



# Wagga Wagga City Council

Community Research

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Date: February 2021



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# Background & Methodology

## Why?

- Assess and establish the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identify the community's overall level of satisfaction with Council performance
- Explore and understand resident experiences contacting Council
- Identify the community's level of agreement with statements regarding the Wagga Wagga City Council area

## How?

- Telephone survey (landline and mobile) to N=504 residents
- 60 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%

## When?

- Implementation 18<sup>th</sup> – 28<sup>th</sup> January 2021

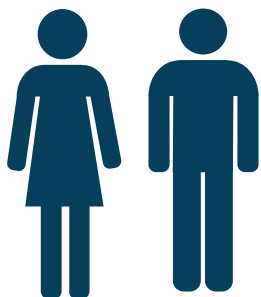
Note: Please see Appendix B for detailed background and methodology



# Sample Profile

The sample was weighted by age and gender to reflect the 2016 ABS community profile of Wagga Wagga City Council

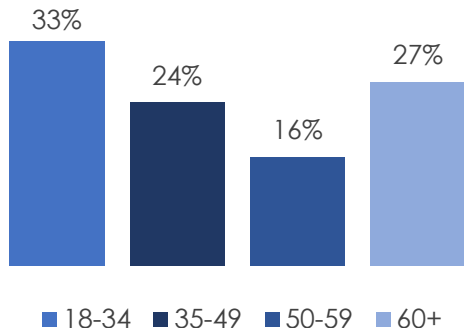
## Gender



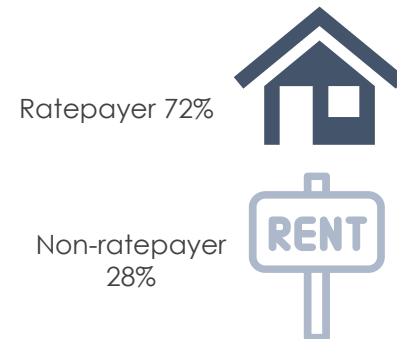
Female 52%

Male 48%

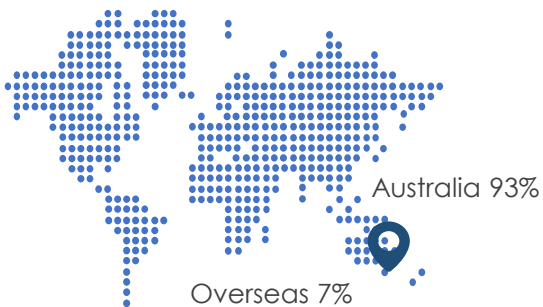
## Age



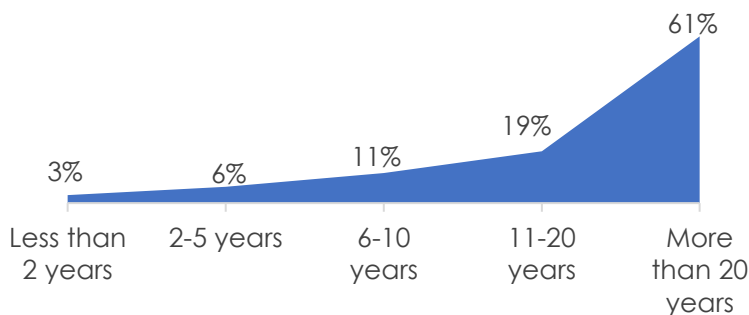
## Ratepayer status\*



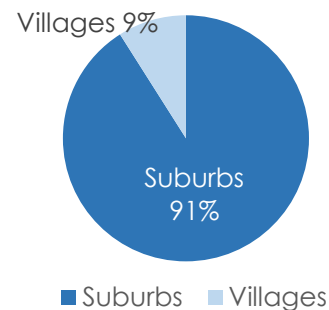
## Country of birth



## Time lived in the area



## Location



## Family Status

Living at home with parents 9%



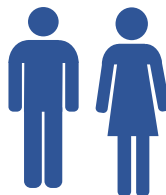
Single with no children 14%



Single parent with children 9%



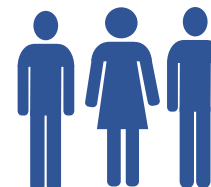
Married/de facto with no children 25%



Married/de facto with children 39%



Group Household 3%



Extended family household 2%



Base: N = 504

\*Note: One respondent refused to answer 'ratepayer status'

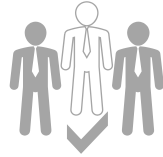




# Key Findings

# Key Findings - Summary

## Overall Satisfaction



**84%** of residents are at least somewhat satisfied with the performance of Council over the last 12 months.



In line with our Regional benchmark



A significant increase from 2017

## Council's Communication



**82%** of residents are at least somewhat satisfied with the level of communication Council provides to the community.

## Drivers of Overall Satisfaction



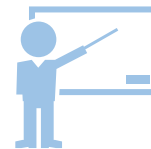
Council's level of communication



Maintaining local roads



Financial management



Long term planning for Wagga Wagga



Confidence in elected Council



# CSP Outcomes

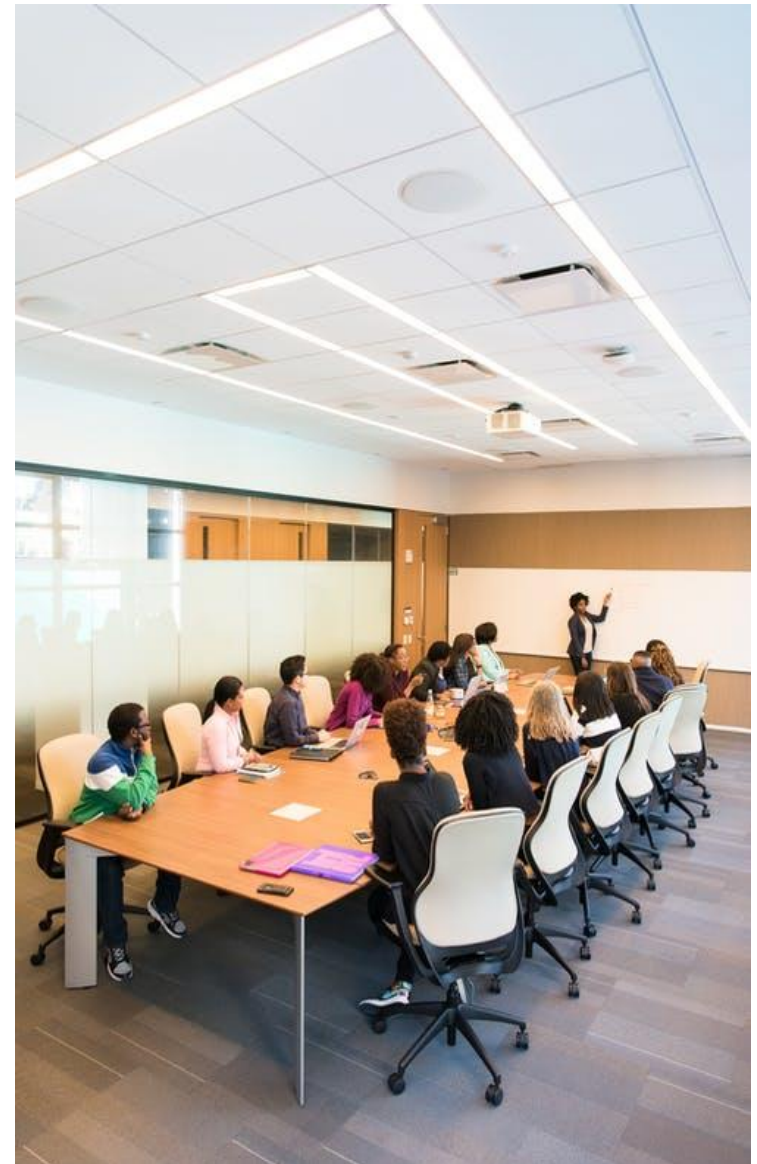
## COMMUNITY LEADERSHIP AND COLLABORATION

Accountability – Transparency – Representations – Strategy  
 – Participation – Informed Decision Making – Governance –  
 Communication – Engagement - Active Community Members

	Satisfaction T3B%
Satisfaction with Council's communication	82% (+3%)
Satisfaction with contact	77% (+1%)

	Importance T2B%	Satisfaction T3B%
Long-term planning for Wagga Wagga	91% (-2%)	72% (+6%)
Financial management	89% (-1%)	67% (+5%)
Community input to Council decision-making	86% (+3%)	63% (+2%)
Provision of Council information to the community	85% (+1%)	74% (+5%)
Confidence in the elected Council	76% (+4%)	64% (+1%)
Opportunities to engage with Councillors	64% (+3%)	71% (-2%)

	Agreement T2B%
Local media coverage is representative of what is happening in the community	56% (-4%)



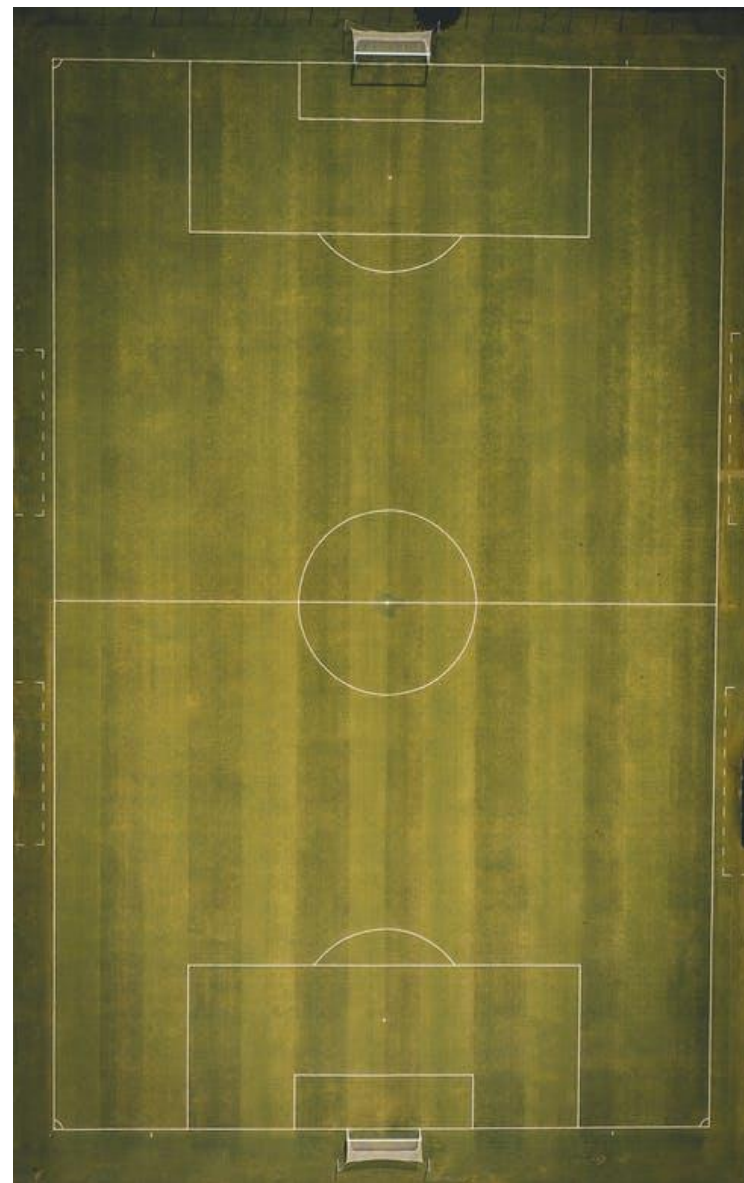
# CSP Outcomes

## SAFETY AND HEALTH

Safe Places and Spaces – Perception of Safety – Emergency Response  
 – Public Health – Safe Behaviours – Healthy Lifestyle – Recreation –  
 Sports – Access to Healthy Food – Health and Support Services

	Importance T2B%	Satisfaction T3B%
Street lighting	88% (+3%)	83% (+4%)
Sportsgrounds and sporting facilities	87% (+8%)	91% (+2%)
Flood protection and preparedness	83% (-1%)	85% (+13%)
Oasis Aquatic Centre	67% (+4%)	70% (-9%)

	Agreement T2B%
I feel safe in my home	78% (+1%)
Wagga Wagga has a variety of leisure and recreation options	58% (+1%)
I feel safe in public spaces	52% (+9%)





# CSP Outcomes

## GROWING ECONOMY

Diversity of Our Industry - Encouragement of Innovation and Entrepreneurial – Enabled by Technology - Small Business – Freight and Logistics Hub – Tourism – Active Hubs – Retail Options

	Importance T2B%	Satisfaction T3B%
Maintaining local roads	97% (-1%)	39% (-7%)
Car parking	90% (+2%)	62% (+2%)
Maintaining footpaths	89% (-2%)	56% (-7%)
Traffic flow	88% (+1%)	78% (-2%)
Festival and events programs	76% (+1%)	87% (-1%)
Public transport across the City	70% (+6%)	82% (+7%)
Cycle network	60% (+4%)	83% (+8%)

	Agreement T2B%
Wagga Wagga has a vibrant nightlife	33% (-1%)



# CSP Outcomes

## OUR IDENTITY AND SENSE OF PLACE

Connection to Place – Family Friendly – City of Good Sports – Multicultural Community – Arts and Cultural Centre – A City with a Country Lifestyle – Defence Presence – Opportunities to Connect

	Importance T2B%	Satisfaction T3B%
Appearance of the City	86% (-5%)	82% (0%)
Library services*	78%	99%
CivicTheatre*	74%	99%
Promoting pride in the community	72% (+4%)	80% (-2%)
Museum*	60%	93%
Art Gallery*	54%	96%
Enhancing heritage buildings and programs	70% (+11%)	86% (0%)

	Agreement T2B%
I am able to participate in arts and cultural related activities	57% (+3%)



\*These 4 services/facilities were not directly comparable to 2017.  
Note: Value in brackets represents percentage change from 2017

# CSP Outcomes

## OUR ENVIRONMENT

Planning for a Growing City – Protecting and Enhance our Natural Environment – Sustainability – Facility Improvements – Housing Options – Maintaining our Built Environment

	Importance T2B%	Satisfaction T3B%
Waste and recycling services	95% (+1%)	87% (+4%)
Parks and playgrounds	92% (+4%)	88% (+1%)
Protecting the natural environment	88% (+1%)	83% (-3%)
Reserves and open space	82% (+6%)	83% (-4%)
Community buildings/halls	74% (+2%)	87% (-1%)
Environmental education programs	73% (-1%)	88% (+4%)
Public transport across the City	70% (+6%)	82% (+7%)





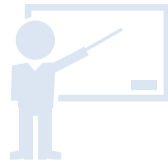
# Recommendations

There has been positive shifts in resident satisfaction with communication-related diagnostics. Holistically these measures significantly impact on overall satisfaction, and as such they remains as an opportunity area.

Continuing to build satisfaction with communication & engagement will lift overall satisfaction results.

As such we recommend that Council:

- Audit the efficacy of both formal and informal communication streams
- Explore community expectations in relation to the level, type and preferred method of communication with residents
- Proactively ensure the community can be communicated with engaged and involved in future planning for the area
- Clarify resident expectations in relation to the standard of connectivity around the area (including roads, footpaths, traffic, etc.)





