



Ku-ring-gai Council

Community Research 2024

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Date: October, 2024

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Research Objectives

Ku-ring-gai Council commissioned Micromex Research to conduct a random telephone survey with residents living in the Ku-ring-gai local government area (LGA).

Objectives (Why?)

- Identify strengths and community priorities for the LGA and assess community wellbeing indicators
- Identify the community's overall level of satisfaction with Council performance
- Explore resident satisfaction with contacting Council and methods of communication

Sample (How?)

- Telephone survey (landline N=81 and mobile N=420) to N=501 residents
- 39 acquired through number harvesting
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.4%

Timing (When?)

- Implementation 28th May – 5th June 2024

Methodology and Sample



Sample selection and error

A total of 501 resident interviews were completed. 462 of the 501 respondents were chosen by means of a computer based random selection process using the Australian marketing lists and SamplePages. The remaining 39 respondents were 'number harvested' via face-to-face intercept at several locations around the Kuring-gai LGA, i.e. St Ives Shopping Centre, Old Pacific Highway (Gordon Centre) and Turramurra Station.

A sample size of 501 residents provides a maximum sampling error of plus or minus 4.4% at 95% confidence. This means that if the survey was replicated with a new universe of N=501 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.4%. For example, that an answer such as 'yes' (50%) to a question could vary from 46% to 54%.

Interviewing

Interviewing was conducted in accordance with The Research Society Code of Professional Behaviour.

Data analysis

The data within this report was analysed using Q Professional.

Within the report, **blue** and **red** font colours are used to identify statistically significant differences between groups, i.e., gender, age, etc.

Significance difference testing is a statistical test performed to evaluate the difference between two measurements. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

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

Ratings questions

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

This scale allowed us to identify different levels of importance and satisfaction across respondents.

Top 2 (T2) Box: refers to the aggregate percentage (%) score of the top two scores for importance. (i.e. important & very important)

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

Top 3 (T3) Box: refers to the aggregate percentage (%) score of the top three scores for satisfaction or support. (i.e. somewhat satisfied, satisfied & very satisfied)

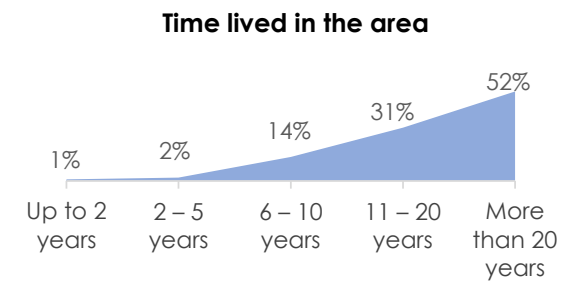
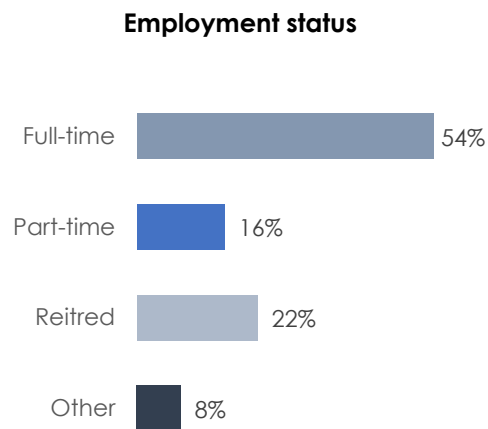
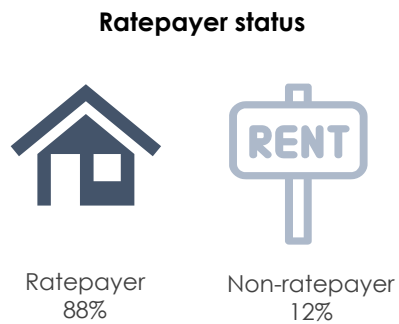
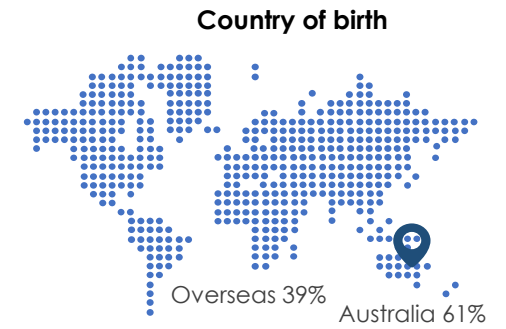
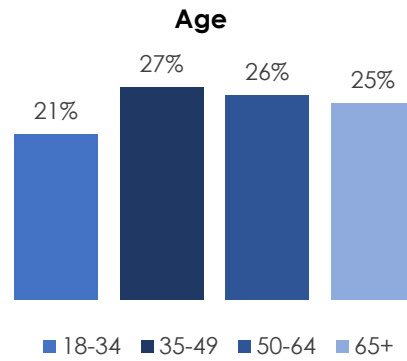
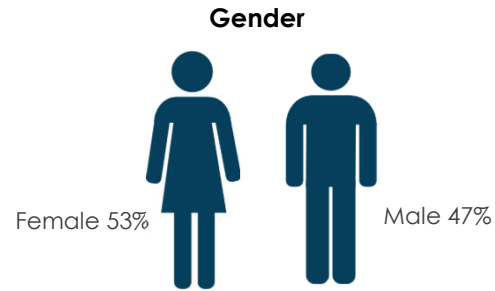
We refer to T3 Box Satisfaction in order to express moderate to high levels of satisfaction in a non-discretionary category. We only report T2 Box Importance in order to provide differentiation and allow us to demonstrate the hierarchy of community priorities.

Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from over 80 unique councils, more than 200 surveys and over 100,000 interviews since 2012.

Sample Profile

The sample was weighted by age and gender to reflect the 2021 ABS Census data for the Ku-ring-gai Council area.



Base: N = 501
Please see Appendix 1 for 'other' employment specified, 'overseas' specified and suburb

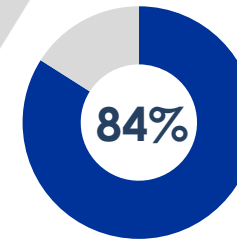
Summary Findings





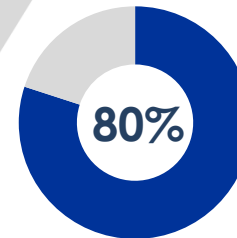
Strengths of the area:

- Natural environment
- Community
- Safe area
- Public transport



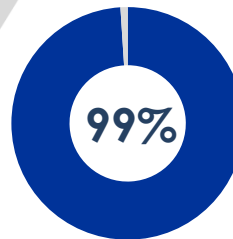
Overall Satisfaction

Of Ku-ring-gai residents are at least somewhat satisfied with the performance of Council over the last 12 months (-7% from 2021)



Communication

Of Ku-ring-gai residents are at least somewhat satisfied the level of communication Council currently has with the community (-11% from 2021)



Quality of life

Of residents rate their quality of life as good, very good or excellent

Wellbeing Indicators:

- 93% agree that they feel safe
- 87% can call on someone for assistance
- 81% believe housing in the area meets their current needs
- 79% can find shade in public places
- 71% feel informed/prepared for an emergency
- 71% feel they belong in the community

Key Themes / Moving Forward

Based on the survey results, communication, development and planning for growth are key areas of concern for Ku-ring-gai residents.

This slide summarises these key themes/concerns:

Communication:

- Satisfaction with Council's communication has declined significantly, from 91% in 2021 to 80% in 2024
- Communication is the top driver of overall satisfaction with Council
- 68% are satisfied with Council's consultation and engagement with the community

To address this, Council could:

- Increase clarity of communications about key issues, decisions and Council's response to State Government imposed decisions
- Conduct a communication audit to determine if the information is being understood and disseminated effectively
- Continue to provide opportunities for community input and feedback
- Improve the level of resolution for those making enquiries to Council



Development and Planning:

- Development/overdevelopment is the top priority issue for 38% of residents
- 70% are satisfied with management of residential development
- Long-term planning for the area has a large performance gap, with 91% rating it important but only 63% satisfied
- Long-term development, management of residential development and development compatible with the local area are all key drivers of overall satisfaction

To address this, Council could:

- Inform the community about Council's action, advocacy and response to development plans
- Advocating to ensure development is compatible with local character (79% say maintaining Ku-ring-gai's unique character is important)
- Provide transparent long-term planning processes and conduct community engagement on these plans

Managing Growth:

- Population growth is a top priority issue for 16% of residents
- There are concerns about infrastructure keeping up with growth
- Concerns for housing availability/affordability has significantly increased from 5% in 2021 to 22% this year


To address this, Council could:


- Continue to promote Council's stance to ensure infrastructure and services are expanded to match growth and balancing development with protection of natural areas and local character


In summary, continuing a high level of communication, advocating on behalf of the community in regards to planning, and carefully managing growth while maintaining local character appear to be key areas for Council to focus on. Providing more opportunities for community input on these issues could help address concerns.

Satisfaction Scorecard

27/49 services/facilities achieved a satisfaction score of 80% or more. Positively, no measures scored lower than 60%.

 **Good performance**
(T3B sat score ≥80%)

 **Monitor**
(T3B sat score 60%-79%)

 **Needs improvement**
(T3B sat score <60%)

	Managing Places and Spaces	Community	Assets, Infrastructure & Facilities
Economic and Employment Opportunities to work in the local area Encouraging local industry and business Tourist attractions in the local area	Management of residential development Development compatible with the local area Visual quality of building design in the Ku-ring-gai area Revitalisation/beautification of your closest bigger retail centre i.e. Lindfield, Gordon, Turramurra or St Ives Revitalisation/beautification of your closest neighbourhood shops	Services for older people Services for people with a disability Services for young people Services for children Services for people from diverse cultural & language backgrounds Services for the LGBTIQA+ community	Condition of local roads Providing adequate drainage Provision of footpaths in Ku-ring-gai Condition of existing built footpaths in Ku-ring-gai Provision and maintenance of local parks and gardens
	Protecting heritage buildings and conservation areas Cleanliness of your local streets Control of litter and rubbish dumping Collection of domestic garbage	Availability of community facilities Local community festivals and events Range of cultural experiences and performing arts Initiatives for community safety/crime prevention	Provision and maintenance of playgrounds Provision and maintenance of sporting ovals, grounds and leisure facilities Provision and operation of libraries Condition of community buildings
	Availability and cleanliness of public toilets Street tree maintenance	Access, Traffic and Transport Access to public transport Access to cycleways, footpaths, walking tracks Accessibility to public spaces for people with disabilities	Council Leadership and Engagement Opportunities to participate impacting the Ku-ring-gai community Council advocacy on matters impacting on Ku-ring-gai Council's consultation and engagement with the community Long term planning for the Ku-ring-gai area
	Environmental Protection of natural areas and bushland Condition of waterways and creeks	Traffic management Availability of commuter parking in Ku-ring-gai Availability of short stay parking in your closest bigger retail centre i.e. Lindfield, Gordon, Turramurra or St Ives	Council provision of information about events, services, programs and facilities
	Initiatives to reduce energy use Initiatives to reduce water use Initiatives to reduce waste and improve recycling		



Section One

Living in the Ku-ring-gai Local Area

This section explores strengths and priorities of the local area, quality of life ratings and community wellbeing indicators



Summary: Living in the LGA

- Residents identified the natural environment, sense of community, safety and access to public transport as key strengths of the Ku-ring-gai LGA
- 99% of residents rated their quality of life living in the Ku-ring-gai LGA as 'good' to 'excellent' which is higher than our Metro average of 93%. A sense of belonging is the key driver influencing quality of life
- Very high levels of agreement for 'I feel safe in my neighbourhood' (93% agree) and 'I can call on a neighbour, or local family or friends if I need assistance' (87% agree)
- Compared to 2021, significantly less residents this year believe it is important for Ku-ring-gai to maintain its unique visual character and identity (79% in 2024 cf. 88% in 2021)
- Satisfaction with the ease of moving in and around the Ku-ring-gai LGA continues to improve with 92% at least somewhat satisfied
- Residents identified development, housing and population growth as priority areas over the next 10 years

Strengths of the Ku-ring-gai LGA: Top 4 Mentions

When asked what are the strengths of living in the Ku-ring-gai area, two-thirds (66%) stated the natural environment and open spaces. Other frequently mentioned strengths of the area include a sense of community, safe area and access to public transport.

The following slide shows the complete list of responses compared to 2021 results.



Base: N = 501

Q5a. Thinking generally about living in the Ku-ring-gai area, what do you feel are the strengths of the local area?

Strengths of the Ku-ring-gai LGA

Compared to 2021, mentions of public transport, housing size/quality, history/heritage, proximity to the City, protection of the environment, family-friendly and libraries as strengths of the area significantly increased.

Strengths of the local area	2024	2021	Strengths of the local area	2024	2021	Strengths of the local area	2024	2021
Natural environment and open spaces	66%	60%	Well governed/managed/maintained	5%	3%	Community activities/facilities/groups	1%	1%
Sense of community/friendly people	23%	29%	Protection of the environment	4%	<1%	Community support/well informed community	1%	1%
Safety of the area, low crime	17%	14%	Sporting/recreational facilities	4%	2%	Small business/wealth in the area	1%	1%
Access/proximity to public transport	15%	8%	Family friendly	3%	1%	Streetscape	1%	<1%
Educational facilities	9%	7%	Good location/convenience	3%	6%	Waste management	1%	1%
Low density population/housing/development	9%	6%	Libraries	3%	1%	Healthy/active lifestyle	<1%	<1%
Peaceful/quiet	8%	8%	Liveability of the area	3%	1%	Hospitals and healthcare services	<1%	<1%
Parks/playgrounds	7%	13%	Air quality	2%	1%	North Shore area	<1%	0%
Beauty/attractiveness of the area	6%	5%	Ambience of the area	2%	3%	Planning for the area	<1%	0%
Clean area	6%	7%	Availability and access to services and facilities	2%	2%	Quality restaurants	<1%	<1%
Housing sizes and quality	6%	2%	Council management	2%	3%	Services for the elderly	<1%	<1%
Shopping facilities	6%	5%	Cultural/socioeconomic diversity	2%	3%	Other comments	4%	3%
Good facilities/infrastructure	5%	7%	Good quality roads/traffic flow	2%	1%	Don't know/nothing	1%	4%
History and heritage	5%	<1%	Availability of parking	1%	0%			
Proximity to the City and other metropolitan areas	5%	1%	Built/urban environment e.g. architecture	1%	<1%			

Base: 2024 N = 501, 2021 N = 503

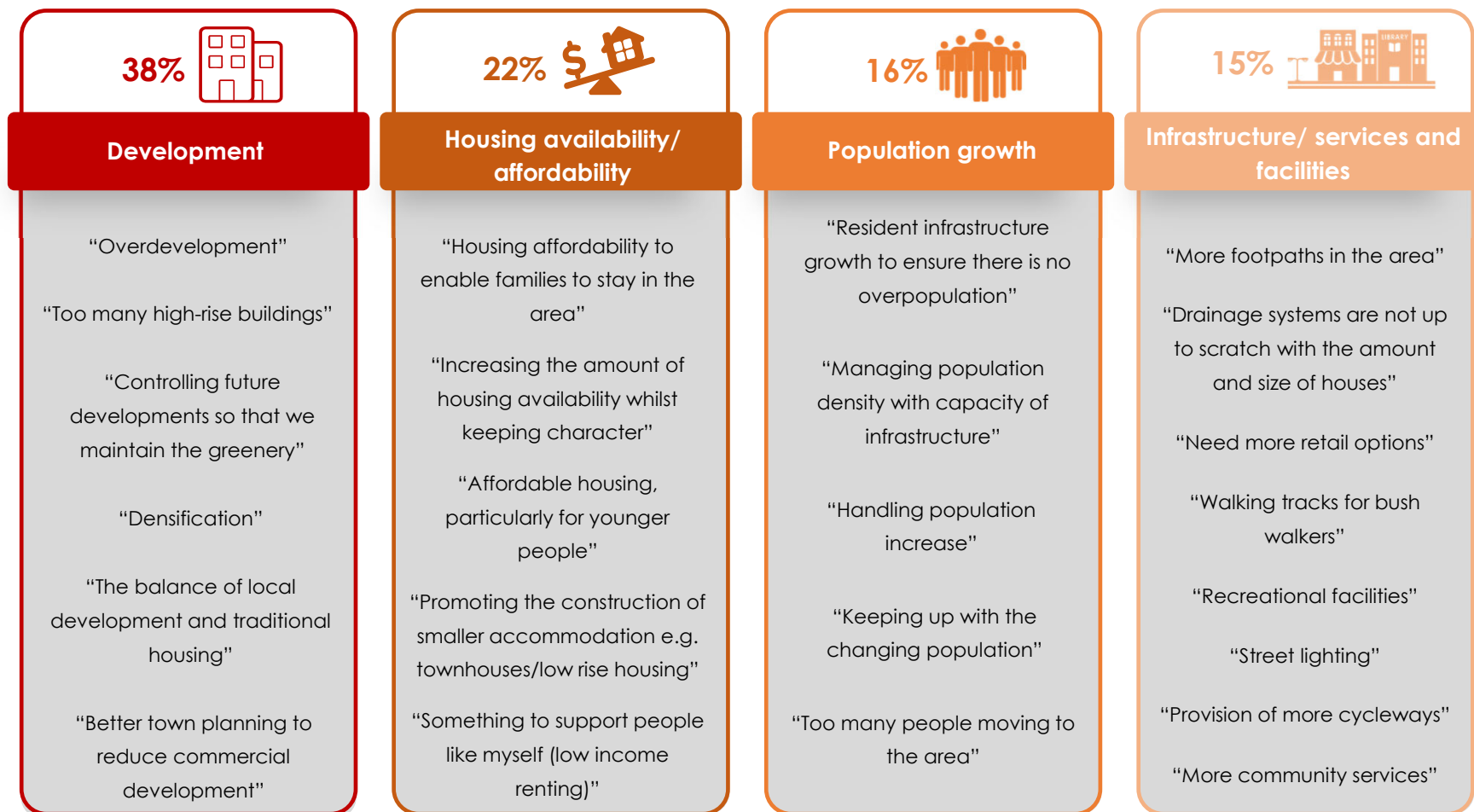
Q5a. Thinking generally about living in the Ku-ring-gai area, what do you feel are the strengths of the local area?

A significantly higher/lower percentage (by year) 13

Highest Priority Issues for the Ku-ring-gai LGA: Top 4 Mentions

When asked what are the priority areas facing the Ku-ring-gai area over the next 10 years, 38% stated development (such as managing overdevelopment and high-rise). Other frequently mentioned priority areas include housing (affordability/ availability), managing population growth and the provision of infrastructure, services and facilities.

The following slide shows the complete list of responses compared to 2021 results.



Base: N = 501

Q5b. Thinking of the next 10 years, what do you believe will be the highest priority issues within the Ku-ring-gai area?

Highest Priority Issues for the Ku-ring-gai LGA

There has been a significant increase in the proportion of residents stating that housing availability/affordability will be the highest priority issue for the Ku-ring-gai area in the next 10 years, increasing from 5% of mentions in 2021 to 22% this year. Although still a considerable amount, the priority on development and traffic has lessened from 2021.

Priority areas	2024	2021	Priority areas	2024	2021
Development, e.g. high density	38%	45%	Tree maintenance	3%	1%
Housing availability/affordability	22%	5%	Cost of living	2%	1%
Population growth e.g. lack of infrastructure, overpopulation, etc.	16%	13%	Events/activities	2%	<1%
Provision/maintenance of infrastructure/services and facilities	15%	13%	Managing ageing population/provision of aged care	2%	4%
Traffic congestion and management	13%	20%	Provision of public/open spaces	2%	1%
Access and availability of public transport	10%	8%	Rezoning/sub-division	2%	<1%
Managing and upgrading local roads/road infrastructure	10%	9%	Waste management services	2%	2%
Protection of the natural environment	9%	9%	Climate change	1%	1%
Adequate parking	6%	9%	Facilities/services for children and youth	1%	3%
Council management	5%	3%	Maintaining standard of living/managing change	1%	1%
Keeping the ambience of the area	5%	4%	Natural disaster management e.g. bushfires	1%	<1%
Need for/upgrade recreational/sporting facilities	5%	1%	Safety	1%	2%
Availability of schools	4%	3%	Supporting local business	1%	1%
Long term planning for the area/town planning	4%	3%	Cleanliness of the area	<1%	1%
Protection of heritage	4%	2%	Local economy e.g. employment opportunities	<1%	1%
Provision of/improved shopping facilities	4%	3%	Pollution	<1%	<1%
Social changes/social cohesion/integration of multicultural communities/immigration	4%	2%	Protection of local homes/retaining residential block size	<1%	0%
Community consultation/transparency	3%	<1%	Water management	<1%	<1%
Provision of parks/playgrounds	3%	2%	Other comments	1%	1%
Sustainable practices e.g. renewable energy, reducing energy use	3%	3%	Don't know/nothing	2%	6%

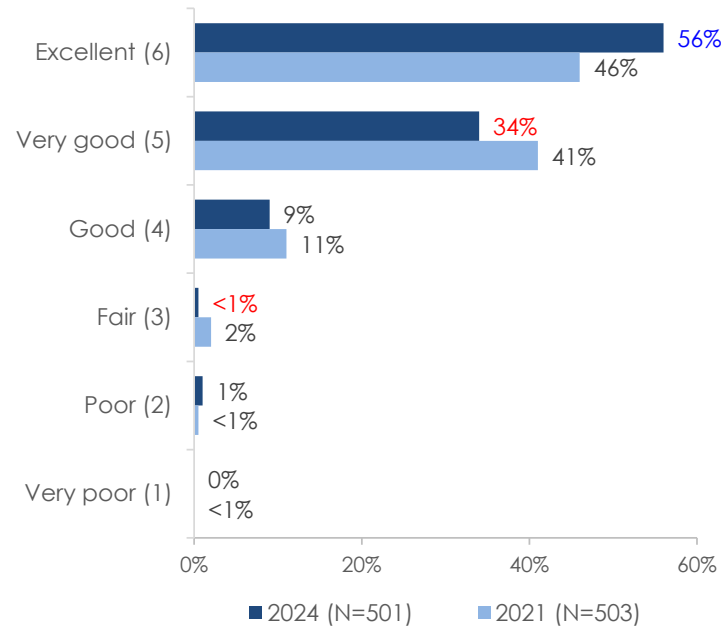
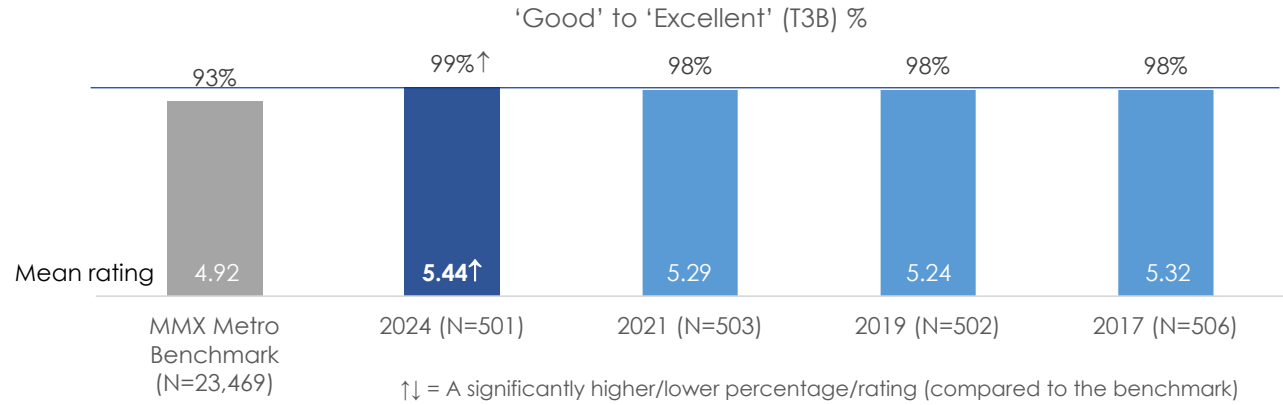
Base: 2024 N = 501, 2021 N = 503

Q5b. Thinking of the next 10 years, what do you believe will be the highest priority issues within the Ku-ring-gai area?

A significantly higher/lower percentage (by year) 15

Quality of Life

Quality of life ratings have significantly increased from 2021, with a significantly greater level of commitment to the top box 'Excellent'. Results are also greater than our Micromex Metro Norms, with 99% rating their quality of life as 'good' to 'excellent' compared to the 93% Metro Average.



