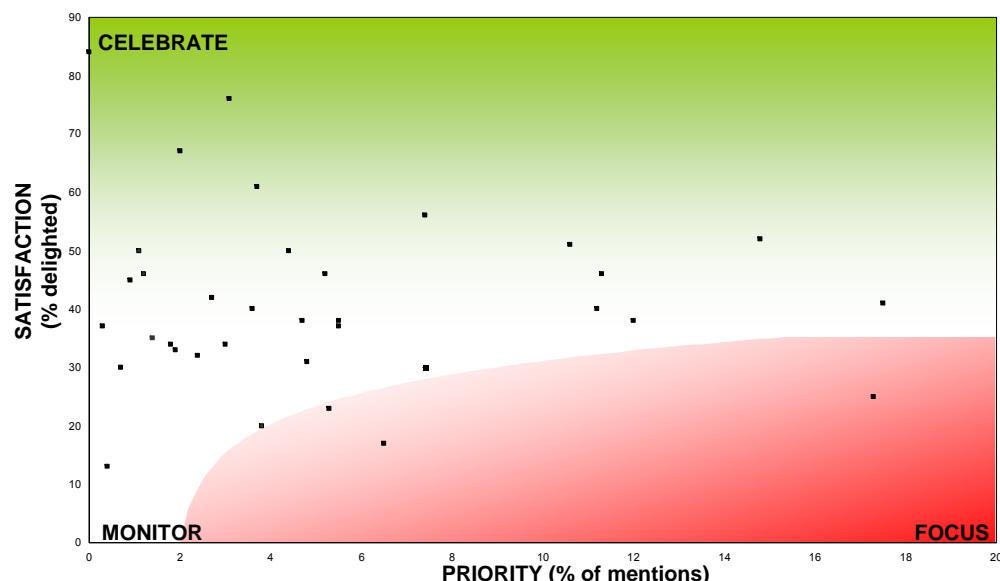
Q. On a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied. Overall, how satisfied are you with the [INSERT COUNCIL]?  
Base: All respondents who gave a valid response, excludes 'don't know' (n = varies)  
Coding: Delighted = 8,9 and 10

# Community Priorities Indicator™

# Community Priorities Indicator™

The Community Priorities Indicator assists Councils to identify strategic priorities. Importance and satisfaction levels are analysed and presented in three clusters. These clusters illustrate whether the service or facility is one that needs to be a focus for improvement, monitored or celebrated.

The **CELEBRATE** cluster contains services and facilities that are performing extremely well. At least 70% of respondents are very satisfied with the Council's performance (they rate satisfaction in the top 3 boxes on a 10-point scale). Celebrate success in these areas and maintain high performance levels!



**MONITOR** services and facilities in the lower left cluster.

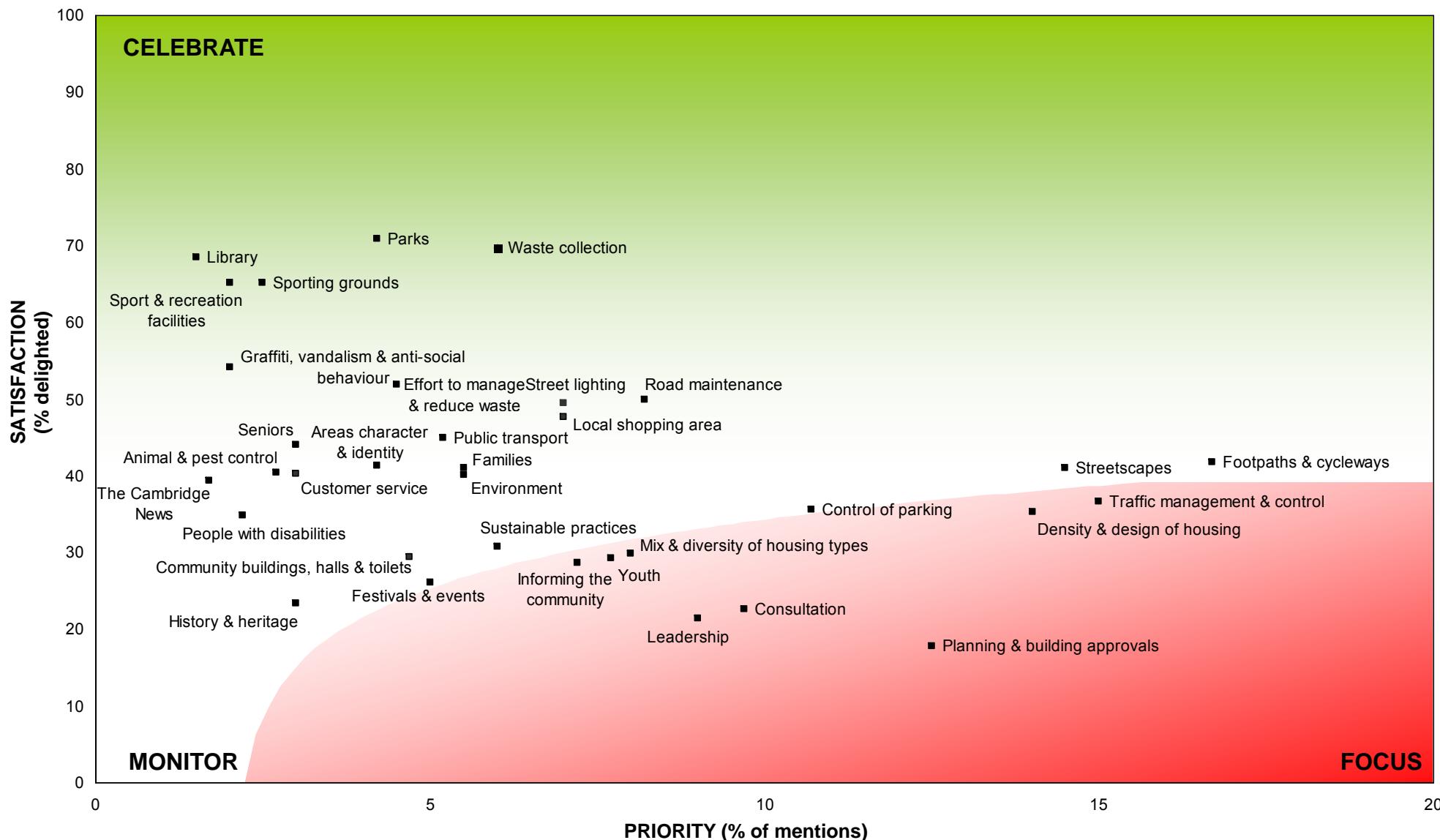
While respondents are less satisfied with these services, they are not considered high priority areas for improvement.

Monitor performance in these areas. If satisfaction levels fall, these areas may become more of a priority.

**FOCUS** on improving services and facilities in the lower right cluster.

These areas represent the 'hot issues' for Council. Consider how resources may be better utilised to improve performance. For example, Council may need to invest in better information, improved communications, improved service delivery or new infrastructure.

# Community Priorities Indicator™



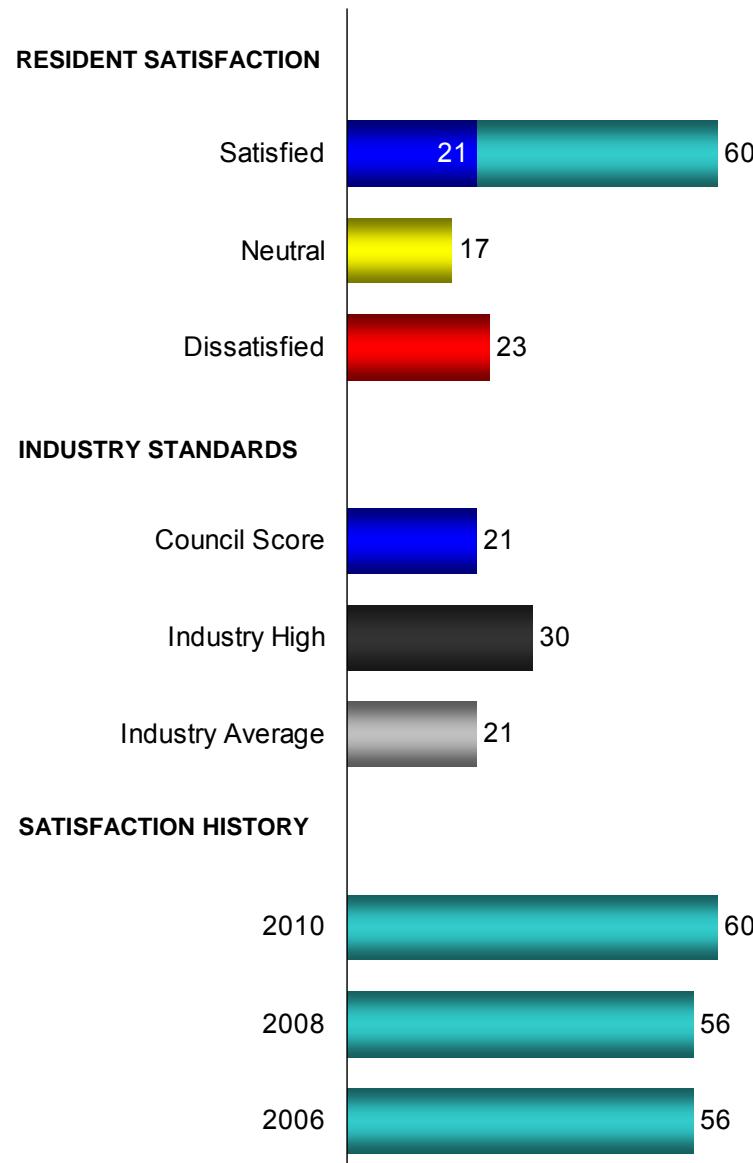
Q. Which areas would you most like Town of Cambridge to focus on improving? MULTIPLE RESPONSE ALLOWED

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 2010 n = xx); Satisfaction - Respondents who use / can comment on service / facility (Residents 2008 n = various)

# Governance

# Council's leadership within the community



- Satisfaction remains moderate.
  - 60% of respondents are satisfied.
  - 23% of respondents are dissatisfied.
- Satisfaction is highest among seniors, longer term residents and those living in City Beach.
- There is greatest room to improve satisfaction among males, empty nesters and those with older children, and those living in West Leederville.

	% of residents	Delighted	Dissatisfied
Male		17%	34%
Female		25%	13%
Younger singles / couples <sup>^</sup>		9%	13%
Families with younger children		18%	23%
Families with older children		17%	27%
Empty nesters		15%	28%
Seniors		46%	12%
City Beach		29%	19%
Floreat		21%	24%
Wembley		21%	21%
West Leederville		11%	33%
Lived in Town for 0 to 10 years		14%	16%
Lived in Town for 11 to 20 years		21%	26%
Lived in Town for 21 to 30 years		22%	27%
Lived in Town for 31 or more years		33%	21%

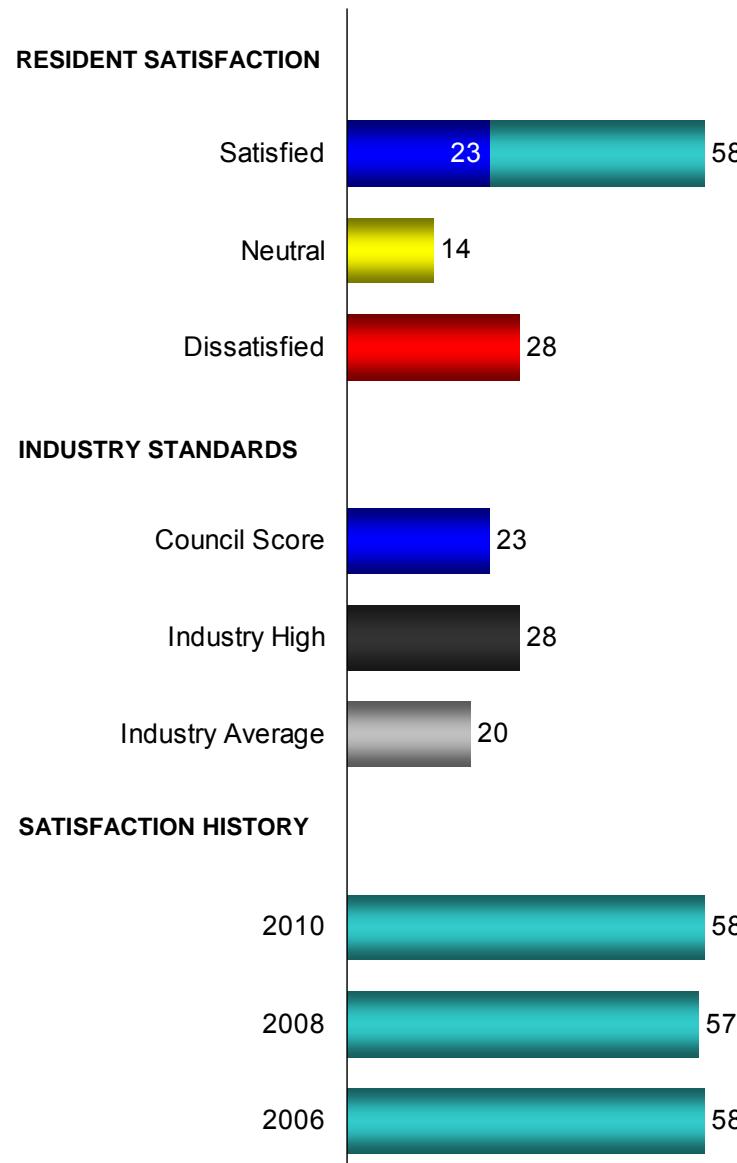
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 275; 2008 n = 309; 2010 n = 298)

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

○ ▼ ▲ = significant variance

# How the community is consulted about local issues



- Satisfaction remains moderate.
  - 58% of respondents are satisfied.
  - 28% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among males.

	% of residents	Delighted	Dissatisfied
Male		18%	38%
Female		26%	20%
Younger singles / couples <sup>^</sup>		29%	18%
Families with younger children		14%	31%
Families with older children		22%	27%
Empty nesters		24%	32%
Seniors		31%	22%

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; 2010 n = 367)

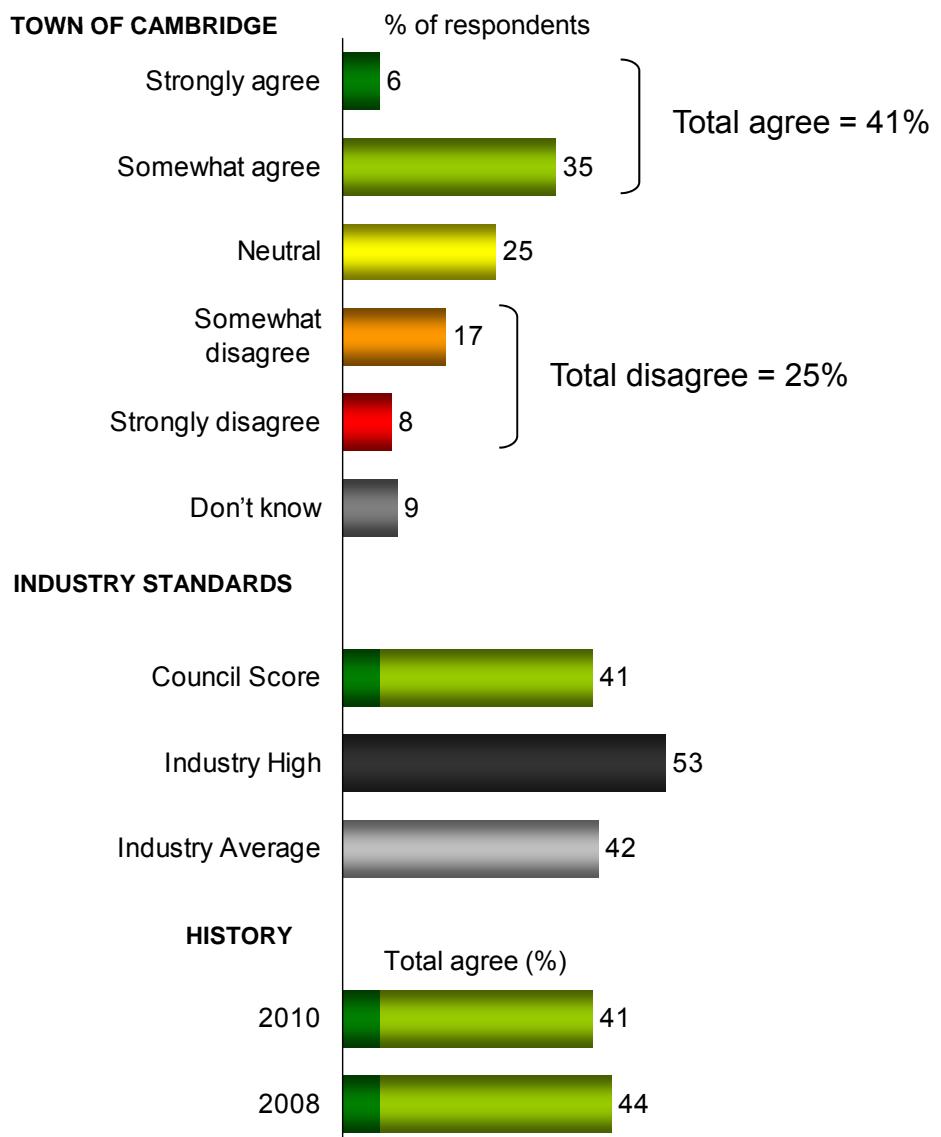
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

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

- 41% of respondents agree that Elected Members at the Town of Cambridge have a good understanding of their needs
- Younger singles / couples and seniors are more likely to agree
- Males, those with children, home owners and those who have lived in the Town for 11 years or more are more likely to disagree.

% of residents	Agree	Disagree
Male	36%	33%
Female	44%	19%
Younger singles / couples	56%	13%
Families with younger children	30%	29%
Families with older children	39%	29%
Empty nesters	40%	24%
Seniors	47%	21%
Lived in Town for 0 to 10 years	42%	14%
Lived in Town for 11 to 20 years	39%	31%
Lived in Town for 21 to 30 years	42%	27%
Lived in Town for 31 or more years	38%	30%
Own	40%	27%
Rent^	41%	11%



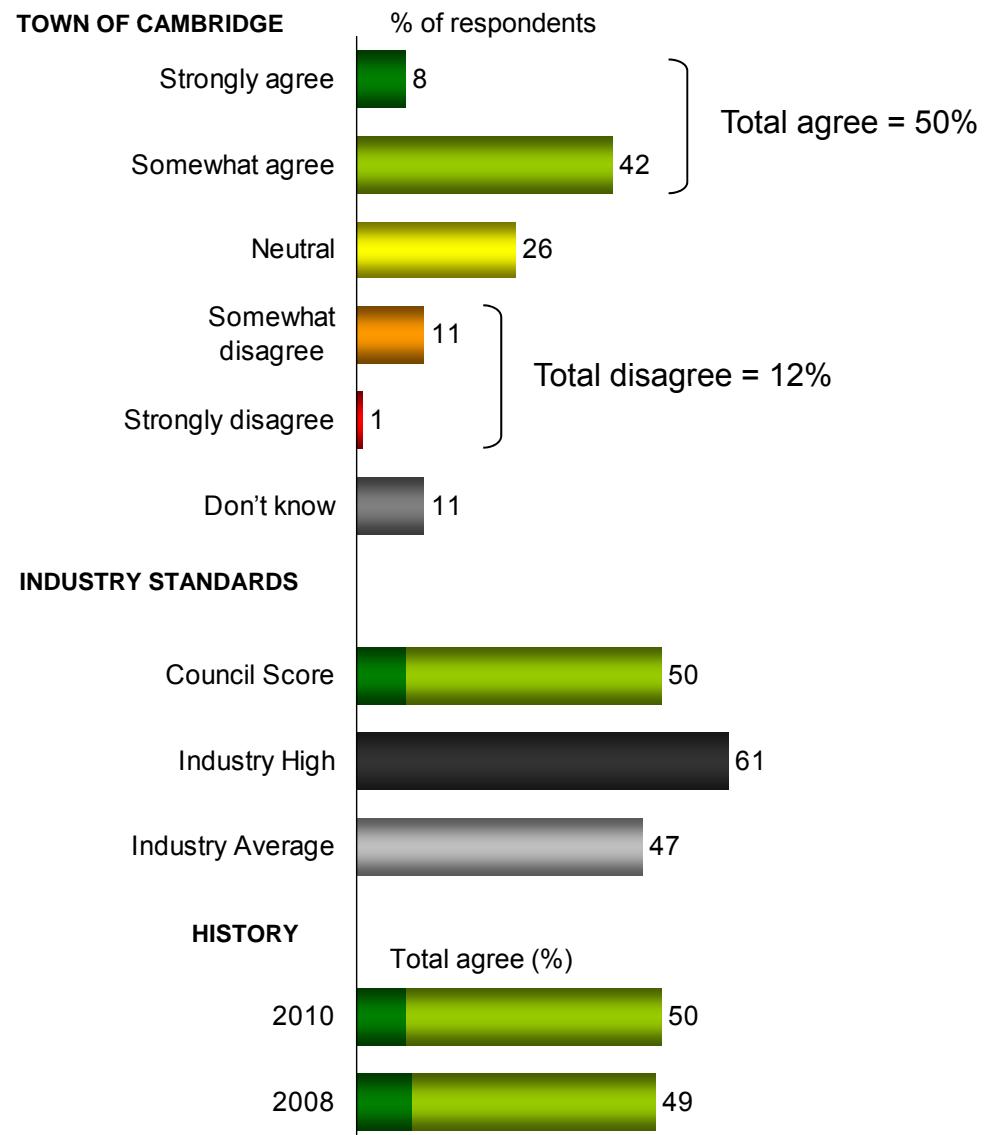
Q. I'm going to read out a few statements. For each one, please let me know if you strongly disagree, somewhat disagree, feel neutral, somewhat agree or strongly agree.  
Base: All respondents (Residents 2006 n = xx; 2008 n = 401; 2010 n = 401)

○ ▲ = significant variance

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

- 50% of respondents agree that staff at the Town of Cambridge have a good understanding of their needs.
- Seniors are more likely to agree.
- Those who have lived in the Town for between 21 and 30 years are more likely to disagree.