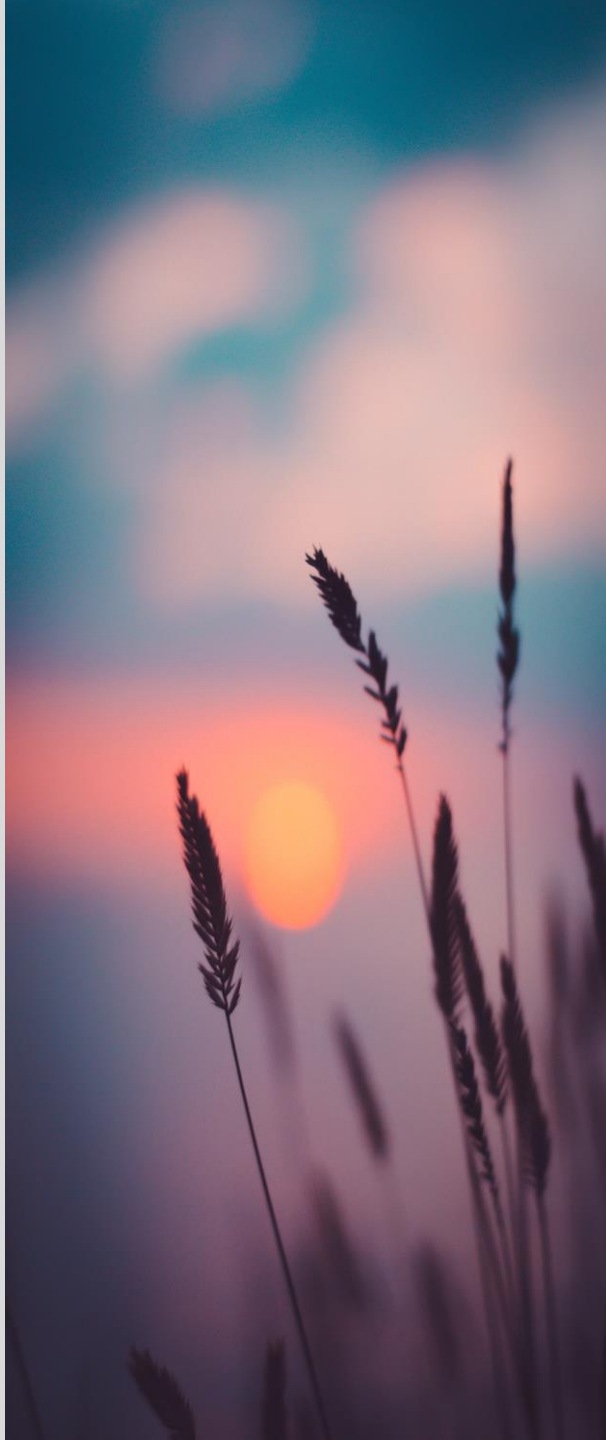
# Detailed Results



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# Performance of Council



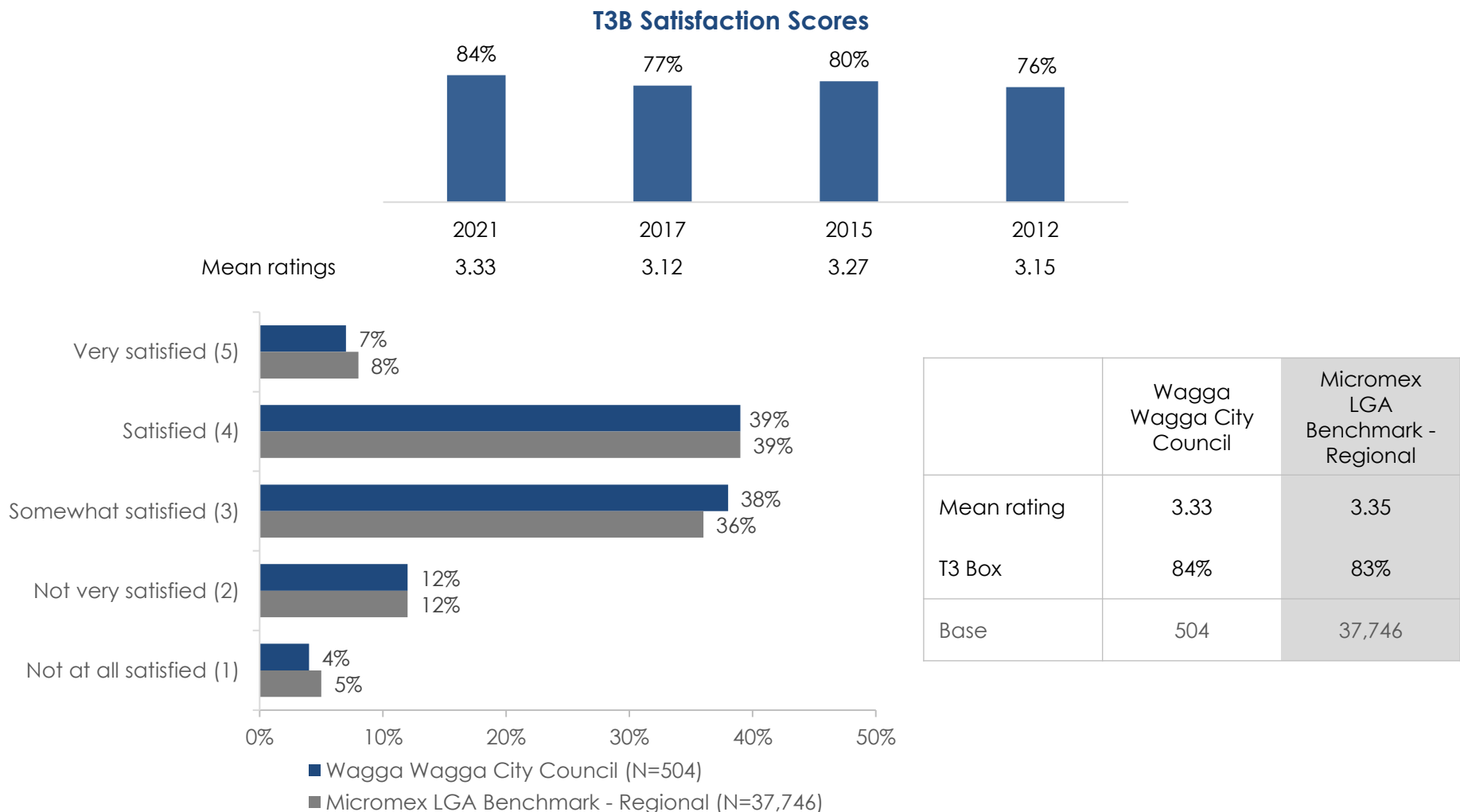
## Detailed Results

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# Overall Satisfaction

Q6. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?



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

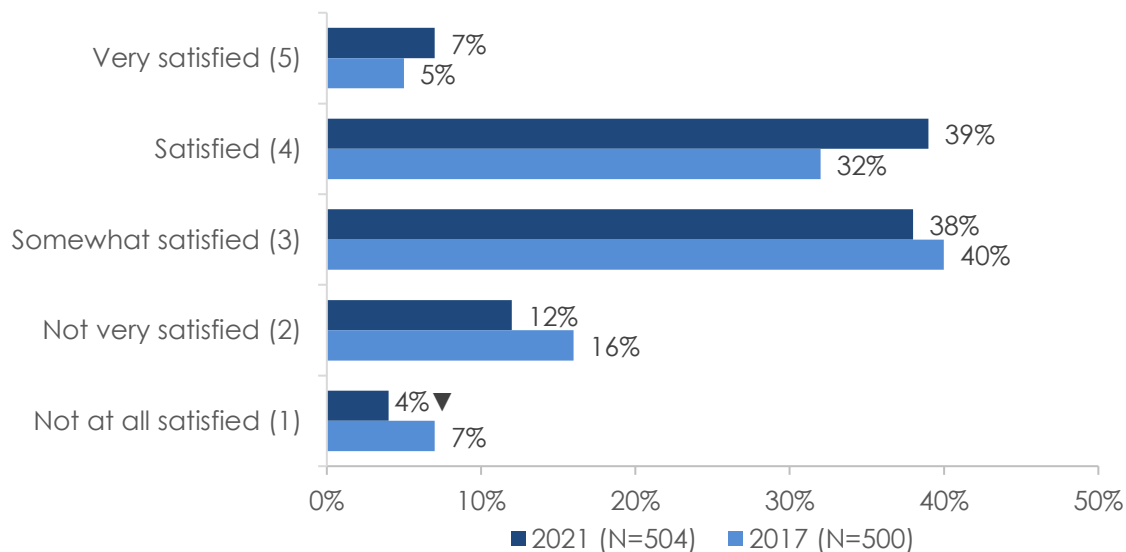
**Overall, 84% of Wagga Wagga residents are at least somewhat satisfied with the performance of Council. Results are on par with our regional benchmarks.**

# Overall Satisfaction

Q6. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?

	Overall 2021	Overall 2017	Gender		Age			
			Male	Female	18–34	35–49	50–59	60+
Mean rating	3.33▲	3.12	3.24	3.40	3.30	3.35	3.03▼	3.51▲
Base	504	500	240	264	168	120	80	136

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Mean rating	3.35	3.25	3.33	3.38	3.31
Base	363	139	102	97	305



▲ ▼ = A significantly higher/lower level of satisfaction (by group/compared to 2017)

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

**Satisfaction has recovered from the slight dip experienced in 2017, with a significantly greater portion of residents stating they are at least somewhat satisfied with Council's performance (84% compared to 77% in 2017).**

# Summary of Council's Services and Facilities

## Detailed Results

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# Importance & Satisfaction – Key Trends

## Key Importance Trends

Compared to 2017 research, there were significant **increases** in residents' levels of **importance** for 5 of the 26 comparable services/facilities provided by Council, being:

	2021	2017
Parks and playgrounds	4.59	4.47
Sportsgrounds and sporting facilities	4.43	4.25
Reserves and open space	4.33	4.20
Enhancing heritage buildings and programs	3.99	3.75
Oasis Aquatic Centre	3.96	3.76

There were no significant declines in residents level of importance across the comparable services and facilities.

## Key Satisfaction Trends

Over the same period there has been a significant **increase** in resident **satisfaction** for 5 of the 26 comparable services/facilities provided by Council, specifically:

	2021	2017
Waste and recycling services	3.80	3.59
Cycle network	3.61	3.25
Flood protection and preparedness	3.57	3.24
Public transport across the City	3.55	3.26
Financial management	2.98	2.70

There was also a significant **decline** in resident **satisfaction** for the following:

	2021	2017
Maintaining local roads	2.23	2.46

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

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

**A core element of this community survey was the rating of 30 facilities/services in terms of Importance and Satisfaction. The above analysis identifies the key importance and satisfaction trends when compared to the 2017 research.**

# Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

## Importance

The following services/facilities received the highest importance mean ratings:

High importance	Mean	T2 Box
Maintaining local roads	4.83	97%
Waste and recycling services	4.73	95%
Long-term planning for Wagga Wagga	4.64	91%
Financial management	4.60	89%
Parks and playgrounds	4.59	92%

The following services/facilities received the lowest importance mean ratings:

Low importance	Mean	T2 Box
Art Gallery	3.54	54%
Cycle network	3.61	60%
Museum	3.79	60%
Opportunities to engage with Councillors	3.85	64%
Public transport	3.94	70%

## Satisfaction

The following services/facilities received the highest satisfaction mean ratings:

High satisfaction	Mean	T3 Box
Library services	4.40	99%
Civic Theatre	4.25	99%
Art Gallery	4.12	96%
Museum	3.98	93%
Sportsgrounds and sporting facilities	3.81	91%

The following services/facilities received the lowest satisfaction mean ratings:

Low satisfaction	Mean	T3 Box
Maintaining local roads	2.23	39%
Maintaining footpaths	2.74	56%
Community input to Council decision-making	2.83	63%
Car parking	2.88	62%
Confidence in the elected Council	2.90	64%

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

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

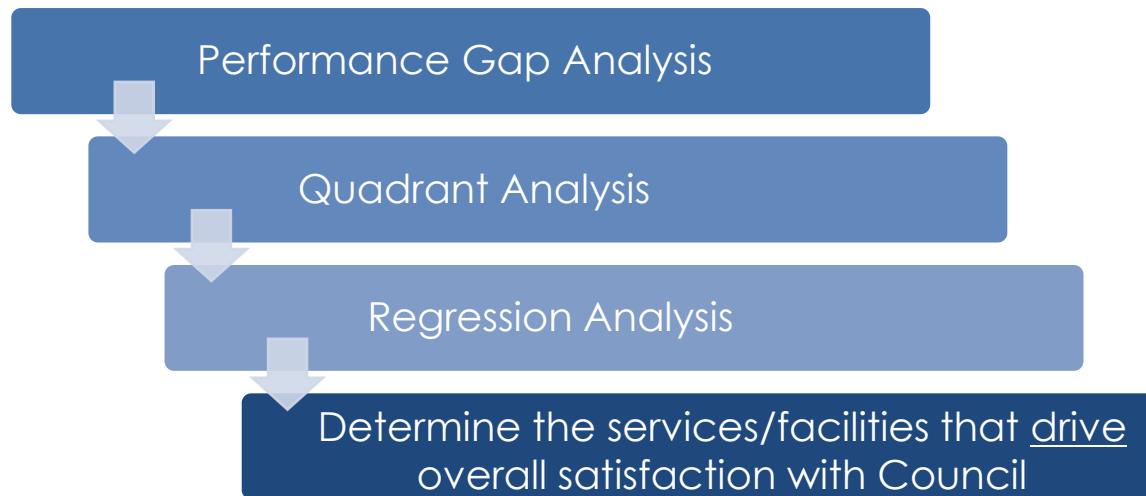
**The above analysis identifies the highest and lowest rated services/facilities in terms of importance and satisfaction. 'Maintaining local roads' was the highest rated service/facility in terms of importance, and the lowest rated in terms of satisfaction. The highest rated services/facilities in terms of satisfaction relate to lifestyle and leisure.**

# Identifying Priorities via Specialised Analysis

The specified research outcomes required us to measure both community importance and community satisfaction with a range of specific service delivery areas. In order to identify core priorities, we undertook a 2-step analysis process on the stated importance and rated satisfaction data, after which we conducted a third level of analysis. This level of analysis was a Regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

By examining these approaches to analysis, we have been able to:

- Identify and understand the hierarchy of community priorities
- Inform the deployment of Council resources in line with community aspirations



## Step 1. Performance Gap Analysis (PGA)

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 Wagga Wagga City 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 high in importance, whilst resident satisfaction for all of these areas is between 39% and 87%.

5 of the services/facilities with the largest performance gaps are a part of the 'Connected and collaborative community leaders' service area.

Service area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Our places and spaces	Maintaining local roads	97%	39%	58%
Our places and spaces	Maintaining footpaths	89%	56%	33%
Our places and spaces	Car parking	90%	62%	28%
Connected and collaborative community leaders	Community input to Council decision-making	86%	63%	23%
Connected and collaborative community leaders	Financial management	89%	67%	22%
Connected and collaborative community leaders	Long-term planning for Wagga Wagga	91%	72%	19%
Connected and collaborative community leaders	Confidence in the elected Council	76%	64%	12%
Connected and collaborative community leaders	Provision of Council information to the community	85%	74%	11%
Our places and spaces	Traffic flow	88%	78%	10%
Our natural environment	Waste and recycling services	95%	87%	8%

**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

## Step 2. 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, Wagga Wagga residents rated services/facilities on par with our Benchmarks in terms of both importance and satisfaction.

	Wagga Wagga City Council	Micromex Comparable Regional Benchmark
Average Importance	79%	77%
Average Satisfaction	79%	80%

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

### Explaining the 4 quadrants (overleaf)

Attributes in the top right quadrant, **MAINTAIN**, such as 'waste and recycling services', 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 'maintaining 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 engage with Councillors', 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, **COMMUNITY**, such as 'art gallery', 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.