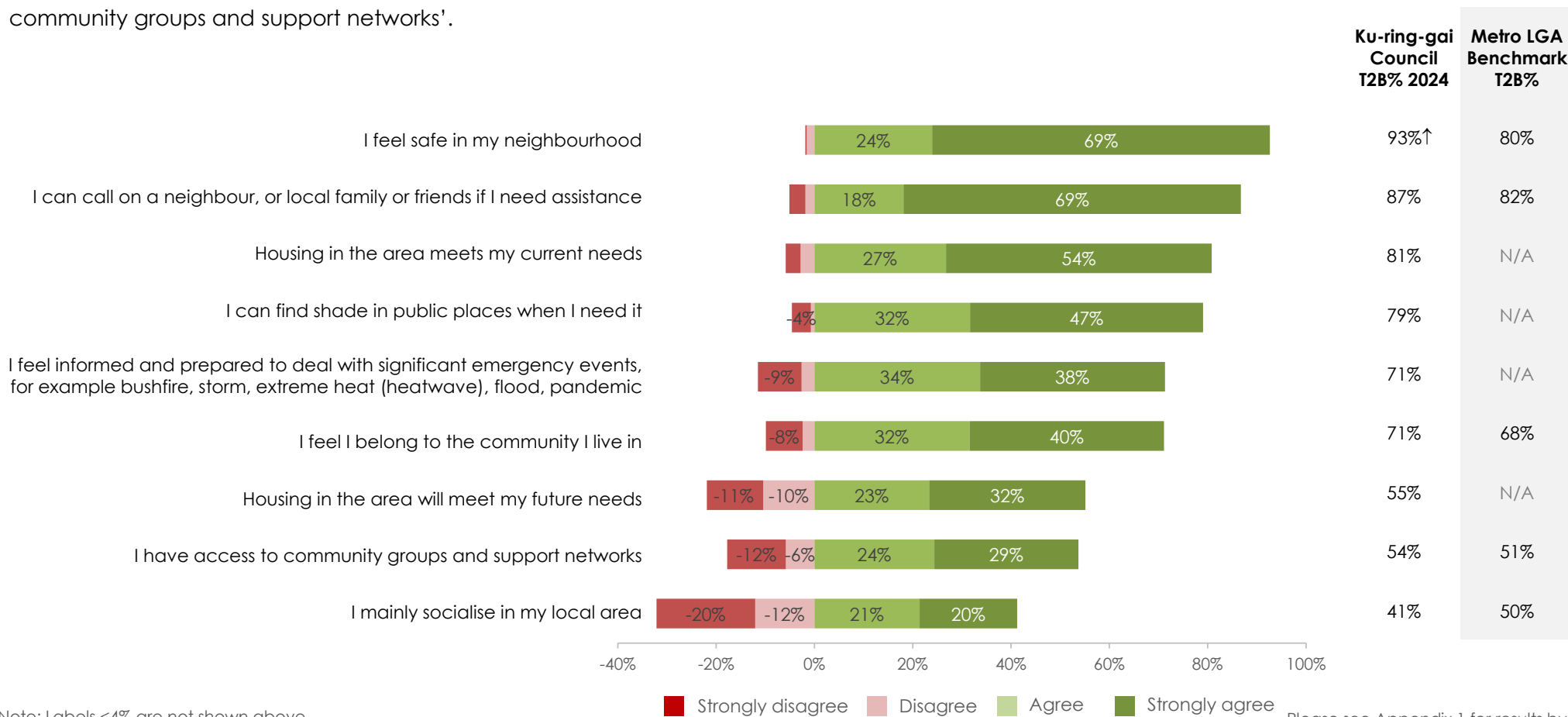
	Overall 2024	Overall 2021	Gender		Age				Ratepayer Status	
			Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
T3B%	99%	98%	99%	98%	97%	98%	100%	100%	99%	100%
Mean rating	5.44	5.29	5.45	5.43	5.53	5.29	5.45	5.51	5.44	5.41
Base	501	503	237	264	104	138	131	128	440	61

Scale: 1 = very poor, 6 = excellent
A significantly higher/lower rating (by year/group)

Q5f. Overall, how would you rate the quality of life you have living in the Ku-ring-gai area?

Community Wellbeing Indicators

Agreement is highest for community safety and assistance from others, with the agreement for 'I feel safe in my neighbourhood' (93%) significantly greater than our Metro benchmark of 80%. Agreement was lowest for 'I mainly socialize in my local area', which is lower than our benchmark and significantly lower for residents aged 18-34 and males. 18-34 year olds were also significantly less likely to agree 'housing in the area will meet my future needs' and 'I have access to community groups and support networks'.



Note: Labels <4% are not shown above

Base: N = 501

Q6a. How strongly do you agree or disagree with the following statements?

■ Strongly disagree
 ■ Disagree
 ■ Agree
 ■ Strongly agree

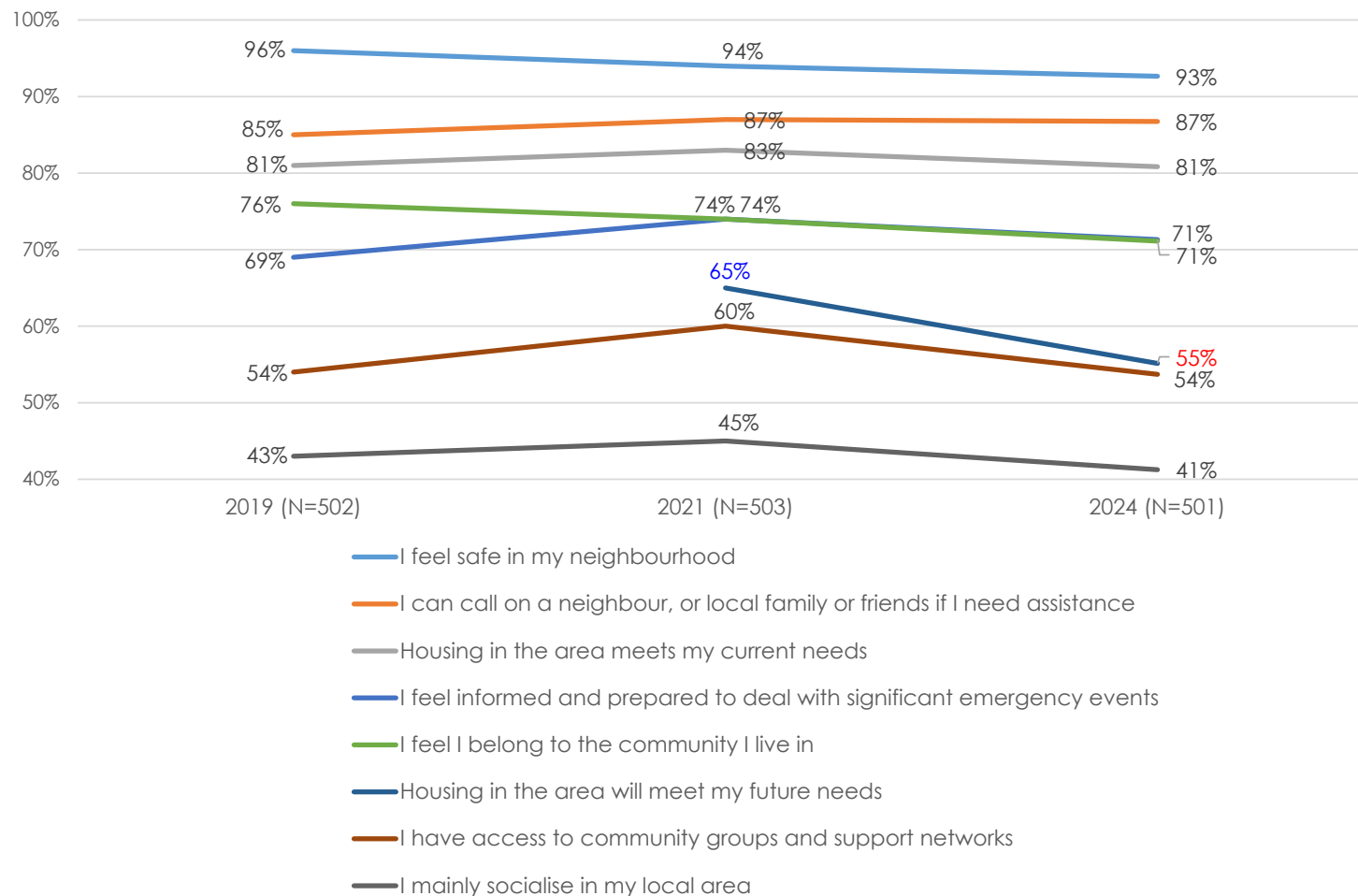
Please see Appendix 1 for results by demographics

↑↓ = A significantly higher/lower percentage (compared to the benchmark)

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant 17

Community Wellbeing Indicators

'Agree' / 'Strongly agree' (T2B)% by year



The chart to the left shows the change in top 2 box agreement (agree/strongly agree %) from 2019 to 2024. Results have generally softened slightly or remained the same, with a significant decrease in agreement for 'housing in the area will meet my future needs'.

Community safety and belonging both appear to be following a continuous downward shift from 2019.

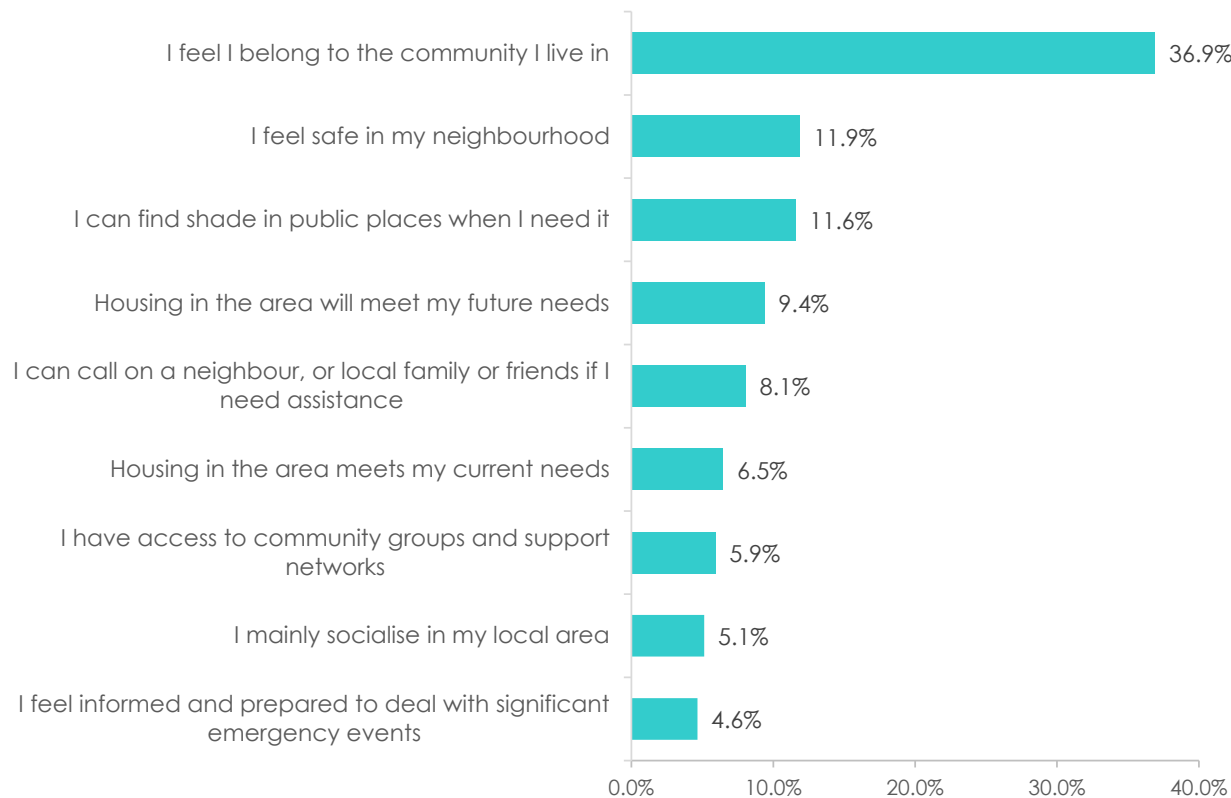
A significantly higher/lower percentage (compared to 2021)
 Note: 'I can find shade in public places when I need it' is not included in the chart above as it was a new addition this year

Regression – Overall Quality of Life

Explanation of Analysis

Regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables. Using a regression, a category model was developed. The outcomes demonstrated that increasing resident quality of life by actioning areas of lower agreement would not necessarily positively impact on quality of life.

The score assigned to each measure is not a measure of agreement/disagreement – rather, it indicates the percentage of influence each measure contributes to overall quality of life. All areas are important – but if Council can increase agreement in key driver areas, they will likely see an improvement in overall quality of life.



'I feel I belong to the community I live in' accounts for almost 37% of the variation in overall quality of life.

Other measures having a greater impact on quality of life ratings include a sense of safety in the neighbourhood, shade in public places and housing to meet future need.

R² value = 0.16

Dependent Variable: Q5f. Overall, how would you rate the quality of life you have living in the Ku-ring-gai area?

Independent Variable: Q6a. How strongly do you agree or disagree with the following statements?

Participation in Sporting/ Fitness Activities

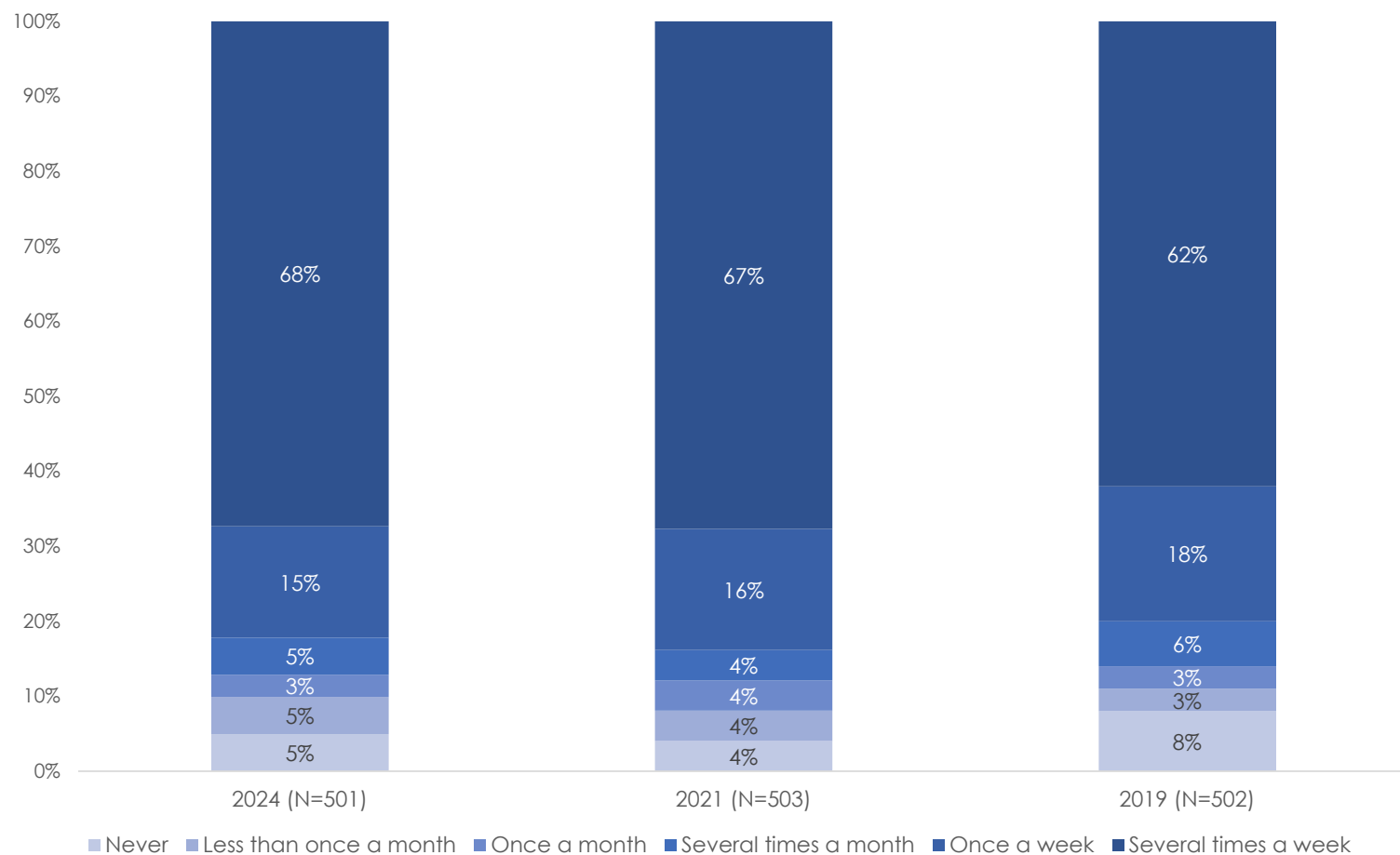
68% of residents are participating in sport and fitness activities several times a week (83% at least once a week), this has increased from 62% in 2019.

Residents aged 50-64 are significantly more likely to be active several times a week.

Frequent users (participating in sporting and fitness activities at least once a week) are significantly less satisfied with Council's service delivery for sporting ovals, grounds and leisure facilities.

Satisfaction: 'Provision and maintenance of sporting ovals, grounds and leisure facilities' (Q3a)	Frequency of participation (Q6b)	
	Frequent user	All others
Lower satisfaction (rated 1-3)	36%	23%
Higher satisfaction (rated 4-5)	64%	77%
Base	357	72

Frequency of sporting/fitness activity by year



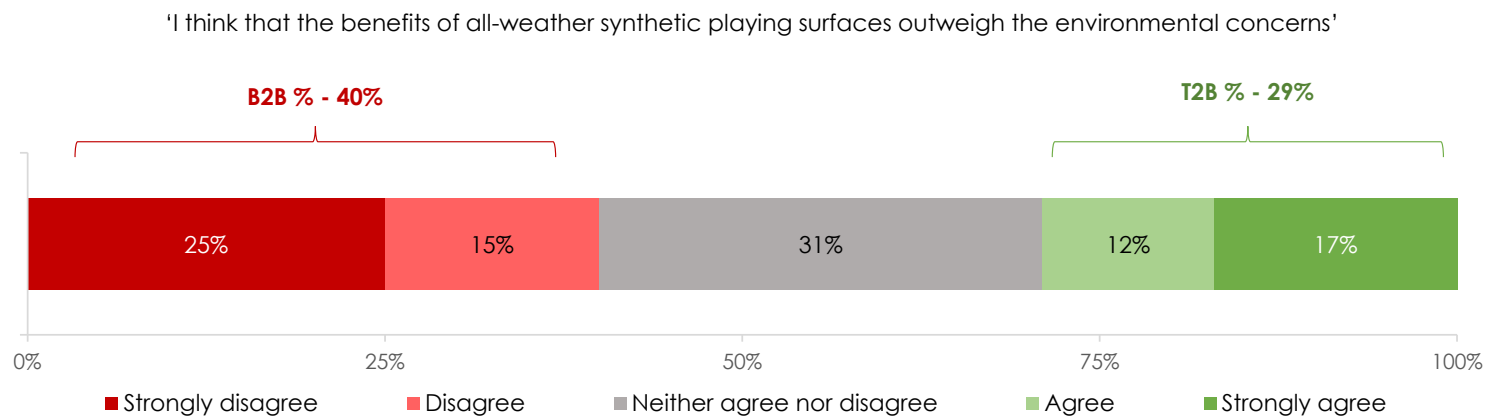
'Frequent user' = Several times a week / Once a week

Q6b. How often do you take part in sporting and fitness activities, such as walking, cycling, organised sport, fitness classes, personal trainer?

A significantly higher/lower percentage (by group)
Please see Appendix 1 for results by demographics

Benefits of All-Weather Synthetic Playing Surfaces vs Environmental Concerns

Residents were asked their level of agreement with the statement 'I think that the benefits of all-weather synthetic playing surfaces outweigh the environmental concerns'. Results were polarized with 29% in agreement and 40% disagreeing that the benefits outweigh environmental concerns. Males and middle-aged (35-64) are slightly more likely to agree with the statement, whilst those aged 65+ are significantly less likely to agree.



	Overall	Gender		Age				Ratepayer Status	
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
T2B %	29%	33%	26%	27%	33%	34%	21%	29%	28%
B2B %	40%	37%	42%	38%	38%	36%	47%	40%	40%
Base	501	237	264	104	138	131	128	440	61

Q6c. On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree with the statement, I think that the benefits of all-weather synthetic playing surfaces outweigh the environmental concerns?

A significantly higher/lower percentage (by group) 21

Benefits of All-Weather Synthetic Playing Surfaces vs Environmental Concerns

Continuing on from the previous slide, the table below looks at the portion who agree and disagree by other questions directly related to sportsgrounds. For example those who rated the provision and maintenance of sporting ovals, grounds and leisure facilities more important and those who were less satisfied with Council's performance in this area were more likely to agree that the benefits of synthetic surfaces outweigh environmental concerns. Similarly, those who are supportive/ very supportive of paying more to improve parks and sportsgrounds are significantly more likely to agree/strongly agree with the statement.

	Overall	Importance: 'Provision and maintenance of sporting ovals, grounds and leisure facilities' (Q3a)		Satisfaction: 'Provision and maintenance of sporting ovals, grounds and leisure facilities' (Q3a)		Support to pay more via rates to support improvements to 'Parks and sportsgrounds' (Q3b)			Frequency of participating in sporting/ fitness activities (Q6b)	
		Lower importance (rated 1-3)	Higher importance (rated 4-5)	Lower satisfaction (rated 1-3)	Higher satisfaction (rated 4-5)	Not at all/ Not very supportive	Somewhat supportive	Supportive/ Very supportive	Frequent users (at least once a week)	All others
T2B %	29%	8%	32%	41%	28%	21%	24%	36%	29%	29%
B2B %	40%	51%	38%	36%	39%	49%	36%	37%	40%	37%
Base	501	67	434	144	286	132	117	252	414	87

Q6c. On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree with the statement, I think that the benefits of all-weather synthetic playing surfaces outweigh the environmental concerns?

A significantly higher/lower percentage (by group) 22

Benefits of All-Weather Synthetic Playing Surfaces vs Environmental Concerns: Reason for Level of Agreement

The table to the right presents a comparison of the benefits of all-weather synthetic playing surfaces versus environmental concerns, highlighting reasons for different levels of agreement.

Top reasons for agreement include; all-weather usage, less maintenance/cheaper, good for fitness/mental health/important for everyone and it is safer.

Main reasons for disagreement include; preference for natural grass/retaining greenery, health concerns (heat exposure and injury), environmental concerns and do not like the use of artificial/plastic.

Reason by level of agreement	Overall	Disagree/ strongly disagree	Neither agree nor disagree	Agree/ strongly agree
Can play in all conditions/greater use	22%	2%	16%	55%
Prefer natural grass/retain greenery/natural benefits	19%	38%	12%	1%
Health concerns e.g. heat impacts, injuries	14%	27%	8%	4%
Concerns for the environment is more important/synthetic is not good for the environment	13%	24%	10%	2%
Do not like artificial/plastic materials/concerned plastic doesn't break down	10%	22%	3%	0%
Not enough information/It depends	9%	2%	24%	2%
Needs a mix/a balance in the area	5%	1%	8%	7%
Less maintenance/cheaper	5%	<1%	3%	13%
Neutral opinion/positives and negatives	5%	<1%	14%	1%
For some courts/ovals but not all	3%	4%	3%	3%
The environmental impacts don't outweigh the benefits of synthetic turf	3%	1%	2%	6%
Good for fitness/mental health/important for everyone	3%	<1%	1%	7%
Safer	2%	0%	1%	7%
Better drainage/grass gets muddy	2%	<1%	1%	5%
Long-lasting/durable	2%	0%	<1%	5%
Other comments	8%	8%	5%	12%
Don't know/no response/do not use	8%	4%	18%	4%
Base	501	199	156	146

Q6c. On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree with the statement, I think that the benefits of all-weather synthetic playing surfaces outweigh the environmental concerns?

Q6d. Why do you say that?

Please see Appendix 1 for complete list

A significantly higher/lower percentage (by level of agreement) 23

Benefits of All-Weather Synthetic Playing Surfaces vs Environmental Concerns: Reason for Level of Agreement

This slide and the following slide show the example verbatim responses for the top 6 codes to give more insight for the specific issues.

Can play in all conditions/greater use

"More synthetic field around the LGA would keep the playing levels activated"

"More opportunity for people to participate"

"Can play sport all year, regardless of weather"

"The service allows for maximum public use across all seasons"

"Really need to consider having more outdoor sports grounds available in all types of weather"

"There are plenty of benefits of having fields children can play on in all weather conditions"

Prefer natural grass/retain greenery/natural benefits

"Real grass exposes children to real conditions; you don't see professional players playing on synthetic grass"

"Prefer natural grass surfaces"

"Natural is the way it should be, anything that is fake detracts from the local environment"

"I like the natural grass much better, synthetic carries pollutants that are harmful to the environment"

"Everyone deserves to play on natural grass"

"It's nice to have more natural environments e.g., trees and grass"

Health concerns e.g. heat impacts, injuries

"Players of contact sports don't want to slide on synthetic grass"

"Gets very hot in summer, causes injuries and can't walk on it without shoes on"

"Heat radiation on synthetic surfaces and rubber comes off the surface"

"The negative health implications from the fine particles that come off them"

"Injuries on the synthetic fields are lot more serious than on natural fields"

"Could induce a heat island and shouldn't be on a sporting field. People in bare feet or animals will find it too hot to walk on"

Q6c. On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree with the statement, I think that the benefits of all-weather synthetic playing surfaces outweigh the environmental concerns?

Q6d. Why do you say that?