% of residents	Agree	Disagree
Younger singles / couples	47%	6%
Families with younger children	34%	12%
Families with older children	48%	17%
Empty nesters	49%	14%
Seniors	68%	7%
Lived in Town for 0 to 10 years	53%	7%
Lived in Town for 11 to 20 years	45%	11%
Lived in Town for 21 to 30 years	49%	18%
Lived in Town for 31 or more years	55%	14%



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 2006 n = xx; 2008 n = 401; 2010 n = 401)

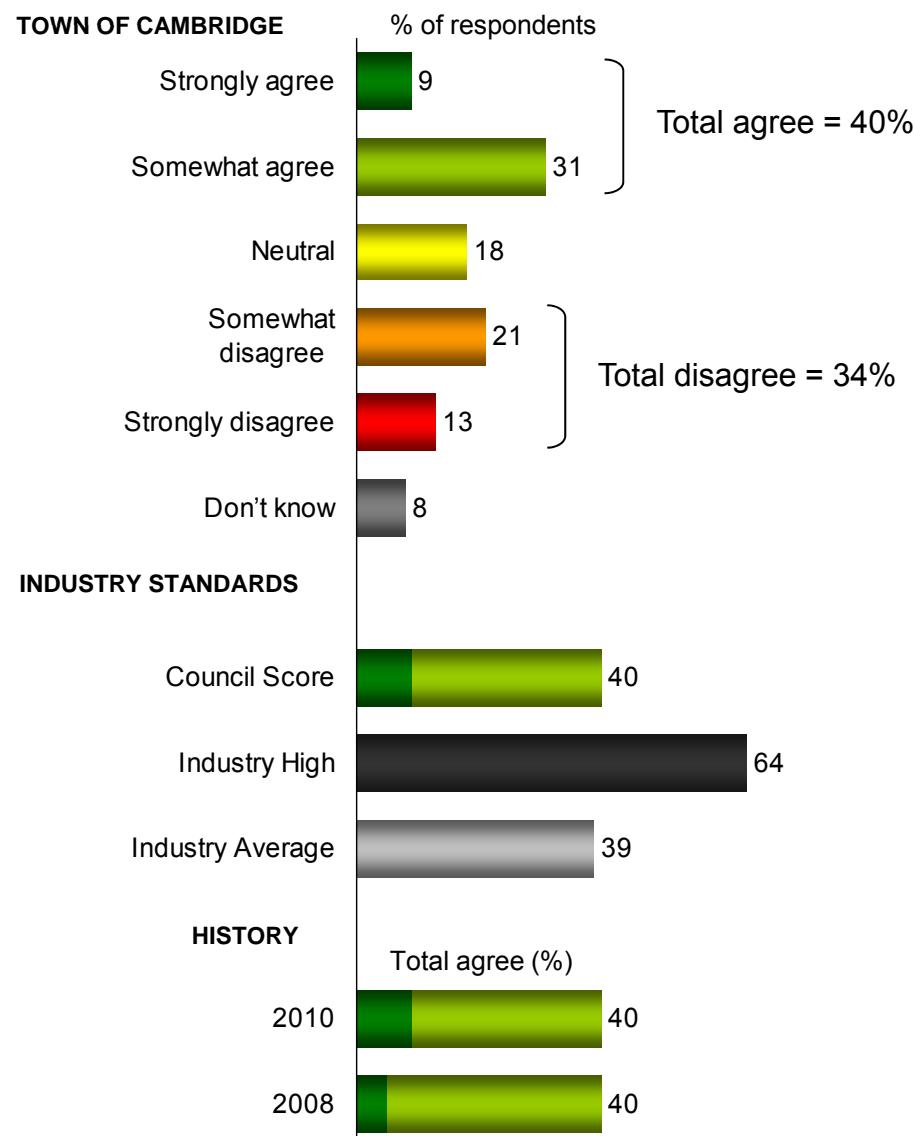
○ ▼ ▲ = significant variance

# 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

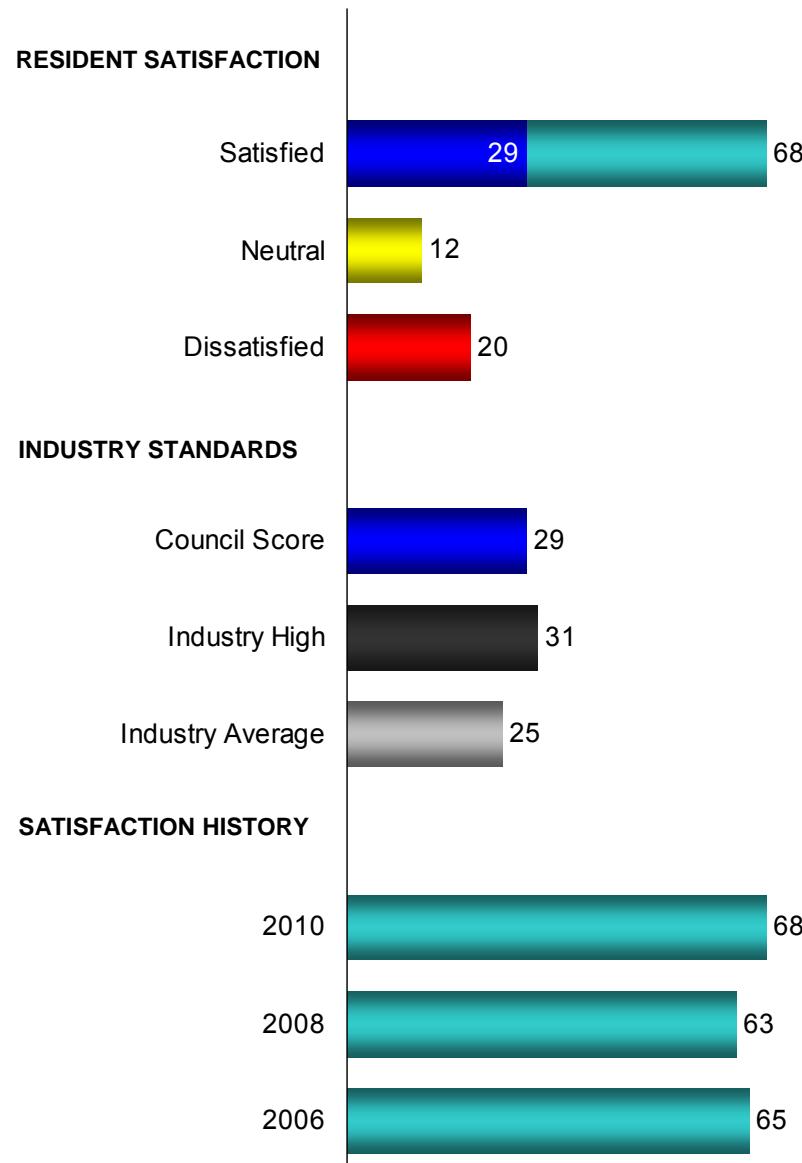
- 40% of respondents agree that the Town of Cambridge has developed and communicated a clear vision for the area.
- Those living in West Leederville are much more likely to agree!
- Those with children, empty nesters and those who have lived in the Town for 11 years or more are more likely to disagree.

% of residents	Agree	Disagree
Younger singles / couples	44%	13%
Families with younger children	43%	37%
Families with older children	41%	39%
Empty nesters	43%	40%
Seniors	30%	26%
City Beach	28%	36%
Floreat	44%	38%
Wembley	33%	37%
West Leederville	64%	18%
Lived in Town for 0 to 10 years	45%	22%
Lived in Town for 11 to 20 years	39%	39%
Lived in Town for 21 to 30 years	39%	39%
Lived in Town for 31 or more years	34%	38%



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 2006 n = xx; 2008 n = 401; 2010 n = 401)

# How the community is informed about local issues



- Satisfaction remains moderate.
  - 68% of respondents are satisfied.
  - 20% of respondents are dissatisfied.
- Satisfaction is highest among seniors and ethnic respondents.
- There is greatest room to improve satisfaction among males, those with children and home owners.
- There is a little less concern among newer residents.

	% of residents	Delighted	Dissatisfied
Male		25%	26%
Female		31%	16%
Younger singles / couples		30%	10%
Families with younger children		22%	27%
Families with older children		25%	26%
Empty nesters		26%	19%
Seniors		44%	11%
Lived in Town for 0 to 10 years		25%	14%
Lived in Town for 11 to 20 years		29%	25%
Lived in Town for 21 to 30 years		28%	23%
Lived in Town for 31 or more years		34%	21%
Own		29%	21%
Rent^		28%	4%
Non-English speaking background		47%	23%

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; 2010 n = 381)

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

○ ▲ = significant variance

# The Cambridge News

Council's fortnightly news page in the local newspaper

Familiar 73%

Priority 2%

## RESIDENT SATISFACTION



- Satisfaction is relatively high.
  - 77% of respondents are satisfied.
- Satisfaction is highest among females and seniors.
- There is greatest room to improve among males

## INDUSTRY STANDARDS



Industry High

NA

Industry Average

NA

## SATISFACTION HISTORY



	% of residents	Delighted	Dissatisfied
Male		30%	18%
Female		46%	5%
Younger singles / couples <sup>^</sup>		33%	0%
Families with younger children		34%	14%
Families with older children		36%	13%
Empty nesters		38%	9%
Seniors		52%	9%

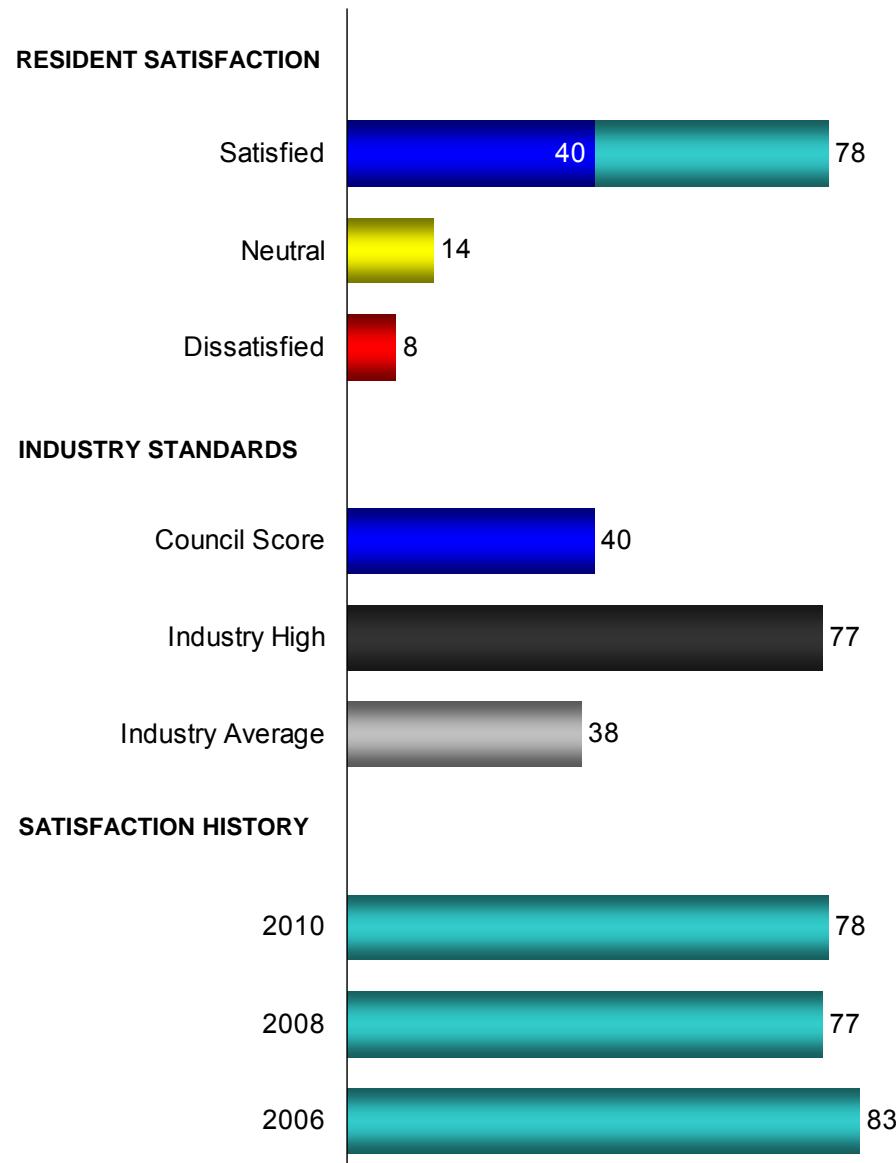
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 343; 2008 n = 337; 2010 n = 292)

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

○ ▼ ▲ = significant variance

# The efficiency & effectiveness of customer service



- Satisfaction remains relatively high.
  - 78% of respondents are satisfied.
- Satisfaction is highest among females and seniors, followed by empty nesters.
- There is greatest room to improve satisfaction among those living in West Leederville

	% of residents	Delighted	Dissatisfied
Male		33%	12%
Female		46%	5%
Younger singles / couples		35%	4%
Families with younger children		27%	8%
Families with older children		33%	9%
Empty nesters		43%	8%
Seniors		58%	7%
City Beach		44%	9%
Floreat		38%	5%
Wembley		43%	8%
West Leederville		27%	12%

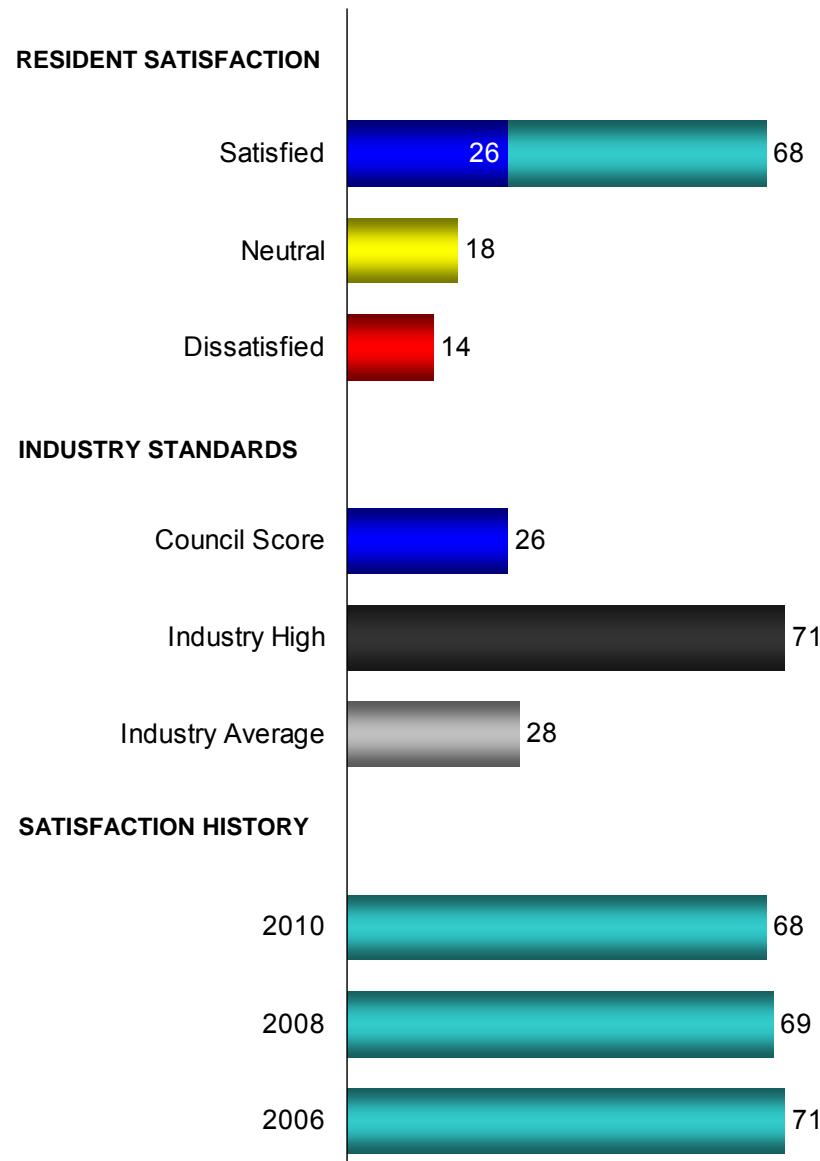
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 299; 2008 n = 326; 2010 n = 338)

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

○ ▲ = significant variance

# Value for money from rates



- Satisfaction remains moderate.
  - 68% of respondents are satisfied.
- Satisfaction is highest among seniors.
- Views on perceived value for money from rates appear to be polarised among those living in City Beach, with residents in this area more likely to be both delighted and dissatisfied.