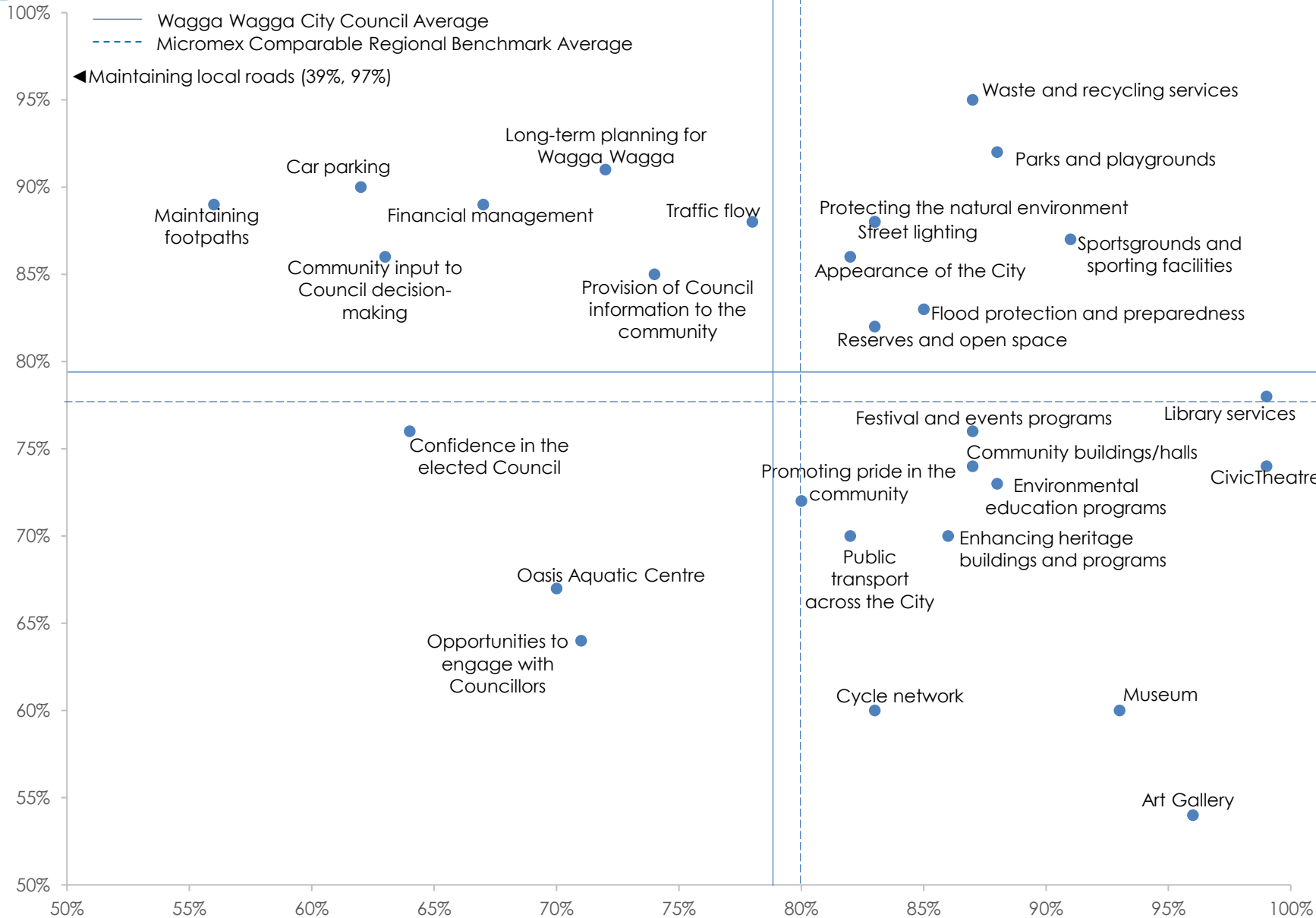
Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of council performance.



**Improve**  
Higher importance, lower satisfaction

**Maintain**  
Higher importance, higher satisfaction

Importance



**Niche**  
Lower importance, lower satisfaction

**Satisfaction**

**Community**  
Lower importance, higher satisfaction



# The Regression Analysis

## Step 3. The 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 'maintaining 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 Wagga Wagga City 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.

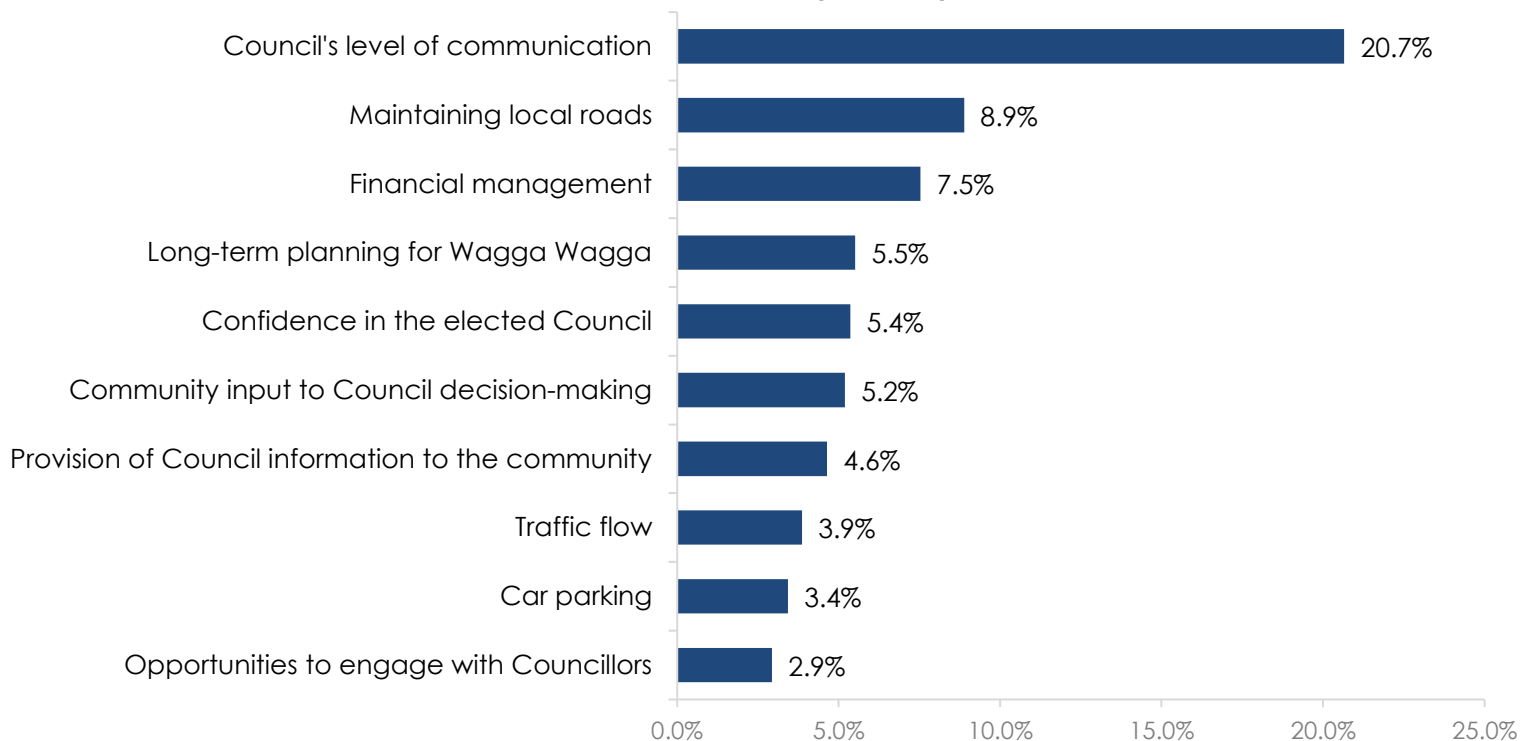
### What Does This Mean?

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

**Dependent variable: Q6.Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?**



These top 10 services/facilities (so 33% of the 30 services/facilities/performance) account for close to 70% of the variation in overall satisfaction. Therefore, whilst all services/facilities are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 20 services/facilities have less impact on satisfaction – although if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

The above regression includes the question 'How satisfied are you currently with the level of communication Council currently provides the community?'. The analysis highlights the importance of community engagement and consultation.

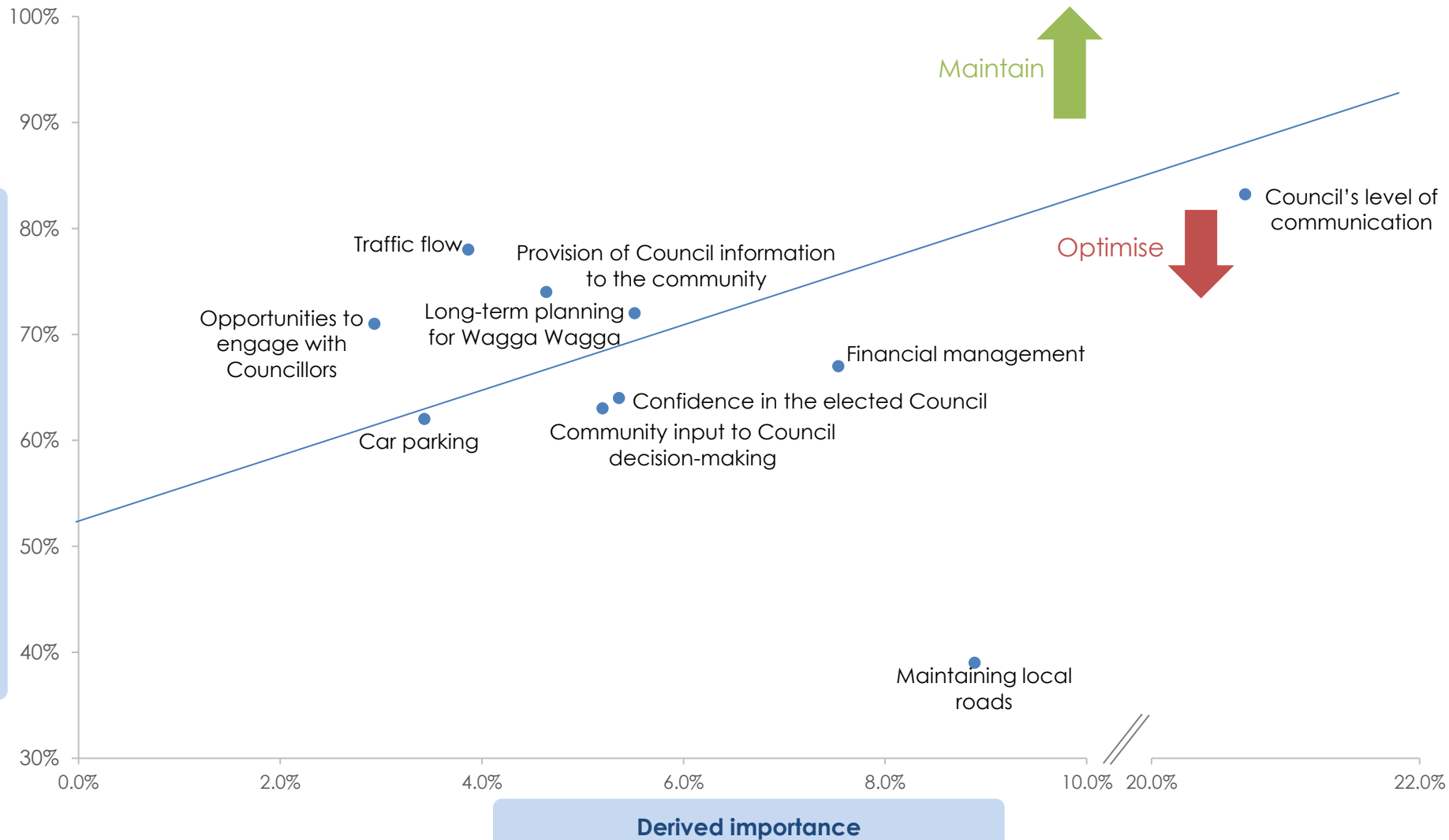
Note: Please see Appendix A for complete list

R<sup>2</sup> value = 39.01

**These 10 services/facilities are the key community priorities and by addressing these, Wagga Wagga City Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.**

**In the above chart, 'opportunities to engage with Councillors' contributes 2.9% towards overall satisfaction, while 'Council's level of communication' (20.7%) is a far stronger driver, contributing more than seven times as much to overall satisfaction with Council. 25**

# Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



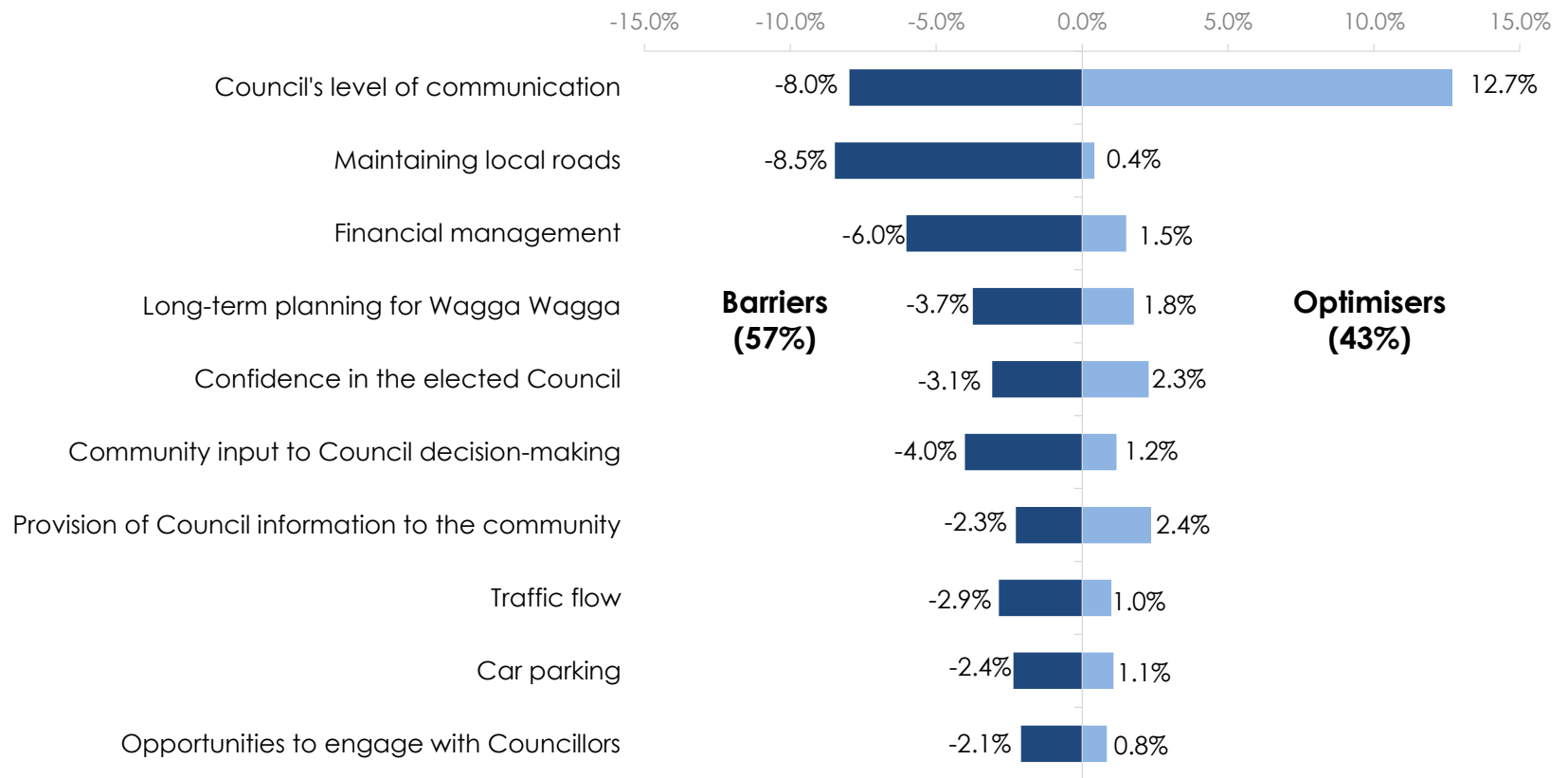
The above chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Regression result) to identify the level of contribution of each measure. Any services/facilities below the blue line (shown above) could potentially be benchmarked to target in future research to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

# Key Contributors to Barriers/Optimisers

The chart below 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.

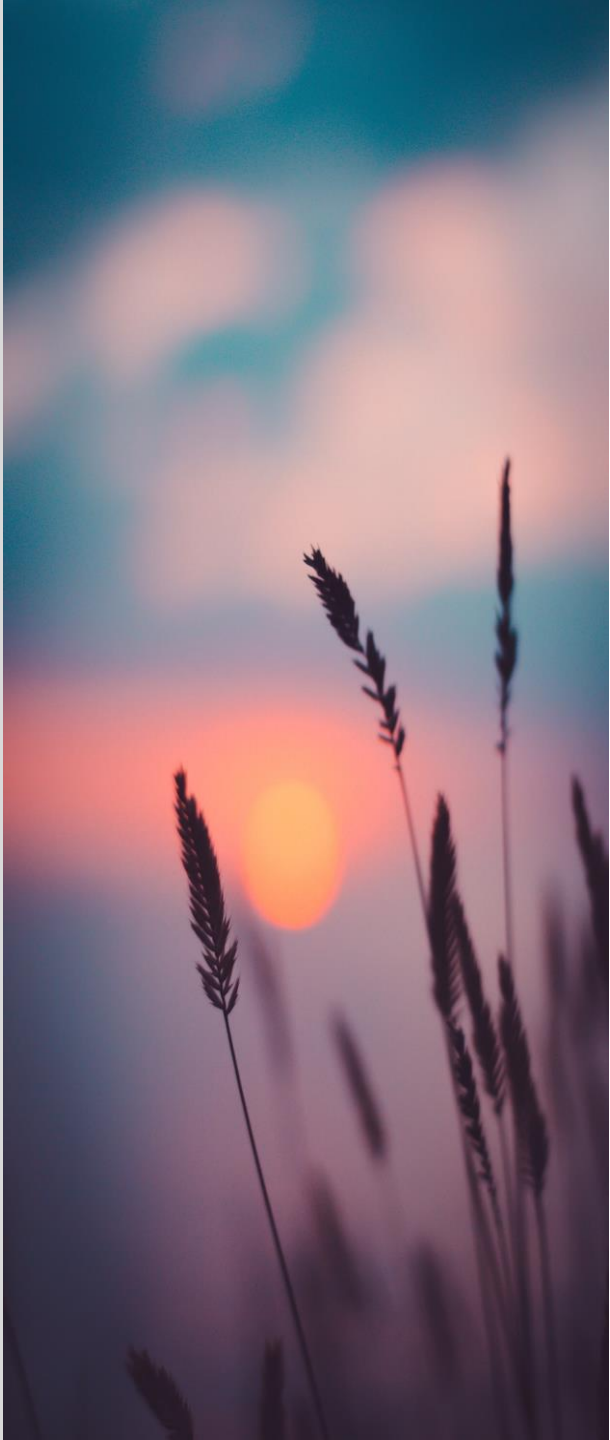


Different levers address the different levels of satisfaction across the community





# Comparison to Micromex Benchmarks



## Detailed Results

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# Importance Compared to the Micromex Regional LGA Benchmark

The table below shows the variance between Wagga Wagga City Council's top 2 box importance scores and the Micromex Regional LGA Benchmark. Residents' top 2 box scores are higher than, or equal to the Benchmark score for 20 of the 26 comparable services/facilities.