Benefits of All-Weather Synthetic Playing Surfaces vs Environmental Concerns: Reason for Level of Agreement

Concerns for the environment is more important/synthetic is not good for the environment

- "Synthetic surfaces don't produce any oxygen, they break down and cause pollution"
- "Synthetic playing surfaces are made from petroleum residue"
- "Environmental concerns need to be given more weight"
- "Environmental leakage from materials is detrimental"
- "Our environment needs to take precedent over anything synthetic"
- "Preventing water soaking into the earth for vegetation"

Do not like artificial/plastic materials/concerned plastic doesn't break down

- "Synthetic is plastic and doesn't break down"
- "Because it's artificial, I like nature and it gets dirty and it is not hygienic"
- "Concerned about micro-plastics into the local environment and the local water"
- "Using synthetic materials is not substitute for natural materials"
- "Not many people enjoy playing on synthetic grounds"
- "No one knows what the material actually is"
- "Artificial surface is dreadful and horrible to play on"

Not enough information/It depends

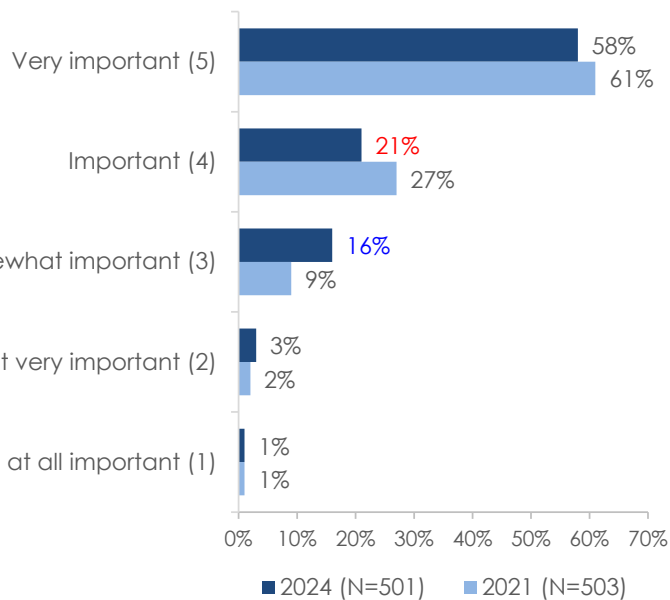
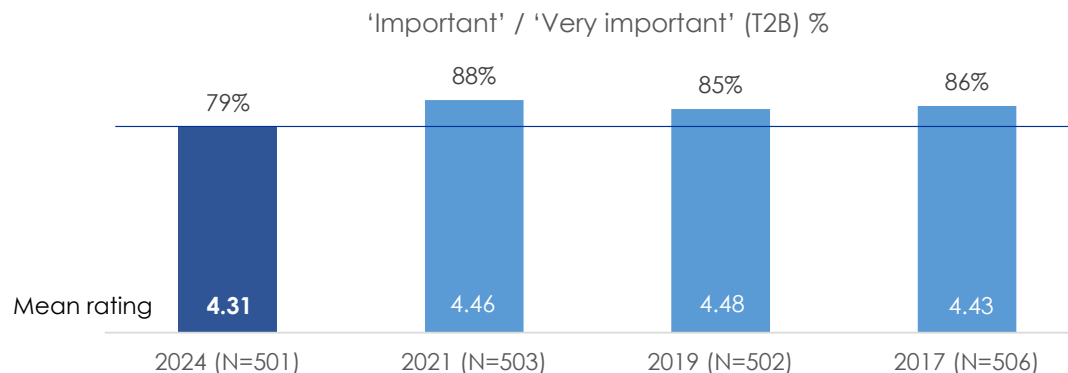
- "Because I don't know. I love the amenity of multi purpose surfaces I think its brilliant for sports, I don't think I know what the longer aspects are"
- "Depends on where that surface will be located"
- "I don't have much information about adverse health outcomes of using synthetic surfaces"
- "I don't understand the impacts"
- "Need more information to form an opinion"
- "Depends on the context of how it's being used"

Q6c. On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree with the statement, I think that the benefits of all-weather synthetic playing surfaces outweigh the environmental concerns?

Q6d. Why do you say that?

Importance of Maintaining Ku-ring-gai's Unique Visual Character and Identity

The level of importance for Council to maintain Ku-ring-gai's unique visual character and identity has dropped significantly from 2021 (79% in 2024 from 88% in 2021). Males and those aged 18-34 believe it is significantly less important, while females and those aged 65+ believe it is significantly more important to maintain the character/identity.



	Overall 2024	Overall 2021	Gender		Age				Ratepayer Status	
			Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
T2B%	79%	88%	73%	84%	67%	79%	78%	90%	79%	77%
Mean rating	4.31	4.46	4.15	4.46	4.05	4.25	4.35	4.55	4.33	4.18
Base	501	503	237	264	104	138	131	128	440	61

Scale: 1 = not at all important, 5 = very important
A significantly higher/lower rating/percentage (by year/group)

Q5c. How important is it for Council to maintain Ku-ring-gai's unique visual character and identity?

Importance of Maintaining Ku-ring-gai's Unique Visual Character and Identity: Reason for Level of Importance

Main reasons for those who believe it is important to maintain the character/visual identity of the area are; it is unique and needs to remain, natural environment needs to be preserved, it is why people live in the area, it is beautiful and development needs to managed/balanced.

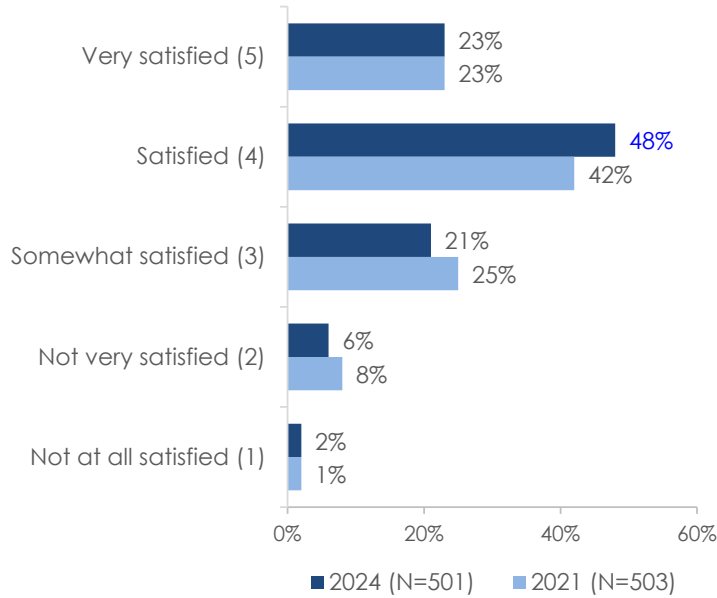
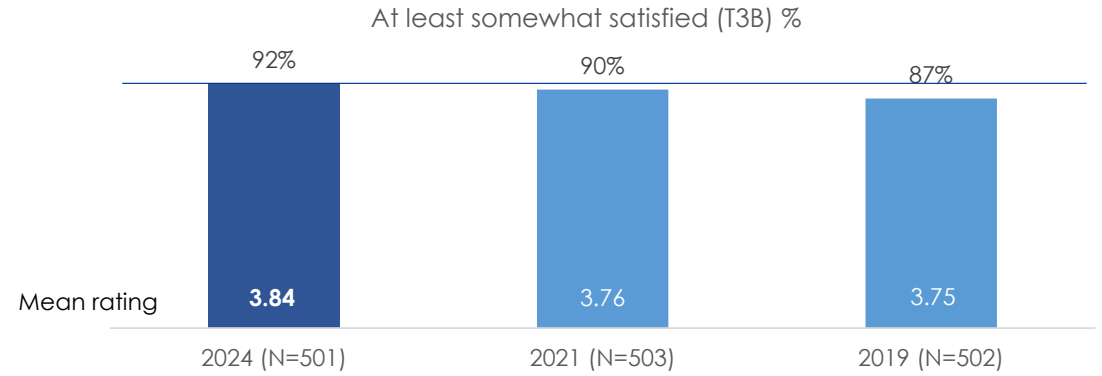
Important/Very important	2024	2021	Somewhat important	2024	2021
The area is unique/value the identity of the area/needs to remain	23%	40%	Other areas are more important	7%	3%
Natural environment/open spaces needs to be preserved	19%	17%	Change is inevitable/it is changing	4%	1%
Attracts people to the area/why I live here	11%	6%	Need to maintain the character but have a balance	3%	2%
Beautiful area/nice place to live	11%	7%	Area is not unique	1%	0%
Manage development (planning for population growth, manage overdevelopment, have a balance)	11%	7%	Area is unique	1%	1%
Things are nice as they are/no changes	9%	4%	Preserve the green space	1%	<1%
Maintain the heritage	7%	5%	Doesn't impact me	<1%	0%
Need to maintain to feel/quality/image/current maintenance standards of the area	7%	4%	Heritage preservation is important	<1%	<1%
Maintain the value of properties	3%	2%	Other comments	2%	<1%
Safe/quiet area	2%	2%	Don't know/nothing	1%	2%
Community spirit	1%	4%	Not at all/Not very important		
Council communication/transparency	1%	0%	There are bigger issues Council should focus on	2%	1%
Educational facilities	1%	<1%	Council have already ruined the character/too much red tape	1%	1%
Location/Accessibility to other areas	1%	<1%	Things need to change/progress	1%	<1%
The area is changing already	1%	<1%	We don't need to be unique	1%	<1%
Other comments	3%	2%	Not sure what the character is/nothing is unique	<1%	1%
Don't know/nothing	2%	8%	Other comments	<1%	0%
			Don't know/nothing	<1%	0%

Q5c. How important is it for Council to maintain Ku-ring-gai's unique visual character and identity?
 Q5d. Why do you say that?

Base: 2024 N = 501, 2021 N = 503
 A significantly higher/lower percentage (by year)

Ease of Moving In and Around the Ku-ring-gai LGA

Satisfaction with the ease of moving in and around the Ku-ring-gai LGA continues to increase, with 92% at least somewhat satisfied. Residents aged 18-34 are significantly less satisfied, whilst those aged 65+ are significantly more satisfied.



	Overall 2024	Overall 2021	Gender		Age				Ratepayer Status	
			Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
T3B%	92%	90%	92%	92%	86%	93%	91%	97%	92%	93%
Mean rating	3.84	3.76	3.82	3.86	3.84	3.79	3.67	4.07	3.82	3.96
Base	501	503	237	264	104	138	131	128	440	61

Scale: 1 = not at all satisfied, 5 = very satisfied
A significantly higher/lower rating/percentage (by year/group)

Q5e. Overall, how satisfied are you with the ease of moving in and around Ku-ring-gai LGA?



Section Two

Council Performance, Services and Facilities

This section looks at key performance measures and summarises the importance and satisfaction ratings for the 49 services and facilities. In this section we explore trends to past research and comparative norms.



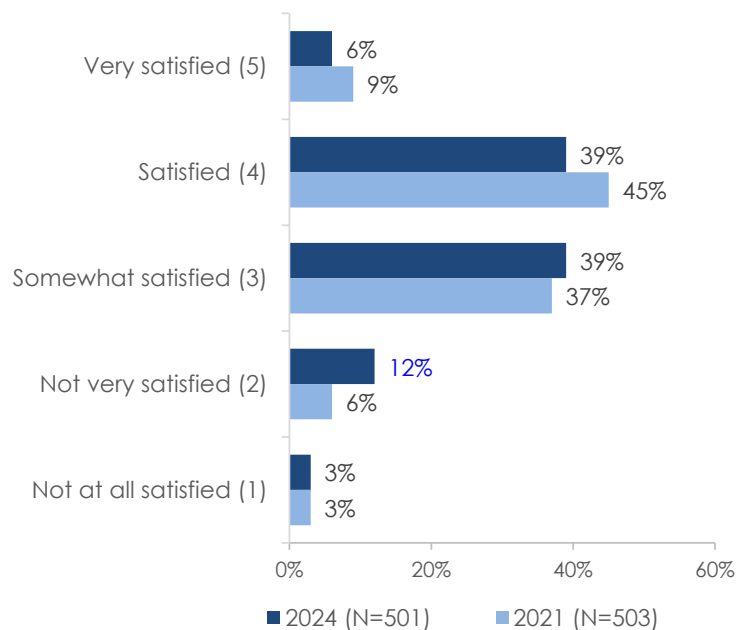
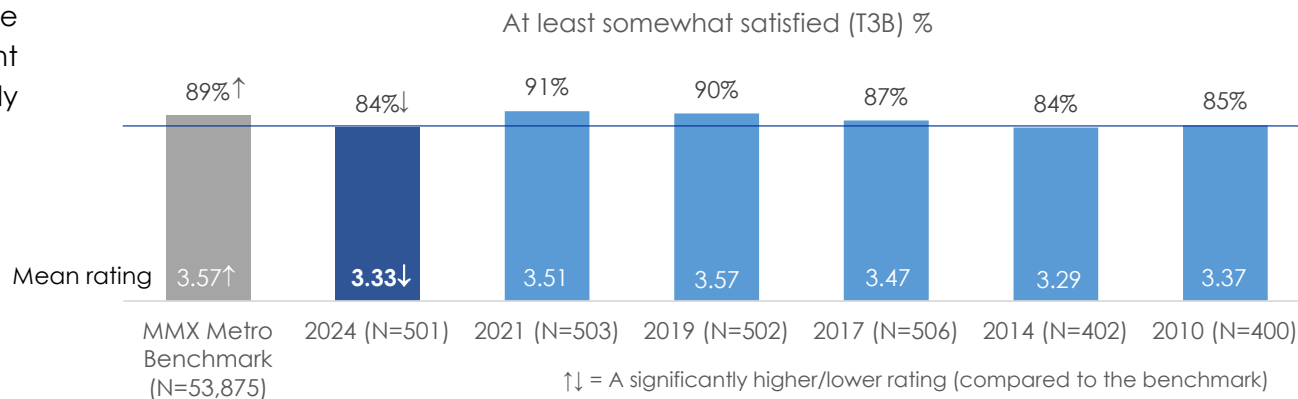
Summary: Services & Facilities

- 84% are at least somewhat satisfied with the performance of Council (-7% from 2021) and 80% at least somewhat satisfied with the level of communication Council currently has with the community (-11% from 2021)
 - Largest drivers of overall satisfaction revolve around consultation, planning and development
- Largest gaps in performance (importance score minus satisfaction score):
 - Roads
 - Long term planning
 - Footpaths
 - Community consultation and engagement
- 18-34 year olds are significantly more satisfied with the following:
 - Management of residential development
 - Revitalisation/beautification of your closest neighbourhood shops
 - Cleanliness of local streets
 - Services for children, and
 - Provision of footpaths
- Compared to the Metro Benchmark, areas deemed more important to Ku-ring-gai residents include:
 - Initiatives to reduce waste and improve recycling
 - Provision and maintenance of sporting ovals, grounds and leisure centres
 - Providing adequate drainage, and
 - Services for young people

See separate Excel document for importance/satisfaction results by demographics

Overall Satisfaction

Overall, 84% of residents are at least satisfied with the performance of Council over the last months, a significant decline to that in 2021 (91%). Satisfaction is significantly lower amongst residents aged 35-49.



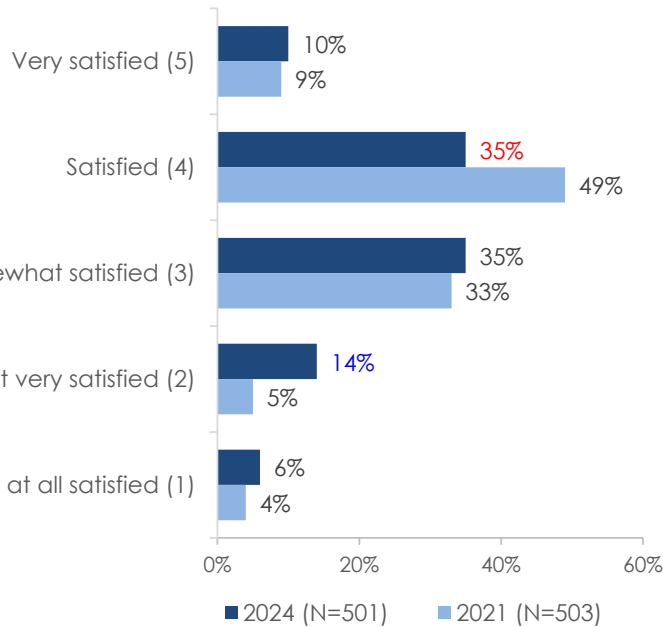
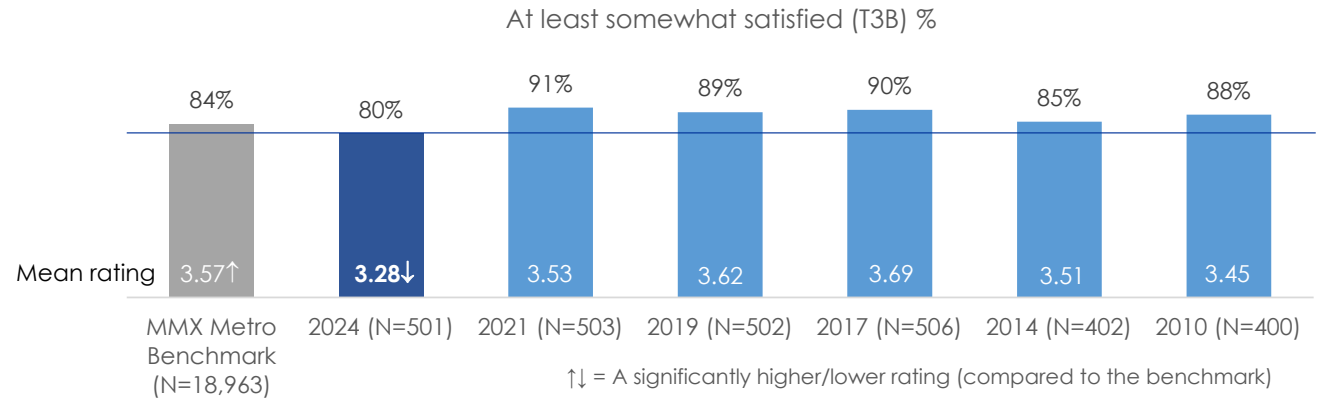
	Overall 2024	Overall 2021	Gender		Age				Ratepayer Status	
			Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
T3B%	84%	91%	82%	86%	89%	79%	81%	90%	84%	85%
Mean rating	3.33	3.51	3.36	3.30	3.38	3.27	3.20	3.48	3.34	3.28
Base	501	503	237	264	104	138	131	128	440	61

Q4a. Overall, for the last 12 months, how satisfied are you with the performance of Ku-ring-gai Council, not just on one or two issues, but across all responsibility areas?

Scale: 1 = not at all satisfied, 5 = very satisfied
A significantly higher/lower rating (by year/group)

Satisfaction with the Level of Communication

Satisfaction with the level of communication currently has with the community has dropped significantly from 2021, with 80% stating they are at least somewhat satisfied. Satisfaction is higher amongst those aged 65+ and ratepayers.



	Overall 2024	Overall 2021	Gender		Age				Ratepayer Status	
			Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
T3B%	80%	91%	83%	77%	75%	82%	77%	85%	80%	76%
Mean rating	3.28	3.53	3.33	3.23	3.12	3.29	3.21	3.47	3.32	2.96
Base	501	503	237	264	104	138	131	128	440	61

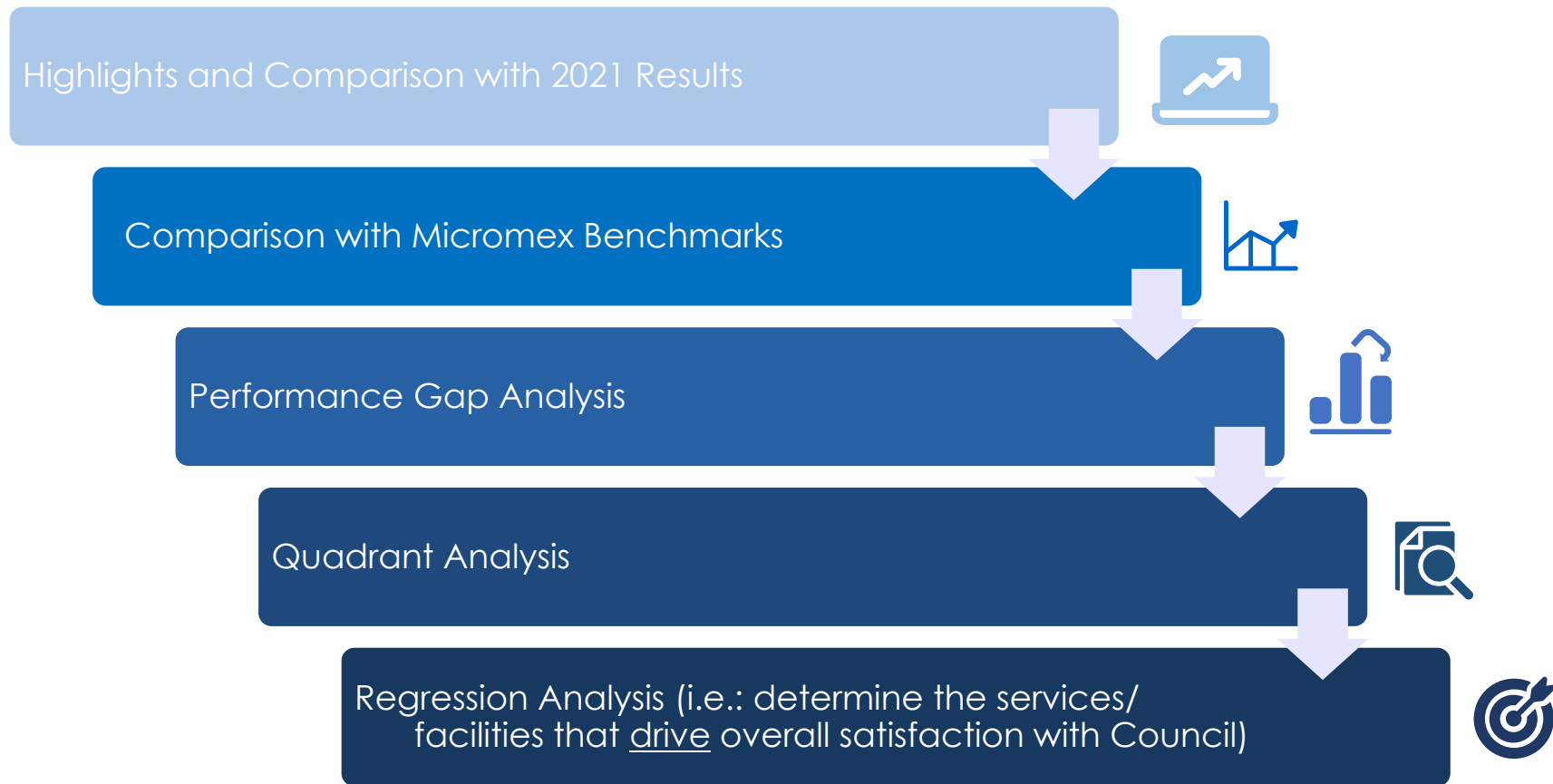
Scale: 1 = not at all satisfied, 5 = very satisfied
A significantly higher/lower rating (by year/group)

Q4b. Overall, over the last 12 months, how satisfied are you with the level of communication Council currently has with the community?

Council Services and Facilities

A major component of the 2024 Community Survey was to assess perceived Importance of, and Satisfaction with 49 Council-provided services and facilities – the equivalent of 98 separate questions!

We have utilised the following techniques to summarise and analyse these 98 questions:



Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

A core element of this community survey was the rating of 49 facilities/services in terms of Importance and Satisfaction. The analysis below identifies the highest and lowest rated services/facilities in terms of importance and satisfaction. Domestic garbage was rated most important by residents and they were also most satisfied with Council's performance in this area.

Importance

The following services/facilities received the highest T2 box importance ratings:

Higher importance	T2 Box	Mean
Collection of domestic garbage	95%	4.78
Condition of local roads	95%	4.71
Control of litter and rubbish dumping	94%	4.66
Cleanliness of your local streets	93%	4.59
Provision and maintenance of local parks and gardens	93%	4.54

The following services/facilities received the lowest T2 box importance ratings:

Lower importance	T2 Box	Mean
Tourist attractions in the local area	27%	2.78
Opportunities to work in the local area	44%	3.24
Services for the LGBTIQ+ community	45%	3.23
Range of cultural experiences and performing arts	49%	3.38
Local community festivals and events	53%	3.53

T2B = important/very important
Scale: 1 = not at all important, 5 = very important

Satisfaction

The following services/facilities received the highest T3 box satisfaction ratings:

Higher satisfaction	T3 Box	Mean
Collection of domestic garbage	98%	4.46
Control of litter and rubbish dumping	94%	4.05
Provision and operation of libraries	94%	4.16
Protection of natural areas and bushland	94%	4.03
Condition of waterways and creeks	94%	3.84

The following services/facilities received the lowest T3 box satisfaction ratings:

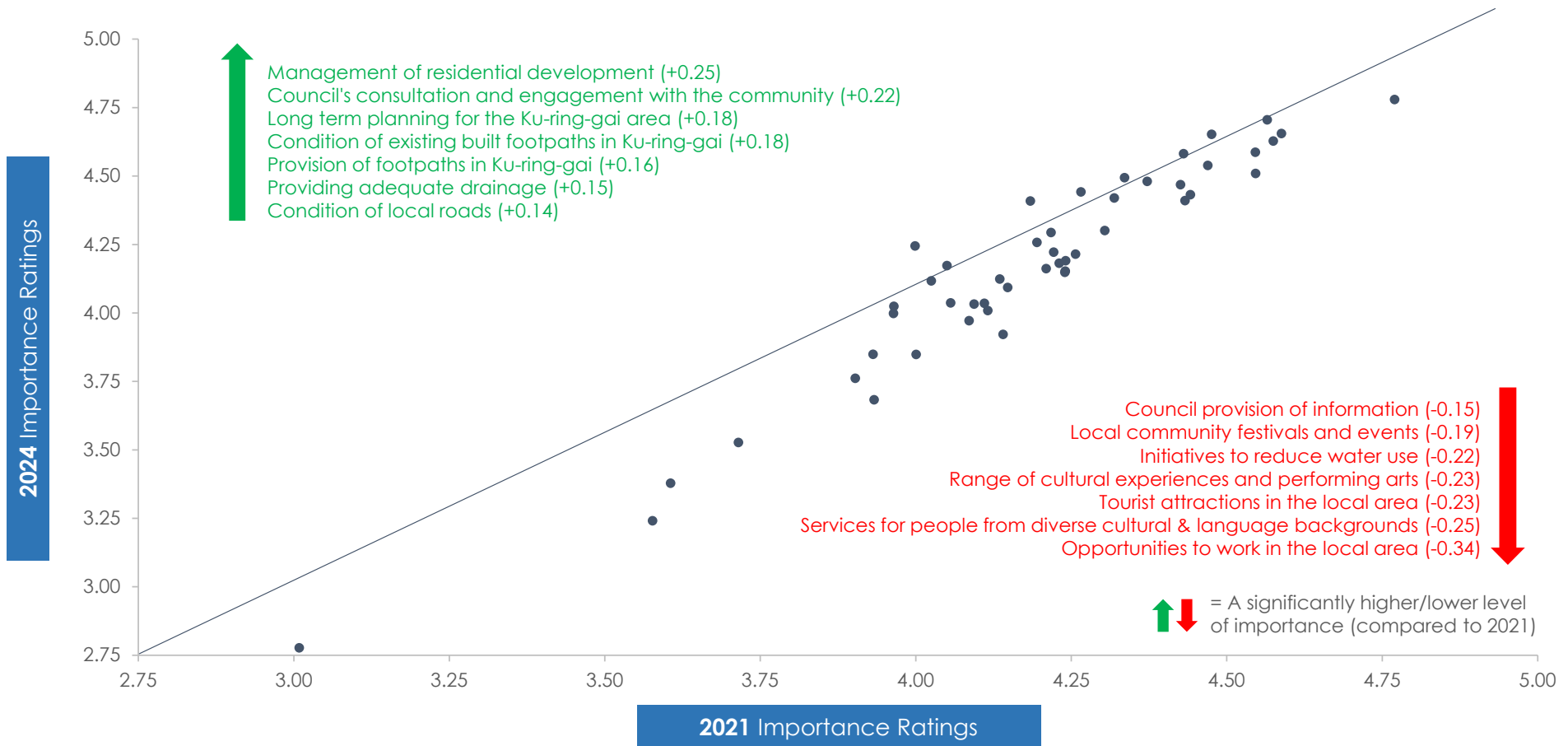
Lower satisfaction	T3 Box	Mean
Long term planning for the Ku-ring-gai area	63%	2.83
Availability of commuter parking in Ku-ring-gai	64%	2.83
Condition of local roads	66%	2.95
Provision of footpaths in Ku-ring-gai	67%	3.01
Council's consultation and engagement with the community	68%	2.99
Development compatible with the local area	68%	3.09
Revitalisation/beautification of your closest neighbourhood shops	68%	3.09

T3B = somewhat satisfied/satisfied/very satisfied
Scale: 1 = not at all satisfied, 5 = very satisfied

Services and Facilities – Importance: Comparison by Year

The below chart compares the mean importance ratings for 2024 vs 2021.