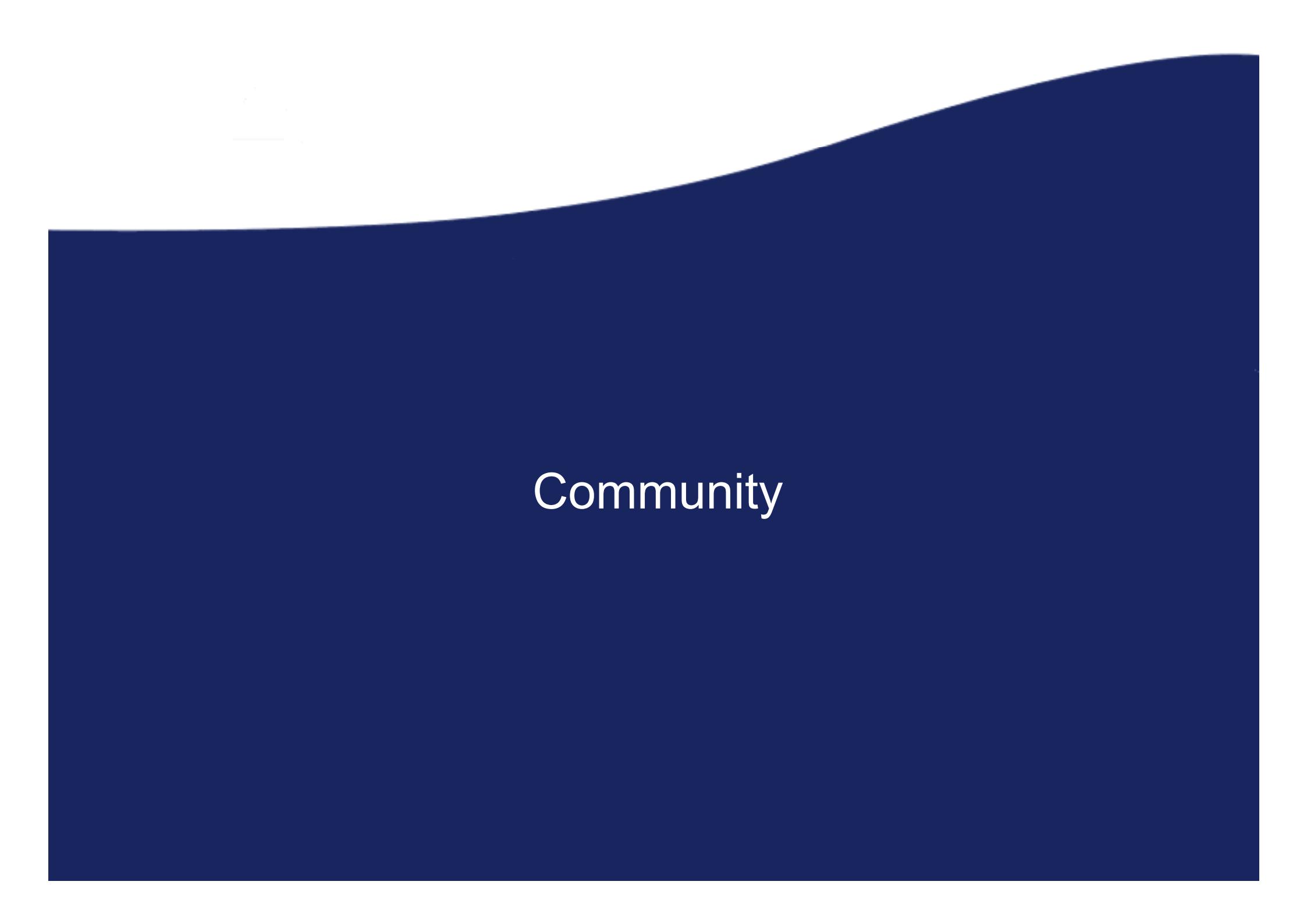
	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	31%	13%
Families with younger children	19%	17%
Families with older children	19%	18%
Empty nesters	26%	10%
Seniors	42%	11%
City Beach	35%	21%
Floreat	21%	17%
Wembley	25%	9%
West Leederville	21%	11%

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; 2010 n = 335)

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

○ ▼ ▲ = significant variance

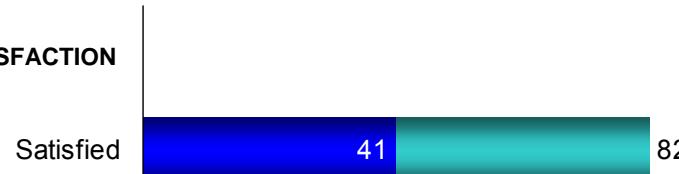


Community

# Services and facilities for families

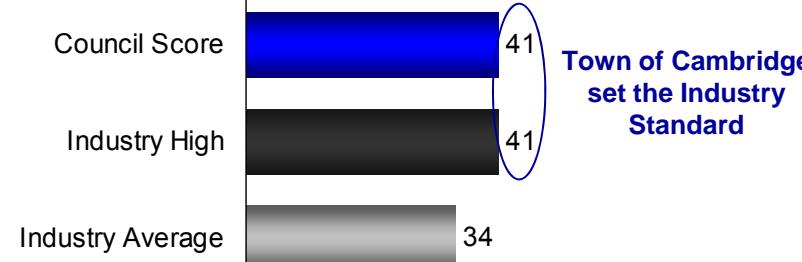
Familiar 86% Priority 5%

## RESIDENT SATISFACTION



- Satisfaction is high.
  - 82% of respondents are satisfied.
- Satisfaction is highest among females, younger singles / couples and those living in Floreat.
- There is greatest room to improve satisfaction among families with older children and those living in West Leederville.

## INDUSTRY STANDARDS



## SATISFACTION HISTORY



% of residents	Delighted	Dissatisfied
Male	33%	10%
Female	48%	6%
Younger singles / couples <sup>^</sup>	52%	0%
Families with younger children	44%	10%
Families with older children	34%	10%
Empty nesters	38%	6%
Seniors	49%	7%
City Beach	41%	7%
Floreat	46%	2%
Wembley	42%	10%
West Leederville	33%	13%

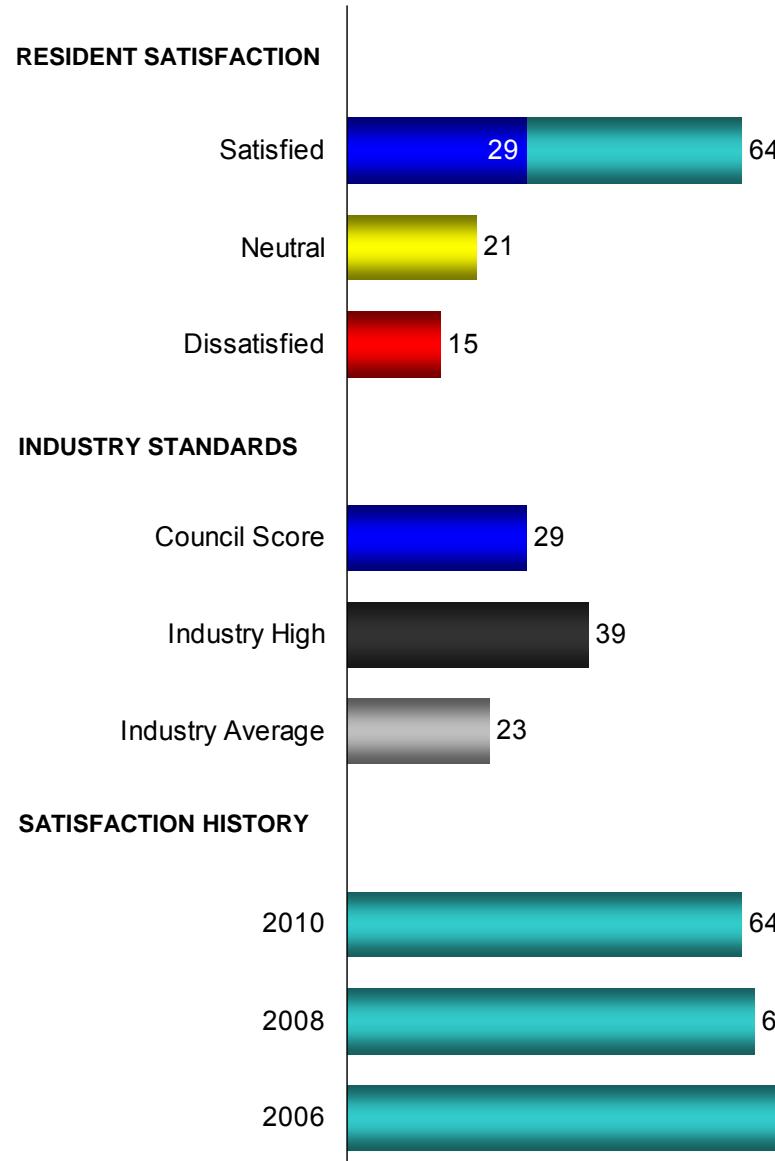
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 270; 2008 n = 341; 2010 n = 346)

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

○ ▼ ▲ = significant variance

# Services and facilities for youth



- Satisfaction is moderate, having declined since 2006
  - 64% of respondents are satisfied
  - 15% are dissatisfied
- Satisfaction is highest among seniors and those living in City Beach.
- There is greatest room to improve satisfaction among families and those living in Wembley.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	27%	9%
Families with younger children	21%	24%
Families with older children	25%	20%
Empty nesters	37%	7%
Seniors	42%	5%
City Beach	37%	7%
Floreat	28%	15%
Wembley	27%	21%
West Leederville	20%	14%

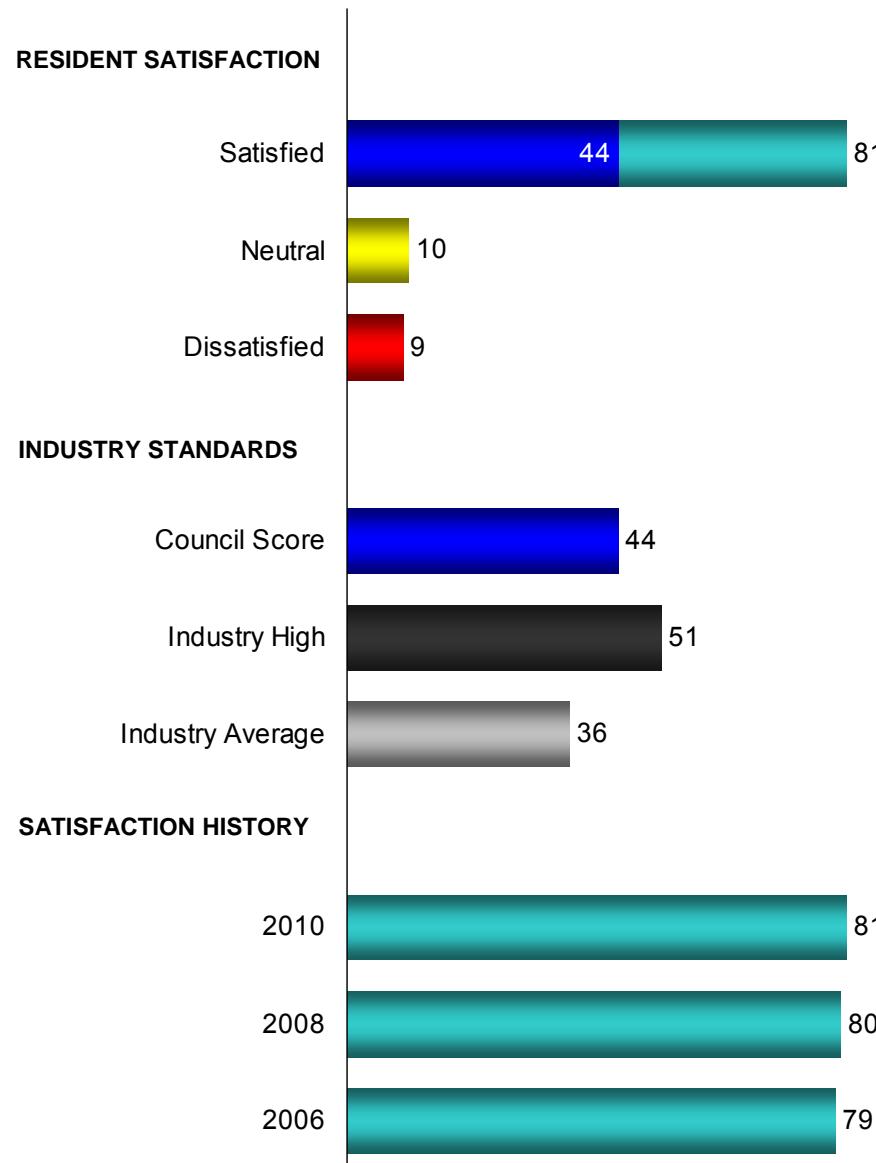
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 199; 2008 n = 291; 2010 n = 274)

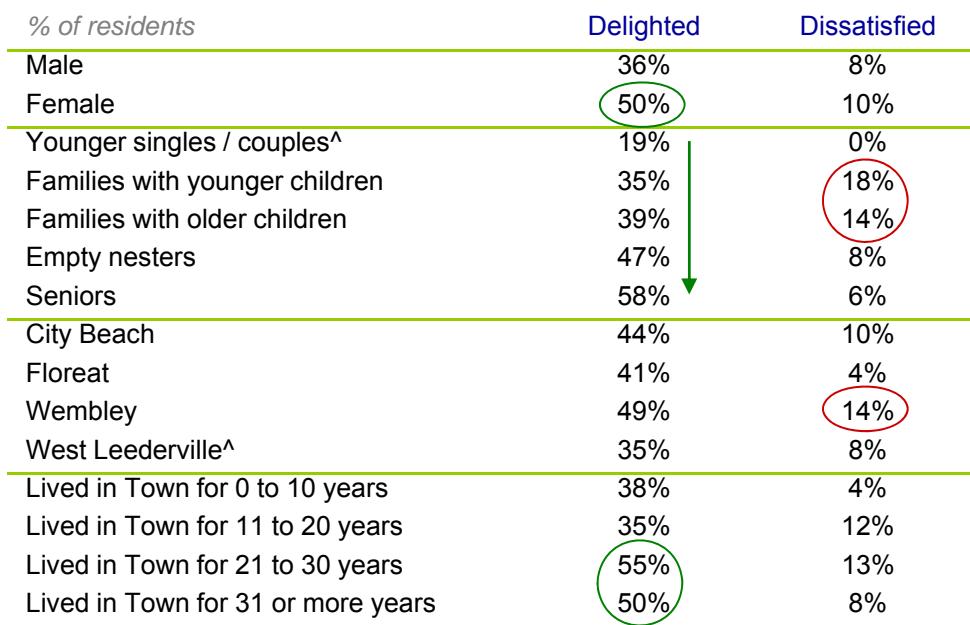
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Facilities, services and care available for seniors



- Satisfaction remains high.
  - 81% of respondents are satisfied.
- Satisfaction is highest among females, older respondents and longer term residents.
- There is greatest room to improve satisfaction among those with children and those living in Wembley.



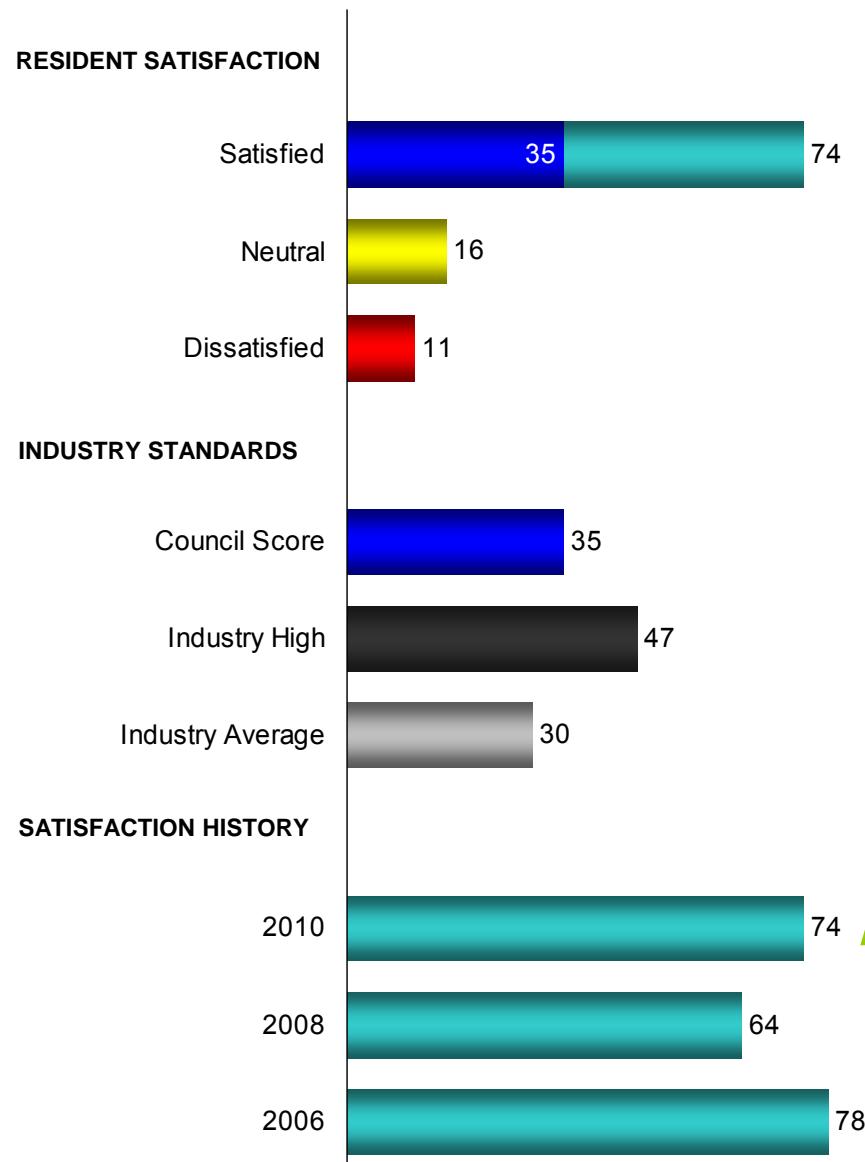
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 149; 2008 n = 245; 2010 n = 227)

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

○ ▼ ▲ = significant variance

# Access to services and facilities for people with disabilities



- Satisfaction is relatively high, having bounced back to 2006 levels after a drop in 2008
  - 74% of respondents are satisfied.
- Satisfaction is highest among females, older respondents, longer term residents, and those living in City Beach.
- There is greatest room to improve satisfaction among those with a disability or impairment.

	% of residents	Delighted	Dissatisfied
Male		28%	11%
Female		39%	11%
Younger singles / couples <sup>^</sup>	21%		0%
Families with younger children	23%		14%
Families with older children	36%		13%
Empty nesters	37%		7%
Seniors	44%		12%
City Beach	44%		11%
Floreat	32%		11%
Wembley	34%		9%
West Leederville <sup>^</sup>	17%		17%
Lived in Town for 0 to 10 years	21%		8%
Lived in Town for 11 to 20 years	40%		13%
Lived in Town for 21 to 30 years	41%		9%
Lived in Town for 31 or more years	38%		13%
A person with a disability or impairment <sup>^</sup>	39%		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 = 157; 2008 n = 234; 2010 n = 212)

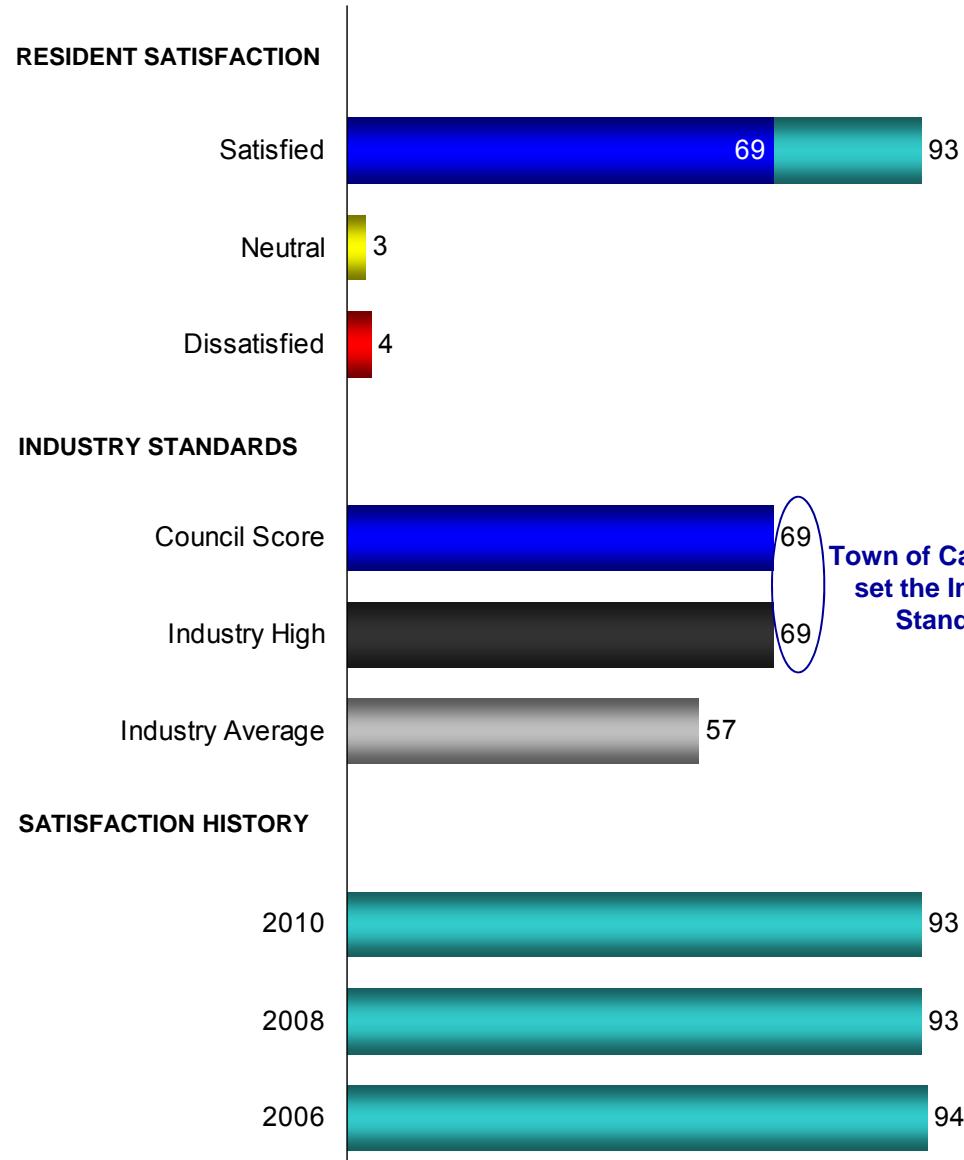
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

○ ▼ ▲ = significant variance

# Library & information services

Familiar 90%

Priority 1%



- Satisfaction remains very high.
  - 93% of respondents are satisfied.
- Satisfaction is highest among females and older respondents.
- There is greatest room to improve satisfaction among those living in West Leederville.