Service/Facility	Wagga Wagga City Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
CivicTheatre	74%▲	59%	15%
Sportsgrounds and sporting facilities	87%▲	76%	11%
Parks and playgrounds	92%	84%	8%
Protecting the natural environment	88%	80%	8%
Car parking	90%	83%	7%
Maintaining footpaths	89%	82%	7%
Library services	78%	71%	7%
Street lighting	88%	82%	6%
Community buildings/halls	74%	68%	6%
Art Gallery	54%	59%	-5%

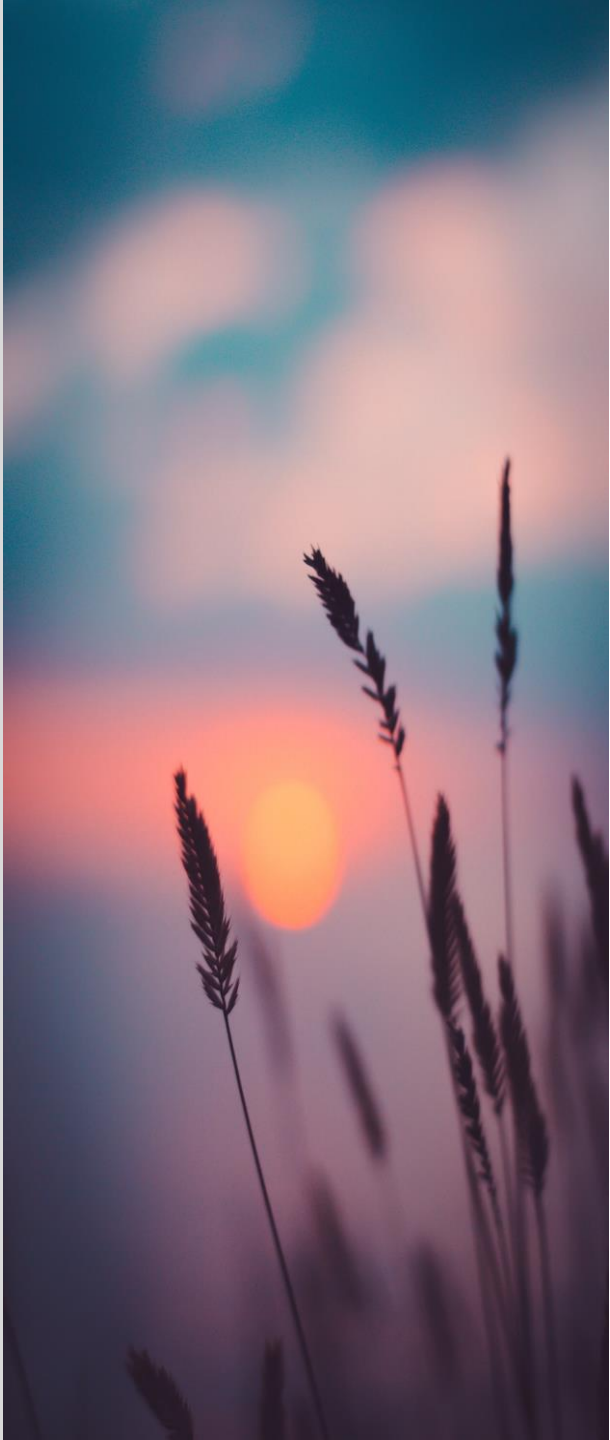
**Note:** Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant  
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark. Please see Appendix A for full list of services/facilities

# Satisfaction Compared to the Micromex Regional LGA Benchmark

The table below shows the largest variances between Wagga Wagga City Council's top 3 box satisfaction scores and the Micromex Regional LGA Benchmark. Residents' top 3 box scores are higher than, or equal to the Benchmark score for 13 of the comparable services/facilities. For those that are lower than Benchmarks, 3 services, 'maintaining local roads', 'Oasis Aquatic Centre', and 'maintaining footpaths' experienced a variance of ≥10%.

Service/Facility	Wagga Wagga City Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Public transport across the City	82%▲	63%	19%
Cycle network	83%▲	70%	13%
Traffic flow	78%▲	66%	12%
Flood protection and preparedness	85%	78%	7%
Library services	99%	94%	5%
Art Gallery	96%	91%	5%
Promoting pride in the community	80%	86%	-6%
Community input to Council decision-making	63%	70%	-7%
Car parking	62%	71%	-9%
Maintaining footpaths	56%▼	67%	-11%
Oasis Aquatic Centre	70%▼	85%	-15%
Maintaining local roads	39%▼	58%	-19%

**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 Please see Appendix A for full list of services/facilities



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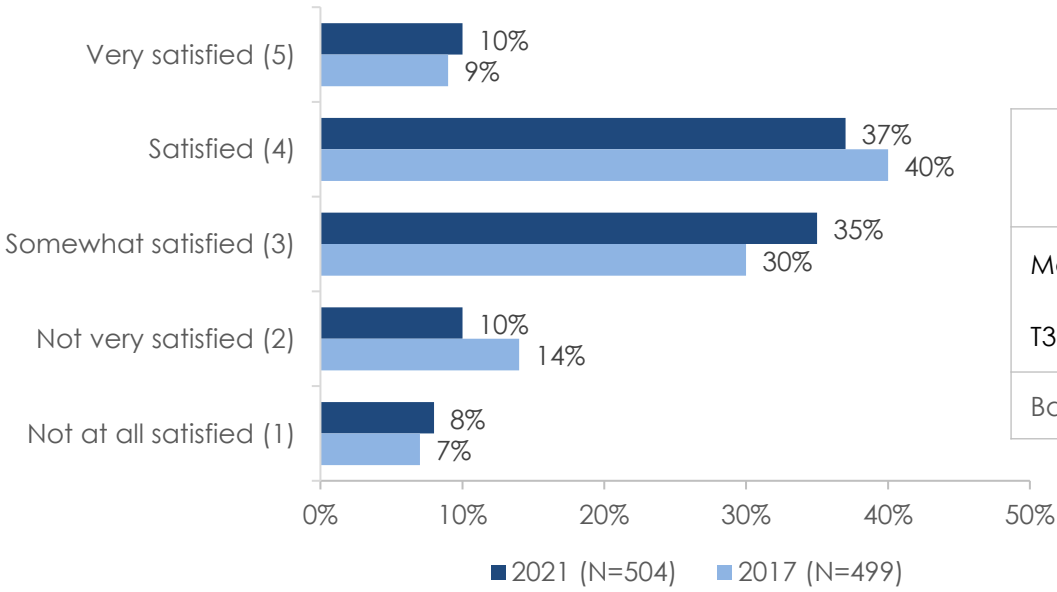


# Satisfaction with Council's Communication

Q2a. How satisfied are you with the level of communication Council currently provides to the community?

	Overall 2021	Overall 2017	Overall 2015	Gender		Age			
				Male	Female	18-34	35-49	50-59	60+
Mean rating	3.32	3.28	3.57	3.35	3.30	3.16	3.46	3.12	3.52▲
Base	504	499	504	240	264	168	120	80	136

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Mean rating	3.37	3.19	3.24	3.41	3.32
Base	363	139	102	97	305



	Wagga Wagga City Council	Micromex LGA Regional Benchmark
Mean rating	3.32	3.32
T3 Box	82%	80%
Base	504	14,365

Scale: 1 = not at all satisfied, 5 = very satisfied  
 ▲ ▼ = A significantly higher/lower level of satisfaction (by group)

**Overall, 82% of residents are at least somewhat satisfied with the level of communication Council currently provides to the community, and older residents (60+) are significantly more satisfied. Results are on par with our regional benchmark.**

# Satisfaction with Council's Communication

Q2a. How satisfied are you with the level of communication Council currently provides to the community?

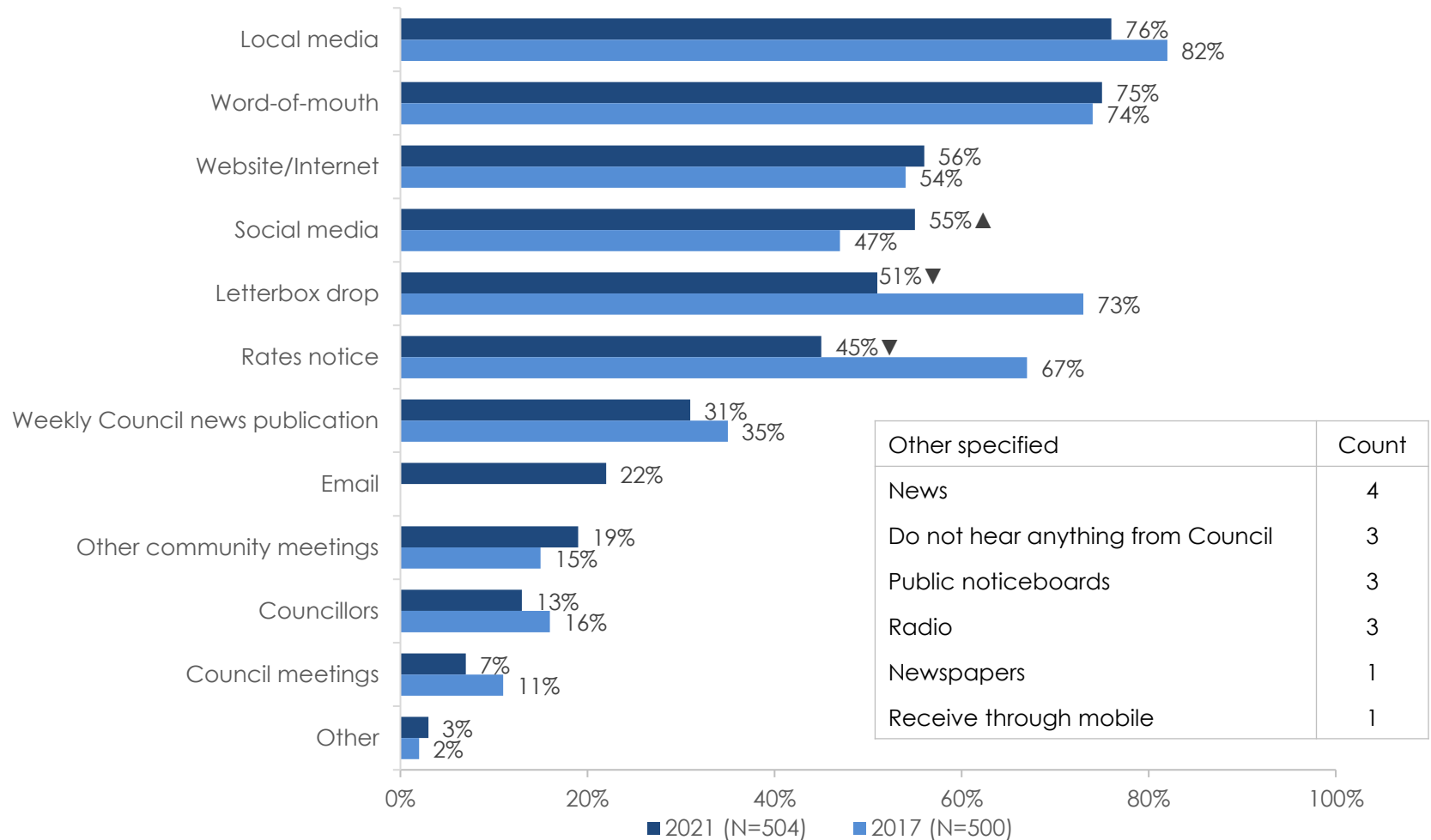
Q2b. (If not at all/not very satisfied on Q2a) How do you think Council could improve its communication?

	N=89
More advertising/informing residents about what is happening around the area	23%
Have Council staff be out and about in the community more	17%
Listening to the community more	15%
More letter drops/flyers/newsletters in the mail	15%
Council could be more transparent/honest with residents	11%
Utilise social media more e.g. for upcoming events	11%
Be more responsive e.g. returning calls/emails	8%
Act on enquiries raised by residents	6%
New/local/professional staff	5%
More opportunities for residents to have their say	4%
Improving the website	2%
More community meetings	2%
Become more tech fluent	1%
Council being less dismissive	1%
Have electronic versions of Council's newsletters available	1%
More community spirit	1%
More proactive communication	1%
Don't know	7%

**When asked about how Council could improve its communication, 'more advertising/informing residents about what is happening around the area' and 'have Council staff be out and about in the community more' were the most common responses.**

# Hearing About Council's Events

Q3. Where do you hear about Council's events, activities, projects and decisions?



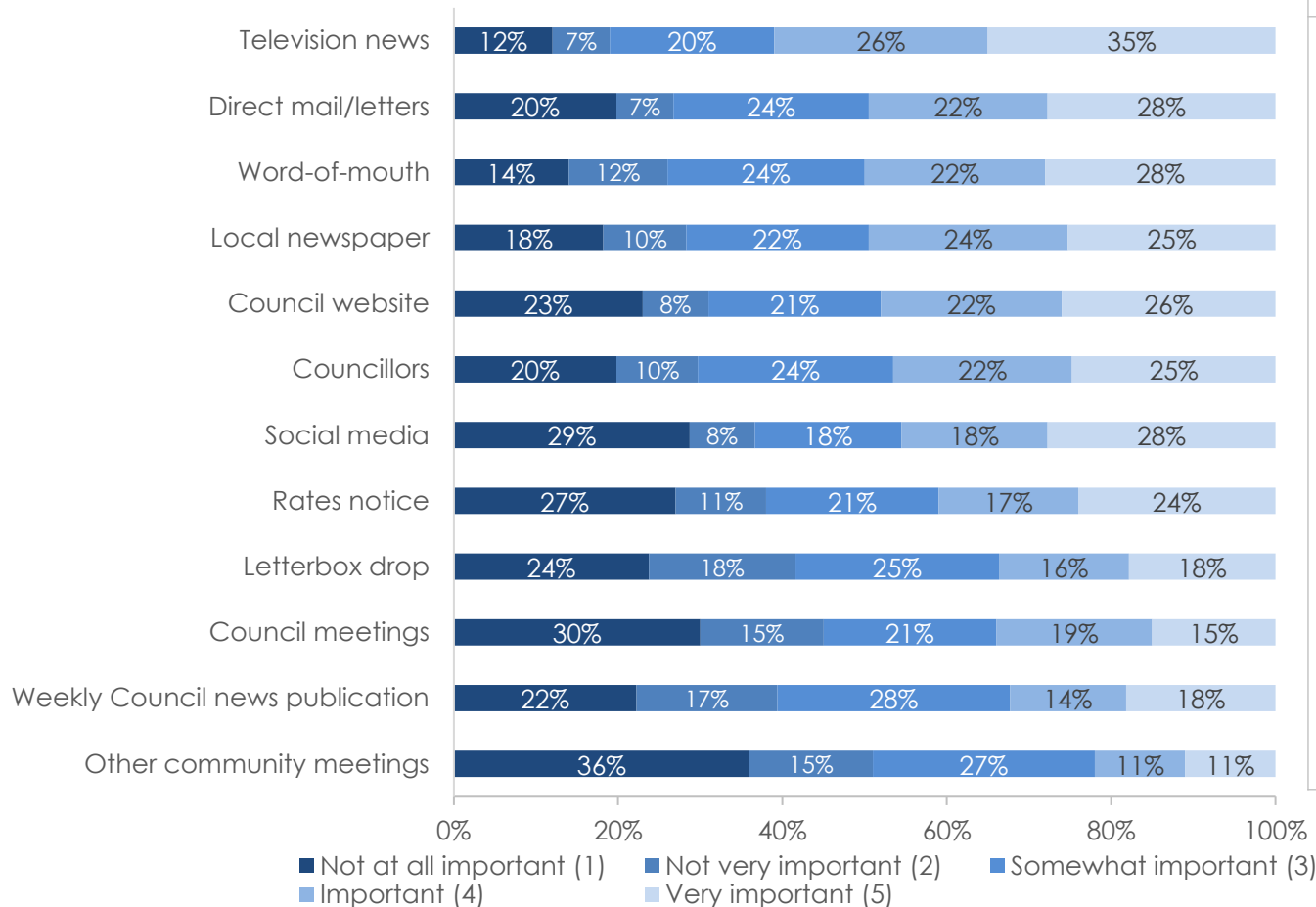
Note: 'Email' was not a prompted option in 2017, and the question was previously worded 'through which of the following means do you receive information about Council?'