Importance significantly increased for 7 of the 48 comparable services and facilities, there were also significant decreases in importance for 7 of the 48 services and facilities.

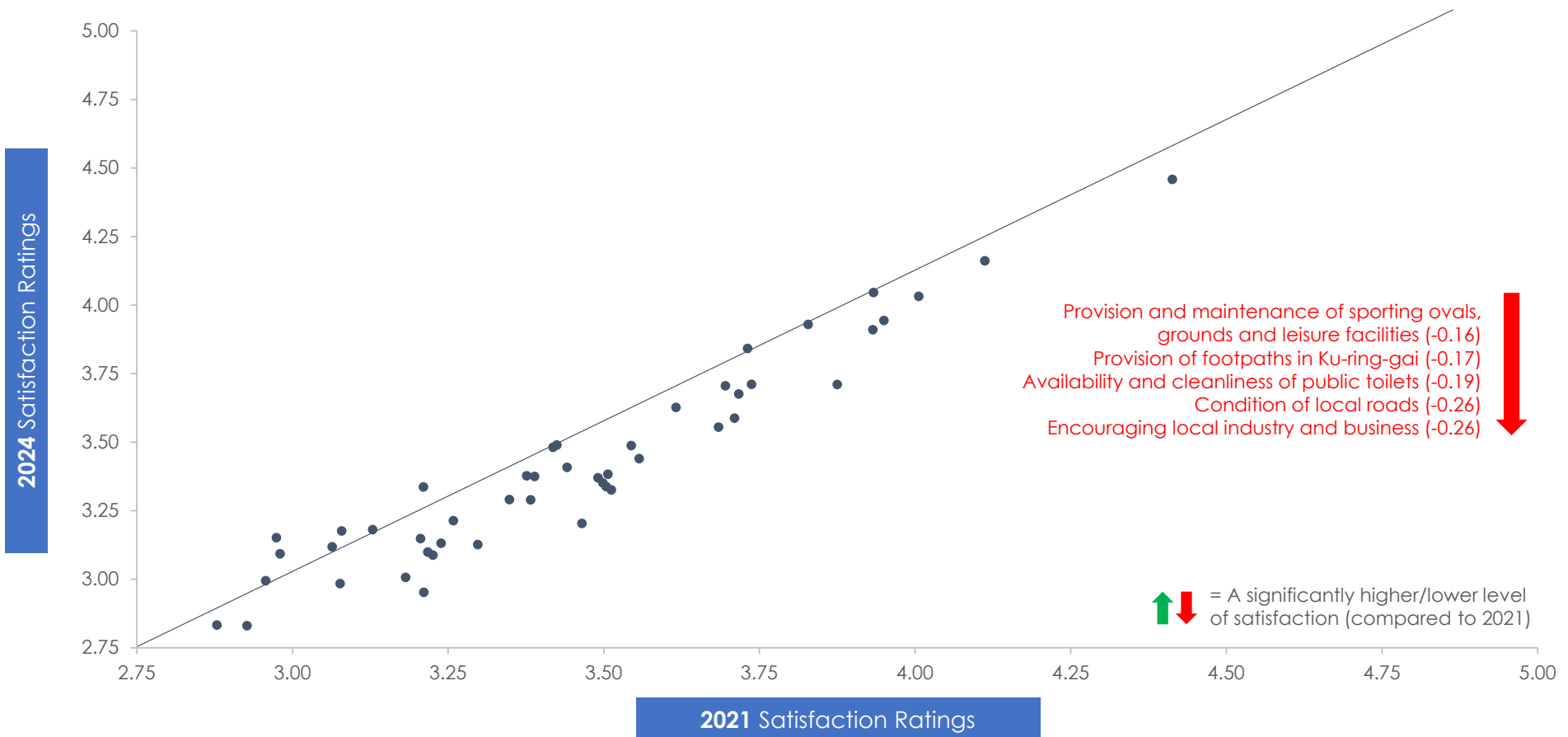


Scale: 1 = not at all important, 5 = very important

Services and Facilities – Satisfaction: Comparison by Year

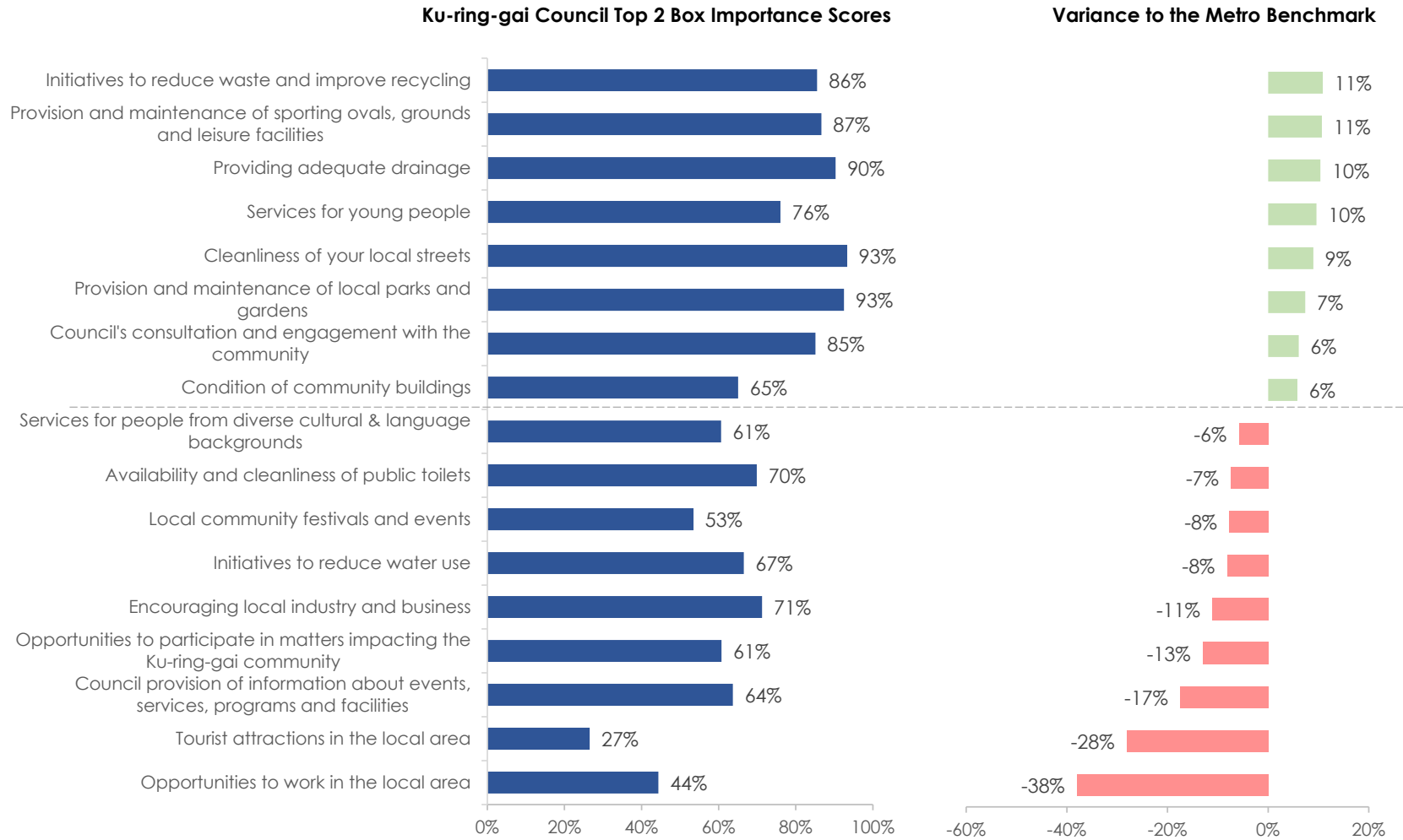
The below chart compares the mean satisfaction ratings for 2024 vs 2021.

Satisfaction significantly decreased for 5 of the 48 comparable services and facilities, there were no significant increases in satisfaction.



Summary Importance Comparison to the Micromex Benchmark

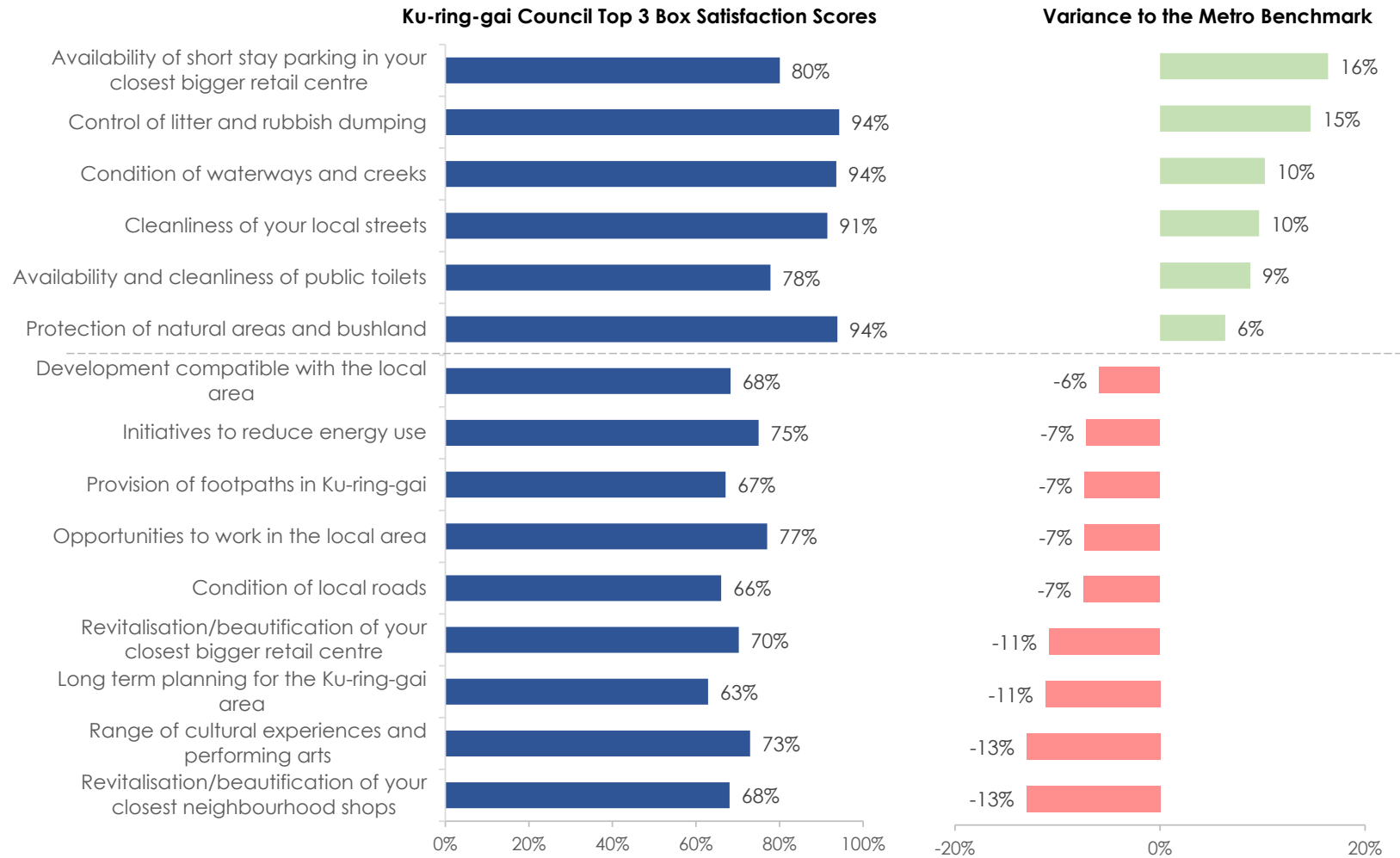
The chart to the right shows the variance between Ku-ring-gai Council top 2 box importance scores and the Micromex Benchmark. Services/facilities shown in the chart highlight larger positive and negative gaps.



Note: Only services/facilities with a variance of +/- 6% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
 Top 2 box = important/very important

Summary Satisfaction Comparison to the Micromex Benchmark

The chart to the right shows the variance between Ku-ring-gai Council top 3 box satisfaction scores and the Micromex Benchmark. Services/facilities shown in the chart to the right highlight larger positive and negative gaps.



Note: Only services/facilities with a variance of +/- 6% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
 Top 3 box = at least somewhat satisfied

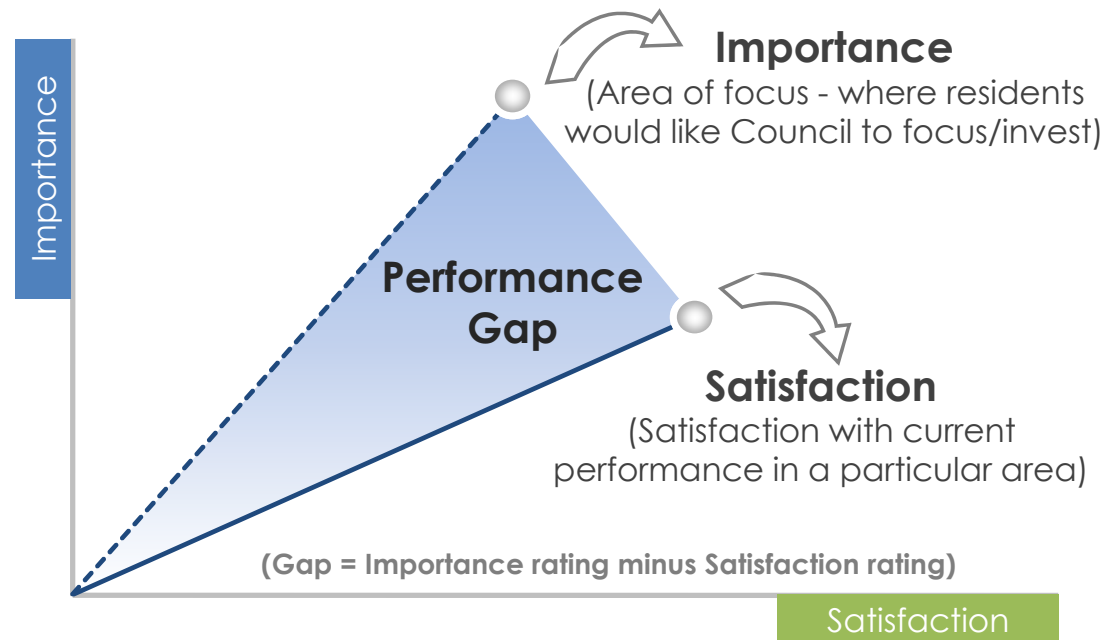
Performance Gap Analysis

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the top 3 satisfaction score from the top 2 importance score. In order to measure performance gaps, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 1 to 5, where 1 = low importance or satisfaction and 5 = high importance or satisfaction. These scores are aggregated at a total community level.

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

In the table on the following page, we can see the services and facilities with the largest performance gaps.

When analysing the performance gaps, it is expected that there will be some gaps in terms of resident satisfaction. Those services/facilities that have achieved a performance gap of greater than 20% may be indicative of areas requiring future optimisation.



Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as very high in importance, whilst resident satisfaction for all of these areas is between 63% and 72%.

Roads, planning, footpaths and consultation are areas to address where satisfaction is much lower than importance.

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Assets, infrastructure & facilities	Condition of local roads	95%	66%	29%
Council leadership and Engagement	Long term planning for the Ku-ring-gai area	91%	63%	29%
Assets, infrastructure & facilities	Provision of footpaths in Ku-ring-gai	87%	67%	20%
Council leadership and Engagement	Council's consultation and engagement with the community	85%	68%	17%
Assets, infrastructure & facilities	Condition of existing built footpaths in Ku-ring-gai	87%	72%	15%

Note: Performance gap is the first step in the process, we now need to identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level. This is when we undertake step 2 of the analysis.

Quadrant Analysis

Quadrant analysis is often helpful in planning future directions based on stated outcomes. It combines the stated importance of the community and assesses satisfaction with delivery in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the top 2 box importance scores and top 3 satisfaction scores for stated importance and rated satisfaction to identify where the facility or service should be plotted.

On average, Ku-ring-gai Council residents rated services/facilities relatively on par with our Metro Benchmarks in terms of level of importance and satisfaction scores.

	Ku-ring-gai Council	Micromex Comparable Metro Benchmark
Average Importance	76%	78%
Average Satisfaction	80%	81%

Note: Micromex comparable benchmark only refers to like for like measures

Explaining the 4 quadrants (overleaf)

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

Attributes in the top left quadrant, **IMPROVE**, such as 'condition of local roads' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

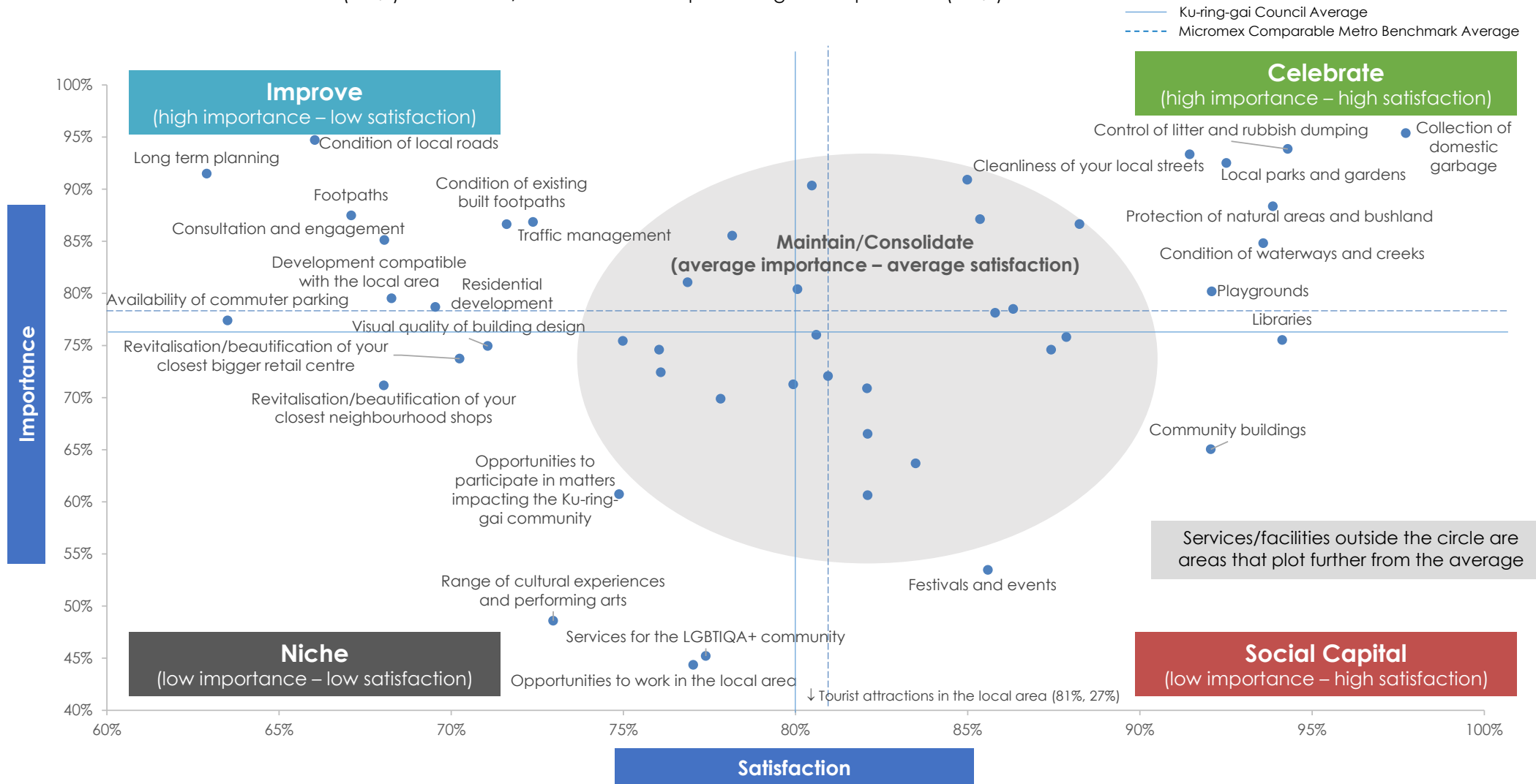
Attributes in the bottom left quadrant, **NICHE**, such as 'opportunities to work in the local area', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, **SOCIAL CAPITAL**, such as 'tourist attractions in the local area', are core strengths, but in relative terms they are considered less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of council performance.

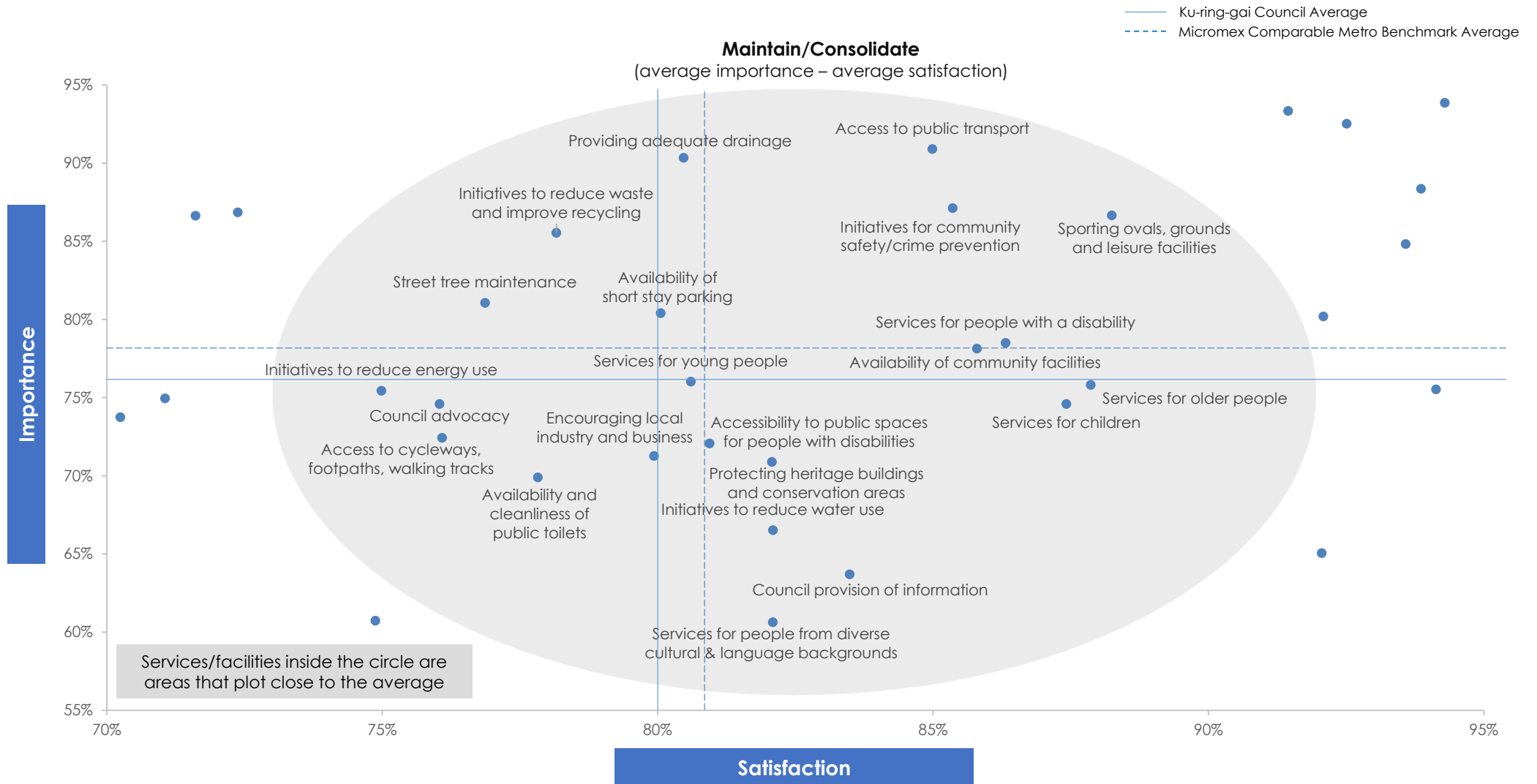
Quadrant Analysis – Mapping Priority Against Delivery

The chart below shows the satisfaction (T3B%) with service/facilities measures plotted against importance (T2B%).