% of residents	Delighted	Dissatisfied
Male	57%	2%
Female	77%	6%
Younger singles / couples <sup>^</sup>	52%	4%
Families with younger children	62%	3%
Families with older children	63%	7%
Empty nesters	71%	5%
Seniors	84%	0%
City Beach	67%	4%
Floreat	79%	4%
Wembley	69%	5%
West Leederville	48%	4%

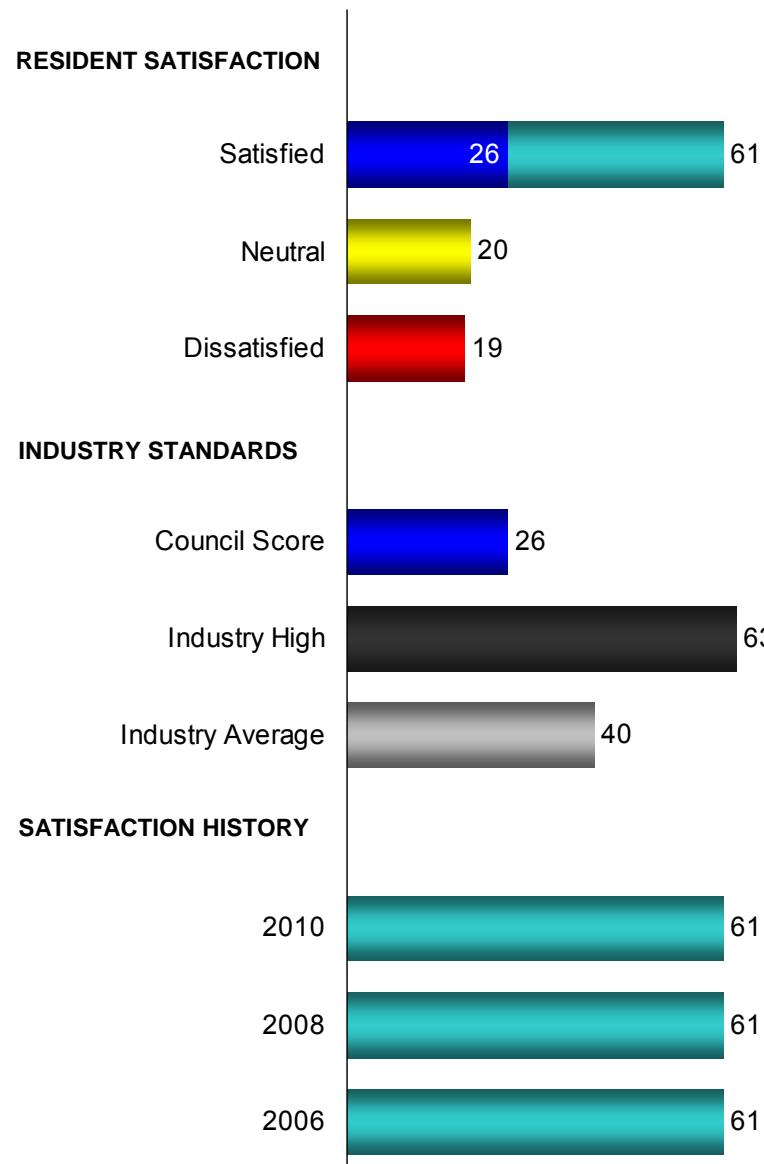
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 335; 2008 n = 367; 2010 n = 362)

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.
- Satisfaction is highest among females, empty nesters and seniors.
- There is greatest room to improve satisfaction among those with younger children, followed by families with older children.

	% of residents	Delighted	Dissatisfied
Male		18%	23%
Female		32%	17%
Younger singles / couples <sup>^</sup>		29%	14%
Families with younger children		19%	24%
Families with older children		18%	21%
Empty nesters		35%	19%
Seniors		38%	9%

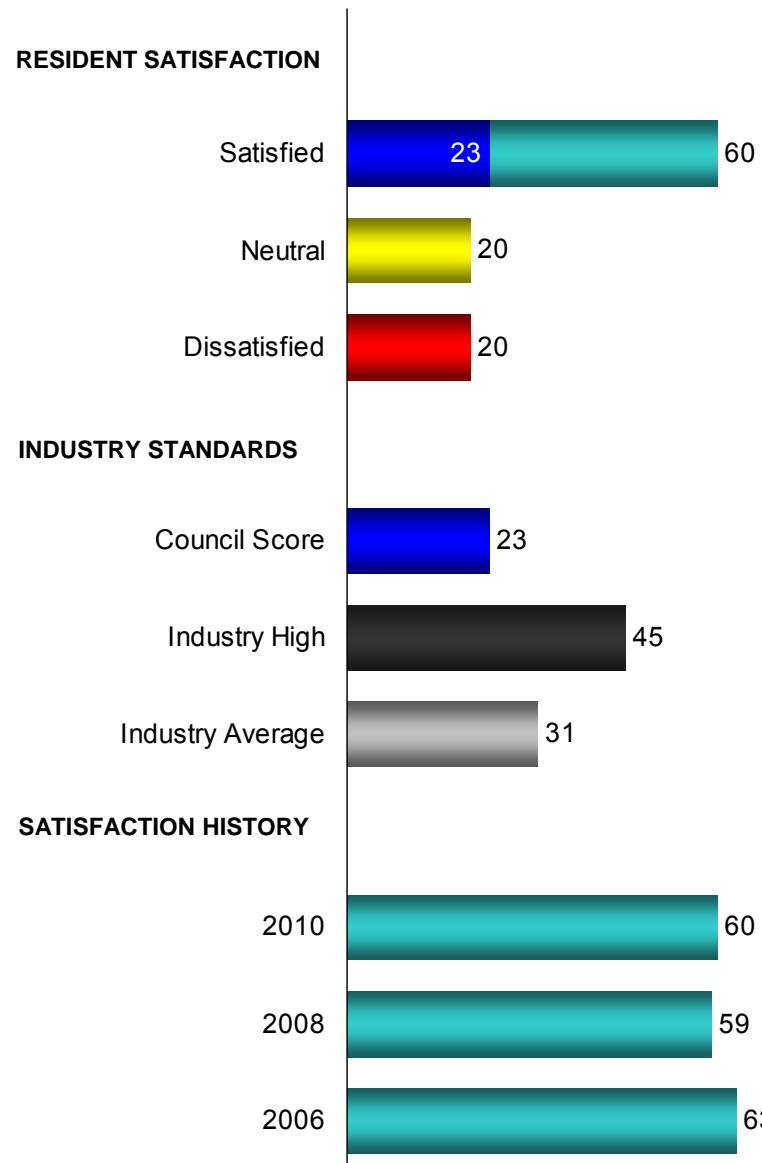
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 286; 2008 n = 342; 2010 n = 352)

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

○ ▼ ▲ = significant variance

# How local history and heritage is preserved and promoted



- Satisfaction remains moderate.
  - 60% of respondents are satisfied.
  - 20% of respondents are dissatisfied.
- Satisfaction is highest among females, younger singles / couples and seniors.
- There is greatest room to improve satisfaction among those living in West Leederville, families and empty nesters.
- Concern drops off among the longest term residents.

	<i>% of residents</i>	Delighted	Dissatisfied
Male		17%	25%
Female		28%	17%
Younger singles / couples <sup>^</sup>		35%	8%
Families with younger children		14%	28%
Families with older children		22%	25%
Empty nesters		24%	21%
Seniors		32%	9%
City Beach		26%	13%
Floreat		18%	21%
Wembley		28%	21%
West Leederville		15%	30%
Lived in Town for 0 to 10 years		22%	23%
Lived in Town for 11 to 20 years		24%	25%
Lived in Town for 21 to 30 years		20%	19%
Lived in Town for 31 or more years		28%	9%

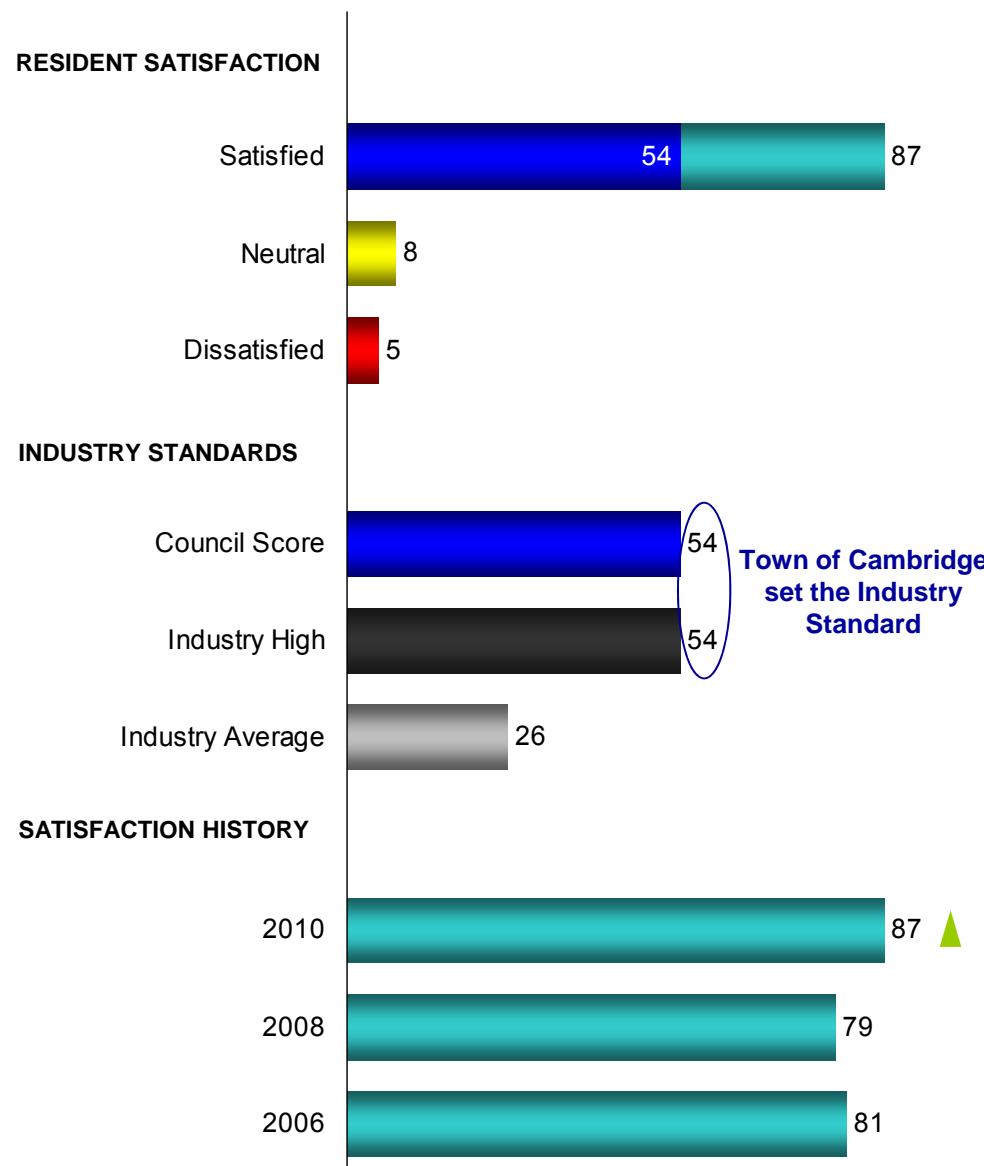
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 269; 2008 n = 325; 2010 n = 333)

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

○ ▲ = significant variance

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



- Satisfaction is high, having increased significantly since 2008.
  - 87% of respondents are satisfied.
- Satisfaction is highest among those living in City Beach, followed by Floreat.
- There is greatest room to improve satisfaction among those living in West Leederville and those with a disability or impairment.

	% of residents	Delighted	Dissatisfied
City Beach		61%	2%
Floreat		58%	1%
Wembley		50%	7%
West Leederville		44%	10%
A person with a disability or impairment^		34%	10%

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

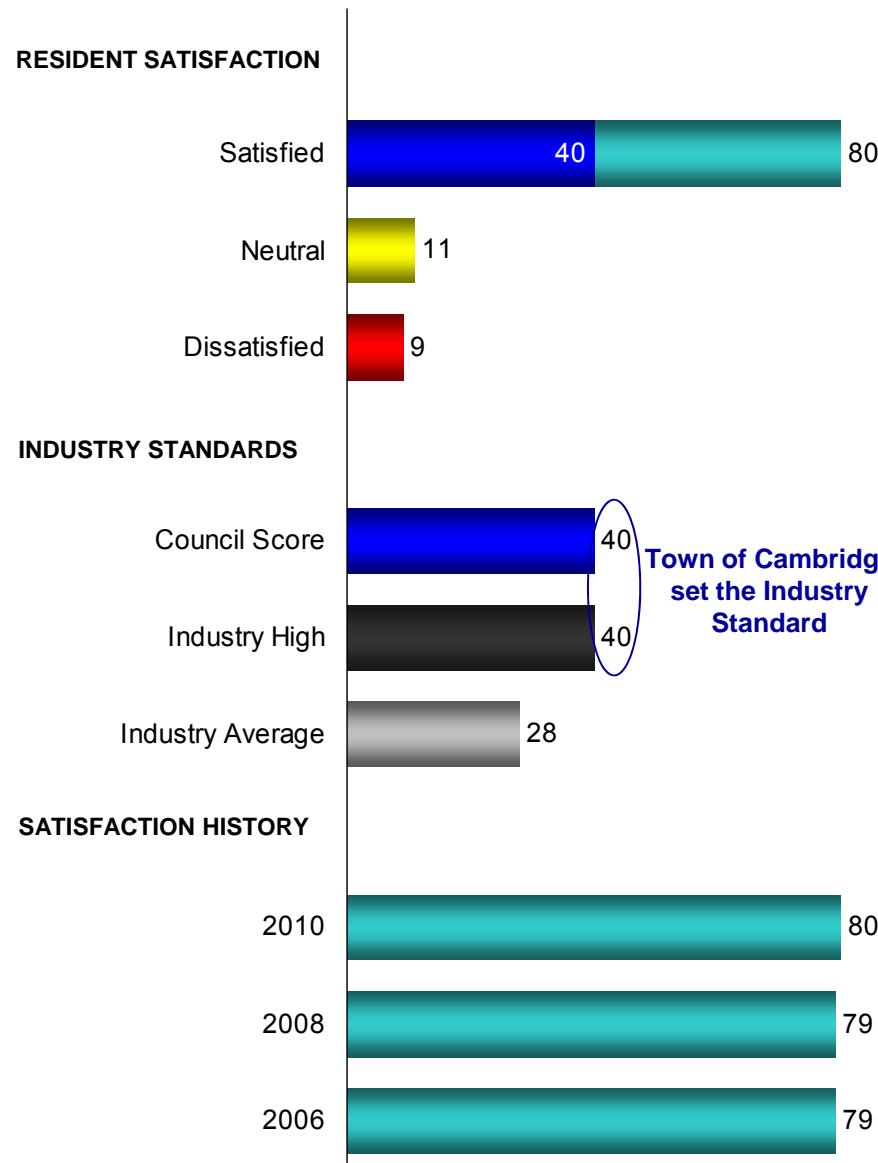
Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 362; 2008 n = 375; 2010 n = 375)

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

○ ▼ ▲ = significant variance

# Natural environment

# Conservation and environmental management



- Satisfaction is high.
  - 80% of respondents are satisfied.
- Satisfaction is highest among females and seniors.

% of residents	Delighted	Dissatisfied
Male	34%	12%
Female	45%	7%
Younger singles / couples	47%	7%
Families with younger children	30%	8%
Families with older children	37%	9%
Empty nesters	40%	14%
Seniors	49%	6%

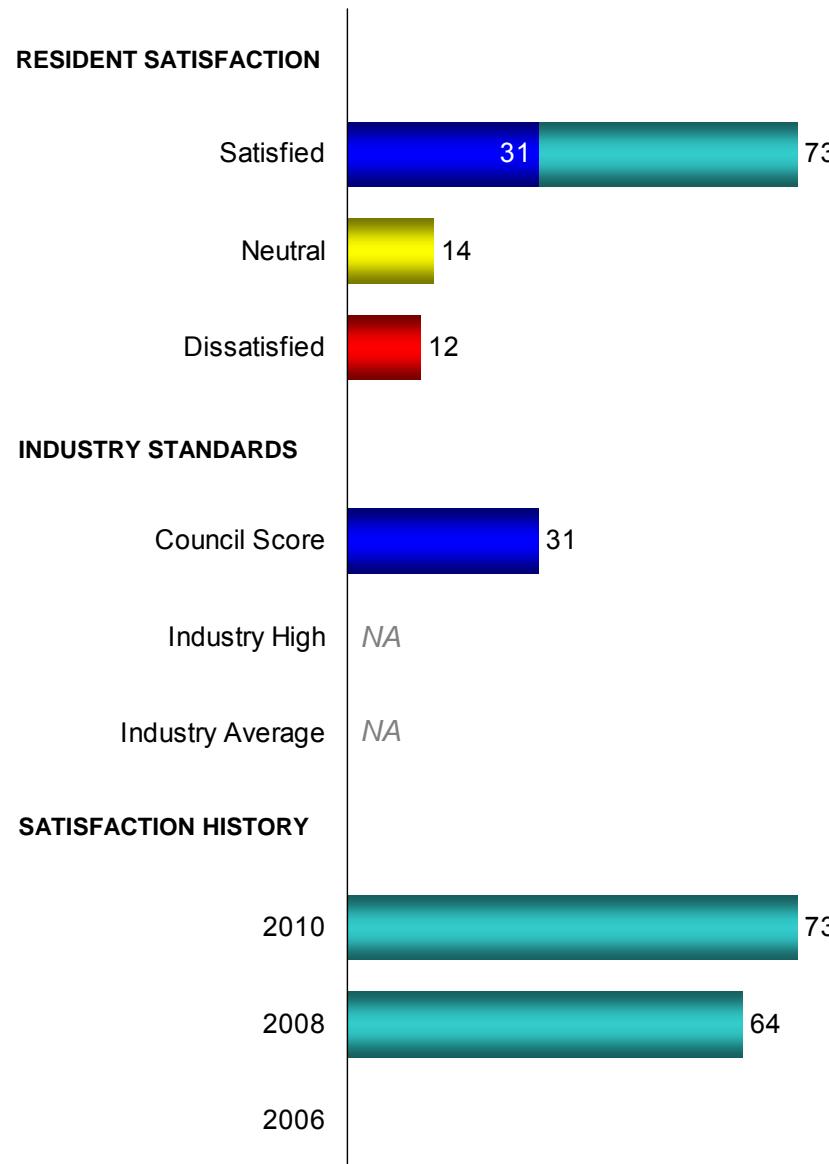
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 307; 2008 n = 349; 2010 n = 347)

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 relatively high, having increased significantly since 2008.
  - 73% of respondents are satisfied.
- Satisfaction is highest among younger singles / couples, seniors and home owners.
- There is greatest room to improve satisfaction among those with younger children, those living in West Leederville and newer residents.

	% of residents	Delighted	Dissatisfied
Younger singles / couples^	44%	0%	
Families with younger children	17%	20%	
Families with older children	28%	13%	
Empty nesters	30%	15%	
Seniors	44%	3%	
City Beach	29%	12%	
Floreat	28%	6%	
Wembley	35%	12%	
West Leederville	29%	22%	
Lived in Town for 0 to 10 years	23%	14%	
Lived in Town for 11 to 20 years	32%	14%	
Lived in Town for 21 to 30 years	36%	10%	
Lived in Town for 31 or more years	38%	6%	
Own	32%	12%	
Rent^	14%	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 2008 n = 325; 2010 n = 347)

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

○ ▼ ▲ = significant variance

# Waste collection services

Familiar 100%

Priority 6%



- Satisfaction remains very high.
  - 92% of respondents are satisfied.
- Satisfaction is highest among seniors, those living in City Beach, followed by Floreat.