▲ ▼ = A significantly higher/lower percentage (compared to 2017)  
Please see Appendix A for results by demographics

**Local media and word of mouth continue to be the most common ways to hear about Council's events, activities projects and decisions. Awareness through social media significantly increased since 2017.**

# Importance of Mediums on Influencing Opinion of Council's Performance

Q4. How important a role do the following have in influencing your opinion on the performance of Council?



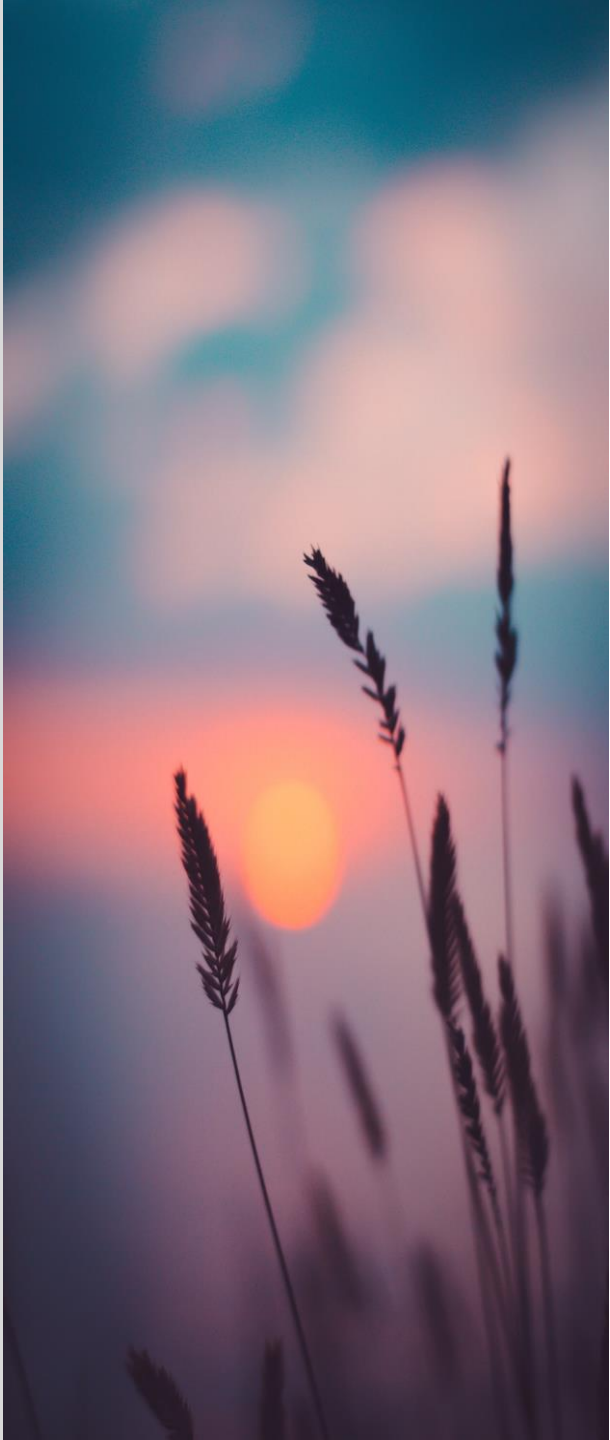
T2B%	Mean ratings	
2021	2021	2017
61%	3.64	3.70
50%	3.30	3.39
50%	3.39▲	3.16
49%	3.28▼	3.51
48%	3.20	2.99
47%	3.23	3.18
46%	3.09▲	2.83
41%	3.02	3.18
34%	2.85	2.96
34%	2.75	2.76
32%	2.89▲	2.67
22%	2.45▲	2.12

Please see Appendix A for results by demographics

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

**Residents believe that 'television news' plays the most important role in influencing their opinion on the performance of council, with 61% of residents rating this as important/very important. Level of importance has increased significantly for 'word of mouth' and 'social media'.**





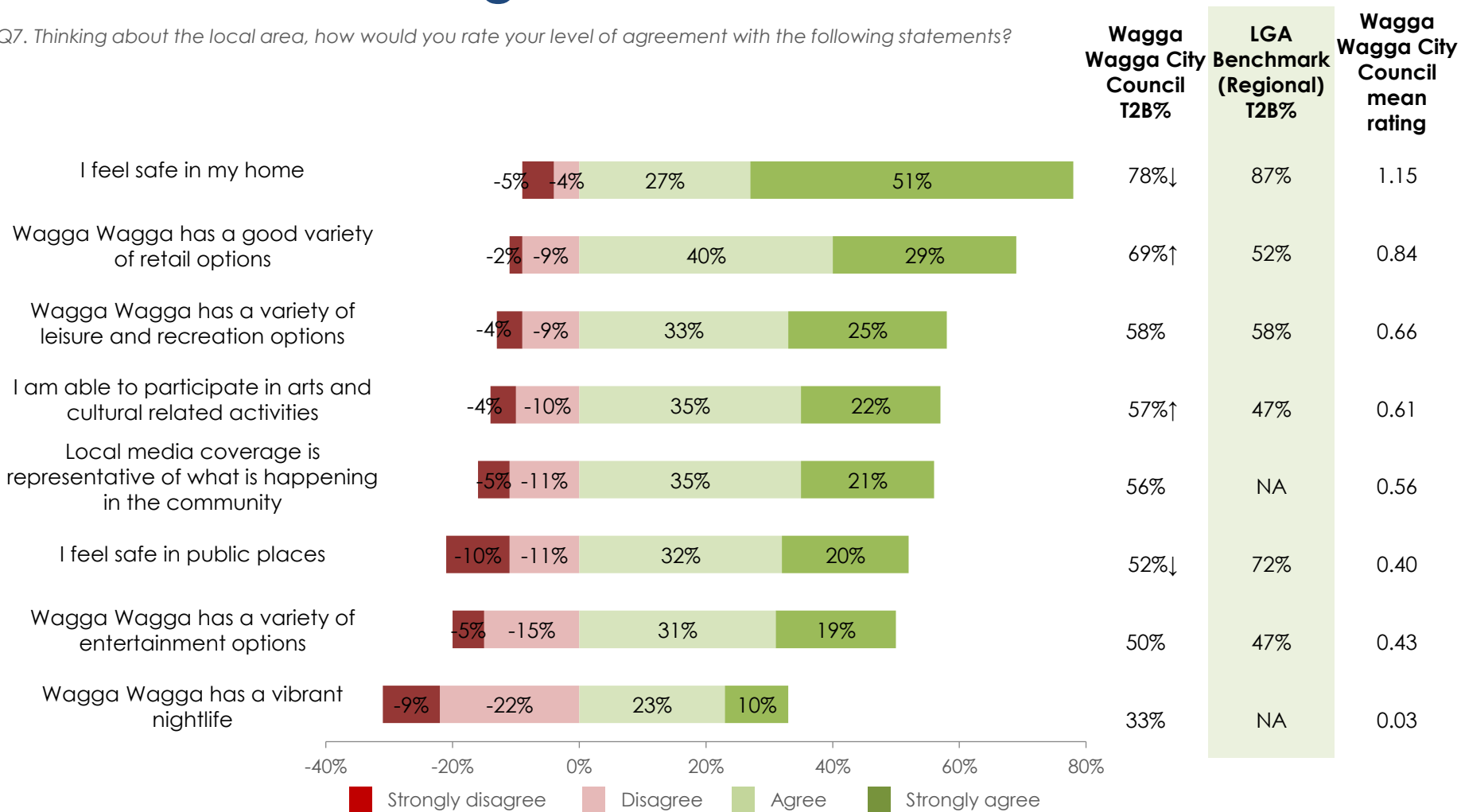
## Detailed Results

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# Agreement Statements

Q7. Thinking about the local area, how would you rate your level of agreement with the following statements?



Base: N=461-502

Please see Appendix A for results by demographics

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

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

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

**The most agreed upon statement is 'I feel safe in my home' with 78% of residents being in agreement, whilst the least agreed upon statement is 'Wagga Wagga has a vibrant nightlife' with only 33% of residents in agreement.**

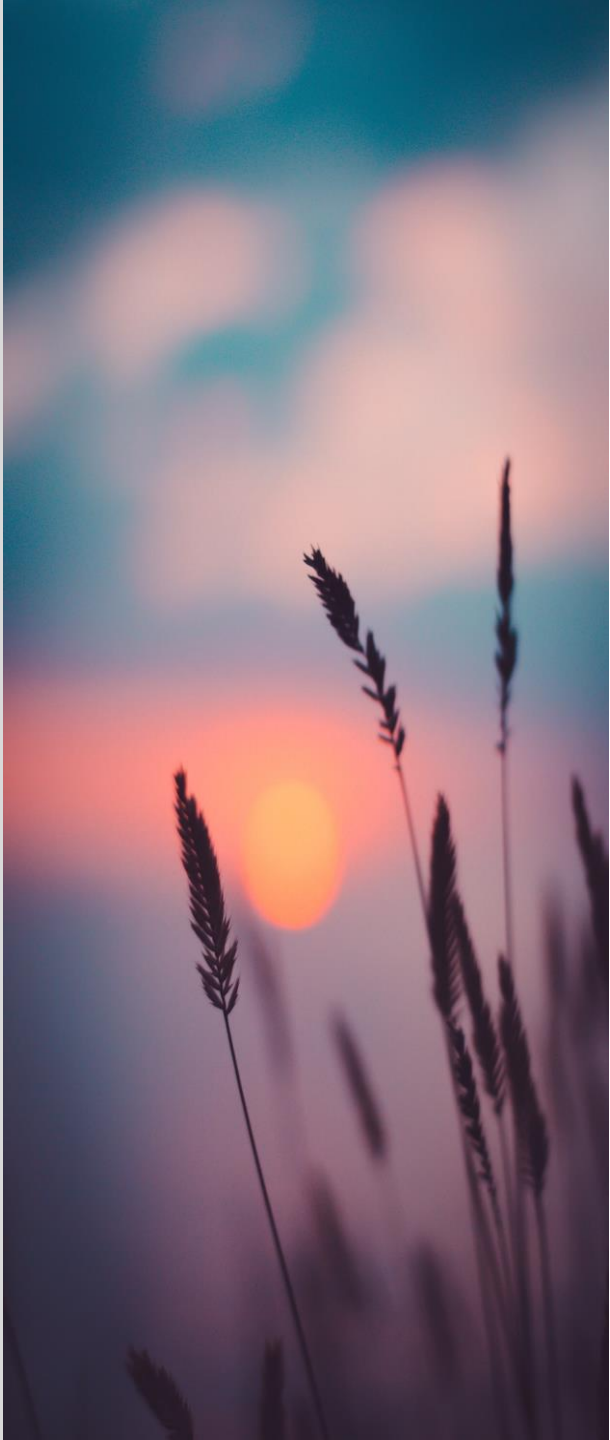
# Agreement Statements

Q7. Thinking about the local area, how would you rate your level of agreement with the following statements?

	2021 T2B%	2017 T2B%	2015 T2B%
I feel safe in my home	78%	77%	76%
Wagga Wagga has a good variety of retail options	69%	72%	69%
Wagga Wagga has a variety of leisure and recreation options	58%	57%	67%
I am able to participate in arts and cultural related activities	57%	54%	58%
Local media coverage is representative of what is happening in the community	56%	60%	NA
I feel safe in public places	52%▲	43%	64%
Wagga Wagga has a variety of entertainment options	50%	46%	59%
Wagga Wagga has a vibrant nightlife	33%	34%	NA
Base	461-502	473-500	500-504

▲ ▼ = A significantly higher/lower percentage (compared to 2017)

**Level of agreement has increased for 5 out of the 8 comparable statements compared to 2017.**



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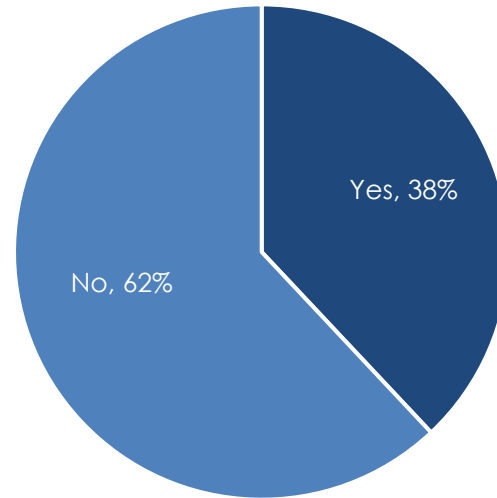


# Contact with Council

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

	Overall 2021	Overall 2017	Overall 2015	Gender		Age			
				Male	Female	18-34	35-49	50-59	60+
Yes %	38%	32%	39%	38%	38%	30%	38%	52%▲	39%
Base	504	500	504	240	264	168	120	80	136

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Yes %	41%▲	29%	38%	35%	39%
Base	363	139	102	97	305



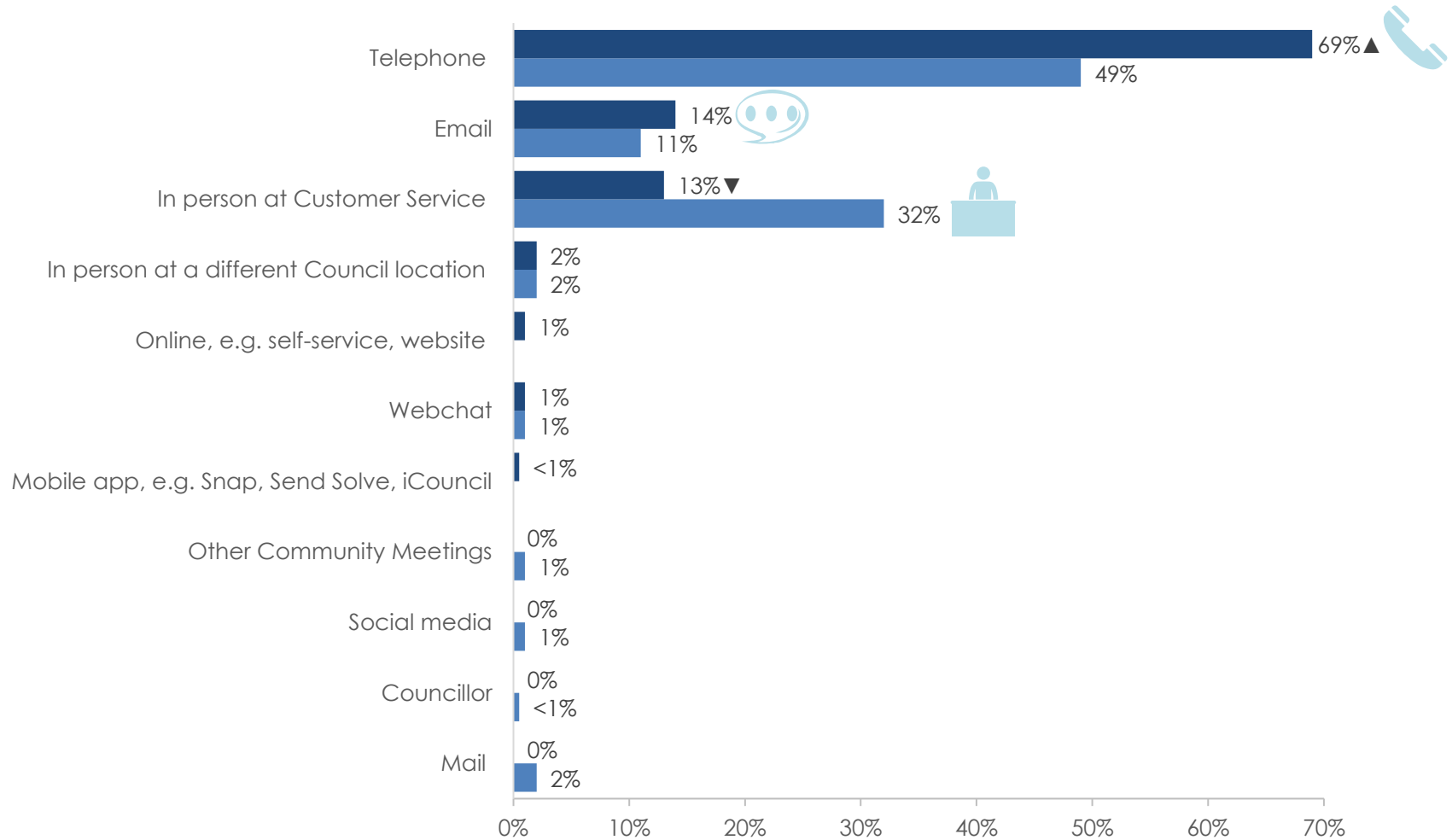
Base: N=504

▲ ▼ = A significantly higher/lower percentage (by group)