Quadrant Analysis – Mapping Priority Against Delivery

Following on from the previous Slide, the chart below shows the measures in the 'maintain/consolidate' area.



Advanced Regression Analysis

The outcomes identified in stated importance/satisfaction analysis often tend to be obvious and challenging. No matter how much focus a council dedicates to 'condition of local roads', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance.

Therefore, in order to identify how Ku-ring-gai Council can actively drive overall community satisfaction, we conducted further analysis

Explanation of Analysis

Regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables. Using a regression, a category model was developed. The outcomes demonstrated that increasing resident satisfaction by actioning the priorities they stated as being important would not necessarily positively impact on overall satisfaction.

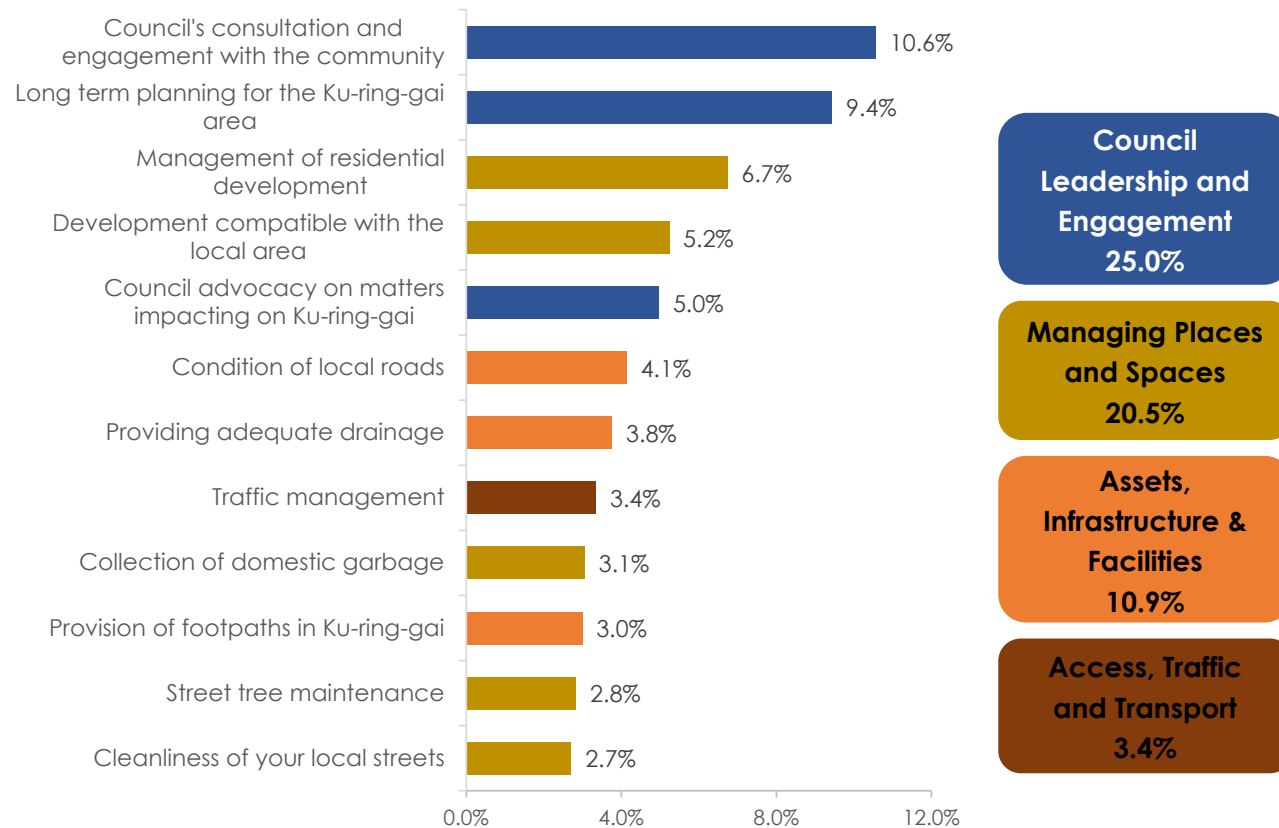
What Does This Mean?

The learning is that if we only rely on the stated community priorities, we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis, we can identify the attributes that essentially build overall satisfaction. We call the outcomes 'derived importance'.



Key Drivers of Overall Satisfaction with Council

The score assigned to each area is not a measure of satisfaction/dissatisfaction – rather, it indicates the percentage of influence each measure contributes to overall satisfaction with Council. All services/facilities are important – but if Council can increase satisfaction in these key driver areas, they will likely see an improvement in overall community satisfaction.



These top 12 services/facilities (so 25% of the 49 services/facilities) account for almost 60% of the variation in overall satisfaction.

Investigating the measures separately, Council's consultation and engagement with the community is the most vital driver of overall satisfaction, followed by long term planning and management of residential development.

However, after summarising them into their thematical groups, Council Leadership and Engagement is the most important driver category, followed by Managing Places and Spaces.

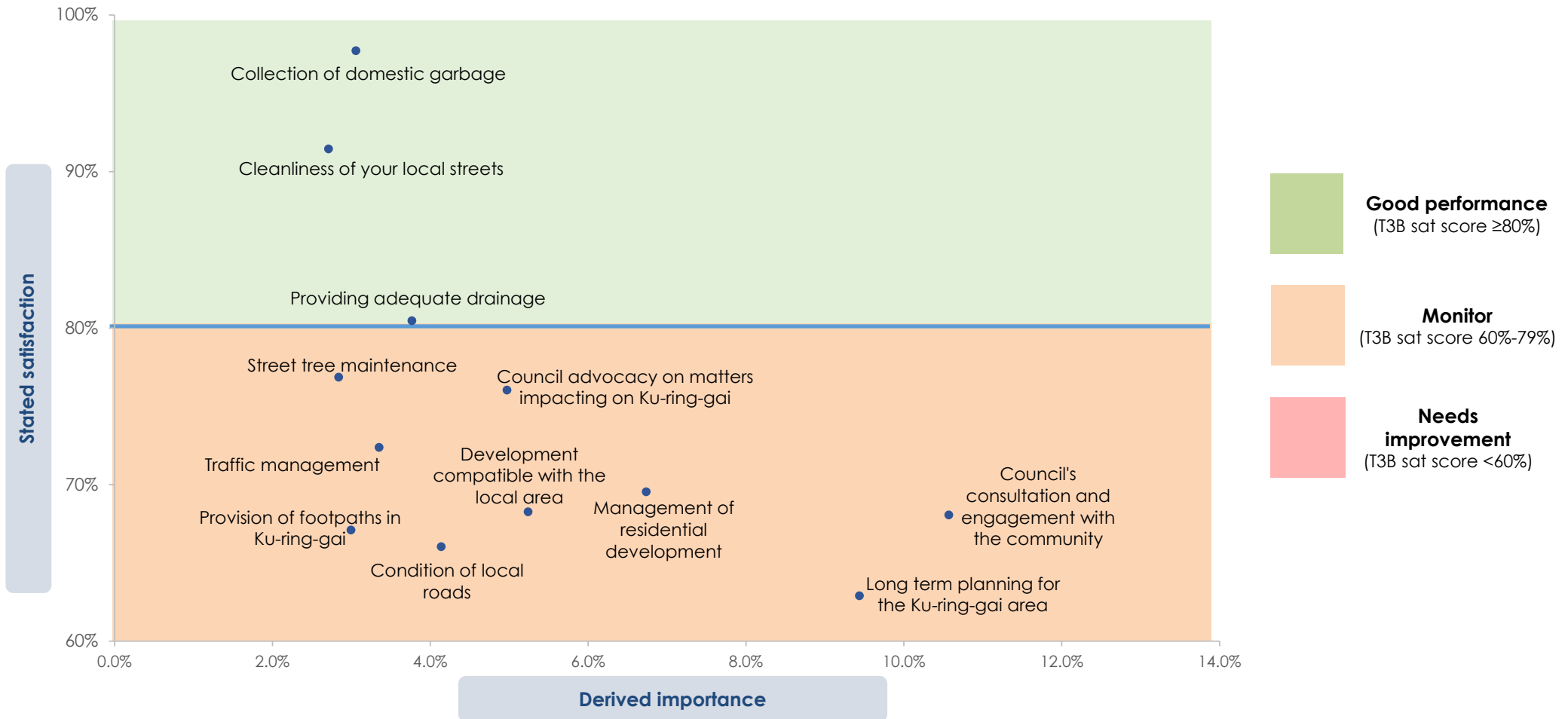
Barriers R² value = 0.45
 Optimisers R² value = 0.40

Dependent Variable: Q4a. Overall, for the last 12 months, how satisfied are you with the performance of Ku-ring-gai Council, not just on one or two issues, but across all responsibility areas?

Note: Please see Appendix 1 for complete list

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

The below chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Regression result) to identify the level of contribution of each measure. Any services/facilities below the blue line could potentially be benchmarked to target in future research to elevate satisfaction levels in these areas.



Note: Blue line represents the average top 3 box (at least somewhat satisfied) of all 49 measures

Key Contributors to Barriers/Optimisers

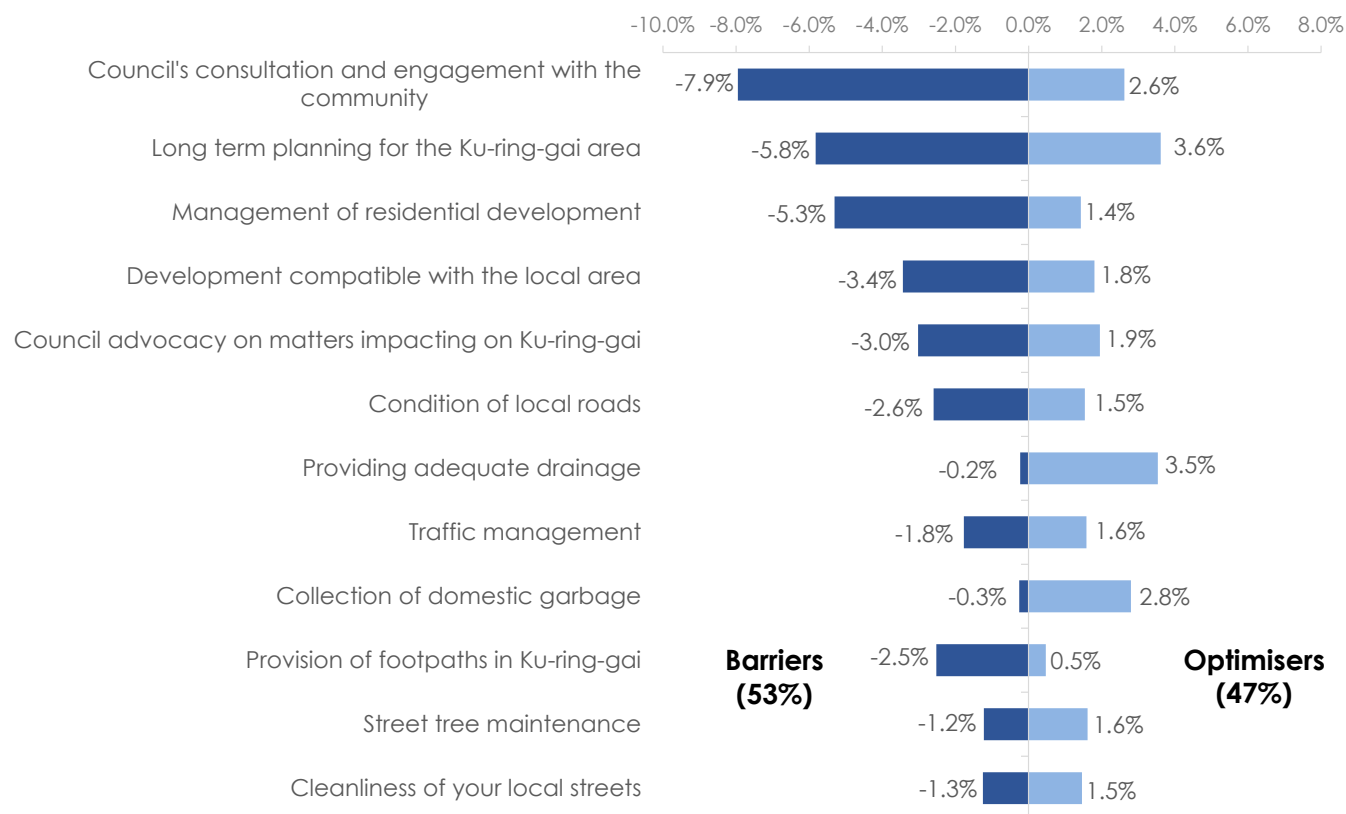
Different levers address the different levels of satisfaction across the community

The chart to the right illustrates the positive/negative contribution the key drivers provide towards overall satisfaction. Some drivers can contribute both negatively and positively depending on the overall opinion of the residents.

The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If Council can address these areas, they should see a lift in future overall satisfaction results, as they positively transition residents who are currently not at all satisfied to being satisfied with Council performance.

The scores on the positive indicate the contribution the driver makes towards optimising satisfaction. If Council can improve scores in these areas, they will see a lift in future overall satisfaction results, as they will positively transition residents who are currently already 'somewhat satisfied', towards being more satisfied with Council's overall performance.

Advanced regression: Barriers (left) Vs. Optimisers (right)

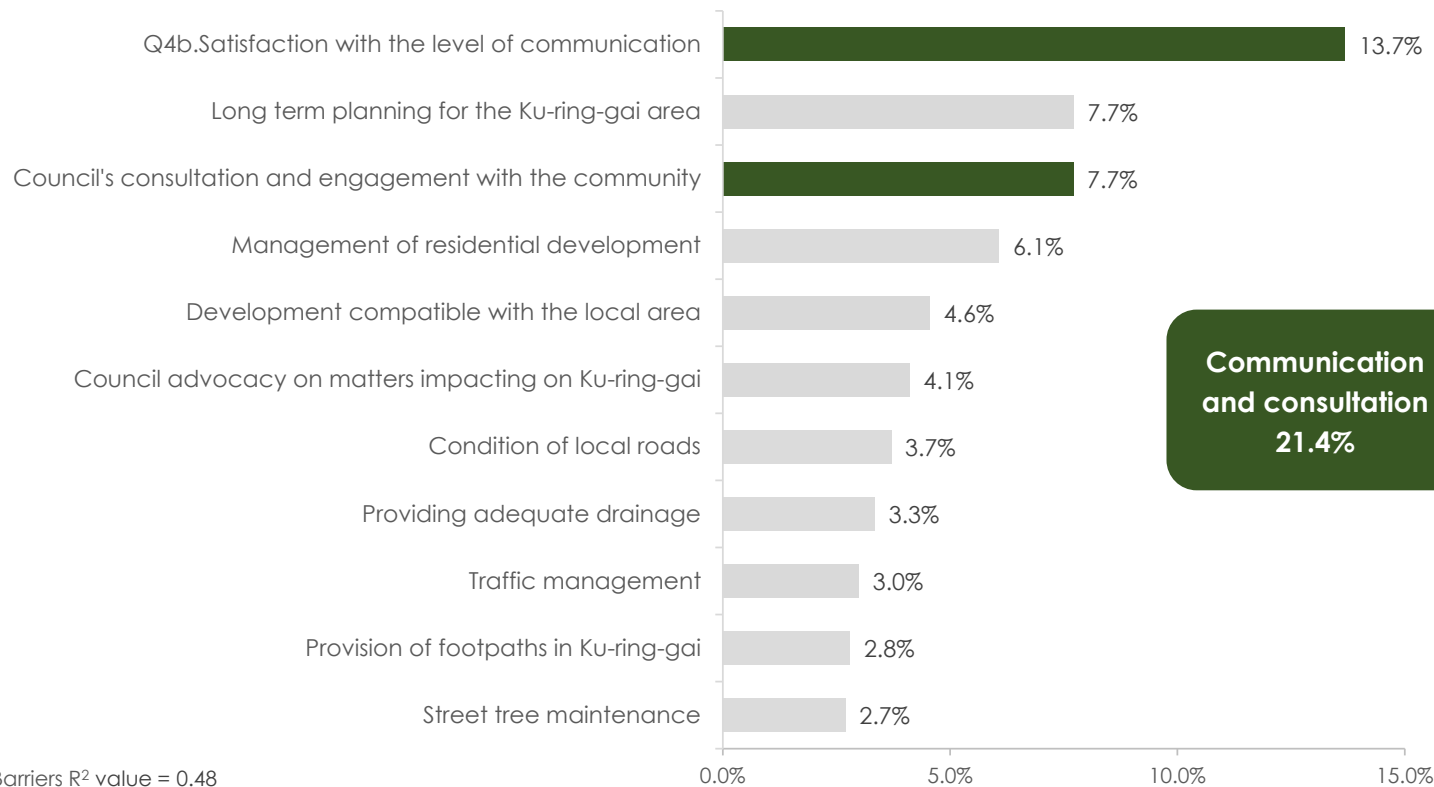


Key Drivers of Overall Satisfaction with Council – Expanded Model

The previous regression model is based on the 49 services/facilities tested (Q3a). The results of this slide show an expanded model of the key drivers contributing to overall satisfaction with Council. This analysis includes an additional measure (model now totalling 50 measures) from Q4b:

Q4b. Overall, over the last 12 months, how satisfied are you with the level of communication Council currently has with the community?

Drivers of Overall Satisfaction (Re-run)



Looking at our expanded regression result, satisfaction with communication and consultation now account for over 20% of the variation in overall satisfaction.

Similar to our original regression model, long term planning and development remain important drivers.

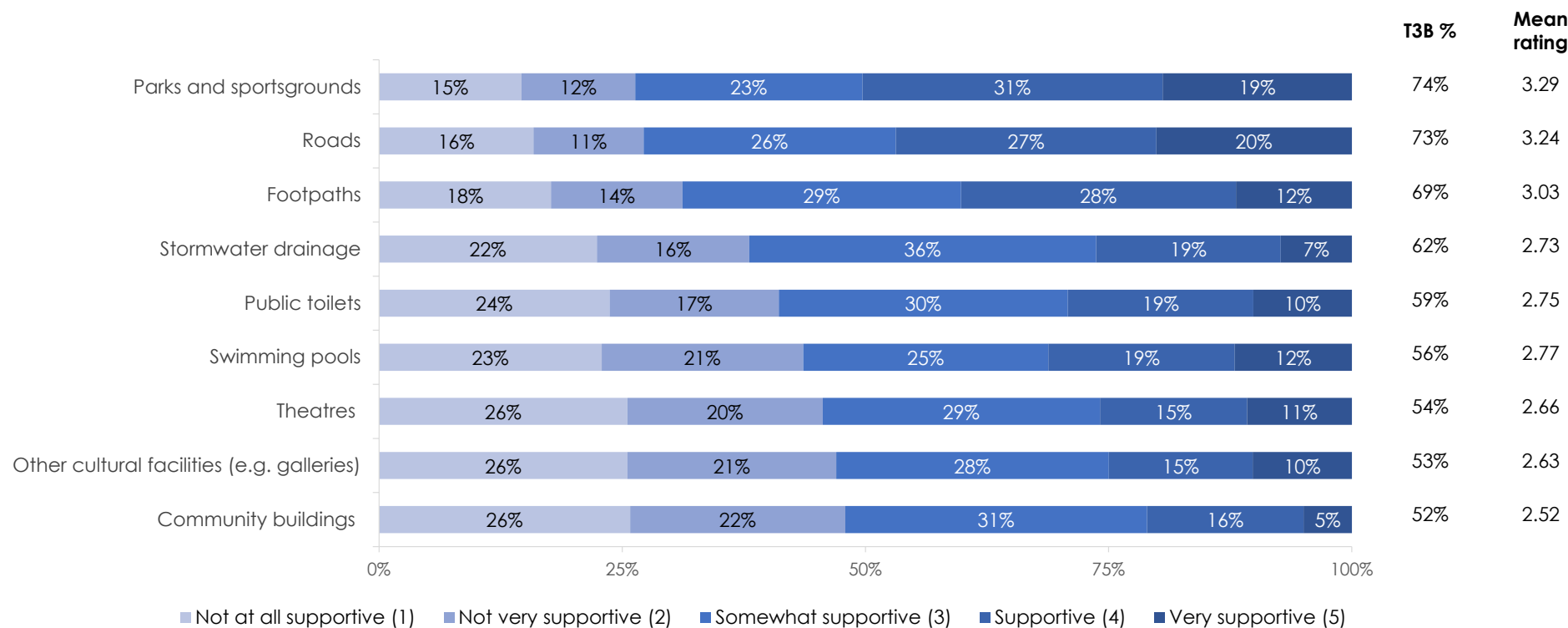
Barriers R² value = 0.48
Optimisers R² value = 0.43

Dependent Variable: Q4a. Overall, for the last 12 months, how satisfied are you with the performance of Ku-ring-gai Council, not just on one or two issues, but across all responsibility areas?

Support to Pay More Rates to Improve Services/Facilities

Greater levels of support to pay more rates to see improvements with parks and sportsgrounds and roads, with 74% and 73% at least somewhat supportive. Lower levels of support for other cultural facilities and community buildings, however, it should be noted that approx. 50% are still in support of paying more to see improvements.

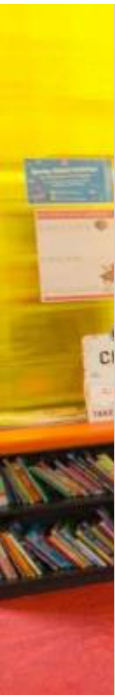
18-34 year olds are significantly more supportive of paying more for stormwater drainage, while those aged 35-49 are significantly more supportive of paying more for parks and sportsgrounds.



Base: N = 501

Q3b. On a scale of 1 to 5 where 1 is 'not at all supportive' and 5 is 'very supportive', thinking of the quality of facilities and infrastructure in your local area, how supportive would you be to pay more via rates to support improvements to:

Scale: 1 = not at all supportive, 5 = very supportive
Please see Appendix 1 for results by demographics



Section Three

Contact with Ku-ring-gai Council

This section explores residents' experiences contacting Council and receiving information from Council.



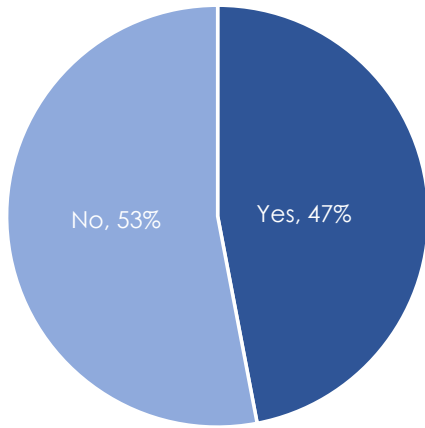
Summary: Contact with Council

- 47% of residents had contacted Council in the last 12 months
 - Main method of contact was via phone
 - Main enquiry was for waste and clean up services
- Key customer service performance measures (T3B% - at least somewhat satisfied):
 - Courtesy of staff – 89%
 - Understanding and knowledge of staff – 82%
 - Timeliness of service – 82%
 - Quality of advice – 76%
 - Level of resolution – 71%
- Compared to 2021, significantly more residents are now sourcing information on Council services and facilities via:
 - Council website
 - Word of mouth
 - Council e-news, and
 - Social media
- 86% of residents stated they had received information from Council in the last 6 months, mainly by direct mail/letters. Of those who had received information, 91% were at least somewhat satisfied with the quality and clarity of information received.

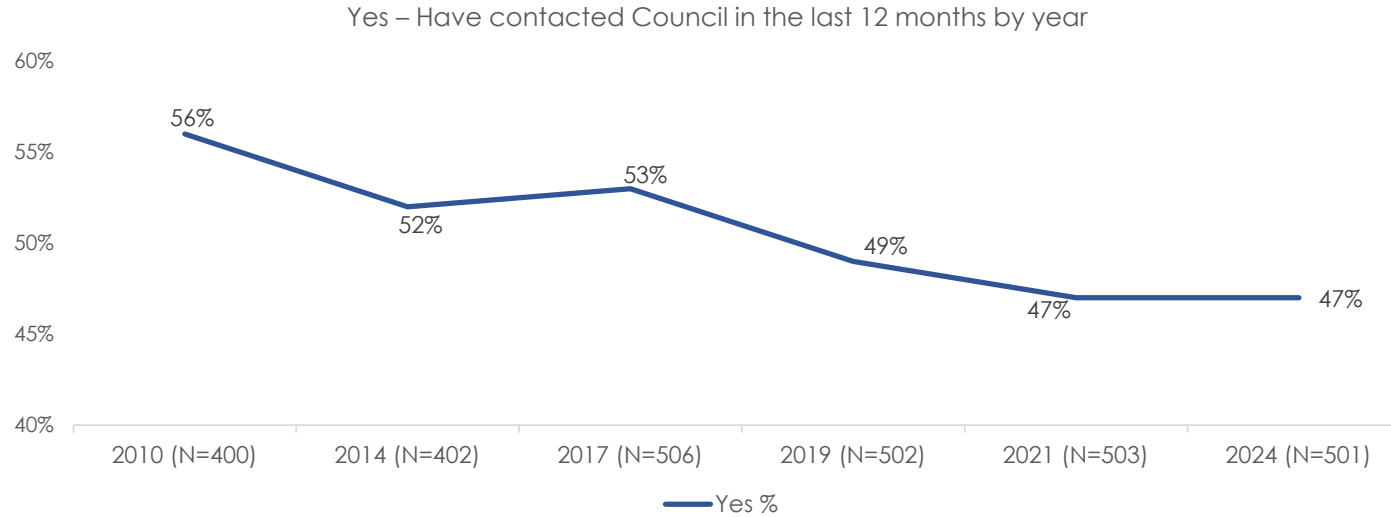
Contact with Council

Contact with Council has remained consistent to 2021, with 47% of residents having made contact with Council in the last 12 months.