	<i>% of residents</i>	Delighted	Dissatisfied
Younger singles / couples		69%	3%
Families with younger children		61%	8%
Families with older children		68%	5%
Empty nesters		70%	7%
Seniors		84%	1%
City Beach		79%	4%
Floreat		73%	4%
Wembley		65%	6%
West Leederville		58%	7%

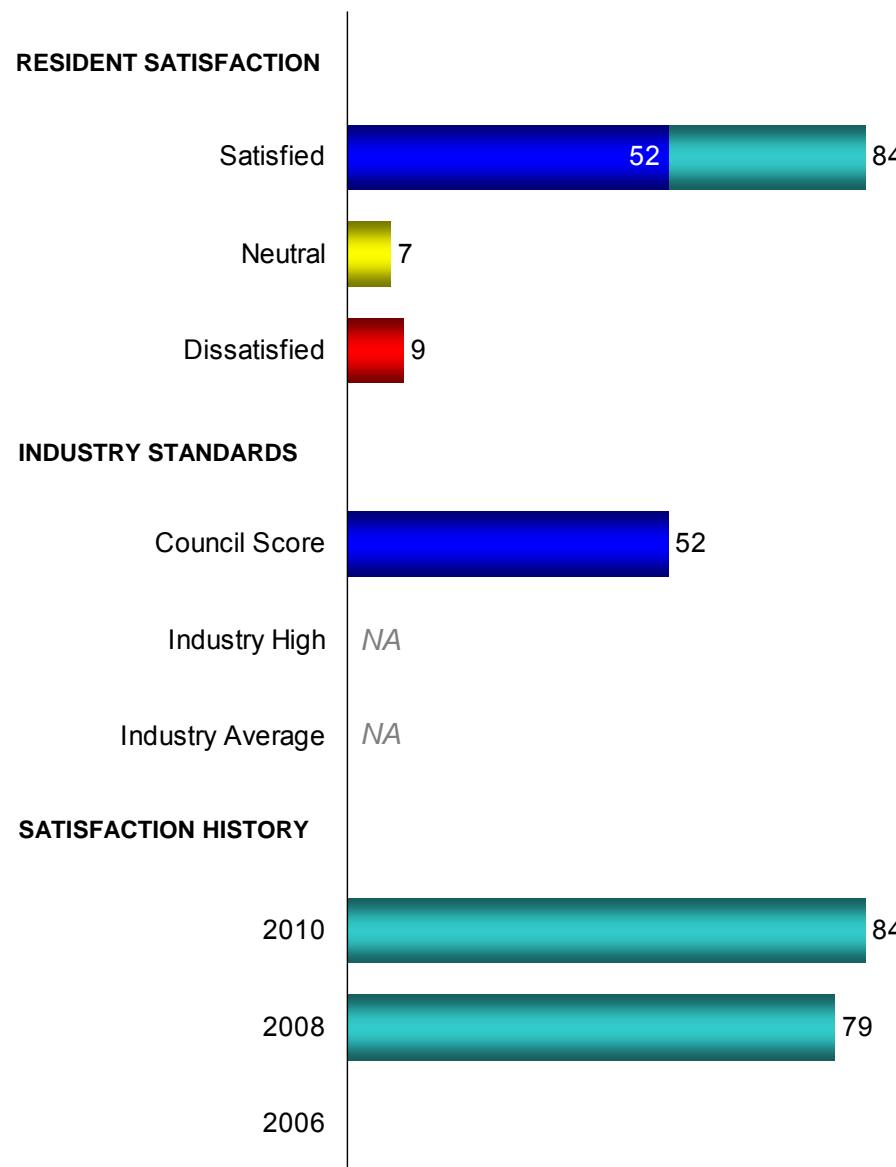
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2008 n = 400; 2010 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 high.
  - 84% of respondents are satisfied.
- Satisfaction is highest among females, seniors and long term residents.
- There is greatest room to improve satisfaction among those living in West Leederville.

	% of residents	Delighted	Dissatisfied
Male		42%	10%
Female		59%	8%
Younger singles / couples		53%	3%
Families with younger children		41%	10%
Families with older children		43%	10%
Empty nesters		51%	11%
Seniors		75%	4%
City Beach		53%	10%
Floreat		55%	4%
Wembley		55%	9%
West Leederville		40%	15%
Lived in Town for 0 to 10 years		48%	9%
Lived in Town for 11 to 20 years		46%	11%
Lived in Town for 21 to 30 years		55%	9%
Lived in Town for 31 or more years		64%	4%

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

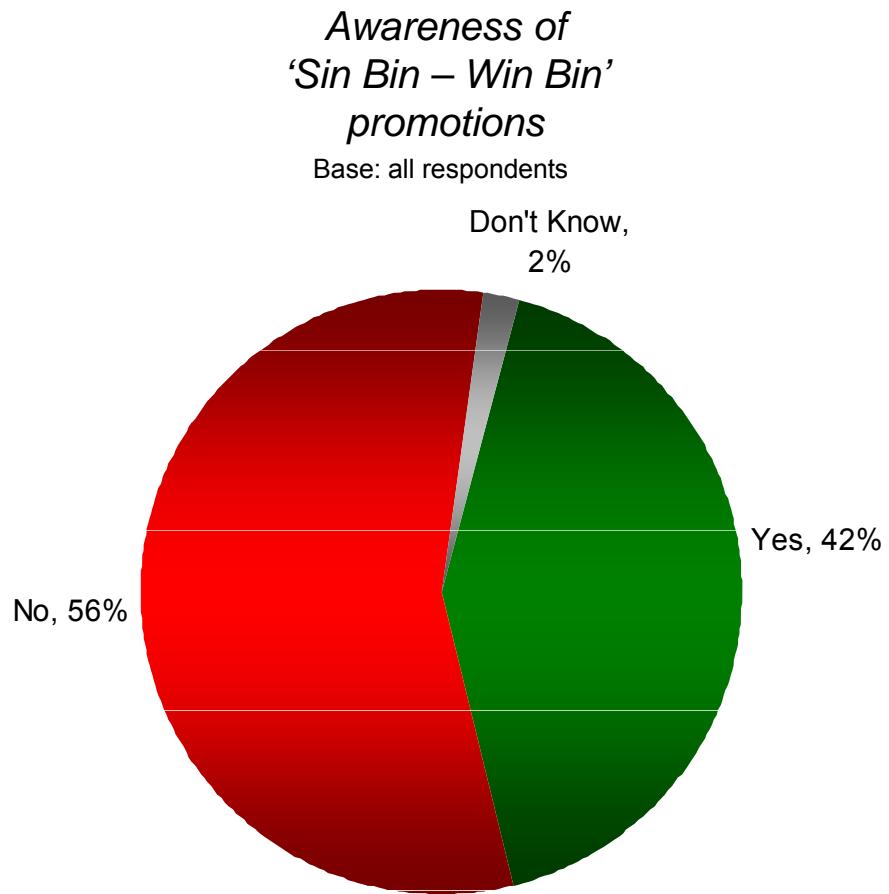
Base: Respondents who feel familiar enough with service / facility to comment (Residents 2008 n = 371; 2010 n = 384)

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

○ ▼ ▲ = significant variance

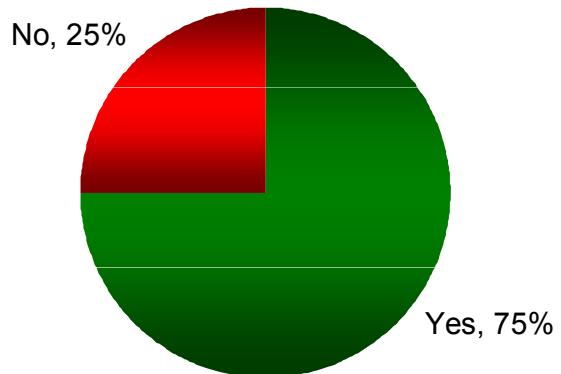
# 'Sin Bin – Win Bin'

## Impact of promotions



### *Improved understanding about recycling*

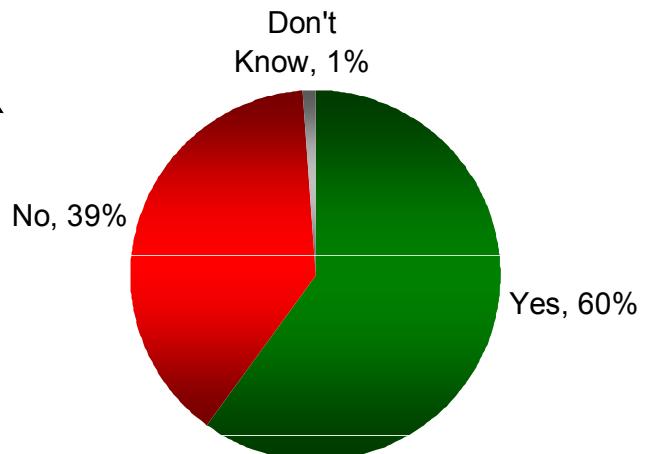
Base: those aware of promotions



*Those aware of promotions (n = 169)*

### *Changed behaviour*

Base: those aware of promotions



Q. Have you noticed any promotions about a 'sin bin' or 'win bin'?  
Base: All respondents (n = 401)

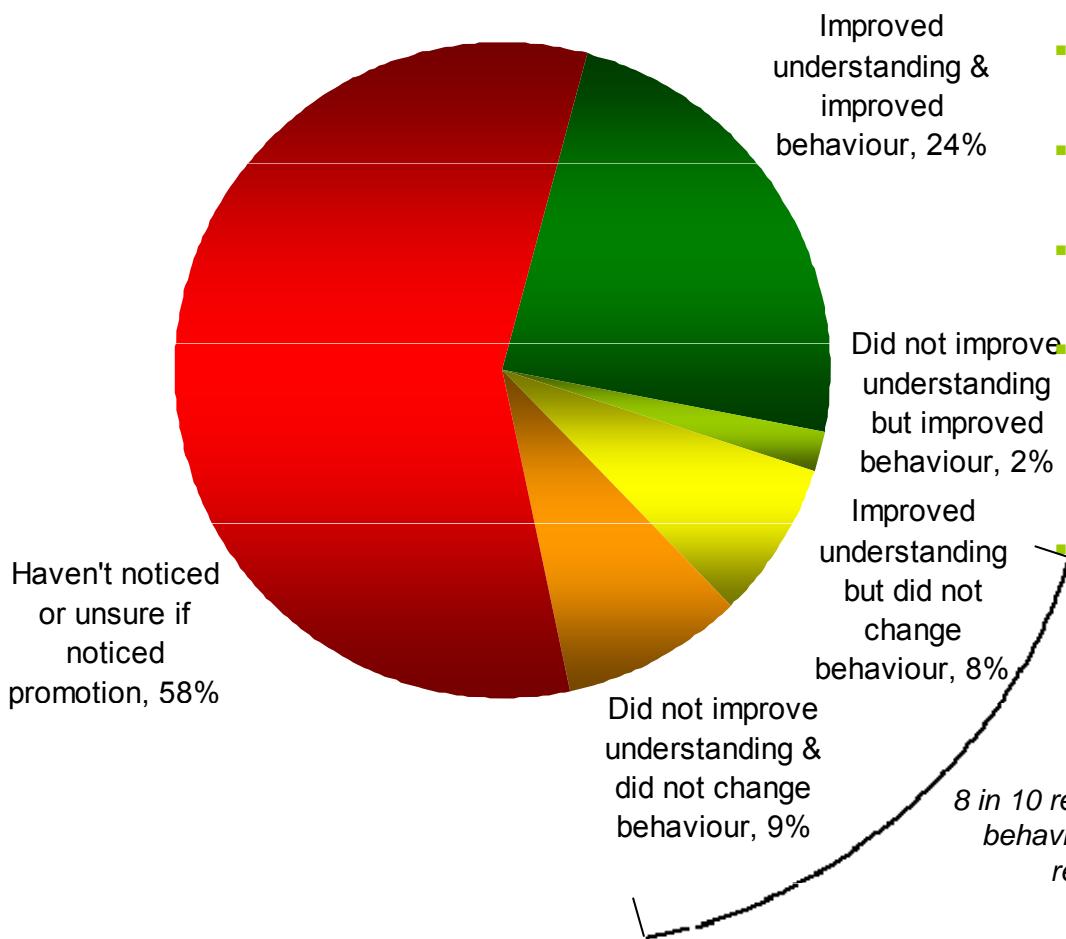
Q. Have these promotions improved your understanding about what type of waste can go into your recycling bin?  
Q. And, since seeing these promotions, have you started putting more waste into your recycling bin and less into your green bin?  
Base: Those who were aware of the 'sin bin' 'win bin' promotions (n = 169)

# 'Sin Bin – Win Bin'

## Effectiveness of promotions

### ***Effectiveness of the 'Win Bin – Sin Bin' promotions***

% of respondents



Q7. Have you noticed any promotions about a 'sin bin' or 'win bin'?

Q8. Have these promotions improved your understanding about what type of waste can go into your recycling bin?

Q9. And, since seeing these promotions, have you started putting more waste into your recycling bin and less into your green bin?

Base: All respondents who provided a valid response, excludes 'unsure' for Q8 and Q9 (n = 399)

- The 'Sin Bin' – 'Win Bin' promotions appear to have been effective.
- 42% of respondents had noticed promotions about a 'sin bin' and a 'win bin'.
- The campaign both improved understanding and behaviour for 24% of respondents.
- A further 8% got a better understanding about how they should behave, but did not change their behaviour.
- And, 2% did not gain improved understanding, but were prompted to improve their behaviour.

Among those who did notice the campaign, but did not change their behaviour, most said that this was because they were already recycling as much as possible.

As shown overleaf, the promotions were most effective at reaching, improving understanding and improving recycling behaviour among females, older respondents, long term residents and home owners.

# 'Sin Bin – Win Bin'

## Effectiveness of promotions

Aware of 'Win Bin – Sin Bin' promotions	Aware	Aware	Aware	Aware	Unaware
Promotions have <u>improved</u> understanding about what types of waste can go into recycling bin	Improved understanding	Did not improve understanding	Improved understanding	Did not improve understanding	N/A
Since seeing promotions, have <u>started</u> putting more waste into recycling bin and less waste into green bin	Improved behaviour	Improved behaviour	Did not change behaviour	Did not change behaviour	N/A
Male	17%	1%	7%	10%	65%
Female	29%	2%	8%	8%	53%
Younger singles / couples	6%	0%	13%	3%	78%
Families with younger children	20%	1%	6%	11%	62%
Families with older children	20%	1%	8%	10%	61%
Empty nesters	29%	3%	9%	7%	52%
Seniors	30%	1%	5%	10%	53%
City Beach	27%	1%	6%	12%	54%
Floreat	26%	2%	10%	9%	53%
Wembley	22%	1%	7%	6%	64%
West Leederville	20%	0%	11%	13%	57%
Lived in Town for 0 to 10 years	21%	1%	7%	8%	64%
Lived in Town for 11 to 20 years	20%	2%	6%	9%	64%
Lived in Town for 21 to 30 years	19%	0%	10%	12%	59%
Lived in Town for 31 or more years	41%	4%	11%	7%	38%
Own	27%	2%	8%	10%	54%
Rent^	0%	0%	4%	4%	93%
A person with a disability or impairment	23%	3%	10%	7%	57%
Non-English speaking background	19%	0%	6%	3%	72%

Q7. Have you noticed any promotions about a 'sin bin' or 'win bin'?

Q8. Have these promotions improved your understanding about what type of waste can go into your recycling bin?

Q9. And, since seeing these promotions, have you started putting more waste into your recycling bin and less into your green bin?

Base: All respondents who provided a valid response, excludes 'unsure' for Q8 and Q9 (n = 399)

# Behaviour modifying barriers

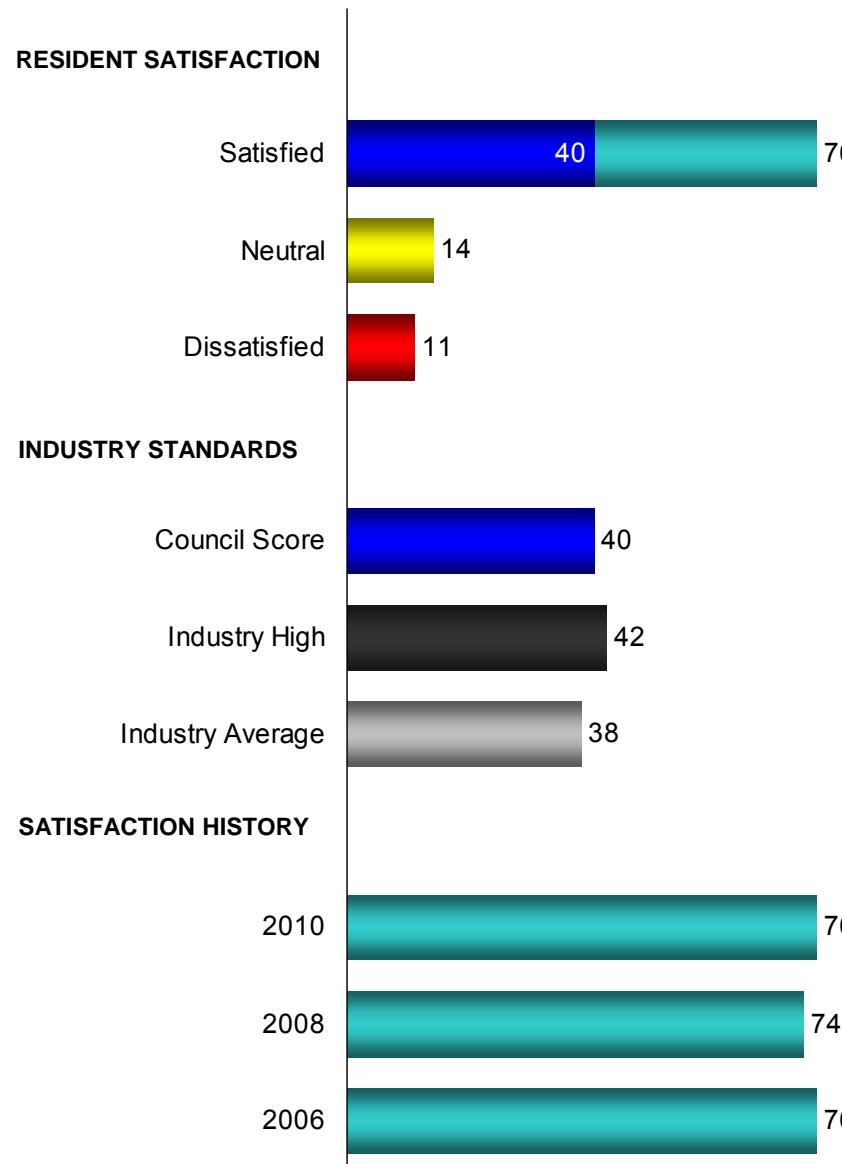
- Around 8 in 10 (83%) respondents who noticed the campaign, but did not respond with improved behaviour, said they were **already recycling as much as possible.**
- Other reasons for not modifying behaviours were:
- Have not taken the time to read into the details of the initiative (2 mentions)
  - “*It's my ignorance. Will need to read more into it.*”
  - “*I am unaware of the details I have not read anything.*”
- Critical of the initiative or associated financial costs (3 mentions)
  - “*Our recycling bins only get picked up fortnightly, should be weekly. Also it was a trial that was forced upon us and it was very badly executed.*”
  - “*Promotions were confusing, unclear directions, found out elsewhere.*”
  - “*I saw something about having to pay more for a bin and refused.*”
- Still waiting for bin or application approval (2 mentions)
  - “*Put in an application and they haven't advised me.*”
  - “*Waiting for the sin bin.*”
- Issues with size or shape of bins (2 mentions)
  - “*I only fill in the green bin because of excess waste. I hope for a bigger bin.*”
  - “*No concrete designs for what bins are used....and their sizes. That is, they are wrong shapes and sizes for what they are used for.*”

Some of the comments provided above suggest possible confusion between the ‘Sin Bin – Win Bin’ campaign and the ‘Clean-2-stream’ bin trial.

Q. Do you mind if I ask why not?

Base: Those who were aware of the ‘sin bin’ or ‘win bin’ promotions but were not disposing of their waste more sustainably (n = 66)

# Animal and pest control



- Satisfaction remains relatively high
  - 76% of respondents are satisfied.
- Satisfaction is highest among females.