**38% of Wagga Wagga residents have contacted Council in the last 12 months. Those aged 50-59, and ratepayers are significantly more likely to have contacted Council.**

# Method of Contact

Q1b. (If yes on Q1a) When you last made contact with Council staff was it by:



Please see Appendix A for main contact methods by demographics

■ 2021 (N=190) ■ 2017 (N=159)

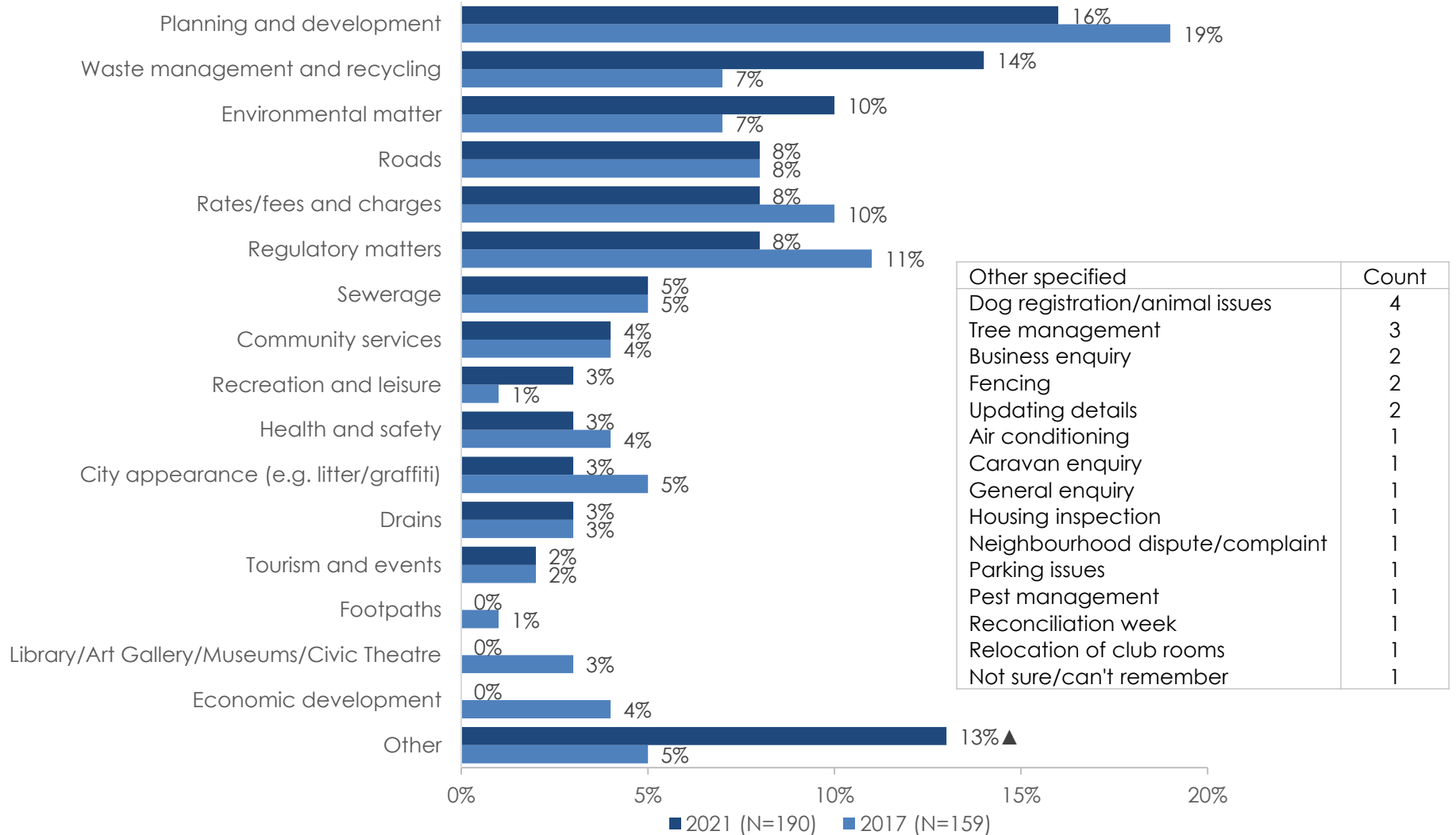
Note: 'mobile app' was new in 2021 and 'online, e.g. self-service, website' was previously worded 'website'

▲ ▼ = A significantly higher/lower percentage (compared to 2017)

**Telephone (69%) was the most common contact method for those that have recently contacted Council. Usage of 'telephone' significantly increased in 2021 whilst 'in person at customer service' decreased (unsurprising considering the current restrictions associated with COVID-19).**

# Nature of Enquiry

Q1c. (If yes on Q1a) Which of the following best describes the nature of your enquiry?



Please see Appendix A for results by demographics

▲ ▼ = A significantly higher/lower percentage (compared to 2017)

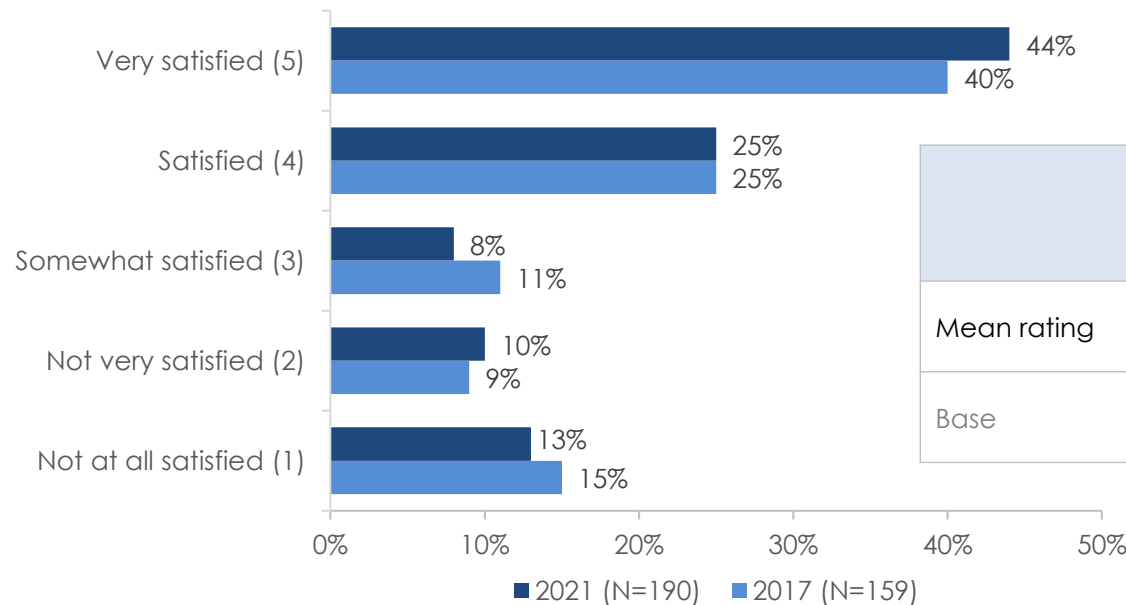
**Planning and development (16%) and waste management and recycling (14%) were the most common reasons to have contacted Council.**

# Satisfaction with Contact

Q1d. (If yes on Q1a) Overall, how satisfied were you with the way your enquiry was handled?

	Overall 2021	Overall 2017	Overall 2015	Gender		Age			
				Male	Female	18-34	35-49	50-59	60+
Mean rating	3.77	3.65	3.90	3.71	3.82	3.54	4.18▲	3.48	3.84
Base	190	159	195	90	100	51	46	41	53

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Mean rating	3.82	3.56	3.69	3.84	3.77
Base	150	40	39	34	118



	Method of Contact		
	Telephone	Email	In person at customer service
Mean rating	3.69	3.78	3.94
Base	131	26	25

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

▲ ▼ = A significantly higher/lower level of satisfaction (by group)

**Of those who had contacted Council, 77% of residents were at least somewhat satisfied with the way their enquiry was handled. Those aged 35-49 were significantly more satisfied with the way their contact was handled.**

# Satisfaction with Contact

Q1d. (If yes on Q1a) Overall, how satisfied were you with the way your enquiry was handled?

Q1e. (If not very/not at all satisfied on Q1d) How could the way your enquiry was handled have been improved?

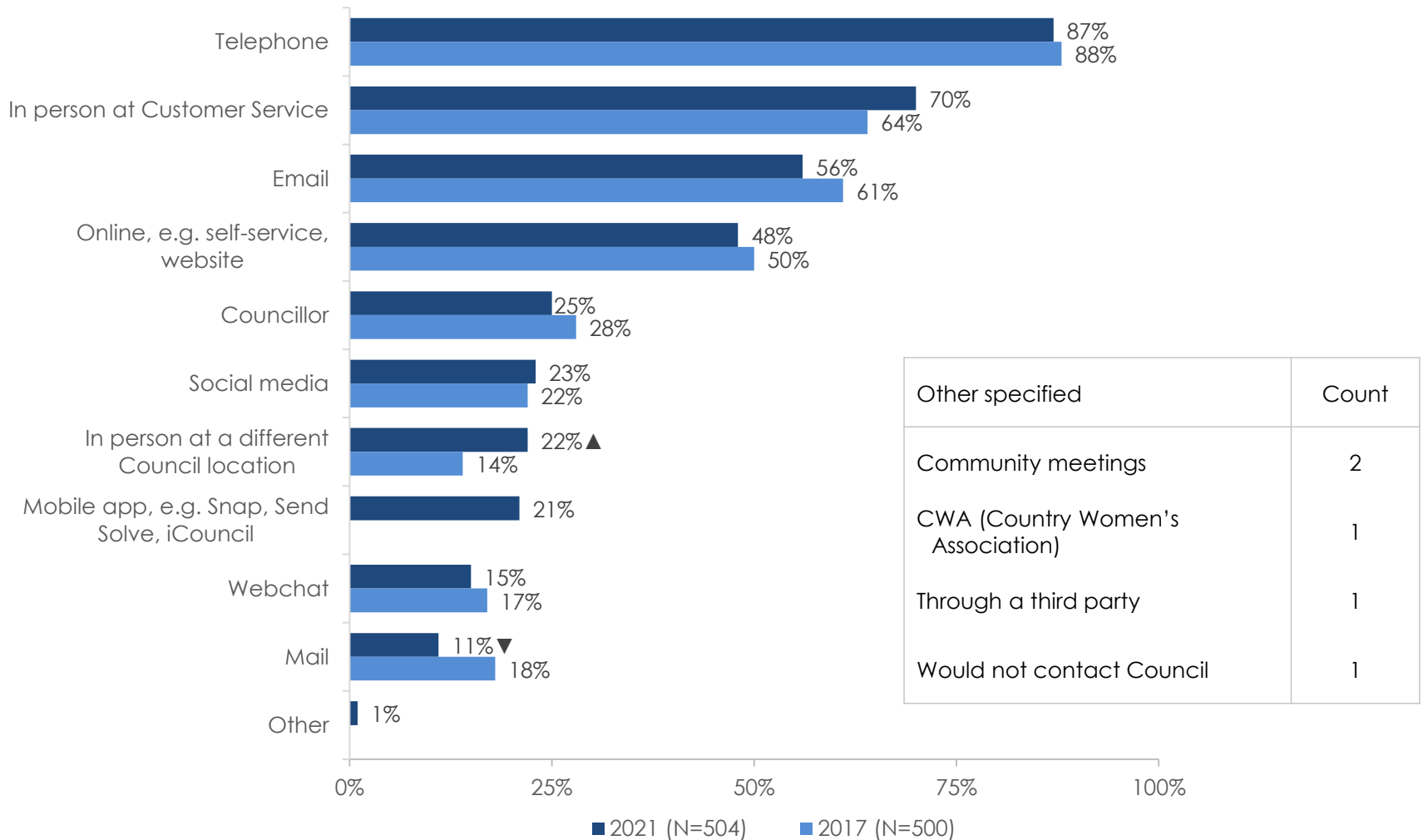
	Count
More knowledgeable staff	13
Better follow up from Council	10
Council staff could be more understanding/listen to residents more	10
Acting quicker with requests	5
Follow through on requests	4
Making it easier to get hold of the correct person	4
More honesty from Council in responses	3
Easier processes	2
Providing a reference number when contacting Council	2
Council to take responsibility for the issues	1
Improved customer service in general	1
Improving the consultation process	1
Improving waiting times	1
Language issues	1
More consistent advice	1
Speed up processing times for DAs	1
Don't know/not sure	1

**For those that are not very/not at all satisfied with the way their enquiry was handled, the main suggestions for improvements were 'more knowledgeable staff', 'better follow up from Council' and that 'Council staff could be more understanding/listen to residents more'.**



# Future Contact with Council

Q1f. If required, how would you most likely contact Council in the future?



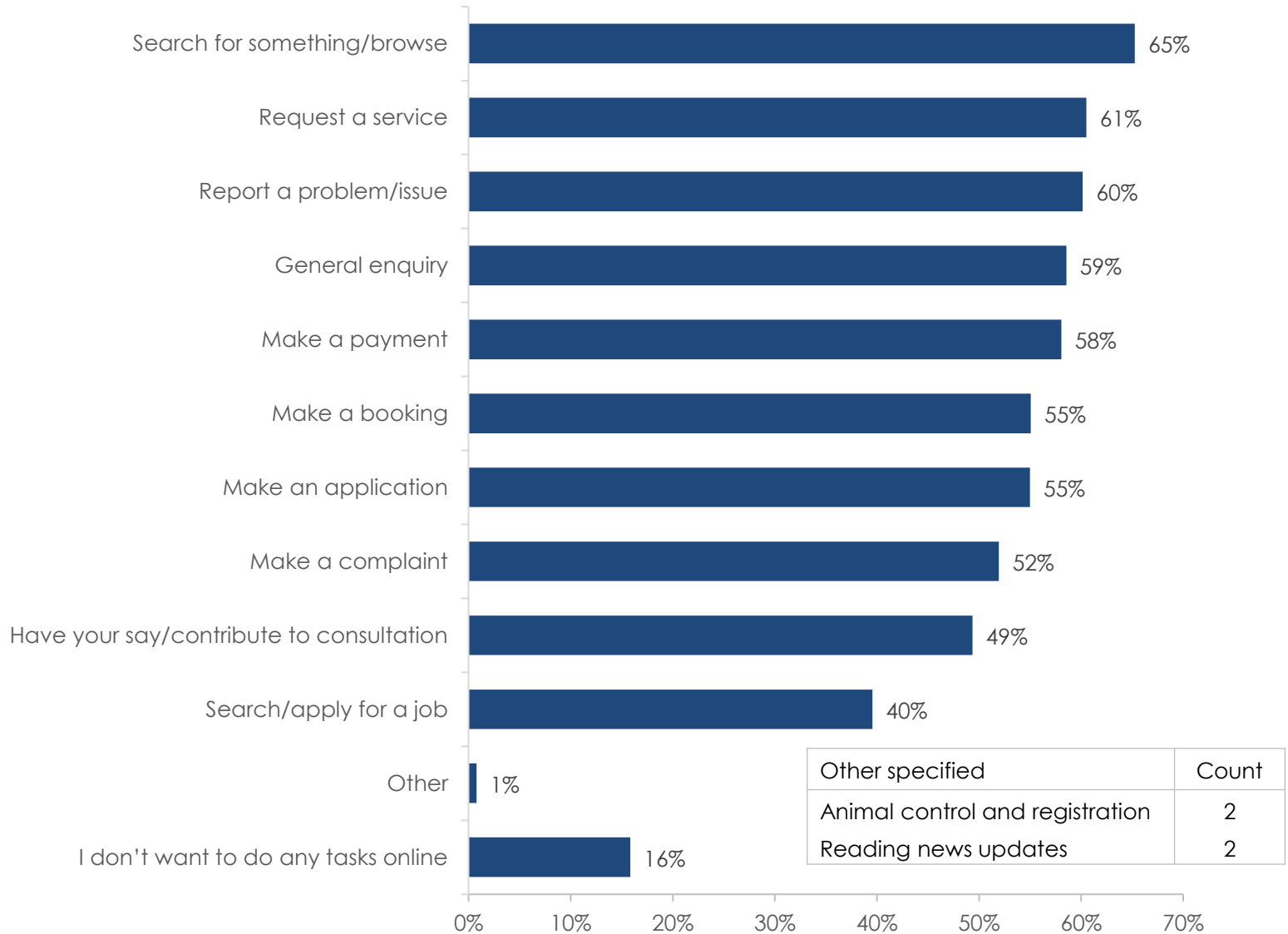
Please see Appendix A for results by demographics

▲ ▼ = A significantly higher/lower percentage (compared to 2017)

**Residents are most likely to use the telephone to contact Council in the future (87%). In person at Customer Service (70%) and email (56%) were also common options.**

# Council's Website

Q1g. The Council website offers the community a range of self-serve opportunities. Which of the following activities are you likely to undertake?