Ratepayers and those aged 50-64 are significantly more likely to have contacted Council.



Base: N=501

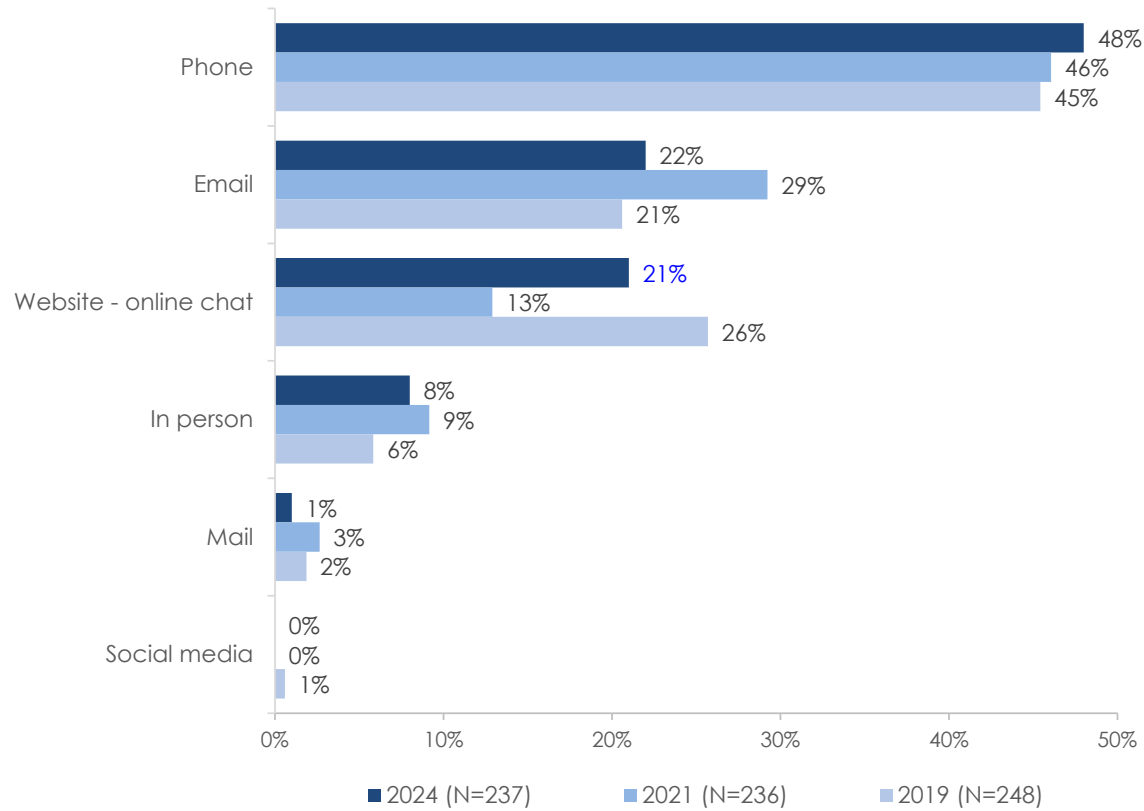


	Overall 2024	Gender		Age				Ratepayer Status	
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Yes %	47%	48%	47%	35%	42%	61%	49%	50%	28%
Base	501	237	264	104	138	131	128	440	61

Method of Contact

Phone remains to be the most commonly used method to contact Council, with 48% of those contacting Council in the last 12 months stating their last contact was via phone.

After a drop in 2021, the proportion of residents contacting Council via the website – online chat has significantly increased to 21%.



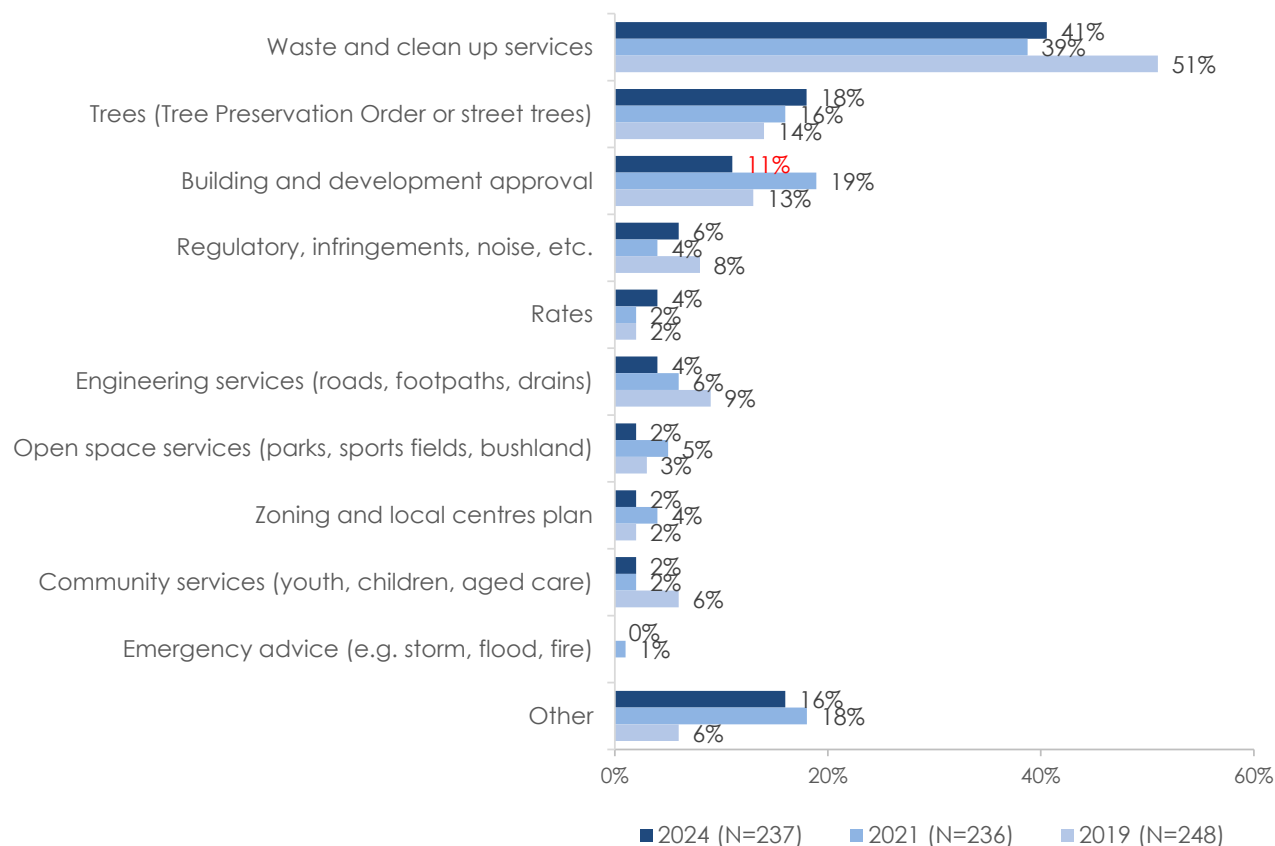
A significantly higher/lower percentage (compared to 2021)
Please see Appendix 1 for results by demographics

Q1b. When you made contact with the Council staff was it by:

Nature of Enquiry

41% of those contacting Council in the last 12 months, made contact in regards to waste and clean up services. Contact regarding building and development approval significantly declined from 2021 (19% in 2021 to 11% in 2024), whilst enquiries about trees continues to increase.

Those 18-34 are significantly more likely to have made contact regarding rates and non-ratepayers were significantly more likely to contact in regards to building and development approval. Those contacting via the website online chat were significantly more likely to contact re waste/clean up services.



Other specified	N = 237
General enquiry/ feedback	3%
Planning and development enquiry/heritage	3%
Roads, traffic and parking	3%
Animal enquiry/pet registration	2%
Reporting an issue	2%
Booking/enquiring about a facility, activity, service	1%
Updating personal details	1%
Citizenship	<1%

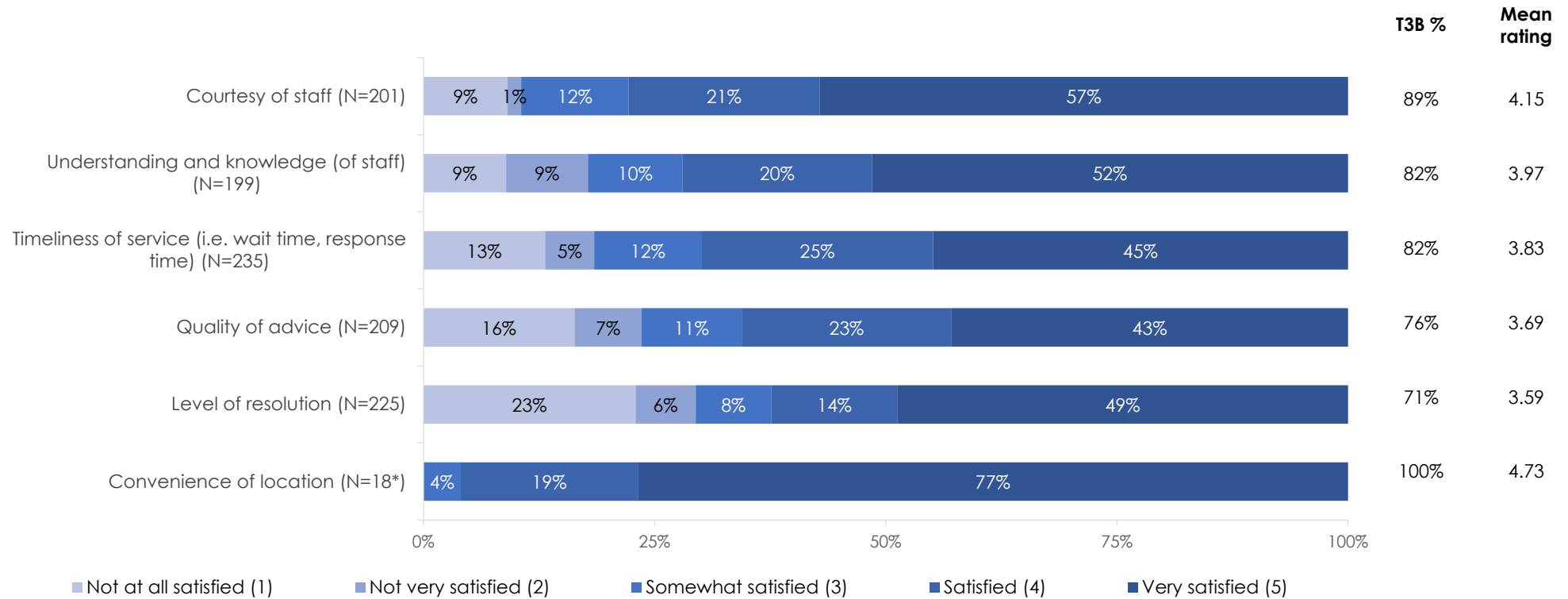
Q1b. When you made contact with the Council staff was it by:

A significantly higher/lower percentage (compared to 2021)
Please see Appendix 1 for results by demographics 54

Satisfaction with Customer Service Measures

Satisfaction was high for all customer service measures, with the courtesy of staff being the highest rated (89% at least somewhat satisfied, 57% of those 'very satisfied'). The knowledge of staff and the timeliness of services also received a satisfaction score of greater than 80%.

The convenience of location was also rated very highly, with all 18 respondents at least somewhat satisfied.



Base: Those who have had contact in L12M

*Asked if 'In person' on Q1b

Q1d. How satisfied were you with the way your contact was handled in the following:

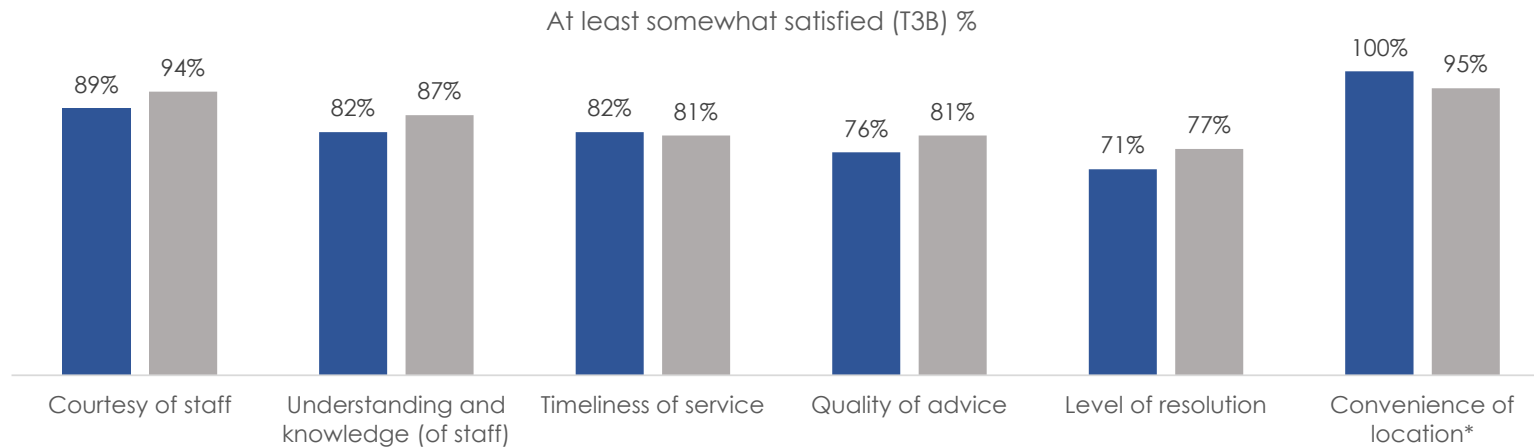
Scale: 1 = not at all satisfied, 5 = very satisfied
Please see Appendix 1 for results by demographics

Satisfaction with Customer Service Measures

The table to the right shows the proportion of residents who are at least somewhat satisfied (T3B) with a customer service measure by the last method of contact. Here we can see that those who made contact via the 'website – online chat' were significantly more satisfied with almost all measures, whilst those contacting via email were generally less satisfied.

Satisfaction with customer services by last method of contact	Phone	Email	Website - online chat	In person
Courtesy of staff	90%	86%	97%	86%
Understanding and knowledge (of staff)	85%	72%	97%	71%
Timeliness of service	82%	69%	94%	81%
Quality of advice	79%	60%	93%	76%
Level of resolution	72%	48%	92%	74%
Base	107-112	47-52	24-51	16-18

The chart below shows satisfaction (T3B) scores against our comparative norms. Results are similar with the largest gap for the 'level of resolution' (71% T3B for Ku-ring-gai vs 77% for a norms).



Base: Those who have had contact in L12M

*Asked if 'In person' on Q1b – small base size

Q1d. How satisfied were you with the way your contact was handled in the following:

A significantly higher/lower percentage (by contact)

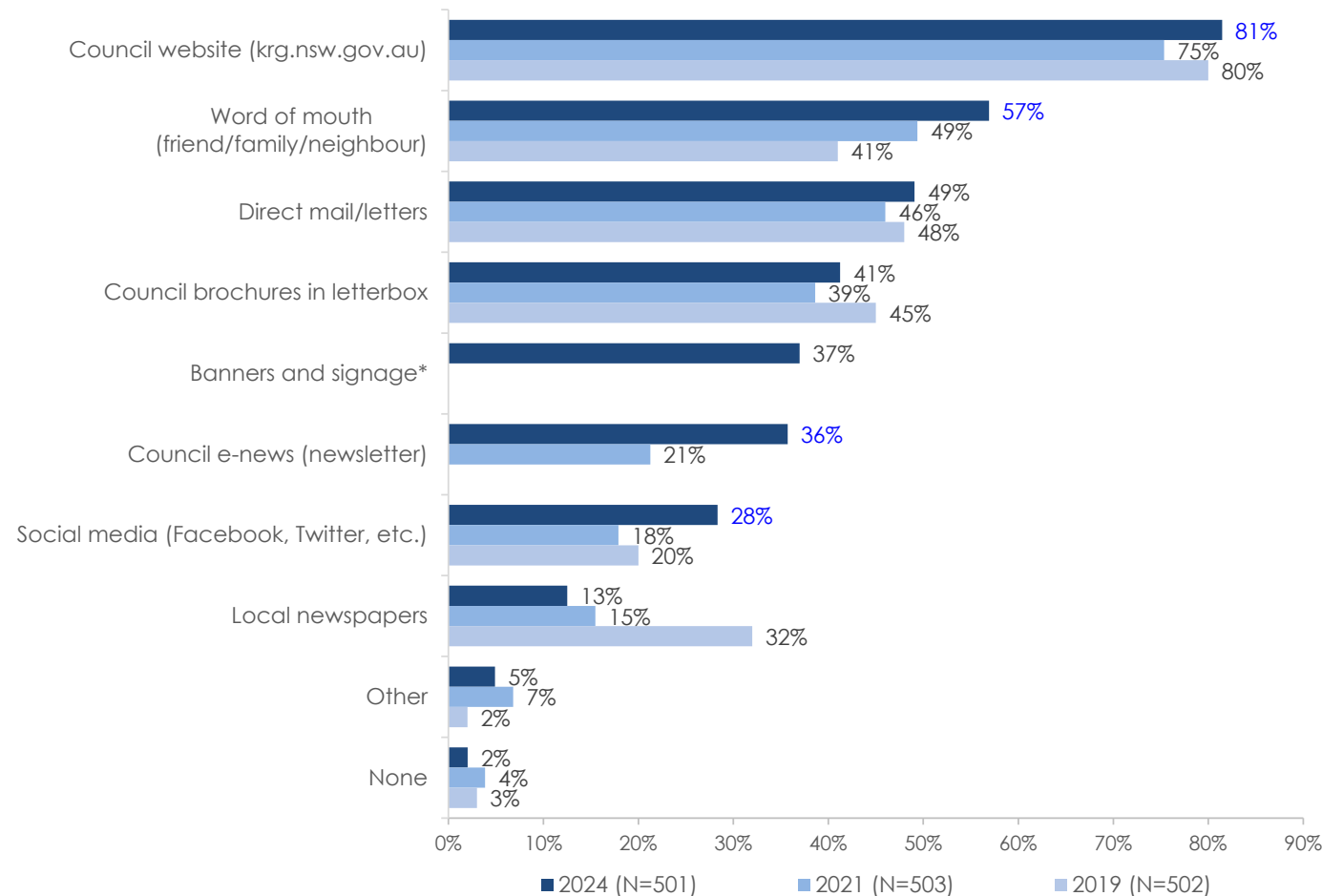
The Micromex Benchmarks base sizes vary from 1,500 to 9,500 respondents 56

Sourcing Information on Council Services and Facilities

Residents are most likely to source information on Council services and facilities through the website (81%), followed by word of mouth (57%).

Compared to 2021, significantly more residents are sourcing information via the website, word of mouth, Council e-news and social media.

Ratepayers are significantly more likely to source their information through direct mail/letters and Council e-news.



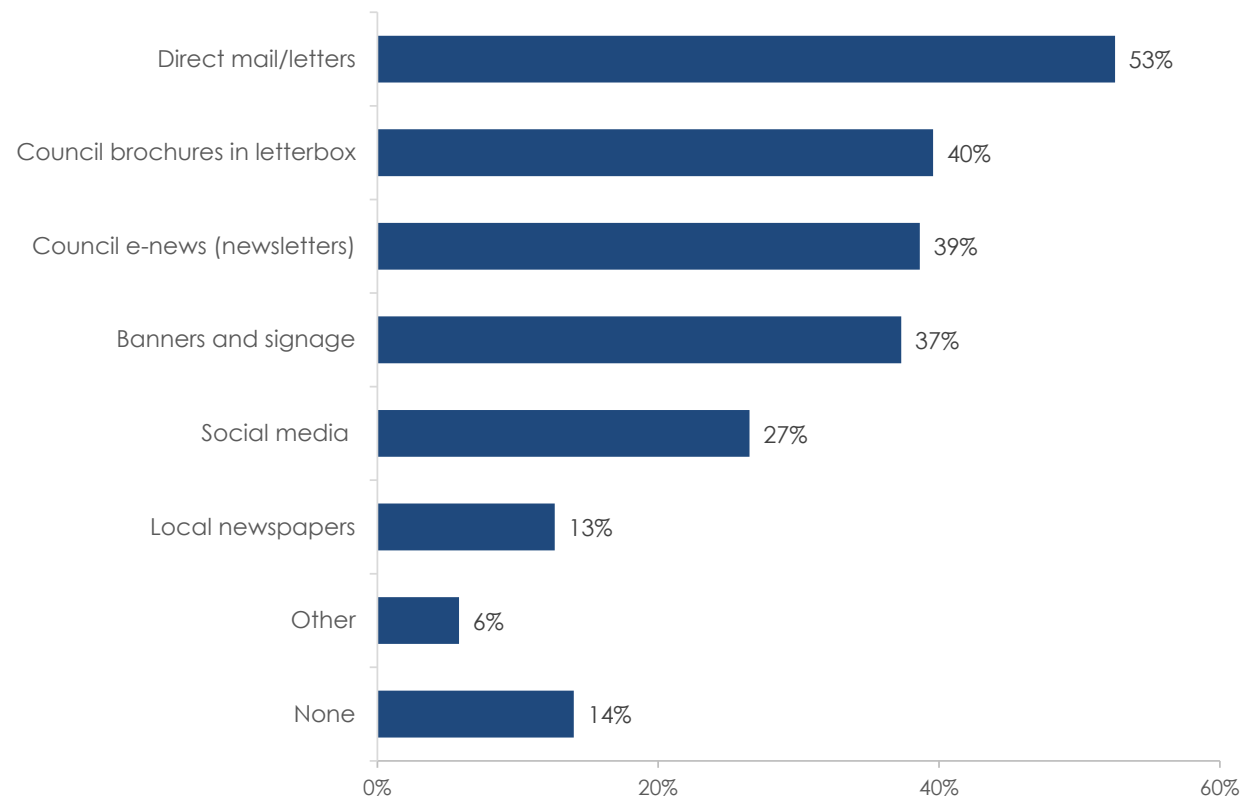
Base: Asked of all

*Not asked in previous years

Q2a. Where do you source information on Council services and facilities?

A significantly higher/lower percentage (compared to 2021)
Please see Appendix 1 for results by demographics and 'other' specified 57

Receiving Information from Council in the Last 6 Months



A new question added this year was to ask how residents have received information from Council in the last 6 months.

86% of residents indicated they have received information from Council in the last 6 months, with the main method of contact being direct mail (53%) followed by Council brochures in the letterbox (40%) and Council e-news (39%).

Younger residents and non-ratepayers are significantly more likely to state they have not received information in the last 6 months.

Base: N = 501

Q2b. Have you received information from Council in the last 6 months through any of the following?

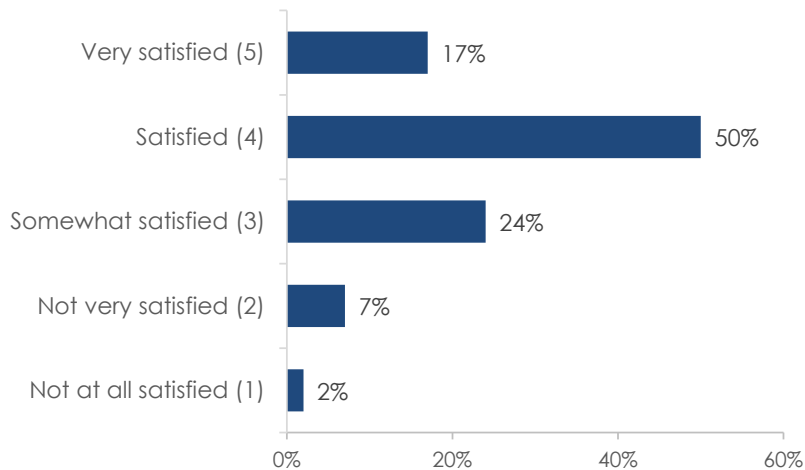
Please see Appendix 1 for results by demographics and 'other' specified 58

Satisfaction with the Quality and Clarity of Information

After being asked how residents have received information from Council in the last 6 months, they were then asked satisfied they were the quality and clarity of information received.

Overall, 91% were at least somewhat satisfied with the quality and clarity of information. Satisfaction was relatively consistent across methods of contact, with slightly lower satisfaction for local newspapers and 'other' methods.

	Overall	Method of receiving information from Council in the last 6 months (Q2b)						
		Direct mail/letters	Council brochures in letterbox	Council e-news	Banners and signage	Social media	Local newspapers	Other
T3B%	91%	93%	95%	92%	95%	93%	88%	85%
Mean rating	3.74	3.82	3.81	3.84	3.75	3.72	3.67	3.27
Base	431	263	198	194	187	133	63	29



	Overall 2024	Gender		Age				Ratepayer Status	
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
T3B%	91%	92%	91%	95%	92%	92%	88%	91%	96%
Mean rating	3.74	3.77	3.70	3.63	3.71	3.77	3.80	3.74	3.71
Base	431	206	225	76	125	119	110	384	47

Base: Asked of those who had received information from Council in the last 6 months
 Q2c. Overall, how satisfied were you with the quality and clarity of information received?