	Delighted	Dissatisfied
Male	33%	16%
Female	46%	6%

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

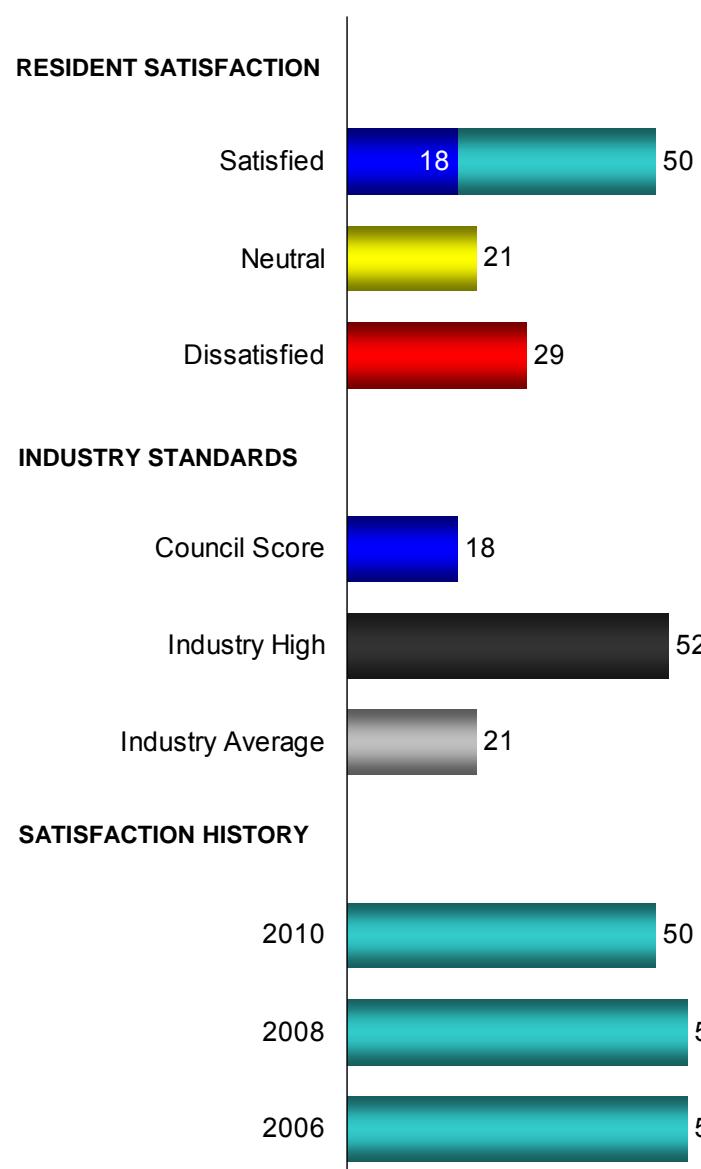
Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 270; 2008 n = 323; 2010 n = 309)

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

○ ▼ ▲ = significant variance

# Built environment

# Planning and building approvals



- Satisfaction remains moderate.
  - 50% of respondents are satisfied
  - 29% of respondents are dissatisfied
- Satisfaction is highest among those who have lived in the Town for between 21 and 30 years.
- There is greatest room to improve satisfaction among those with older children, those living in West Leederville and those with a disability or impairment.

% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	24%	18%
Families with younger children	10%	30%
Families with older children	14%	36% <span style="border: 2px solid red; border-radius: 50%; padding: 2px;">36%</span>
Empty nesters	22%	24%
Seniors	26%	26%
City Beach	20%	32%
Floreat	20%	19%
Wembley	19%	25%
West Leederville	8%	49% <span style="border: 2px solid red; border-radius: 50%; padding: 2px;">49%</span>
Lived in Town for 0 to 10 years	13%	24%
Lived in Town for 11 to 20 years	10%	33%
Lived in Town for 21 to 30 years	30% <span style="border: 2px solid green; border-radius: 50%; padding: 2px;">30%</span>	33%
Lived in Town for 31 or more years	21%	25%
A person with a disability or impairment <sup>^</sup>	11% <span style="border: 2px solid red; border-radius: 50%; padding: 2px;">11%</span>	32%

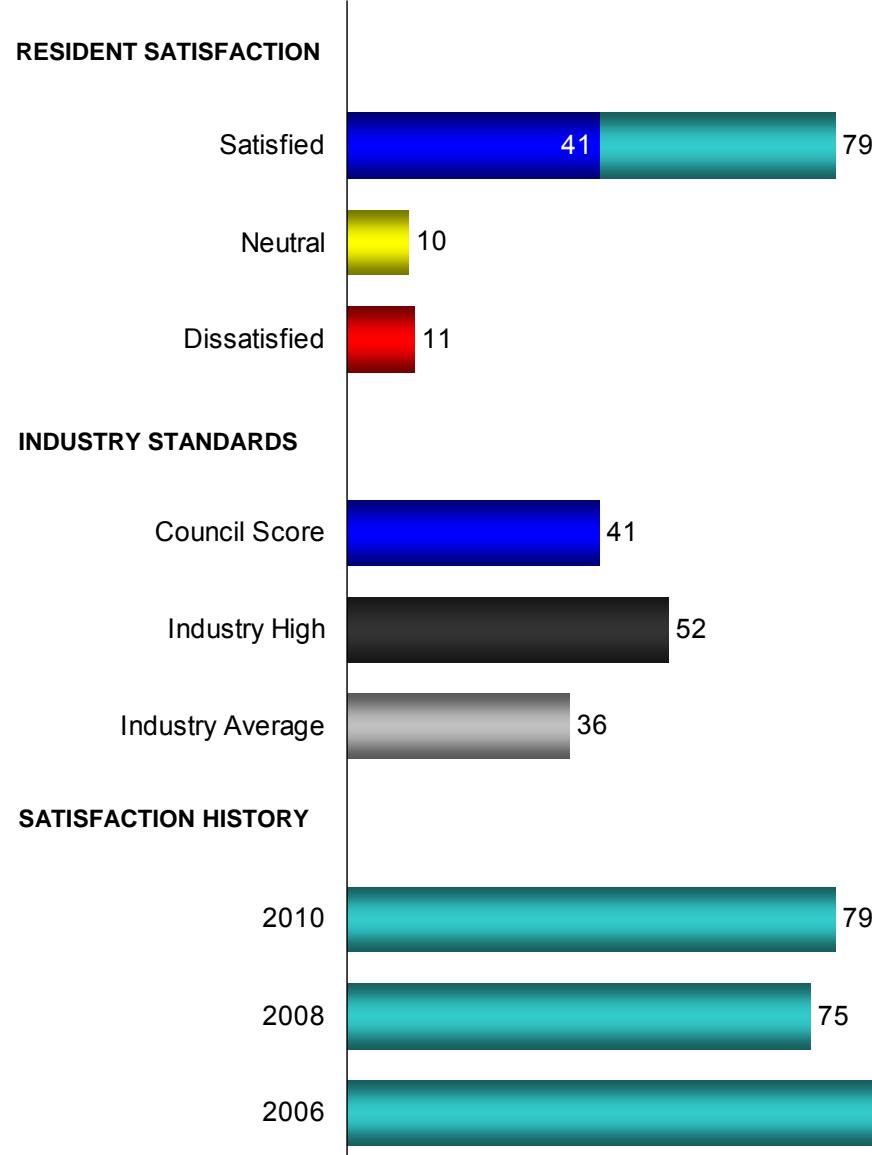
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 200; 2008 n = 253; 2010 n = 248)

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

○ ▼ ▲ = significant variance

# The area's character and identity



- Satisfaction remains relatively high.
  - 79% of respondents are satisfied.
- Satisfaction is highest among younger singles / couples followed by seniors.
- There is greatest room to improve satisfaction among families with younger children and those living in West Leederville.

% of residents	Delighted	Dissatisfied
Younger singles / couples	61%	6%
Families with younger children	27%	15%
Families with older children	40%	12%
Empty nesters	43%	12%
Seniors	50%	5%
City Beach	40%	8%
Floreat	46%	6%
Wembley	43%	13%
West Leederville	31%	24%

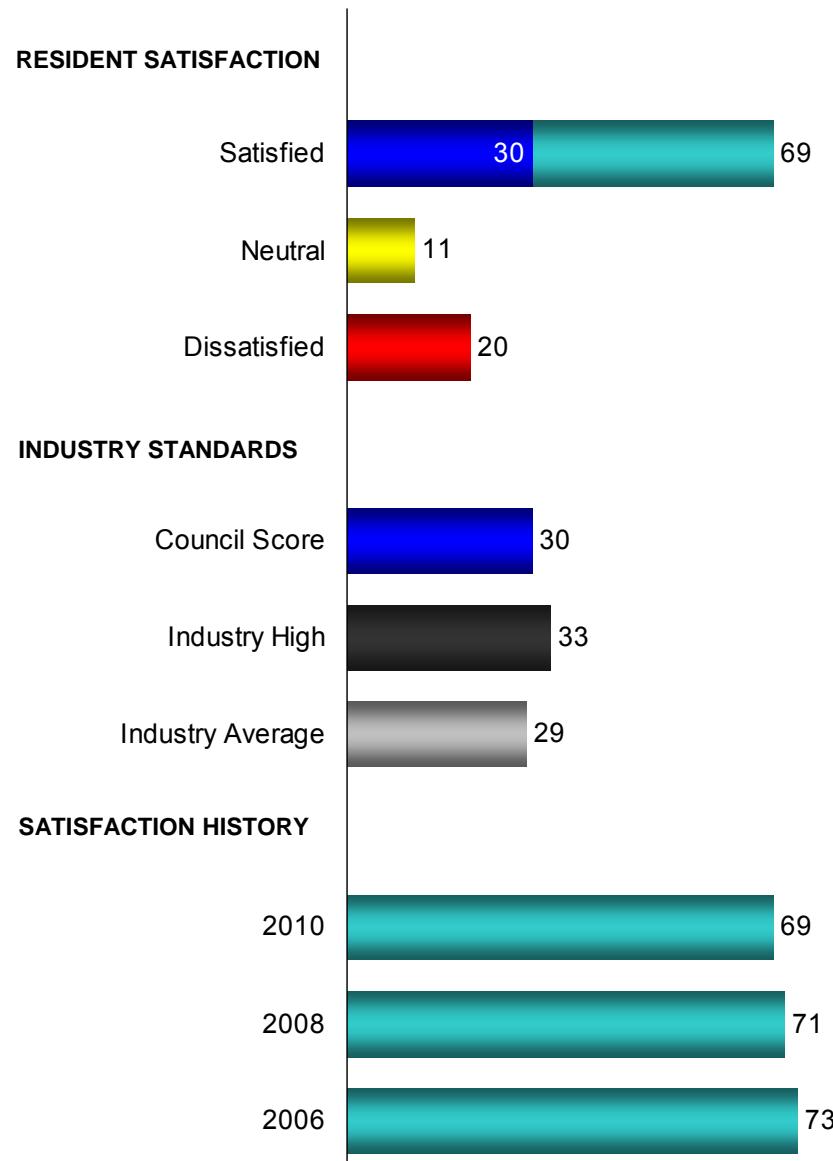
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 373; 2008 n = 389; 2010 n = 389)

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 is moderate.
  - 69% of respondents are satisfied.
  - 20% of respondents are dissatisfied.
- Satisfaction is highest among seniors.
- There is greatest room to improve satisfaction among home owners, those living in West Leederville and those who have lived in the Town for between 11 and 30 years.

	% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>		28%	21%
Families with younger children		34%	15%
Families with older children		24%	24%
Empty nesters		28%	22%
Seniors		38%	14%
City Beach		32%	24%
Floreat		30%	17%
Wembley		28%	16%
West Leederville		27%	31%
Lived in Town for 0 to 10 years		34%	11%
Lived in Town for 11 to 20 years		29%	26%
Lived in Town for 21 to 30 years		28%	25%
Lived in Town for 31 or more years		27%	19%
Own		30%	21%
Rent <sup>^</sup>		32%	8%

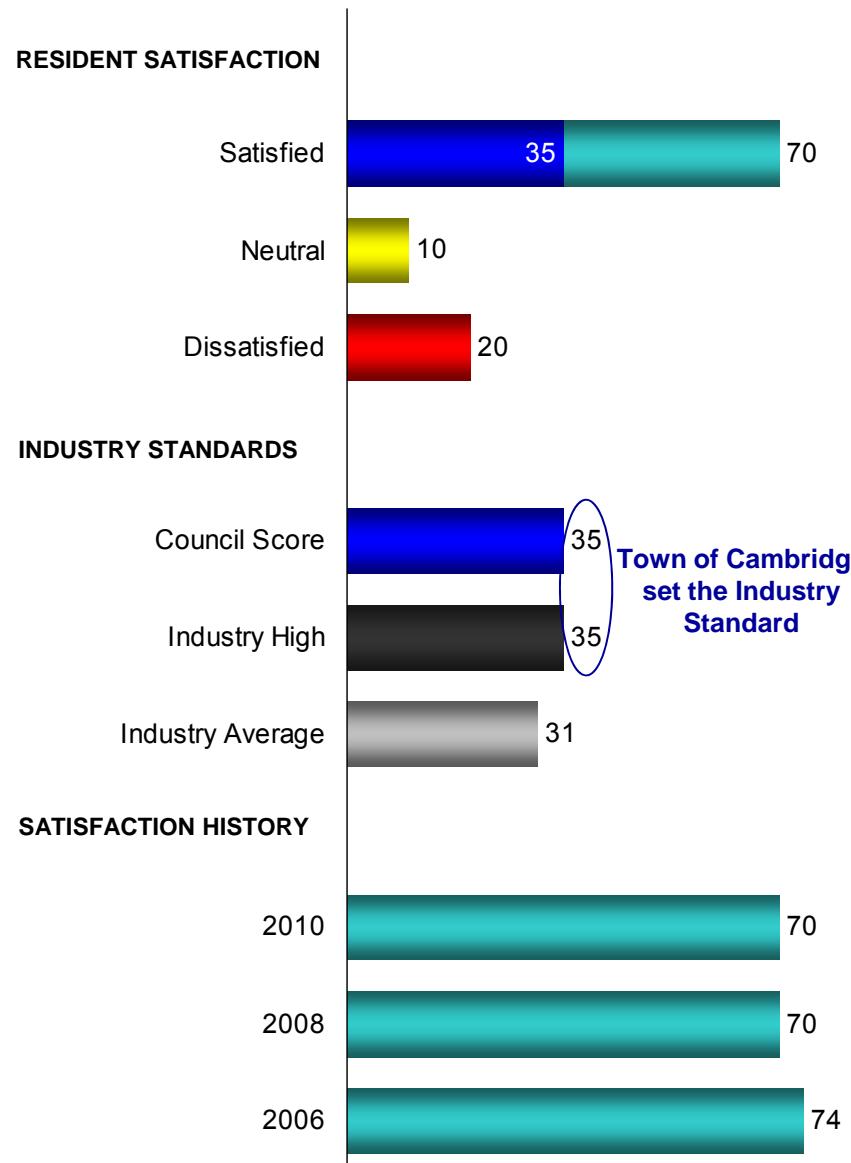
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 365; 2008 n = 380; 2010 n = 385)

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

○ ▲ = significant variance

# The density and design of housing in your local area



- Satisfaction remains relatively high.
  - 70% of respondents are satisfied.
  - 20% of respondents are dissatisfied.
- Satisfaction is highest among those living in City Beach, followed by Floreat.
- There is greatest room to improve satisfaction among those living in West Leederville and home owners.

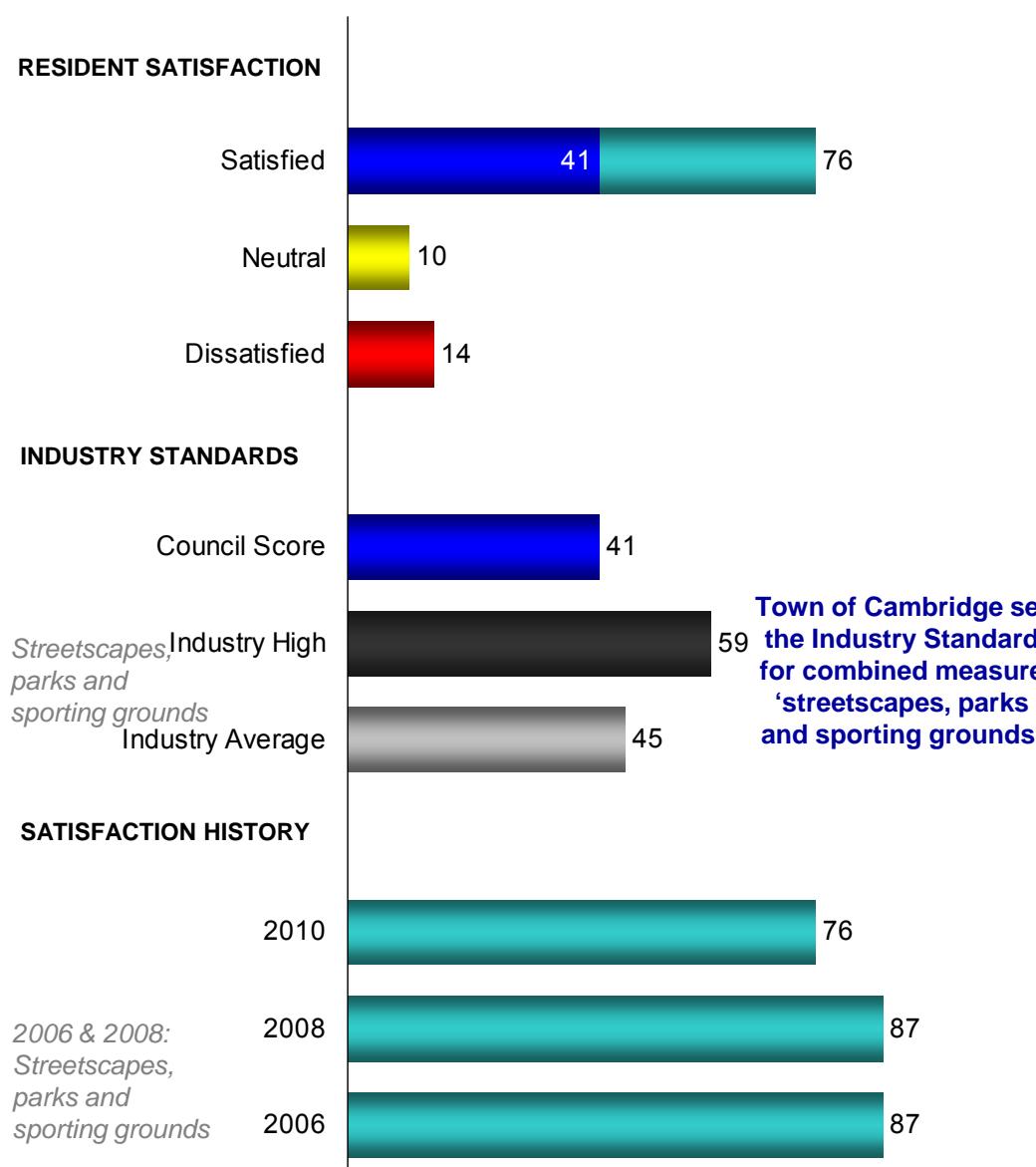
% of residents	Delighted	Dissatisfied
Younger singles / couples	30%	3%
Families with younger children	39%	24%
Families with older children	32%	26%
Empty nesters	33%	18%
Seniors	42%	18%
City Beach	42%	17%
Floreat	38%	19%
Wembley	31%	19%
West Leederville	22%	35%
Own	36%	21%
Rent^	43%	4%

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 2006 n = 380; 2008 n = 386; 2010 n = 389)

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

○ ▲ = significant variance



- Satisfaction is relatively high.
  - 76% of respondents are satisfied.
- Calculation of the Town's average score across 'Streetscapes', 'Parks', and 'Sporting Grounds' resulted in the Town of Cambridge achieving the combined industry average.
- Satisfaction is highest among seniors, those living in City Beach and Floreat, and those who have lived in the Town for between 21 and 30 years.
- There is greatest room to improve in West Leederville

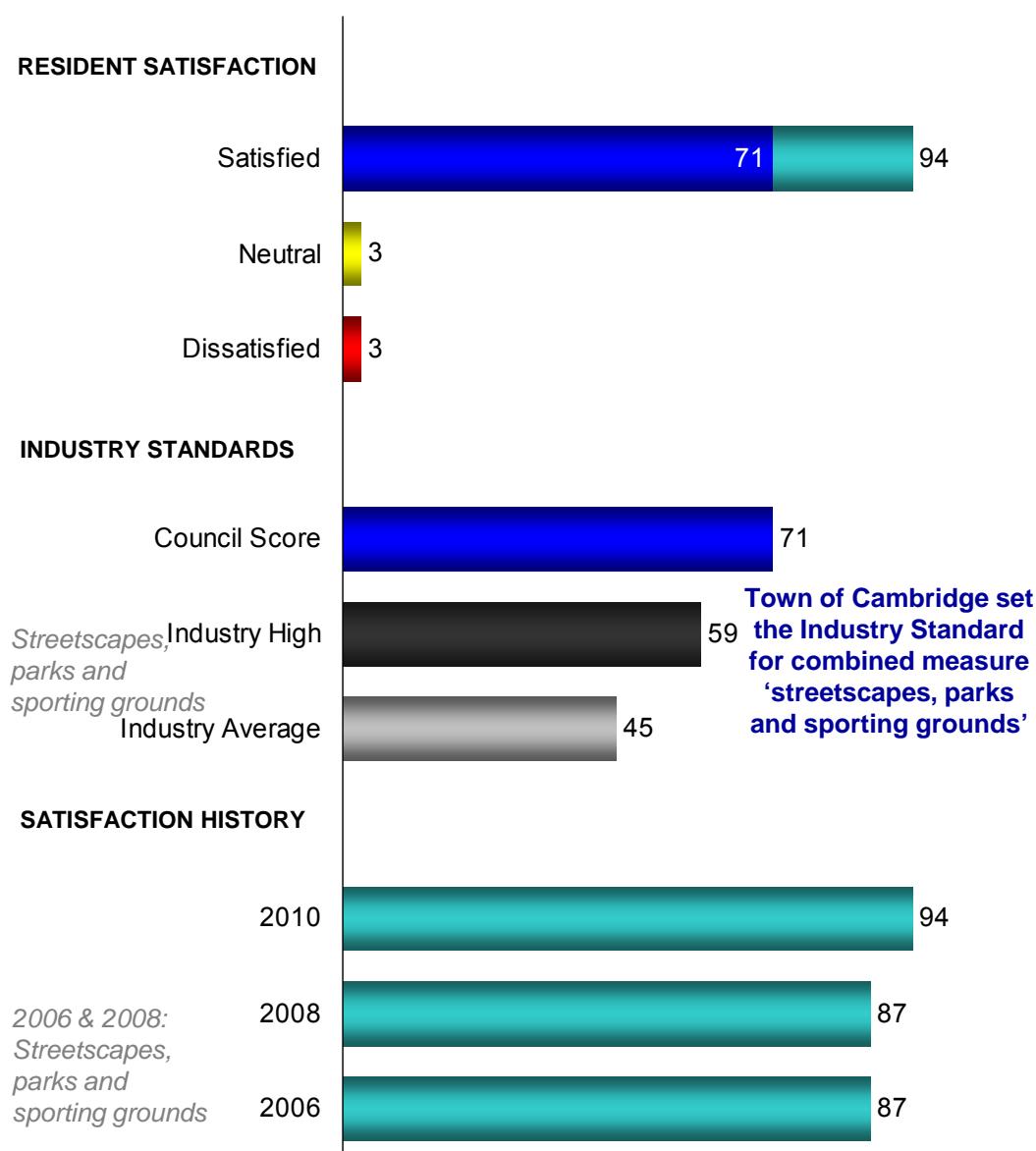
% of residents	Delighted	Dissatisfied
Younger singles / couples	42%	6%
Families with younger children	33%	18%
Families with older children	42%	15%
Empty nesters	38%	14%
Seniors	53%	11%
City Beach	49%	16%
Floreat	47%	11%
Wembley	36%	13%
West Leederville	27%	20%
Lived in Town for 0 to 10 years	38%	13%
Lived in Town for 11 to 20 years	37%	13%
Lived in Town for 21 to 30 years	51%	16%
Lived in Town for 31 or more years	41%	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; 2010 n = 393)

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

○ ▼ ▲ = significant variance



- Satisfaction is very high
  - 94% of respondents are satisfied
- Calculation of the Town's average score across 'Streetscapes', 'Parks', and 'Sporting Grounds' resulted in the Town of Cambridge achieving the combined Industry High.
- Satisfaction is highest among females and those living in City Beach and Floreat.