Base: N=504

Please see Appendix A for results by demographics

The most common activity to undertake on Council's website is to search for something/browse (65%). Younger residents (aged 18-34) are more likely to use the website for all activities.

# Importance of, and Satisfaction with, Council Services and Facilities

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7. **Importance of, and satisfaction with, Council services and facilities**



City of  
Wagga Wagga

micromex  
research

# Service Areas

A core element of this community survey was the rating of 30 facilities/services in terms of Importance and Satisfaction. Each of the 30 facilities/services were grouped into service areas as detailed below:

Proud Place, Great Lifestyle	Our Places and Spaces	Our Natural Environment	Connected and Collaborative Community Leaders
Promoting pride in the community	Maintaining local roads	Protecting the natural environment	Opportunities to engage with Councillors
Appearance of the City	Maintaining footpaths	Waste and recycling services	Confidence in the elected Council
Parks and playgrounds	Cycle network	Environmental education programs	Community input to Council decision-making
Sportsgrounds and sporting facilities	Traffic flow	Flood protection and preparedness	Provision of Council information to the community
Reserves and open space	Car parking	Long-term planning for Wagga Wagga	Financial management
Community buildings/halls	Public transport across the City		
Oasis Aquatic Centre	Street lighting		
Art Gallery			
Museum			
CivicTheatre			
Library services			
Festival and events programs			
Enhancing heritage buildings and programs			

## An Explanation

The following pages detail the regression findings for each service area, rank services/facilities within each service area and identify the stated importance and satisfaction ratings by key demographics.

### *Importance*

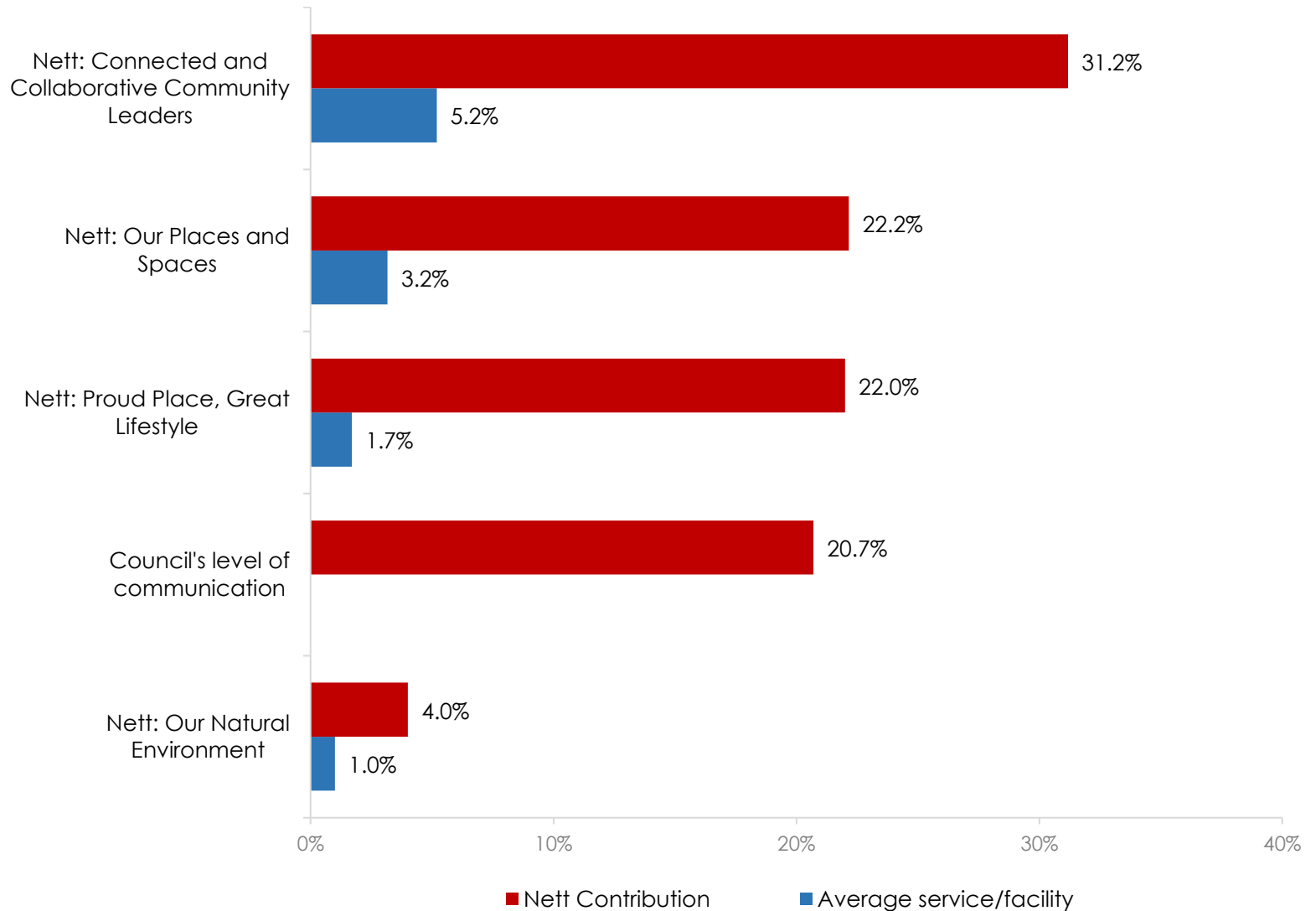
For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.

### *Satisfaction*

Any resident who had rated the importance of a particular criterion a 4 or 5 was then asked how satisfied they were with the performance of Council for that service or facility. There was an option for residents to answer 'don't know' to satisfaction, as they may not have personally used a particular service or facility.

# Contribution to Overall Satisfaction with Council's Performance

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas. 'Connected and Collaborative Community Leaders' (31%) is the key contributor toward overall satisfaction with Council's performance, with the services/facilities in this service area averaging 5.2%.

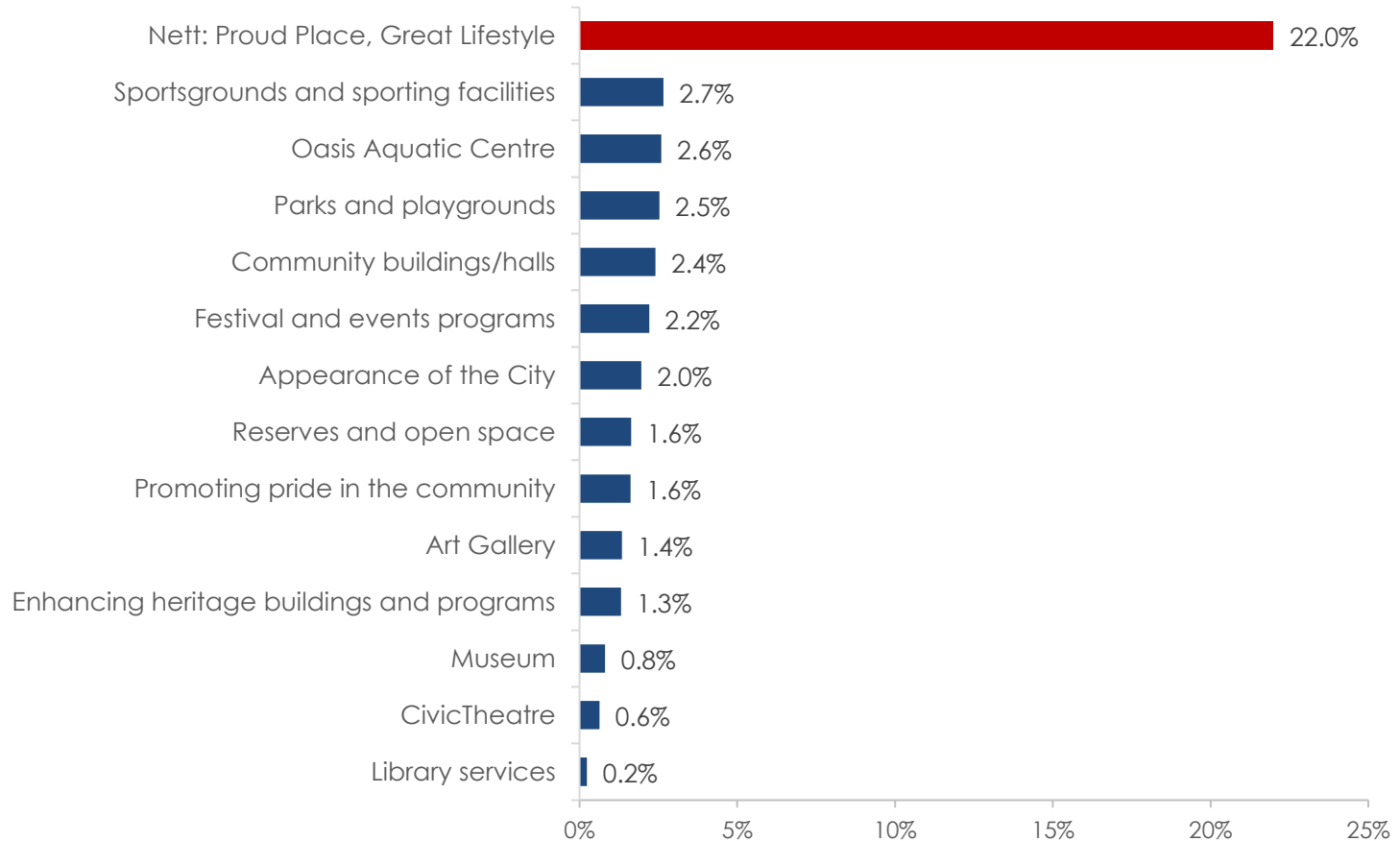




# Service Area 1: Proud Place, Great Lifestyle

Regression

Contributes to 22% of Overall Satisfaction with Council



# Service Area 1: Proud Place, Great Lifestyle

## Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Parks and playgrounds	92%	88%
Sportsgrounds and sporting facilities	87%	91%
Appearance of the City	86%	82%
Reserves and open space	82%	83%
Library services	78%	99%
Festival and events programs	76%	87%
CivicTheatre	74%	99%
Community buildings/halls	74%	87%
Promoting pride in the community	72%	80%
Enhancing heritage buildings and programs	70%	86%
Oasis Aquatic Centre	67%	70%
Museum	60%	93%
Art Gallery	54%	96%

**Within the ‘Proud Place, Great Lifestyle’ service area, in terms of importance, ‘parks and playgrounds’ is considered to be the most important, whilst ‘art gallery’ is the facility of least relative importance. Residents are most satisfied with ‘library services’ and ‘CivicTheatre’ within this service area.**

# Service Area 1: Proud Place, Great Lifestyle

## Importance Mean Scores by Key Demographics

	Overall	Gender		Age			
		Male	Female	18–34	35–49	50–59	60+
Promoting pride in the community	4.03	3.77	4.26	4.28	4.02	3.67	3.93
Appearance of the City	4.37	4.31	4.43	4.39	4.40	4.30	4.36
Parks and playgrounds	4.59	4.58	4.60	4.70	4.60	4.54	4.47
Sportsgrounds and sporting facilities	4.43	4.43	4.44	4.75	4.44	4.09	4.24
Reserves and open space	4.33	4.18	4.48	4.52	4.34	4.18	4.19
Community buildings/halls	4.05	3.80	4.28	4.18	3.94	4.03	4.00
Oasis Aquatic Centre	3.96	3.79	4.11	4.25	4.00	3.60	3.76
Art Gallery	3.54	3.35	3.72	3.42	3.60	3.35	3.75
Museum	3.79	3.61	3.95	3.75	3.72	3.66	3.97
CivicTheatre	4.07	3.84	4.27	4.03	4.14	3.89	4.16
Library services	4.22	4.01	4.41	4.32	4.29	4.07	4.11
Festival and events programs	4.11	3.95	4.27	4.43	4.20	3.86	3.80
Enhancing heritage buildings and programs	3.99	3.80	4.16	4.23	3.68	3.96	3.97

Scale: 1 = not at all important, 5 = very important  
 Significantly higher/lower level of importance (by group)



# Service Area 1: Proud Place, Great Lifestyle

## Importance Mean Scores by Key Demographics

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Promoting pride in the community	3.95	4.20	4.22	4.11	3.94
Appearance of the City	4.35	4.43	4.22	4.51	4.38
Parks and playgrounds	4.53	4.72	4.69	4.62	4.54
Sportsgrounds and sporting facilities	4.36	4.63	4.47	4.55	4.39
Reserves and open space	4.26	4.51	4.34	4.48	4.29
Community buildings/halls	3.99	4.19	4.11	4.06	4.03
Oasis Aquatic Centre	3.90	4.12	4.15	4.10	3.85
Art Gallery	3.54	3.55	3.47	3.46	3.59
Museum	3.78	3.80	3.63	3.76	3.85
CivicTheatre	4.07	4.06	4.00	4.26	4.03
Library services	4.13	4.42	4.42	4.36	4.10
Festival and events programs	4.00	4.39	4.23	4.41	3.98
Enhancing heritage buildings and programs	3.88	4.27	4.05	4.14	3.92

Scale: 1 = not at all important, 5 = very important  
 Significantly higher/lower level of importance (by group)



# Service Area 1: Proud Place, Great Lifestyle

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Promoting pride in the community	4%	6%	18%	27%	45%	504
Appearance of the City	2%	2%	10%	28%	58%	504
Parks and playgrounds	1%	1%	6%	21%	71%	504
Sportsgrounds and sporting facilities	3%	2%	8%	21%	66%	504
Reserves and open space	2%	2%	14%	25%	57%	504
Community buildings/halls	3%	5%	19%	32%	42%	504
Oasis Aquatic Centre	8%	7%	18%	17%	50%	504
Art Gallery	11%	10%	25%	22%	32%	504
Museum	7%	7%	26%	20%	40%	504
Civic Theatre	5%	5%	16%	26%	48%	504
Library services	5%	6%	11%	18%	60%	504
Festival and events programs	4%	6%	14%	25%	51%	504
Enhancing heritage buildings and programs	5%	6%	20%	25%	45%	504





# Service Area 1: Proud Place, Great Lifestyle

## Satisfaction Mean Scores by Key Demographics

	Overall	Gender		Age			
		Male	Female	18–34	35–49	50–59	60+
Promoting pride in the community	3.52	3.43	3.59	3.59	3.49	3.32	3.56
Appearance of the City	3.47	3.42	3.50	3.28	3.56	3.44	3.63
Parks and playgrounds	3.75	3.71	3.78	3.57	3.61	3.85	4.05
Sportsgrounds and sporting facilities	3.81	3.74	3.88	3.78	3.66	3.74	4.04
Reserves and open space	3.55	3.48	3.60	3.44	3.64	3.43	3.68
Community buildings/halls	3.58	3.57	3.59	3.61	3.44	3.33	3.82
Oasis Aquatic Centre	3.35	3.49	3.24	3.08	3.15	3.51	3.88
Art Gallery	4.12	3.99	4.21	4.06	4.00	4.28	4.19
Museum	3.98	3.86	4.06	3.90	3.74	3.97	4.24
Civic Theatre	4.25	4.23	4.26	4.41	4.04	4.00	4.39
Library services	4.40	4.28	4.48	4.50	4.25	4.38	4.41
Festival and events programs	3.63	3.53	3.71	3.58	3.47	3.58	3.91
Enhancing heritage buildings and programs	3.51	3.28	3.69	3.56	3.53	3.23	3.58