Scale: 1 = not at all satisfied, 5 = very satisfied
 A significantly higher/lower rating/percentage (by group) 59



Additional Analyses

Appendix 1

Further Demographics

Country of birth (Q8)	N = 501	Country of birth (Q8)	N = 501
Australia	61%	South Korea	1%
China	19%	Sri Lanka	1%
England	17%	Switzerland	1%
South Africa	9%	Thailand	1%
New Zealand	7%	Ukraine	1%
India	6%	United Kingdom	1%
Singapore	4%	United States	1%
Iran	3%	Unspecified	1%
Canada	2%	Vietnam	1%
Hong Kong	2%	Wales	1%
Malaysia	2%	Zimbabwe	1%
Russia	2%	Bangladesh	<1%
Taiwan	2%	Brazil	<1%
Argentina	1%	Columbia	<1%
Fiji	1%	East Timor	<1%
Germany	1%	Finland	<1%
Indonesia	1%	Kuwait	<1%
Italy	1%	Lebanon	<1%
Japan	1%	Papua New Guinea	<1%
Korea	1%	Peru	<1%
Netherlands	1%	Solomen Island	<1%
Philippines	1%	Spain	<1%
Scotland	1%		

Suburb (QA2)	N = 501
St Ives	15%
Turrumurra	12%
Wahroonga	12%
Killara	10%
Lindfield	9%
Pymble	8%
Gordon	7%
North Turrumurra	5%
West Pymble	5%
Roseville	4%
East Lindfield	3%
East Killara	2%
South Turrumurra	2%
Warrawee	2%
North Wahroonga	1%
St Ives Chase	1%
East Gordon	<1%
North St Ives	<1%
Roseville Chase	<1%

'Other' employment (Q9)	N = 501
Home duties/carer/parent	2%
Student	2%
Unemployed/in-between jobs	2%
Self-employed	1%
Casual employment	1%
Unspecified	1%
Semi-retired	<1%
Volunteer	<1%

Community Wellbeing Indicators

'Agree' / 'Strongly agree' (T2B) %	Overall	Gender		Age				Ratepayer Status	
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
I feel safe in my neighbourhood	93%	95%	91%	89%	91%	95%	95%	93%	93%
I can call on a neighbour, or local family or friends if I need assistance	87%	84%	90%	81%	87%	89%	89%	88%	81%
Housing in the area meets my current needs	81%	76%	85%	76%	79%	83%	85%	84%	59%
I can find shade in public places when I need it	79%	75%	82%	87%	73%	80%	78%	80%	75%
I feel informed and prepared to deal with significant emergency events, for example bushfire, storm, extreme heat (heatwave), flood, pandemic	71%	70%	72%	65%	71%	67%	81%	71%	76%
I feel I belong to the community I live in	71%	67%	75%	62%	69%	70%	83%	73%	57%
Housing in the area will meet my future needs	55%	55%	55%	40%	57%	58%	62%	57%	43%
I have access to community groups and support networks	54%	46%	61%	41%	52%	52%	67%	54%	50%
I mainly socialise in my local area	41%	36%	46%	28%	45%	40%	49%	42%	33%
Base	501	237	264	104	138	131	128	440	61

Q6a. How strongly do you agree or disagree with the following statements?

A significantly higher/lower percentage (by group) 62

Participation in Sporting/ Fitness Activities

	Overall	Gender		Age				Ratepayer Status	
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Several times a week	68%	65%	70%	72%	67%	77%	56%	68%	67%
Once a week	15%	15%	15%	12%	19%	13%	14%	15%	16%
Several times a month	5%	8%	3%	8%	6%	4%	4%	5%	8%
Once a month	3%	4%	1%	3%	4%	1%	2%	2%	4%
Less than once a month	5%	4%	5%	2%	2%	2%	12%	5%	4%
Never	5%	3%	6%	3%	2%	1%	12%	5%	1%
Base	501	237	264	104	138	131	128	440	61

Benefits of All-Weather Synthetic Playing Surfaces vs Environmental Concerns: Reason for Level of Agreement

Reason by level of agreement	Overall	Disagree/ strongly disagree	Neither agree nor disagree	Agree/ strongly agree
Can play in all conditions/greater use	22%	2%	16%	55%
Prefer natural grass/retain greenery/natural benefits	19%	38%	12%	1%
Health concerns e.g. heat impacts, injuries	14%	27%	8%	4%
Concerns for the environment is more important/synthetic is not good for the environment	13%	24%	10%	2%
Do not like artificial/plastic materials/concerned plastic doesn't break down	10%	22%	3%	0%
Not enough information/It depends	9%	2%	24%	2%
Needs a mix/a balance in the area	5%	1%	8%	7%
Less maintenance/cheaper	5%	<1%	3%	13%
Neutral opinion/positives and negatives	5%	<1%	14%	1%
For some courts/ovals but not all	3%	4%	3%	3%
The environmental impacts don't outweigh the benefits of synthetic turf	3%	1%	2%	6%
Good for fitness/mental health/important for everyone	3%	<1%	1%	7%
Safer	2%	0%	1%	7%
Better drainage/grass gets muddy	2%	<1%	1%	5%
Long-lasting/durable	2%	0%	<1%	5%
Other options should be considered	1%	0%	4%	1%
Drainage issues	1%	2%	1%	1%
Synthetic fields are good	1%	<1%	0%	4%
Requires more maintenance/expensive	1%	2%	0%	1%
Synthetic surfaces are not visually appealing	1%	3%	0%	0%
No need for synthetic turf	1%	3%	0%	0%
Negative impacts to synthetic	1%	3%	0%	0%
Still need to protect the environment	1%	1%	<1%	2%
Black debris	1%	2%	0%	0%
More spaces needed	1%	0%	1%	2%
Already have a lot of green space/other fields could be used	1%	0%	<1%	2%
Other comments	8%	8%	5%	12%
Don't know/no response/do not use	8%	4%	18%	4%
Base	501	199	156	146

Q6c. On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree with the statement, I think that the benefits of all-weather synthetic playing surfaces outweigh the environmental concerns?

Q6d. Why do you say that?

A significantly higher/lower percentage (by level of agreement) 64

Comparison to 2021 Research – Mean Ratings

Service/Facility	Importance		Satisfaction		Service/Facility	Importance		Satisfaction	
	2024	2021	2024	2021		2024	2021	2024	2021
Management of residential development	4.24	4.00	2.98	3.08	Initiatives for community safety/crime prevention	4.48	4.37	3.44	3.56
Development compatible with the local area	4.29	4.22	3.09	2.98	Condition of local roads	4.71	4.57	2.95	3.21
Visual quality of building design in the Ku-ring-gai area	4.12	4.03	3.18	3.13	Providing adequate drainage	4.58	4.43	3.37	3.49
Revitalisation/beautification of your closest bigger retail centre	4.04	4.06	3.15	3.21	Provision of footpaths in Ku-ring-gai	4.49	4.34	3.01	3.18
Revitalisation/beautification of your closest neighbourhood shops	4.03	4.09	3.09	3.23	Condition of existing built footpaths in Ku-ring-gai	4.44	4.27	3.10	3.22
Protecting heritage buildings and conservation areas	4.01	4.12	3.49	3.54	Provision and maintenance of local parks and gardens	4.54	4.47	3.94	3.95
Cleanliness of your local streets	4.59	4.55	3.93	3.83	Provision and maintenance of playgrounds	4.22	4.22	3.91	3.93
Control of litter and rubbish dumping	4.66	4.59	4.05	3.93	Provision and maintenance of sporting ovals, grounds and leisure facilities	4.42	4.32	3.71	3.88
Collection of domestic garbage	4.78	4.77	4.46	4.41	Provision and operation of libraries	4.18	4.23	4.16	4.11
Availability and cleanliness of public toilets	3.97	4.09	3.33	3.51	Condition of community buildings	3.85	3.93	3.71	3.70
Street tree maintenance	4.30	4.30	3.38	3.38	Access to public transport	4.63	4.57	3.71	3.74
Protection of natural areas and bushland	4.51	4.55	4.03	4.01	Access to cycleways, footpaths, walking tracks	4.00	3.96	3.29	3.35
Condition of waterways and creeks	4.43	4.44	3.84	3.73	Accessibility to public spaces for people with disabilities	4.04	4.11	3.38	3.39
Initiatives to reduce energy use	4.09	4.15	3.13	3.24	Traffic management	4.47	4.43	3.12	3.06
Initiatives to reduce water use	3.92	4.14	3.38	3.51	Availability of commuter parking in Ku-ring-gai	4.19	4.24	2.83	2.88
Initiatives to reduce waste and improve recycling	4.41	4.43	3.35	3.50	Availability of short stay parking in your closest bigger retail centre	4.26	4.19	3.41	3.44
Services for older people	4.15	4.24	3.59	3.71	Opportunities to work in the local area	3.24	3.58	3.21	3.26
Services for people with a disability	4.22	4.26	3.48	3.42	Encouraging local industry and business	4.02	3.96	3.20	3.46
Services for young people	4.16	4.21	3.34	3.21	Tourist attractions in the local area	2.78	3.01	3.29	3.38
Services for children	4.12	4.14	3.68	3.72	Opportunities to participate in matters impacting the Ku-ring-gai community	3.76	3.90	3.15	2.97
Services for people from diverse cultural & language backgrounds	3.68	3.93	3.34	3.50	Council advocacy on matters impacting on Ku-ring-gai	4.17	4.05	3.18	3.08
Services for the LGBTIQ+ community	3.23		3.15		Council's consultation and engagement with the community	4.41	4.18	2.99	2.96
Availability of community facilities	4.15	4.24	3.63	3.62	Long term planning for the Ku-ring-gai area	4.65	4.48	2.83	2.93
Local community festivals and events	3.53	3.71	3.56	3.68	Council provision of information about events, services, programs and facilities	3.85	4.00	3.49	3.42
Range of cultural experiences and performing arts	3.38	3.61	3.13	3.30					

Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied
A significantly higher/lower level of importance/satisfaction (by year)

Comparison to 2021 Research – T2B Importance & T3B Satisfaction

Service/Facility	Importance (T2B %)		Satisfaction (T3B %)		Service/Facility	Importance (T2B %)		Satisfaction (T3B %)	
	2024	2021	2024	2021		2024	2021	2024	2021
Management of residential development	79%	70%	70%	71%	Initiatives for community safety/crime prevention	87%	84%	85%	87%
Development compatible with the local area	80%	78%	68%	64%	Condition of local roads	95%	92%	66%	74%
Visual quality of building design in the Ku-ring-gai area	75%	72%	71%	73%	Providing adequate drainage	90%	88%	80%	83%
Revitalisation/beautification of your closest bigger retail centre	74%	72%	70%	72%	Provision of footpaths in Ku-ring-gai	87%	83%	67%	71%
Revitalisation/beautification of your closest neighbourhood shops	71%	74%	68%	72%	Condition of existing built footpaths in Ku-ring-gai	87%	80%	72%	73%
Protecting heritage buildings and conservation areas	71%	76%	82%	84%	Provision and maintenance of local parks and gardens	93%	92%	93%	94%
Cleanliness of your local streets	93%	93%	91%	89%	Provision and maintenance of playgrounds	80%	81%	92%	94%
Control of litter and rubbish dumping	94%	92%	94%	93%	Provision and maintenance of sporting ovals, grounds and leisure facilities	87%	85%	88%	91%
Collection of domestic garbage	95%	97%	98%	96%	Provision and operation of libraries	76%	80%	94%	96%
Availability and cleanliness of public toilets	70%	72%	78%	85%	Condition of community buildings	65%	69%	92%	92%
Street tree maintenance	81%	82%	77%	77%	Access to public transport	91%	90%	85%	86%
Protection of natural areas and bushland	88%	89%	94%	95%	Access to cycleways, footpaths, walking tracks	72%	72%	76%	79%
Condition of waterways and creeks	85%	86%	94%	91%	Accessibility to public spaces for people with disabilities	72%	74%	81%	82%
Initiatives to reduce energy use	75%	73%	75%	80%	Traffic management	87%	85%	72%	70%
Initiatives to reduce water use	67%	74%	82%	87%	Availability of commuter parking in Ku-ring-gai	77%	79%	64%	61%
Initiatives to reduce waste and improve recycling	86%	84%	78%	83%	Availability of short stay parking in your closest bigger retail centre	80%	78%	80%	82%
Services for older people	76%	79%	88%	93%	Opportunities to work in the local area	44%	55%	77%	81%
Services for people with a disability	78%	79%	86%	83%	Encouraging local industry and business	71%	67%	80%	88%
Services for young people	76%	79%	81%	74%	Tourist attractions in the local area	27%	32%	81%	75%
Services for children	75%	76%	87%	88%	Opportunities to participate in matters impacting the Ku-ring-gai community	61%	66%	75%	66%
Services for people from diverse cultural & language backgrounds	61%	67%	82%	87%	Council advocacy on matters impacting on Ku-ring-gai	75%	71%	76%	73%
Services for the LGBTIQ+ community	45%		77%		Council's consultation and engagement with the community	85%	76%	68%	67%
Availability of community facilities	78%	81%	86%	88%	Long term planning for the Ku-ring-gai area	91%	87%	63%	68%
Local community festivals and events	53%	58%	86%	89%	Council provision of information about events, services, programs and facilities	64%	68%	83%	83%
Range of cultural experiences and performing arts	49%	53%	73%	76%					

T2B = Important/Very important. T3B = At least somewhat satisfied
A significantly higher/lower level of importance/satisfaction (by year)

Importance Compared to the Micromex Benchmark

Service/Facility	Ku-ring-gai Council T2 box importance score	Micromex LGA Benchmark – Metro T2 box importance score	Variance
Initiatives to reduce waste and improve recycling	86%▲	75%	11%
Provision and maintenance of sporting ovals, grounds and leisure facilities	87%▲	76%	11%
Providing adequate drainage	90%▲	80%	10%
Services for young people	76%▲	66%	10%
Cleanliness of your local streets	93%	84%	9%
Provision and maintenance of local parks and gardens	93%	85%	7%
Council's consultation and engagement with the community	85%	79%	6%
Condition of community buildings	65%	59%	6%
Control of litter and rubbish dumping	94%	89%	5%
Council advocacy on matters impacting on Ku-ring-gai	75%	70%	5%
Provision and operation of libraries	76%	71%	5%
Condition of local roads	95%	90%	5%
Street tree maintenance	81%	77%	4%
Long term planning for the Ku-ring-gai area	91%	88%	4%
Services for children	75%	71%	3%
Protection of natural areas and bushland	88%	85%	3%
Provision of footpaths in Ku-ring-gai	87%	86%	2%
Services for older people	76%	75%	1%
Access to public transport	91%	90%	1%
Collection of domestic garbage	95%	95%	1%
Development compatible with the local area	80%	79%	1%
Initiatives to reduce energy use	75%	75%	1%
Condition of existing built footpaths in Ku-ring-gai	87%	86%	1%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.

Note: T2 = important/very important 67

Importance Compared to the Micromex Benchmark

Service/Facility	Ku-ring-gai Council T2 box importance score	Micromex LGA Benchmark – Metro T2 box importance score	Variance
Services for people with a disability	78%	78%	0%
Access to cycleways, footpaths, walking tracks	72%	73%	0%
Traffic management	87%	88%	-1%
Availability of short stay parking in your closest bigger retail centre	80%	82%	-1%
Revitalisation/beautification of your closest bigger retail centre	74%	75%	-1%
Initiatives for community safety/crime prevention	87%	89%	-2%
Protecting heritage buildings and conservation areas	71%	74%	-3%
Management of residential development	79%	82%	-3%
Condition of waterways and creeks	85%	88%	-3%
Revitalisation/beautification of your closest neighbourhood shops	71%	75%	-4%
Range of cultural experiences and performing arts	49%	52%	-4%
Availability of commuter parking in Ku-ring-gai	77%	82%	-4%
Provision and maintenance of playgrounds	80%	85%	-5%
Services for people from diverse cultural & language backgrounds	61%	66%	-6%
Availability and cleanliness of public toilets	70%	77%	-7%
Local community festivals and events	53%	61%	-8%
Initiatives to reduce water use	67%	75%	-8%
Encouraging local industry and business	71% ▼	82%	-11%
Opportunities to participate in matters impacting the Ku-ring-gai community	61% ▼	74%	-13%
Council provision of information about events, services, programs and facilities	64% ▼	81%	-17%
Tourist attractions in the local area	27% ▼	55%	-28%
Opportunities to work in the local area	44% ▼	82%	-38%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
 ▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.

Note: T2 = important/very important 68

Satisfaction Compared to the Micromex Benchmark

Service/Facility	Ku-ring-gai Council T3 box satisfaction score	Micromex LGA Benchmark – Metro T3 box satisfaction score	Variance
Availability of short stay parking in your closest bigger retail centre	80%▲	64%	16%
Control of litter and rubbish dumping	94%▲	80%	15%
Condition of waterways and creeks	94%▲	83%	10%
Cleanliness of your local streets	91%▲	82%	10%
Availability and cleanliness of public toilets	78%	69%	9%
Protection of natural areas and bushland	94%	88%	6%
Opportunities to participate in matters impacting the Ku-ring-gai community	75%	70%	5%
Collection of domestic garbage	98%	93%	5%
Council provision of information about events, services, programs and facilities	83%	80%	3%
Management of residential development	70%	66%	3%
Condition of community buildings	92%	90%	2%
Provision and maintenance of local parks and gardens	93%	91%	2%
Provision and maintenance of playgrounds	92%	91%	1%
Services for people with a disability	86%	85%	1%
Access to public transport	85%	84%	1%
Services for older people	88%	87%	1%
Traffic management	72%	72%	1%
Street tree maintenance	77%	76%	1%
Protecting heritage buildings and conservation areas	82%	82%	0%
Initiatives to reduce water use	82%	82%	0%
Availability of commuter parking in Ku-ring-gai	64%	64%	0%
Provision and operation of libraries	94%	94%	0%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.

Note: T3 = at least somewhat satisfied 69

Satisfaction Compared to the Micromex Benchmark

Service/Facility	Ku-ring-gai Council T3 box satisfaction score	Micromex LGA Benchmark – Metro T3 box satisfaction score	Variance
Council advocacy on matters impacting on Ku-ring-gai	76%	77%	-1%
Tourist attractions in the local area	81%	82%	-1%
Initiatives for community safety/crime prevention	85%	87%	-2%
Access to cycleways, footpaths, walking tracks	76%	78%	-2%
Services for young people	81%	83%	-2%
Services for children	87%	90%	-3%
Providing adequate drainage	80%	83%	-3%
Condition of existing built footpaths in Ku-ring-gai	72%	74%	-3%
Provision and maintenance of sporting ovals, grounds and leisure facilities	88%	91%	-3%
Services for people from diverse cultural & language backgrounds	82%	85%	-3%
Initiatives to reduce waste and improve recycling	78%	82%	-4%
Encouraging local industry and business	80%	84%	-4%
Local community festivals and events	86%	90%	-5%
Council's consultation and engagement with the community	68%	73%	-5%
Development compatible with the local area	68%	74%	-6%
Initiatives to reduce energy use	75%	82%	-7%
Provision of footpaths in Ku-ring-gai	67%	74%	-7%
Opportunities to work in the local area	77%	84%	-7%
Condition of local roads	66%	74%	-7%
Revitalisation/beautification of your closest bigger retail	70% ▼	81%	-11%
Long term planning for the Ku-ring-gai area	63% ▼	74%	-11%
Range of cultural experiences and performing arts	73% ▼	86%	-13%
Revitalisation/beautification of your closest neighbourhood shops	68% ▼	81%	-13%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.

Note: T3 = at least somewhat satisfied 70

Performance Gap Analysis

When analysing performance gap data, it is important to consider both stated satisfaction and the absolute size of the performance gap.

Performance Gap Ranking

Service/Facility (Table 1 of 2)	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Condition of local roads	95%	66%	29%
Long term planning for the Ku-ring-gai area	91%	63%	29%
Provision of footpaths in Ku-ring-gai	87%	67%	20%
Council's consultation and engagement with the community	85%	68%	17%
Condition of existing built footpaths in Ku-ring-gai	87%	72%	15%
Traffic management	87%	72%	14%
Availability of commuter parking in Ku-ring-gai	77%	64%	14%
Development compatible with the local area	80%	68%	11%
Providing adequate drainage	90%	80%	10%
Management of residential development	79%	70%	9%
Initiatives to reduce waste and improve recycling	86%	78%	7%
Access to public transport	91%	85%	6%
Street tree maintenance	81%	77%	4%
Visual quality of building design in the Ku-ring-gai area	75%	71%	4%
Revitalisation/beautification of your closest bigger retail centre	74%	70%	3%
Revitalisation/beautification of your closest neighbourhood shops	71%	68%	3%
Cleanliness of your local streets	93%	91%	2%
Initiatives for community safety/crime prevention	87%	85%	2%
Initiatives to reduce energy use	75%	75%	0%
Availability of short stay parking in your closest bigger retail centre	80%	80%	0%
Provision and maintenance of local parks and gardens	93%	93%	0%
Control of litter and rubbish dumping	94%	94%	0%
Council advocacy on matters impacting on Ku-ring-gai	75%	76%	-1%
Provision and maintenance of sporting ovals, grounds and leisure facilities	87%	88%	-2%
Collection of domestic garbage	95%	98%	-2%

Note: T2 = important/very important
T3 = at least somewhat satisfied

Performance Gap Analysis

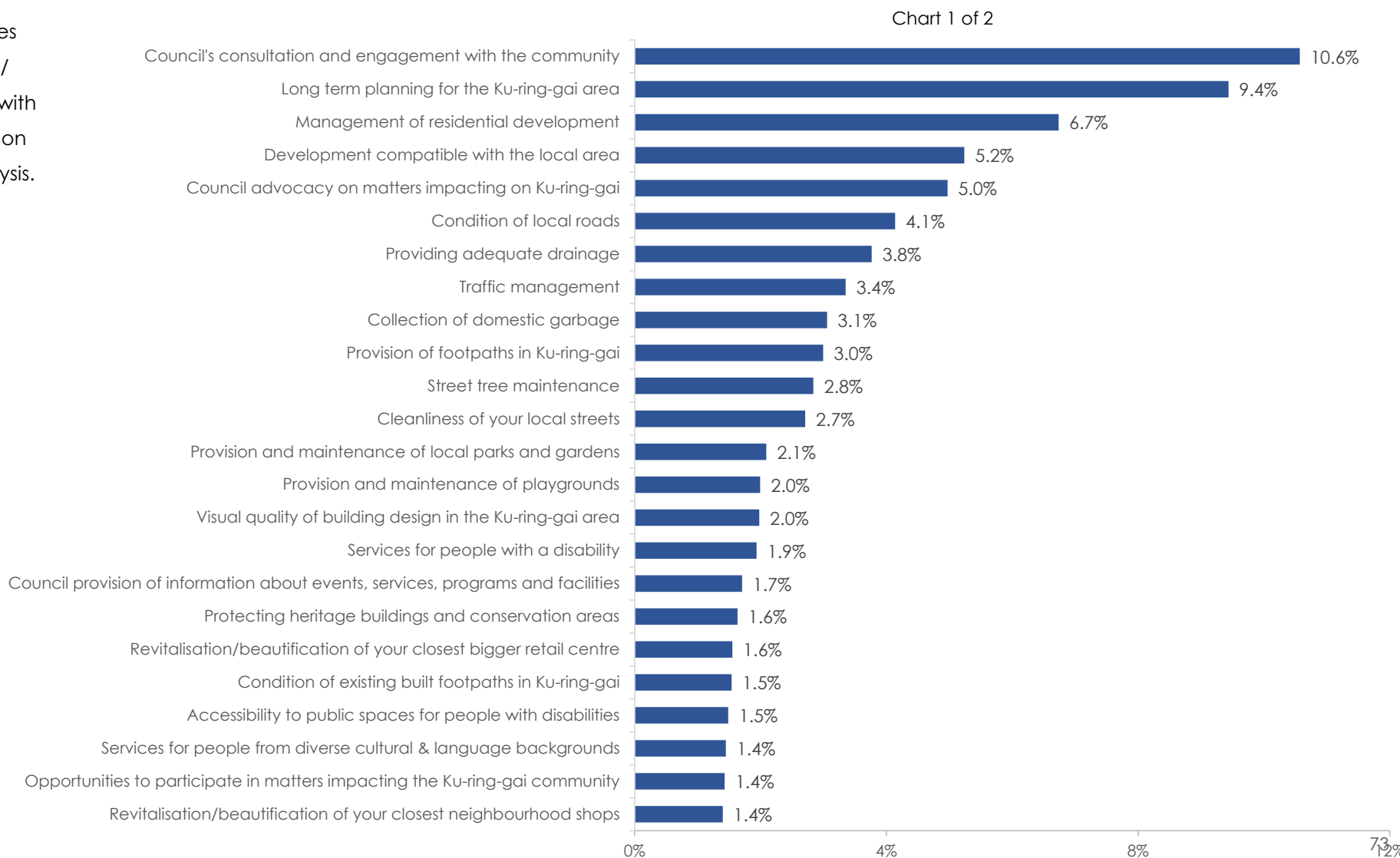
Performance Gap Ranking Continued...