% of residents	Delighted	Dissatisfied
Male	65%	4%
Female	75%	2%
City Beach	78%	4%
Floreat	76%	0%
Wembley	63%	6%
West Leederville	68%	0%

Town of Cambridge set the Industry Standard for combined measure 'streetscapes, parks and sporting grounds'

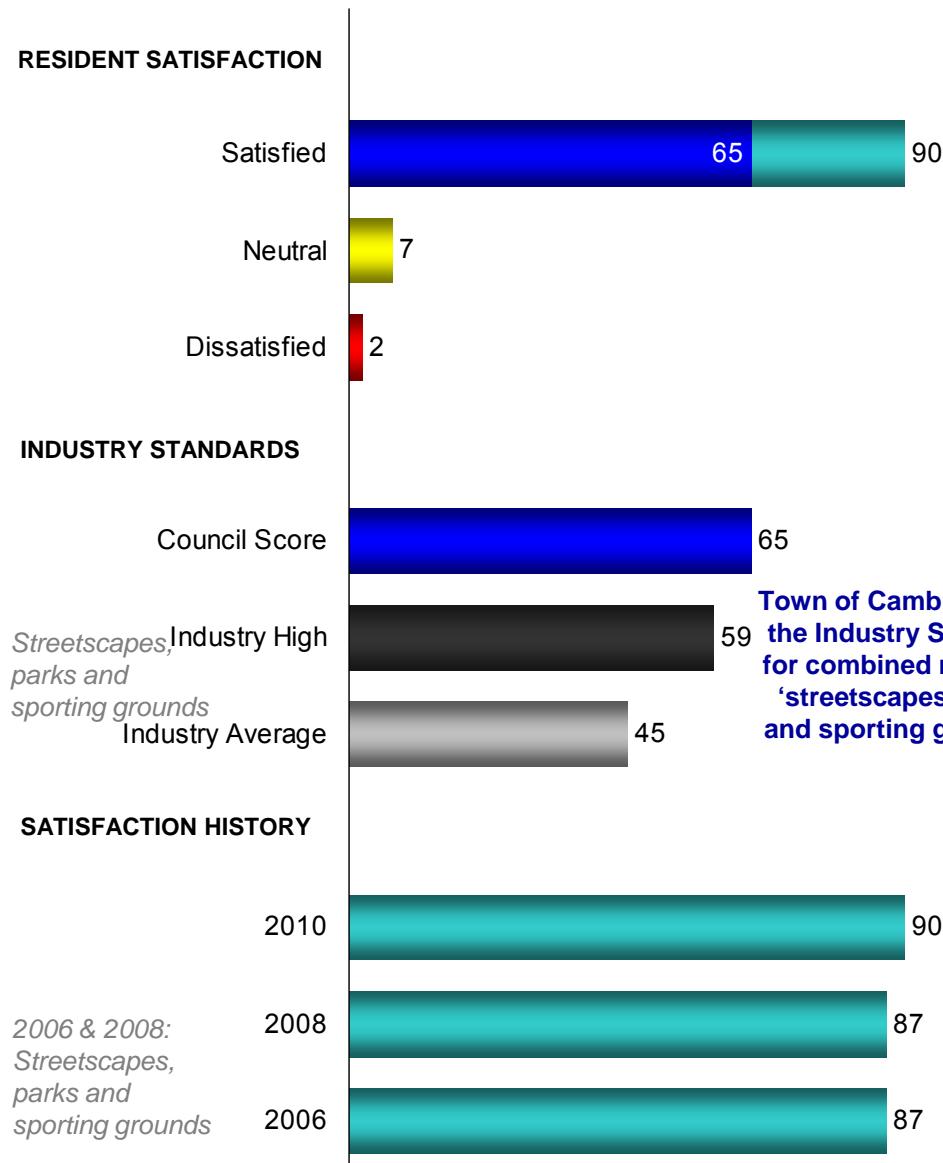
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 392; 2008 n = 392; 2010 n = 398)

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

○ ▲ = significant variance

# Sporting grounds



- Satisfaction is very high.
  - 90% of respondents are satisfied
- Calculation of the Town's average score across 'Streetscapes', 'Parks', and 'Sporting Grounds' resulted in the Town of Cambridge achieving the combined Industry average.
- Satisfaction is highest among those living in City Beach and Floreat.
- There is greatest room to improve satisfaction among those with a disability or impairment.

% of residents	Delighted	Dissatisfied
City Beach	75%	0%
Floreat	78%	1%
Wembley	55%	4%
West Leederville	48%	7%
A person with a disability or impairment	32%	12%

Town of Cambridge set the Industry Standard for combined measure '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; 2010 n = 367)

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

○ ▼ ▲ = significant variance

# Sport and recreation facilities

Such as Wembley Golf Course and Bold Park Aquatic Centre

Familiar 90%

Priority 2%

## RESIDENT SATISFACTION

Satisfied 65 90

Neutral 5

Dissatisfied 5

## INDUSTRY STANDARDS

Council Score 65

Town of Cambridge  
set the Industry  
Standard

Industry High 65

Industry Average 45

## SATISFACTION HISTORY

2010 90

2008 85

2006 86

- Satisfaction is very high
  - 90% of respondents are satisfied
- Satisfaction is highest among those living in Floreat.

	Delighted	Dissatisfied
City Beach	65%	9%
Floreat	74%	1%
Wembley	63%	5%
West Leederville	52%	7%

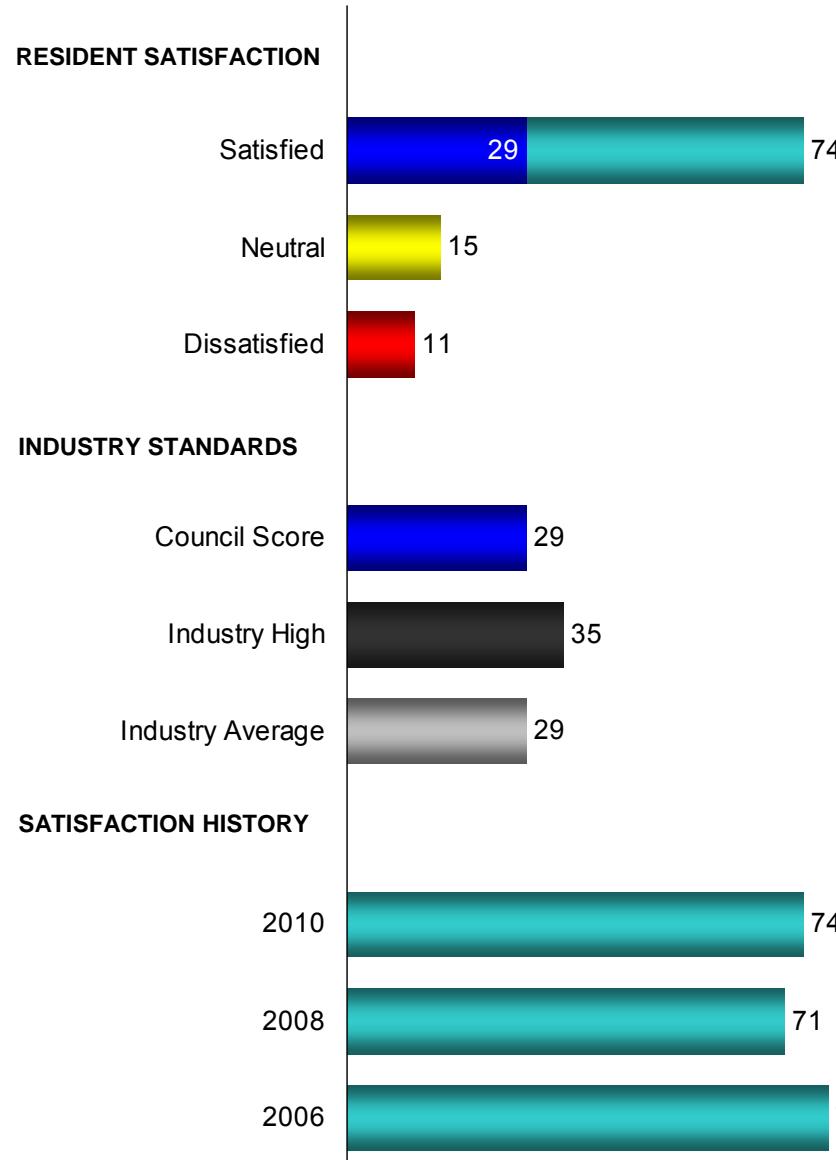
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 328; 2008 n = 369; 2010 n = 361)

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

○ ▼ ▲ = significant variance

# Community buildings, halls and toilets



- Satisfaction remains relatively high.
  - 74% of respondents are satisfied
- There is greatest room to improve satisfaction among families with younger children and those living in West Leederville.

	% of residents	Delighted	Dissatisfied
Younger singles / couples <sup>^</sup>	27%	4%	
Families with younger children	16%	15%	
Families with older children	32%	11%	
Empty nesters	37%	8%	
Seniors	30%	11%	
City Beach	34%	9%	
Floreat	31%	5%	
Wembley	27%	12%	
West Leederville	20%	22%	

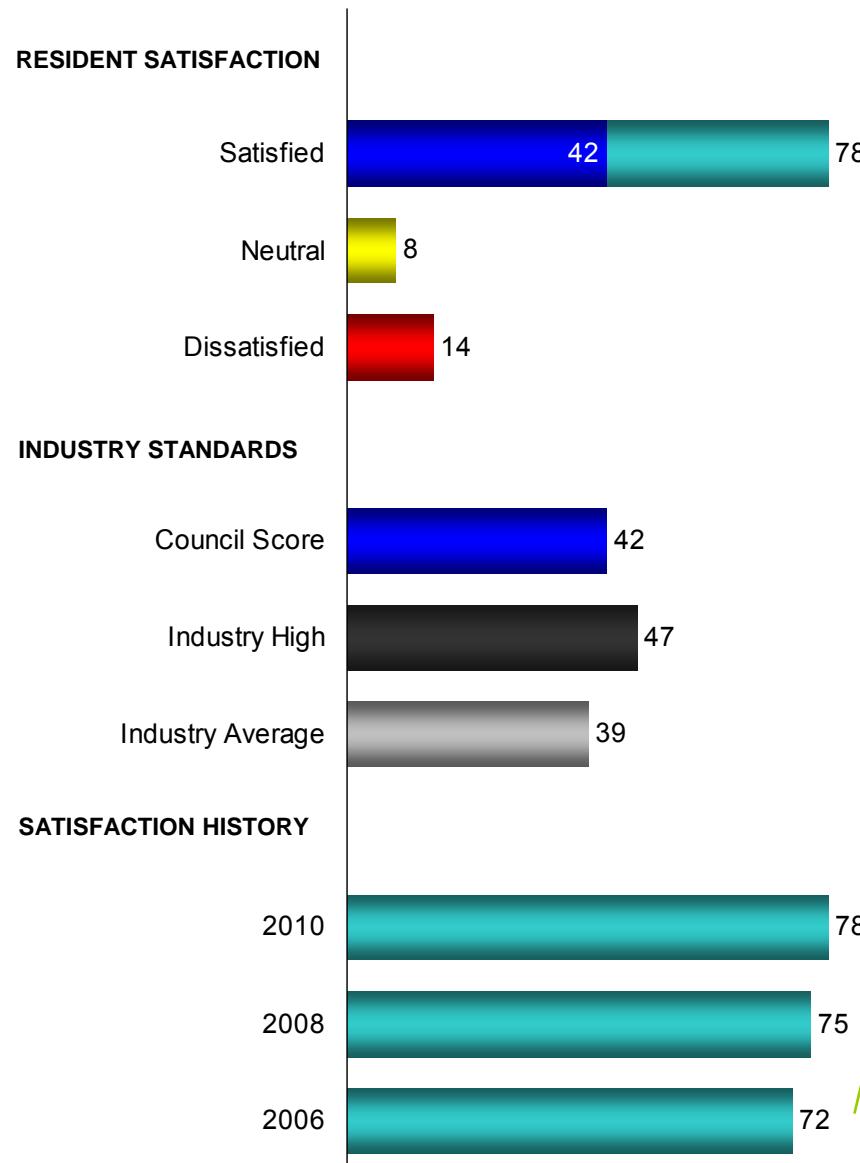
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 291; 2008 n = 346; 2010 n = 350)

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

○ ▼ ▲ = significant variance

# Footpaths and cycleways



- Satisfaction is relatively high and has been gradually increasing since 2006.
  - 78% of respondents are satisfied.
- Satisfaction is highest among those living in City Beach.
- There is greatest room to improve satisfaction among those with children and those who have lived in the Town for between 11 and 20 years.

	% of residents	Delighted	Dissatisfied
Younger singles / couples	45%	3%	
Families with younger children	23%	20%	
Families with older children	31%	18%	
Empty nesters	57%	9%	
Seniors	58%	10%	
City Beach	55%	11%	
Floreat	37%	11%	
Wembley	37%	18%	
West Leederville	33%	16%	
Lived in Town for 0 to 10 years	44%	11%	
Lived in Town for 11 to 20 years	33%	19%	
Lived in Town for 21 to 30 years	46%	14%	
Lived in Town for 31 or more years	48%	9%	

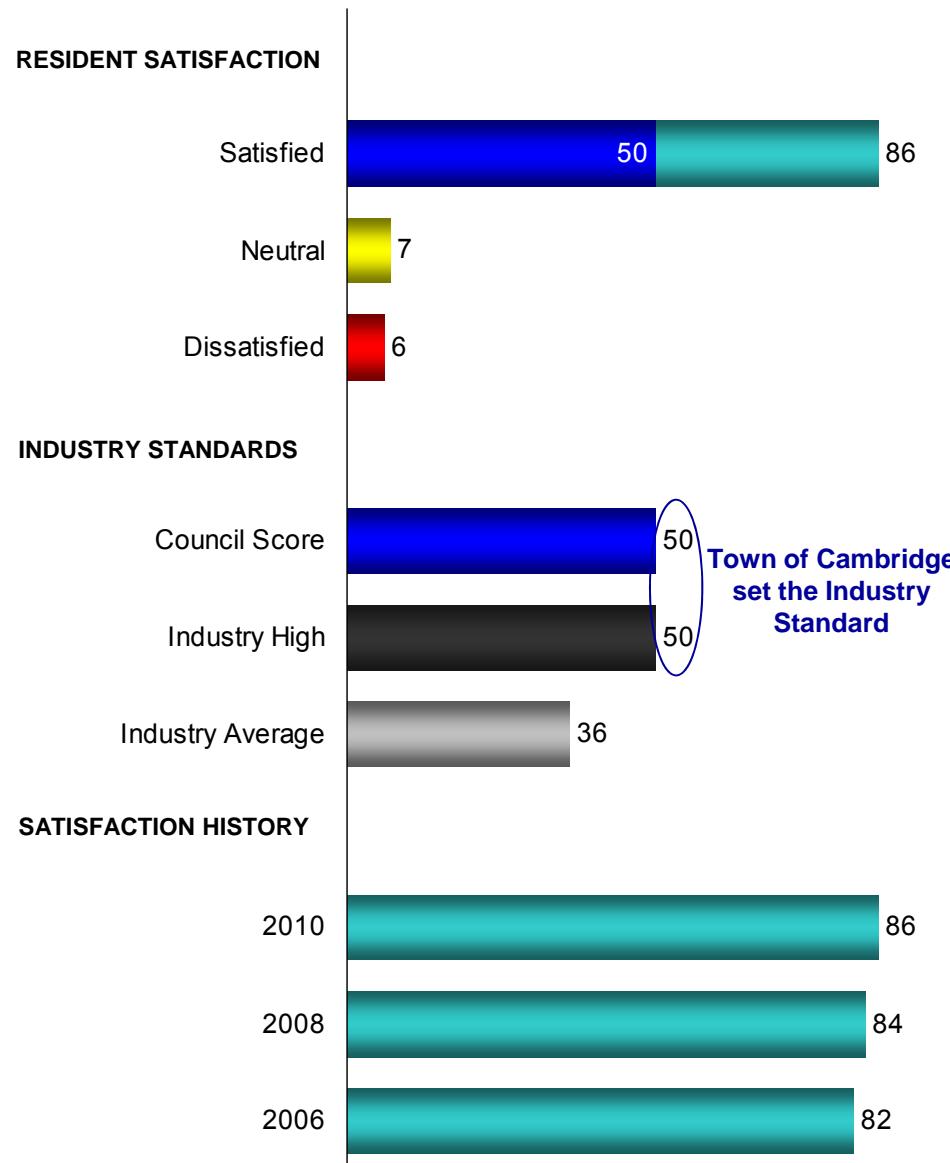
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 396; 2008 n = 395; 2010 n = 395)

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

○ ▼ ▲ = significant variance

# Road maintenance



- Satisfaction remains high.
  - 86% of respondents are satisfied
- There is greatest room to improve satisfaction among families with older children.

% of residents	Delighted	Dissatisfied
Younger singles / couples	61%	3%
Families with younger children	42%	7%
Families with older children	49%	11%
Empty nesters	52%	2%
Seniors	54%	5%

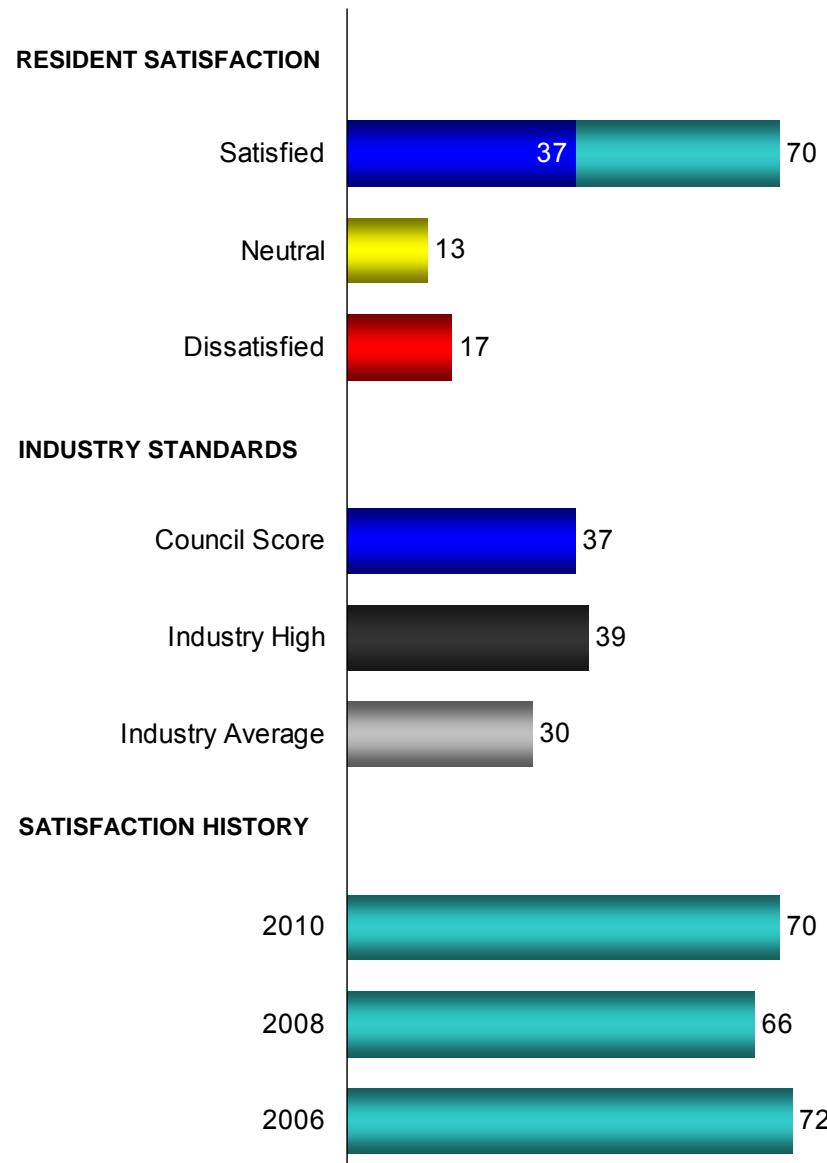
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 395; 2008 n = 396; 2010 n = 396)

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

○ ▼ ▲ = significant variance

# The management and control of traffic on local roads



- Satisfaction is relatively high.
  - 70% of respondents are satisfied
- Satisfaction is highest among females and those living in City Beach.
- There is greatest room to improve satisfaction among males and those living in West Leederville
  - Note: for West Leederville, this is down from 42% dissatisfied in the 2008 study

	% of residents	Delighted	Dissatisfied
Male		31%	24%
Female		41%	12%
City Beach		54%	14%
Floreat		34%	11%
Wembley		32%	18%
West Leederville		20%	33%

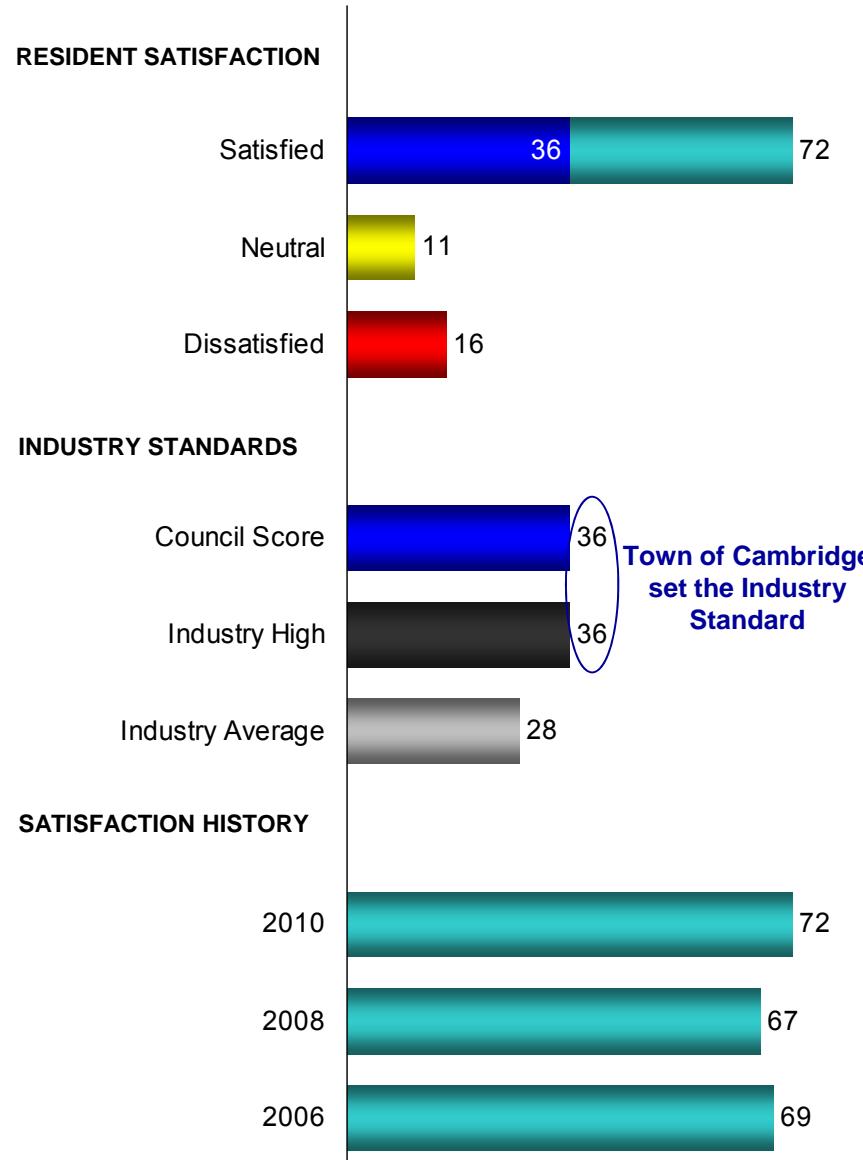
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 377; 2008 n = 391; 2010 n = 390)

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

○ ▼ ▲ = significant variance

# The control of parking



- Satisfaction is relatively high.
  - 72% of respondents are satisfied
- Satisfaction is highest among those living in City Beach.
- There is greatest room to improve satisfaction among those living in West Leederville.
  - Note: for West Leederville, this is down from 40% dissatisfied in the 2008 study

	% of residents	Delighted	Dissatisfied
City Beach		49%	11%
Floreat		36%	11%
Wembley		26%	19%
West Leederville		33%	27%

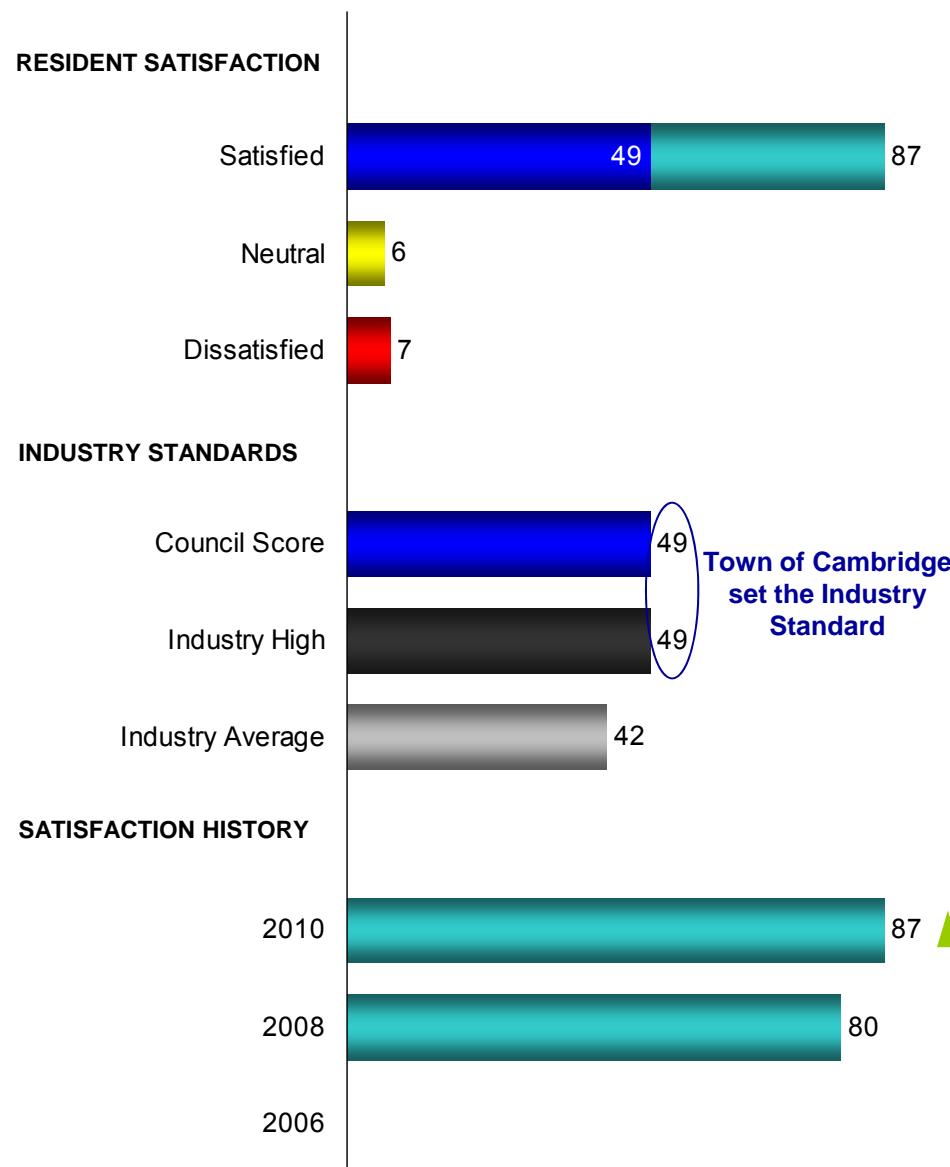
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 352; 2008 n = 367; 2010 n = 365)

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

○ ▼ ▲ = significant variance

# Street lighting



- Satisfaction is high and has increased significantly since 2008.
  - 87% of respondents are satisfied
- Satisfaction is highest among empty nesters, seniors and longer term residents.
- There is greatest room to improve among those living in Floreat.

% of residents	Delighted	Dissatisfied
Younger singles / couples	47%	3%
Families with younger children	39%	7%
Families with older children	39%	6%
Empty nesters	59%	8%
Seniors	66%	6%
City Beach	55%	1%
Floreat	41%	9%
Wembley	50%	9%
West Leederville	51%	6%
Lived in Town for 0 to 10 years	39%	8%
Lived in Town for 11 to 20 years	50%	10%
Lived in Town for 21 to 30 years	57%	1%
Lived in Town for 31 or more years	57%	4%

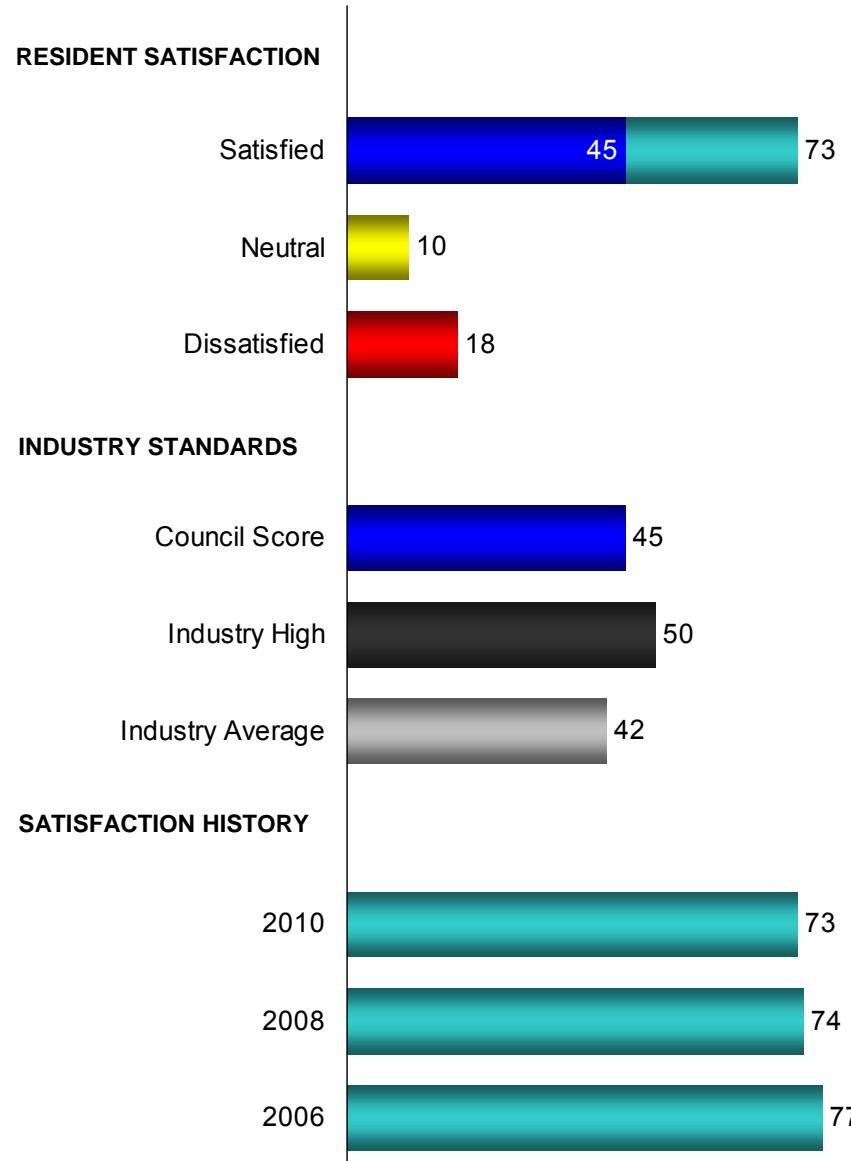
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2008 n = 395; 2010 n = 396)

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

○ ▼ ▲ = significant variance

# Access to public transport



- Satisfaction remains relatively high.
  - 73% of respondents are satisfied
- Satisfaction is highest among those living in West Leederville, followed by Wembley.
- There is greatest room to improve satisfaction among those who live in City Beach and those with children.

	% of residents	Delighted	Dissatisfied
Younger singles / couples		53%	13%
Families with younger children		31%	23%
Families with older children		35%	29%
Empty nesters		58%	13%
Seniors		53%	7%
City Beach		23%	34%
Floreat		36%	16%
Wembley		51%	14%
West Leederville		78%	4%

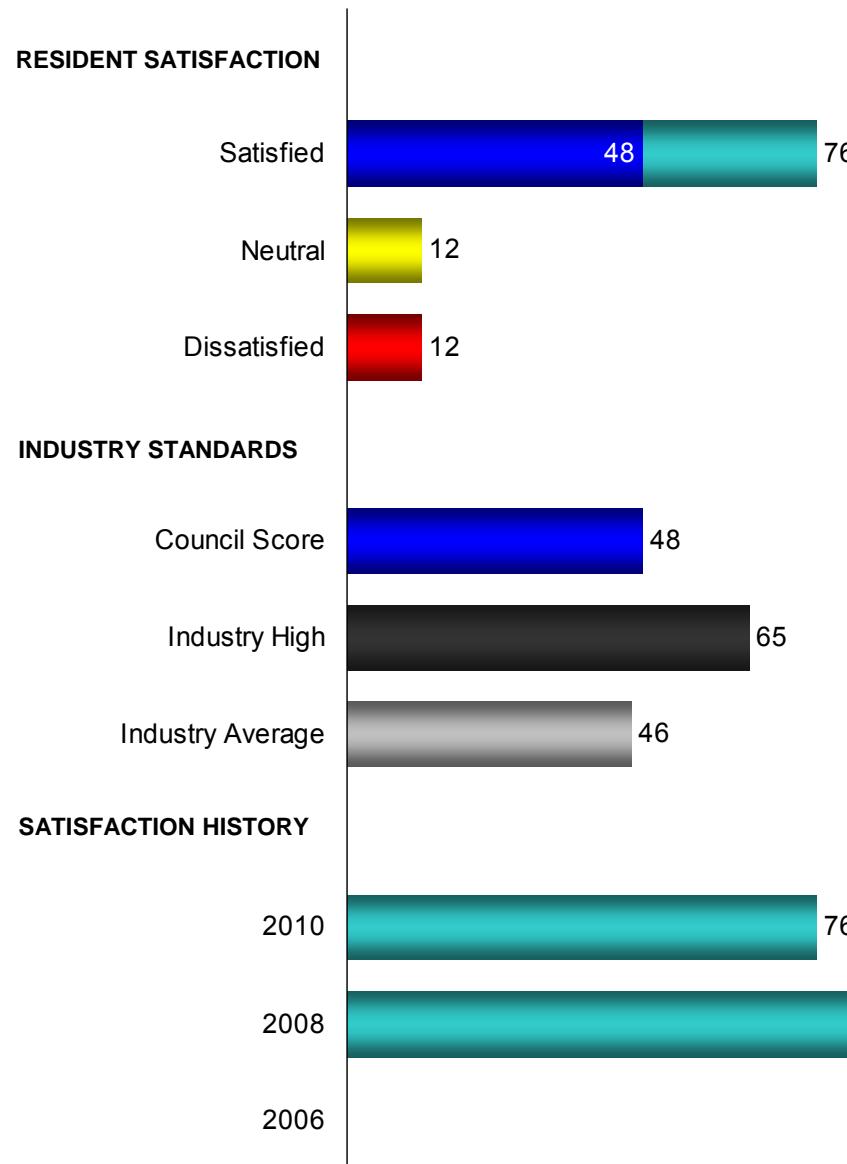
Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied.

Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 367; 2008 n = 390; 2010 n = 383)

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

○ ▼ ▲ = significant variance

# Your local shopping area



- Satisfaction is relatively high, but has dropped since 2008.
  - 76% of respondents are satisfied
- Satisfaction is highest among younger singles / couples and seniors.
- There is greatest room to improve satisfaction among those living in City Beach, followed by West Leederville.

% of residents	Delighted	Dissatisfied
Younger singles / couples	59%	0%
Families with younger children	37%	18%
Families with older children	44%	14%
Empty nesters	49%	14%
Seniors	54%	11%
City Beach	43%	22%
Floreat	52%	8%
Wembley	49%	8%
West Leederville	43%	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 2008 n = 398; 2010 n = 401)

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

○ ▼ ▲ = significant variance

# Strategic Insights

## Strategic Insights

- Strong overall performance.
  - Most residents (84%) are satisfied with the Town of Cambridge's performance.
  - The Town achieved the third highest rating for overall delight when compared to other participating Councils.
- The community regards the Town's strengths to be its parks, sporting grounds and facilities, waste collection services, and library and information services.
  - The community gave these service areas the highest satisfaction ratings.
- Compared to other Councils, the Town has relative strengths in controlling graffiti, vandalism & anti-social behaviour, road maintenance, street lighting, services and facilities for families, conservation and environmental management, parking control and density and design of housing.
  - 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:
  - Footpaths and cycleways – especially for those with children
  - Management and control of traffic – especially among males and those living in West Leederville.
  - Streetscapes – especially among those living in West Leederville.
  - Housing density and design – although this area is a relative strength compared to other Councils, respondents have identified it as a key area for improvement, especially in West Leederville.
  - Planning and building approvals – especially among families with older children and those living in West Leederville
  - Leadership and consultation – especially among males and those living in West Leederville

## Strategic Insights

- While residents in West Leederville are much more likely to agree that a ‘vision’ has been developed and well communicated, 1 in 3 continue to be dissatisfied with leadership.
- Concern in West Leederville appears to be related to three key areas:
  - Built environment – in particular planning and building approvals (the area of highest dissatisfaction with 1 in 2 dissatisfied), design and diversity of housing, and the area’s character and identity.
  - Sustainability - how local history and heritage is preserved and promoted.
  - Accessibility – relating to traffic and parking (although they are happiest with access to public transport).
- People with disabilities would like continued effort to improve access to services and facilities, including sporting grounds (noting that this area is considered to be improving)
- When the Town’s performance is benchmarked against other Councils, opportunities are also identified to improve festivals, events and cultural activities.
  - The Town of Cambridge rated 14% points lower than the Industry Average in this area.
- Overall, the Town’s performance has been improving in more areas than it has been declining
  - Areas showing improvement – control of graffiti, vandalism and anti-social behaviour, services and facilities for those with disabilities, efforts to promote and adopt sustainable practices, street lighting, footpaths and cycleways.
  - Areas showing decline – services and facilities for youth, and local shopping areas (more so in City Beach and West Leederville)
- The purpose of this study was to determine and prioritise areas to address. Further research is required to understand the reasons for community concerns and to develop strategies to address these concerns.



We'd love to discuss this report with you!

If you have any questions, please contact:

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