Service/Facility (Table 2 of 2)	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Access to cycleways, footpaths, walking tracks	72%	76%	-4%
Services for young people	76%	81%	-5%
Protection of natural areas and bushland	88%	94%	-6%
Availability of community facilities	78%	86%	-8%
Services for people with a disability	78%	86%	-8%
Availability and cleanliness of public toilets	70%	78%	-8%
Encouraging local industry and business	71%	80%	-9%
Condition of waterways and creeks	85%	94%	-9%
Accessibility to public spaces for people with disabilities	72%	81%	-9%
Protecting heritage buildings and conservation areas	71%	82%	-11%
Provision and maintenance of playgrounds	80%	92%	-12%
Services for older people	76%	88%	-12%
Services for children	75%	87%	-13%
Opportunities to participate in matters impacting the Ku-ring-gai community	61%	75%	-14%
Initiatives to reduce water use	67%	82%	-16%
Provision and operation of libraries	76%	94%	-19%
Council provision of information about events, services, programs and facilities	64%	83%	-20%
Services for people from diverse cultural & language backgrounds	61%	82%	-21%
Range of cultural experiences and performing arts	49%	73%	-24%
Condition of community buildings	65%	92%	-27%
Local community festivals and events	53%	86%	-32%
Services for the LGBTIQ+ community	45%	77%	-32%
Opportunities to work in the local area	44%	77%	-33%
Tourist attractions in the local area	27%	81%	-54%

Note: T2 = important/very important
T3 = at least somewhat satisfied

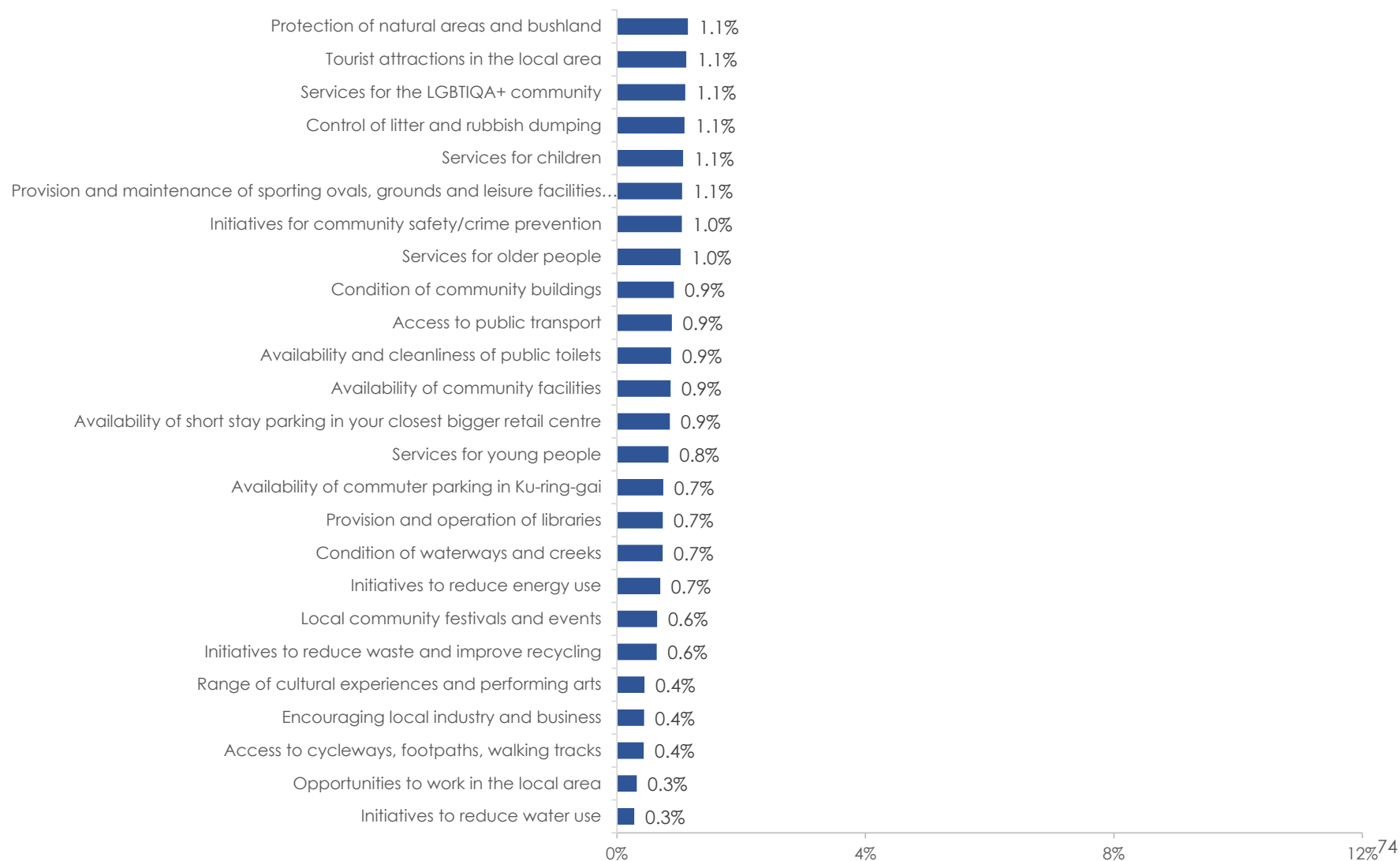
Regression Analysis – Influence on Overall Satisfaction

The chart to the right summarises the influence of the 49 facilities/services on overall satisfaction with Council's performance, based on the Advanced Regression analysis.



Regression Analysis – Influence on Overall Satisfaction

Chart 2 of 2



Council's Used to Create the Micromex Metro Benchmark

The Metro Benchmark was composed from the Council areas listed below:	
Bayside Council	Hunter's Hill Council
Blacktown City Council	Inner West Council
Burwood Council	Lane Cove Council
Campbelltown City Council	Liverpool City Council
Canterbury-Bankstown Council	North Sydney
City of Canada Bay Council	Northern Beaches Council
City of Parramatta Council	Penrith City Council
City of Playford	Randwick City Council
City of Ryde	Sutherland Shire Council
Cumberland City Council	The Hills Shire Council
Fairfield City Council	Waverley Council
Georges River Council	Willoughby City Council
Hawkesbury City Council	Woollahra Municipal Council

Support to Pay More Rates to Improve Services/Facilities

At least somewhat supportive (T3B) %	Overall	Gender		Age				Ratepayer Status	
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Parks and sportsgrounds	74%	77%	71%	77%	81%	70%	68%	75%	65%
Roads	73%	77%	69%	82%	74%	64%	73%	74%	66%
Footpaths	69%	71%	67%	72%	67%	65%	72%	71%	55%
Stormwater drainage	62%	65%	59%	73%	58%	58%	62%	62%	65%
Public toilets	59%	60%	58%	66%	58%	53%	60%	58%	65%
Swimming pools	56%	59%	54%	59%	56%	54%	57%	56%	60%
Theatres (e.g. Marian Street Theatre)	54%	52%	57%	56%	54%	49%	60%	54%	60%
Other cultural facilities (e.g. galleries)	53%	53%	53%	55%	52%	47%	59%	53%	56%
Community buildings	52%	53%	51%	53%	50%	48%	58%	51%	58%
Base	501	237	264	104	138	131	128	440	61

Q3b. On a scale of 1 to 5 where 1 is 'not at all supportive' and 5 is 'very supportive', thinking of the quality of facilities and infrastructure in your local area, how supportive would you be to pay more via rates to support improvements to:

A significantly higher/lower percentage (by group) 76

Method of Contact

	Overall	Gender		Age				Ratepayer Status	
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Phone	48%	49%	46%	64%	47%	35%	55%	46%	62%
Email	22%	19%	25%	16%	20%	27%	23%	22%	28%
Website - online chat	21%	22%	21%	18%	27%	29%	9%	22%	10%
In person	8%	8%	8%	3%	7%	9%	10%	8%	0%
Mail	1%	2%	0%	0%	0%	0%	3%	1%	0%
Base	237	113	124	36	58	80	62	220	17

Q1b. When you made contact with the Council staff was it by:

A significantly higher/lower percentage (by group) 77

Nature of Enquiry

	Overall	Gender		Age				Ratepayer Status	
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Waste and clean up services	41%	40%	43%	33%	44%	44%	40%	42%	36%
Trees (Tree Preservation Order or street trees)	18%	15%	19%	16%	13%	17%	23%	18%	8%
Building and development approval	11%	16%	7%	15%	12%	12%	7%	10%	28%
Regulatory, infringements, noise, etc.	6%	6%	5%	3%	10%	4%	6%	6%	5%
Rates	4%	1%	7%	13%	3%	1%	4%	4%	5%
Engineering services (roads, footpaths, drains)	4%	4%	3%	6%	5%	4%	0%	3%	14%
Open space services (parks, sports fields, bushland)	2%	3%	2%	3%	3%	1%	4%	3%	0%
Zoning and local centres plan	2%	4%	0%	0%	1%	1%	5%	2%	0%
Community services (youth, children, aged care)	2%	1%	3%	3%	1%	0%	4%	2%	0%
Other	16%	18%	14%	11%	11%	25%	12%	16%	11%
Base	237	113	124	36	58	80	62	220	17

Q1b. When you made contact with the Council staff was it by:

A significantly higher/lower percentage (by group) 78

Nature of Enquiry

	Overall	Contact method (Q1b)			
		Phone	Email	Website – online chat	In person
Waste and clean up services	41%	44%	15%	79%	0%
Trees (Tree Preservation Order or street trees)	18%	19%	19%	7%	27%
Building and development approval	11%	10%	18%	0%	26%
Regulatory, infringements, noise, etc.	6%	4%	5%	4%	12%
Rates	4%	8%	0%	0%	5%
Engineering services (roads, footpaths, drains)	4%	4%	3%	0%	10%
Open space services (parks, sports fields, bushland)	2%	2%	8%	0%	0%
Zoning and local centres plan	2%	0%	6%	0%	11%
Community services (youth, children, aged care)	2%	1%	2%	1%	7%
Other	16%	12%	29%	10%	18%
Base	237	113	53	51	18

Q1b. When you made contact with the Council staff was it by:

A significantly higher/lower percentage (by group) 79

Satisfaction with Customer Service Measures

	Overall	Gender		Age				Ratepayer Status	
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Courtesy of staff	89%	88%	91%	84%	88%	94%	89%	90%	79%
Understanding and knowledge (of staff)	82%	80%	84%	83%	82%	86%	79%	83%	77%
Timeliness of service	82%	78%	85%	85%	81%	82%	79%	81%	85%
Quality of advice	76%	75%	77%	75%	82%	76%	72%	77%	71%
Level of resolution	71%	68%	73%	67%	74%	72%	67%	71%	66%
Convenience of location*	100%	100%	100%	100%	100%	100%	100%	100%	N/A
Base	18-235	9-87	10-104	1-31	4-46	8-65	6-49	18-177	11-14

Base: Those who have had contact in L12M

*Asked if 'In person' on Q1b

Q1d. How satisfied were you with the way your contact was handled in the following:

Sourcing Information on Council Services and Facilities

	Overall	Gender		Age				Ratepayer Status	
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Council website (krg.nsw.gov.au)	81%	85%	79%	72%	93%	94%	64%	82%	76%
Word of mouth (friend/family/neighbour)	57%	52%	61%	61%	59%	52%	56%	57%	54%
Direct mail/letters	49%	49%	50%	40%	50%	53%	51%	52%	31%
Council brochures in letterbox	41%	37%	45%	36%	37%	46%	46%	43%	29%
Banners and signage	37%	35%	39%	37%	46%	37%	27%	36%	46%
Council e-news (newsletter)	36%	32%	39%	15%	38%	40%	46%	38%	18%
Social media (Facebook, Twitter, etc.)	28%	20%	36%	33%	34%	35%	12%	28%	33%
Local newspapers	13%	12%	13%	10%	10%	8%	21%	13%	8%
Other	5%	3%	6%	1%	4%	5%	9%	5%	4%
None	2%	2%	2%	3%	2%	1%	3%	2%	4%
Base	501	237	264	104	138	131	128	440	61

Sourcing Information on Council Services and Facilities

'Other' specified	Count
Online google/internet search	7
Phone call to Council	5
Community meetings	2
In person	2
Local community group	2
Other online	2
Libraries	1
Mainstream news	1
Next Door Mobile App	1
Other newspaper	1
Rates notices	1
Shopping centres	1
Through work	1

Receiving Information from Council in the Last 6 Months

	Overall	Gender		Age				Ratepayer Status	
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Direct mail/letters	53%	55%	51%	37%	64%	57%	48%	55%	35%
Council brochures in letterbox	40%	41%	39%	43%	41%	37%	38%	39%	41%
Council e-news (newsletters)	39%	41%	36%	14%	45%	46%	44%	41%	19%
Banners and signage	37%	35%	40%	32%	47%	38%	31%	37%	37%
Social media (Facebook, Twitter, etc.)	27%	20%	32%	28%	32%	35%	11%	27%	26%
Local newspapers	13%	11%	14%	12%	8%	8%	22%	13%	9%
Other	6%	6%	5%	5%	5%	8%	5%	6%	4%
None	14%	13%	15%	27%	9%	9%	14%	13%	24%
Base	501	237	264	104	138	131	128	440	61

Receiving Information from Council in the Last 6 Months

'Other' specified	Count
Word of mouth	9
Other online	4
Direct email (not newsletter)	3
Council website	2
In person	2
Rates notice	2
Council meeting	1
FOKE	1
Next Door Mobile App	1
Phone call	1
Radio	1
Reporting's through established media outlets	1
Shopping centres	1
The Post Magazine	1



Questionnaire

Appendix 2

Ku-ring-gai Council
Community Survey
May 2024

Good morning/afternoon/evening, my name is _____ from Micromex Research and we are conducting a survey on behalf of Ku-ring-gai Council on a range of local issues. The survey will take about 15 or so minutes, would you be able to assist us please?

QA1. Before we start, I would like to check whether you or an immediate family member work for Ku-ring-gai Council? (SR)

Position	Answers	Notes
1	Yes	Terminate
2	No	

QA2. In which suburb do you live? (SR)

Position	Answers	Notes
1	East Gordon	
2	East Killara	
3	East Lindfield	
4	East Roseville	
5	Fox Valley	
6	Gordon	
7	Killara	
8	Lindfield	
9	North St Ives	
10	North Turramurra	
11	North Wahroonga	
12	Pymble	
13	Roseville	
14	Roseville Chase	
15	South Turramurra	
16	St Ives	
17	St Ives Chase	
18	Turramurra	
19	Wahroonga	
20	Warrawee	
21	West Pymble	

Section A – Contact with Ku-ring-gai Council

I'd like you now to please think specifically about your experiences with Ku-ring-gai Council.

Q1a. Have you contacted Council in the last 12 months? (SR)

Position	Answers	Notes
1	Yes	
2	No	Go to Q2a

Q1b. When you made contact with the Council staff was it by: Prompt (SR)

Position	Answers	Notes
1	Phone	
2	Mail	
3	Email	
4	Website - online chat (real-time chat via messaging with a customer service representative)	
5	In person	
6	Social media (Twitter, Instagram, Facebook)	

Q1c. What was the nature of your enquiry? Prompt (MR)

Position	Answers	Notes
1	Waste and clean up services	
2	Emergency advice (e.g. storm, flood, fire)	
3	Regulatory, infringements, noise, etc.	
4	Community services (youth, children, aged care)	
5	Engineering services (roads, footpaths, drains)	
6	Open space services (parks, sports fields, bushland)	
7	Trees (Tree Preservation Order or street trees)	
8	Rates	
9	Building and development approval	
10	Zoning and local centres plan	
11	Other (please specify)	

Q1d. How satisfied were you with the way your contact was handled in the following: Prompt (SCALE)

Value	Answers	Notes
5	5 - Very satisfied	
4	4	
3	3	
2	2	
1	1 - Not at all satisfied	
0	N/A	

Position	Answers	Notes
1	Timeliness of service (i.e. wait time, response time)	
2	Quality of advice	
3	Courtesy of staff	
4	Understanding and knowledge (of staff)	
5	Level of resolution	
6	Convenience of location	(If in person on Q1b)

Q2a. Where do you source information on Council services and facilities? Please say yes or no as I read out each one. Prompt (MR)

Position	Answers	Notes
1	Council website (krg.nsw.gov.au)	
2	Council e-news (newsletters)	
3	Social media (Facebook, Twitter, etc.)	
4	Direct mail/letters	
5	Council brochures in letterbox	
6	Local newspapers	
7	Banners and signage	
8	Word of mouth (friend/family/neighbour)	
9	Other (please specify)	
10	None	

Q2b. Have you received information from Council in the last 6 months through any of the following. Please say yes or no as I read out each one. Prompt (MR)

Position	Answers	Notes
1	Council e-news (newsletters)	
2	Social media (Facebook, Twitter, etc.)	
3	Direct mail/letters	
4	Council brochures in letterbox	
5	Local newspapers	
6	Banners and signage	
7	Other (please specify)	
8	None	

Q2c. Overall, how satisfied were you with the quality and clarity of information received? (SR)

Position	Answers	Notes
1	Very satisfied	
2	Satisfied	
3	Somewhat satisfied	
4	Not very satisfied	
5	Not at all satisfied	

Section B – Importance of and Satisfaction with Council Services and Facilities

Still thinking specifically about Ku-ring-gai Council.

Q3a. In this section I will read out different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, the level of satisfaction with the performance of that service/facility. The scale is from 1 to 5, where 1 is low importance and 5 is high importance and where 1 is low satisfaction and 5 is high satisfaction. PROMPT (SCALE)

Managing places and spaces

Position	Answers	Importance					Satisfaction					NA
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
1	Management of residential development											
2	Development compatible with the local area											
3	Visual quality of building design in the Ku-ring-gai area											
4	Revitalisation/beautification of your closest bigger retail centre i.e. Lindfield, Gordon, Turramurra or St Ives											
5	Revitalisation/beautification of your closest neighbourhood shops											
6	Protection of heritage buildings and conservation areas											
7	Cleanliness of your local streets											
8	Control of litter and rubbish dumping											
9	Collection of domestic garbage											
10	Availability and cleanliness of public toilets											
11	Street tree maintenance											

Environmental

Position	Answers	Importance					Satisfaction				
		Low	High			Low	High			NA	
		1	2	3	4	5	1	2	3	4	5
1	Protection of natural areas and bushland										
2	Condition of waterways and creeks										
3	Initiatives to reduce energy use										
4	Initiatives to reduce water use										
5	Initiatives to reduce waste and improve recycling										

Community

Position	Answers	Importance					Satisfaction				
		Low	High			Low	High			NA	
		1	2	3	4	5	1	2	3	4	5
1	Services for older people										
2	Services for people with a disability										
3	Services for young people										
4	Services for children										
5	Services for people from diverse cultural & language backgrounds										
6	Services for the LGBTIQ+ community										
7	Availability of community facilities										
8	Local community festivals and events										
9	Range of cultural experiences and performing arts										
10	Initiatives for community safety/crime prevention										

Assets, Infrastructure & Facilities

Position	Answers	Importance					Satisfaction				
		Low	High			Low	High			NA	
		1	2	3	4	5	1	2	3	4	5
1	Condition of local roads										
2	Providing adequate drainage										
3	Provision of footpaths in Ku-ring-gai										
4	Condition of existing built footpaths in Ku-ring-gai										
5	Provision and maintenance of local parks and gardens										
6	Provision and maintenance of playgrounds										
7	Provision and maintenance of sporting ovals, grounds and leisure facilities (including tennis courts, pool, etc.)										
8	Provision and operation of libraries										
9	Condition of community buildings										

Access, Traffic and Transport

Position	Answers	Importance					Satisfaction				
		Low	High			Low	High			NA	
		1	2	3	4	5	1	2	3	4	5
1	Access to public transport										
2	Access to cycleways, footpaths, walking tracks										
3	Accessibility to public spaces for people with disabilities										
4	Traffic management										
5	Availability of commuter parking in Ku-ring-gai										
6	Availability of short stay parking in your closest bigger retail centre i.e. Lindfield, Gordon, Turramurra, or St Ives										

Economic and Employment

Position	Answers	Importance					Satisfaction				
		Low	High			Low	High			NA	
		1	2	3	4	5	1	2	3	4	5
1	Opportunities to work in the local area										
2	Encouraging local industry and business										
3	Tourist attractions in the local area										

Council Leadership and Engagement

Position	Answers	Importance					Satisfaction				
		Low	High			Low	High			NA	
		1	2	3	4	5	1	2	3	4	5
1	Opportunities to participate in matters impacting the Ku-ring-gai community										
2	Council advocacy on matters impacting on Ku-ring-gai										
3	Council's consultation and engagement with the community										
4	Long term planning for the Ku-ring-gai area										
5	Council provision of information about events, services, programs and facilities										

Q3b. On a scale of 1 to 5 where 1 is 'not at all supportive' and 5 is 'very supportive', thinking of the quality of facilities and infrastructure in your local area, how supportive would you be to pay more via rates to support improvements to: Prompt (SCALE)

Value	Answers	Notes
5	5 - Very supportive	
4	4	
3	3	
2	2	
1	1 - Not at all supportive	

Position	Answers	Notes
1	Stormwater drainage	
2	Footpaths	
3	Roads	
4	Community buildings (e.g. halls and meeting rooms)	
5	Public toilets	
6	Parks and sportsgrounds	
7	Swimming pools	
8	Theatres (e.g. Marion Street Theatre)	
9	Other cultural facilities (e.g. galleries)	

Section C – Overall Satisfaction with Council and the Local area

Q4a. Overall, for the last 12 months, how satisfied are you with the performance of Ku-ring-gai Council, not just on one or two issues, but across all responsibility areas? Prompt (SR)

Value	Answers	Notes
5	Very satisfied	
4	Satisfied	
3	Somewhat satisfied	
2	Not very satisfied	
1	Not at all satisfied	

Q4b. Overall, over the last 12 months, how satisfied are you with the level of communication Council currently has with the community? Prompt (SR)

Value	Answers	Notes
5	Very satisfied	
4	Satisfied	
3	Somewhat satisfied	
2	Not very satisfied	
1	Not at all satisfied	

Q5a. Thinking generally about living in the Ku-ring-gai area, what do you feel are the strengths of the local area? (TEXT)

Position	Answers	Notes
1		5 lines

Q5b. Thinking of the next 10 years, what do you believe will be the highest priority issues within the Ku-ring-gai area? (TEXT)

Position	Answers	Notes
1		5 lines

Q5c. How important is it for Council to maintain Ku-ring-gai's unique visual character and identity? Prompt (SR)

Value	Answers	Notes
5	Very important	
4	Important	
3	Somewhat important	
2	Not very important	
1	Not at all important	

Q5d. Why do you say that? (TEXT)

Position	Answers	Notes
1		5 lines

Q5e. Overall, how satisfied are you with the ease of moving in and around Ku-ring-gai LGA? Prompt (SR)

Value	Answers	Notes
5	Very satisfied	
4	Satisfied	
3	Somewhat satisfied	
2	Not very satisfied	
1	Not at all satisfied	

Q5f. Overall, how would you rate the quality of life you have living in the Ku-ring-gai area? Prompt (SR)

Value	Answers	Notes
6	Excellent	
5	Very good	
4	Good	
3	Fair	
2	Poor	
1	Very poor	

Section D – Community Safety and Wellbeing Indicators

In this section I'd like to ask you a number of questions about your perceptions of your neighbourhood and Ku-ring-gai as a place to live.

Q6a. I'm going to read out some statements and I'd like you to rate them on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree. Prompt (SCALE)

Value	Answers	Notes
5	5 - Strongly agree	
4	4	
3	3	
2	2	
1	1 - Strongly disagree	

Position	Answers	Notes
1	Housing in the area meets my current needs	
2	Housing in the area will meet my future needs	
3	I feel safe in my neighbourhood	
4	I can call on a neighbour, or local family or friends if I need assistance	
5	I feel informed and prepared to deal with significant emergency events, for example bushfire, storm, extreme heat (heatwave), flood, pandemic	
6	I have access to community groups and support networks	
7	I feel I belong to the community I live in	
8	I mainly socialise in my local area	
9	I can find shade in public places when I need it	

Q6b. How often do you take part in sporting and fitness activities, such as walking, cycling, organised sport, fitness classes, personal trainer? Prompt (SR)

Position	Answers	Notes
1	Several times a week	
2	Once a week	
3	Several times a month	
4	Once a month	
5	Less than once a month	
6	Never	

Q6c. On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree with the statement, I think that the benefits of all-weather synthetic playing surfaces outweigh the environmental concerns? Prompt (SCALE)

Value	Answers	Notes
5	5 - Strongly agree	
4	4	
3	3	
2	2	
1	1 - Strongly disagree	

Q6d. Why do you say that? (TEXT)

Position	Answers	Notes
1		5 lines

Section E – Demographic & Profiling Questions

Q7. Please stop me when I read out your age group. Prompt (SR)

Position	Answers	Notes
1	18 – 34	
2	35 – 49	
3	50 – 64	
4	65 years and over	

Q8a. Were you born in Australia or overseas? (SR)

Position	Answers	Notes
1	Australia	Go to Q9
2	Overseas	

Q8b. In which country were you born? (TEXT)

Position	Answers	Notes
1		1 line

Q9. Which of the following best describes your current employment status? Prompt (SR)

Position	Answers	Notes
1	Currently in full time paid employment	
2	Currently in part time paid employment (at least 10 hours per week)	
3	Retired from paid employment	
4	Other (please specify)	

Q10. Which of the following best describes the house where you are currently living? Prompt (SR)

Position	Answers	Notes
1	I/We own/are currently buying this property	
2	I/We currently rent this property	

Q11. How long have you lived in the Ku-ring-gai area? Prompt (SR)

Position	Answers	Notes
1	Up to 2 years	
2	2 – 5 years	
3	6 – 10 years	
4	11 – 20 years	
5	More than 20 years	

Q12. Gender (determine by voice): (SR)

Position	Answers	Notes
1	Male	
2	Female	

After we analyse the results from this research, we may be conducting resident focus groups to further investigate residents' opinions. Participants will receive an incentive for participating.

Q13a. Would you be interested in participating in one of these focus groups? (SR)

Position	Answers	Notes
1	Yes	
2	No	Go to Q13

Q13b. (If yes), what are your contact details? (TEXT)

Position	Answers	Notes
1	First name	1 line
2	surname	1 line
3	Phone number	1 line
4	Email address	1 line

Q13c. Would you prefer to attend an afternoon or evening focus group? (SR)

Position	Answers	Notes
1	Afternoon	
2	Evening	

Thank you. We will be randomly selecting participants to ensure we get a good cross-section of the community and will get in touch with you if we would like you to participate in the next stage of the research.

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. Just to remind you, I am calling from Micromex Research on behalf of Ku-ring-gai Council.

Council contact: Helen Lowndes - Integrated Planning Coordinator (02) 9424 0932

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



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