Scale: 1 = not at all satisfied, 5 = very satisfied  
 Significantly higher/lower level of satisfaction (by group)



# Service Area 1: Proud Place, Great Lifestyle

## Satisfaction Mean Scores by Key Demographics

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Promoting pride in the community	3.44	3.67	3.63	3.43	3.51
Appearance of the City	3.49	3.42	3.57	3.37	3.47
Parks and playgrounds	3.79	3.65	3.76	3.66	3.77
Sportsgrounds and sporting facilities	3.82	3.77	4.04	3.73	3.77
Reserves and open space	3.46	3.77	3.93	3.28	3.50
Community buildings/halls	3.54	3.67	3.75	3.50	3.55
Oasis Aquatic Centre	3.34	3.38	3.50	3.24	3.33
Art Gallery	4.11	4.15	4.09	4.18	4.11
Museum	3.96	4.02	3.93	3.92	4.01
CivicTheatre	4.21	4.32	4.34	4.13	4.26
Library services	4.36	4.47	4.45	4.42	4.36
Festival and events programs	3.66	3.54	3.60	3.58	3.66
Enhancing heritage buildings and programs	3.45	3.61	3.60	3.48	3.48

Scale: 1 = not at all satisfied, 5 = very satisfied  
 Significantly higher/lower level of satisfaction (by group)



# Service Area 1: Proud Place, Great Lifestyle

## Detailed Overall Response for Satisfaction

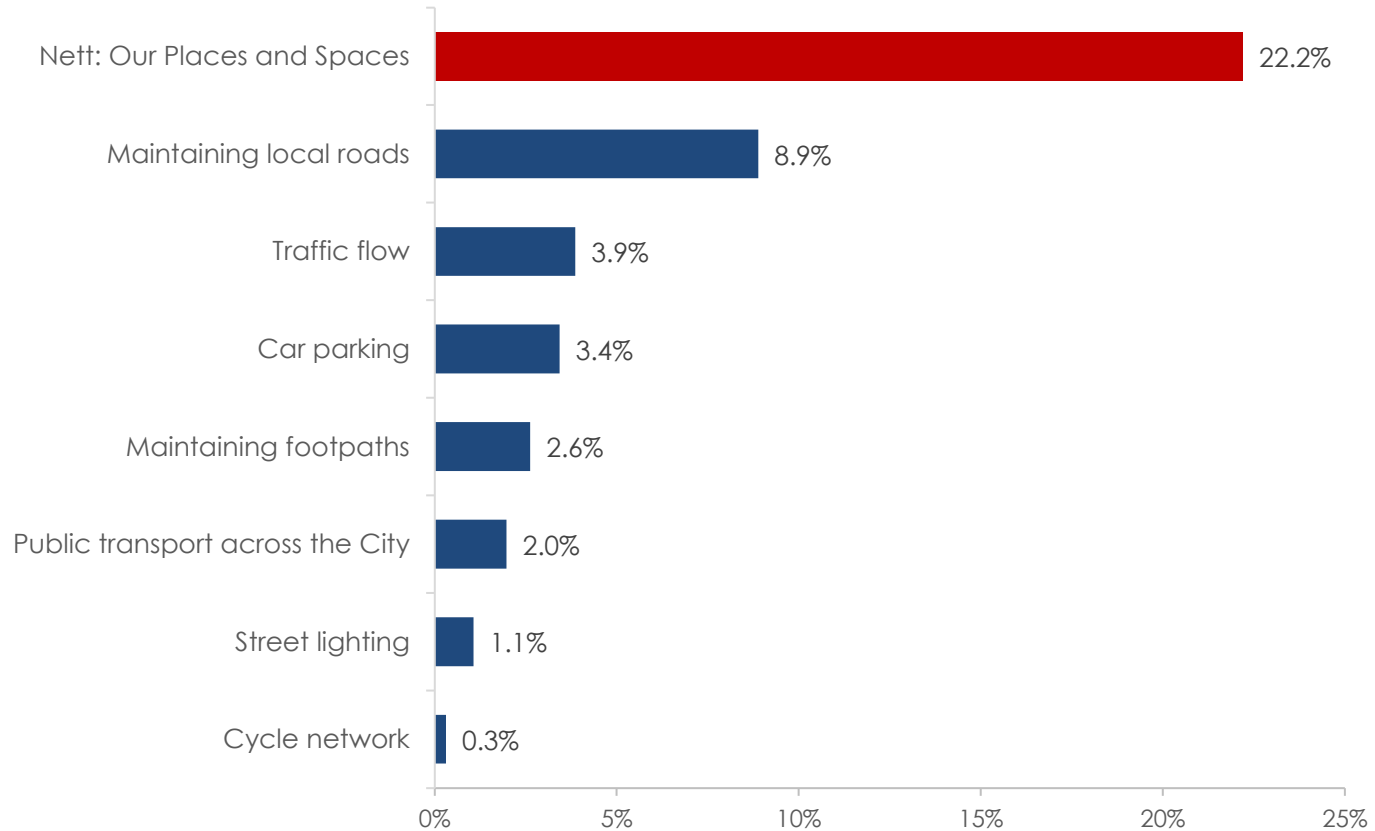
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Promoting pride in the community	7%	13%	27%	29%	24%	362
Appearance of the City	5%	12%	32%	32%	18%	431
Parks and playgrounds	4%	9%	25%	35%	28%	461
Sportsgrounds and sporting facilities	1%	8%	23%	43%	25%	432
Reserves and open space	7%	9%	25%	38%	20%	412
Community buildings/halls	3%	10%	31%	38%	18%	367
Oasis Aquatic Centre	13%	17%	19%	26%	25%	335
Art Gallery	1%	2%	16%	44%	36%	265
Museum	3%	5%	19%	40%	34%	295
CivicTheatre	1%	1%	13%	44%	42%	365
Library services	<1%	1%	11%	35%	53%	386
Festival and events programs	3%	10%	31%	33%	23%	379
Enhancing heritage buildings and programs	3%	11%	36%	33%	17%	348



# Service Area 2: Our Places and Spaces

Regression

Contributes to Over 22% of Overall Satisfaction with Council



# Service Area 2: Our Places and Spaces

## Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Maintaining local roads	97%	39%
Car parking	90%	62%
Maintaining footpaths	89%	56%
Street lighting	88%	83%
Traffic flow	88%	78%
Public transport across the City	70%	82%
Cycle network	60%	83%

**Within the 'Our Places and Spaces' service area, in terms of importance, 'maintaining local roads' is considered to be the most important, whilst the 'cycle network' is the facility of least relative importance.**

# Service Area 2: Our Places and Spaces

## Importance Mean Scores by Key Demographics

	Overall	Gender		Age			
		Male	Female	18-34	35-49	50-59	60+
Maintaining local roads	4.83	4.83	4.83	4.86	4.82	4.85	4.80
Maintaining footpaths	4.57	4.47	4.67	4.61	4.56	4.62	4.51
Cycle network	3.61	3.45	3.75	3.45	3.70	3.68	3.67
Traffic flow	4.48	4.36	4.58	4.54	4.47	4.41	4.44
Car parking	4.59	4.49	4.67	4.67	4.53	4.48	4.59
Public transport across the City	3.94	3.76	4.10	4.17	3.94	3.81	3.73
Street lighting	4.44	4.25	4.60	4.49	4.47	4.18	4.50

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Maintaining local roads	4.83	4.84	4.86	4.87	4.81
Maintaining footpaths	4.54	4.65	4.67	4.76	4.48
Cycle network	3.62	3.58	3.90	3.51	3.54
Traffic flow	4.50	4.39	4.52	4.47	4.46
Car parking	4.59	4.57	4.64	4.58	4.57
Public transport across the City	3.76	4.39	4.19	4.07	3.82
Street lighting	4.37	4.60	4.39	4.60	4.40

Scale: 1 = not at all important, 5 = very important  
 Significantly higher/lower level of importance (by group)





# Service Area 2: Our Places and Spaces

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Maintaining local roads	1%	1%	2%	8%	89%	504
Maintaining footpaths	2%	1%	7%	17%	72%	504
Cycle network	13%	8%	19%	24%	36%	504
Traffic flow	2%	2%	9%	22%	66%	504
Car parking	2%	2%	7%	17%	73%	504
Public transport across the City	10%	7%	12%	20%	50%	504
Street lighting	2%	2%	8%	24%	64%	504



# Service Area 2: Our Places and Spaces

## Satisfaction Mean Scores by Key Demographics

	Overall	Gender		Age			
		Male	Female	18-34	35-49	50-59	60+
Maintaining local roads	2.23	2.24	2.23	2.21	2.14	2.07	2.44
Maintaining footpaths	2.74	2.84	2.67	2.89	2.76	2.46	2.71
Cycle network	3.61	3.67	3.56	3.59	3.39	3.76	3.73
Traffic flow	3.24	3.13	3.33	3.23	3.18	3.15	3.37
Car parking	2.88	2.89	2.87	2.95	2.87	2.73	2.89
Public transport across the City	3.55	3.54	3.55	3.58	3.41	3.38	3.76
Street lighting	3.50	3.44	3.55	3.49	3.39	3.57	3.58

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Maintaining local roads	2.16	2.43	2.41	2.39	2.12
Maintaining footpaths	2.71	2.84	2.85	2.88	2.66
Cycle network	3.57	3.72	3.75	3.45	3.60
Traffic flow	3.16	3.46	3.45	3.43	3.10
Car parking	2.89	2.86	3.25	3.07	2.70
Public transport across the City	3.44	3.73	3.41	3.52	3.61
Street lighting	3.48	3.56	3.55	3.51	3.49

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

Significantly higher/lower level of satisfaction (by group)



# Service Area 2: Our Places and Spaces

## Detailed Overall Response for Satisfaction

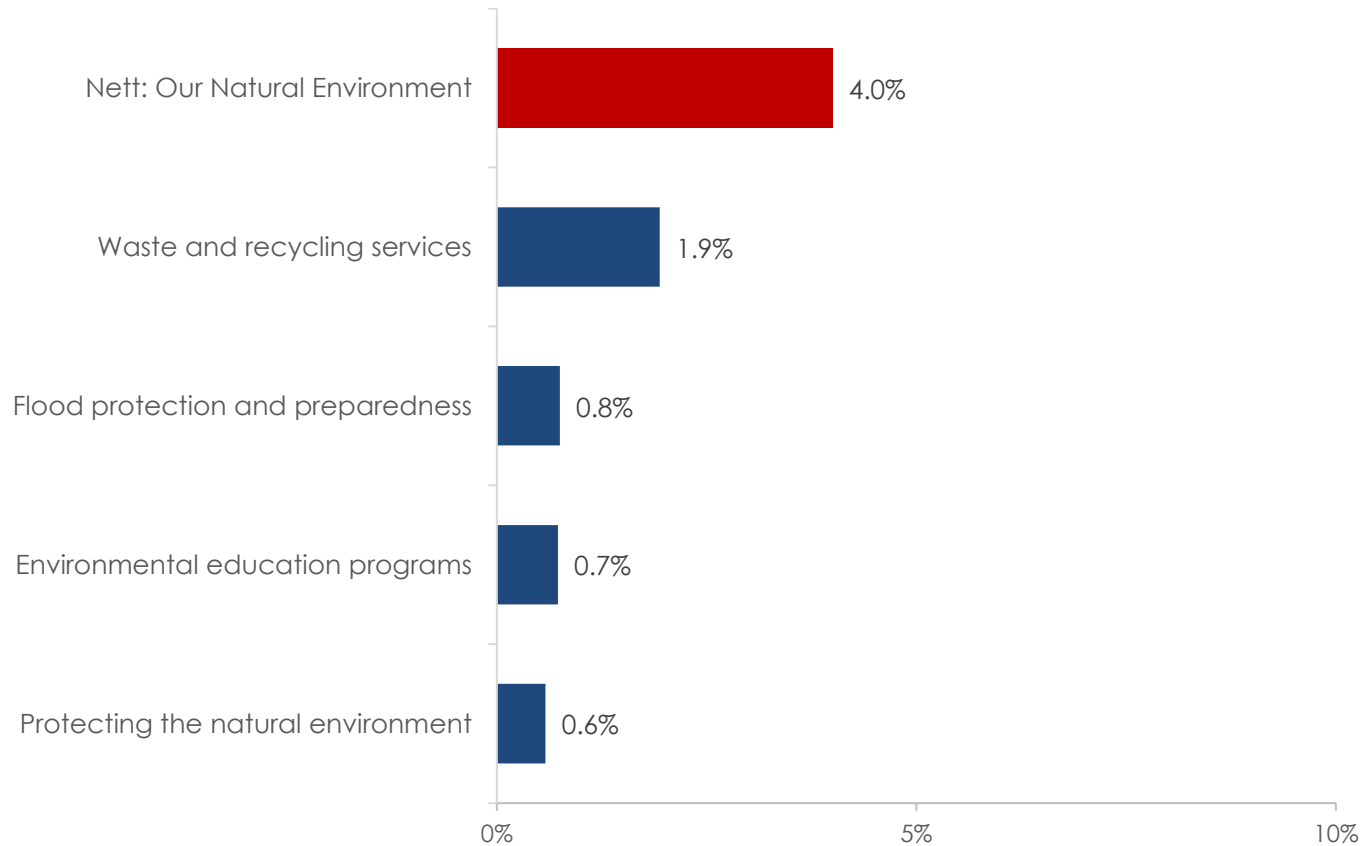
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Maintaining local roads	36%	24%	25%	9%	5%	486
Maintaining footpaths	19%	24%	30%	17%	9%	451
Cycle network	6%	11%	24%	35%	24%	296
Traffic flow	6%	16%	39%	26%	13%	440
Car parking	15%	23%	31%	21%	10%	455
Public transport across the City	5%	12%	27%	33%	22%	336
Street lighting	6%	10%	31%	31%	21%	438



# Service Area 3: Our Natural Environment

Regression

Contributes to 4% of Overall Satisfaction with Council



# Service Area 3: Our Natural Environment

## Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Waste and recycling services	95%	87%
Protecting the natural environment	88%	83%
Flood protection and preparedness	83%	85%
Environmental education programs	73%	88%

The highest rated service/facility in terms of importance within the 'Our Natural Environment' service area is 'waste and recycling services' whilst the 'environmental education programs' is the service/facility of least relative importance.

# Service Area 3: Our Natural Environment

## Importance Mean Scores by Key Demographics

	Overall	Gender		Age			
		Male	Female	18–34	35–49	50–59	60+
Protecting the natural environment	4.52	4.35	4.67	4.78	4.47	4.23	4.41
Waste and recycling services	4.73	4.58	4.86	4.81	4.72	4.61	4.70
Environmental education programs	4.09	3.73	4.42	4.44	3.96	3.70	4.01
Flood protection and preparedness	4.44	4.30	4.56	4.56	4.33	4.35	4.43

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Protecting the natural environment	4.42	4.77	4.69	4.63	4.43
Waste and recycling services	4.72	4.73	4.78	4.76	4.70
Environmental education programs	3.98	4.37	4.23	4.29	3.99
Flood protection and preparedness	4.42	4.47	4.54	4.41	4.41

Scale: 1 = not at all important, 5 = very important  
 Significantly higher/lower level of importance (by group)





# Service Area 3: Our Natural Environment

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Protecting the natural environment	2%	2%	8%	18%	70%	504
Waste and recycling services	1%	1%	3%	14%	81%	504
Environmental education programs	5%	6%	16%	21%	52%	504
Flood protection and preparedness	4%	2%	11%	14%	69%	504



# Service Area 3: Our Natural Environment

## Satisfaction Mean Scores by Key Demographics

	Overall	Gender		Age			
		Male	Female	18–34	35–49	50–59	60+
Protecting the natural environment	3.41	3.37	3.44	3.21	3.49	3.64	3.50
Waste and recycling services	3.80	3.96	3.66	3.58	3.73	3.93	4.06
Environmental education programs	3.47	3.36	3.54	3.49	3.50	3.25	3.53
Flood protection and preparedness	3.57	3.72	3.45	3.49	3.56	3.68	3.63

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Protecting the natural environment	3.41	3.41	3.37	3.36	3.44
Waste and recycling services	3.87	3.62	3.69	3.73	3.86
Environmental education programs	3.40	3.65	3.54	3.48	3.43
Flood protection and preparedness	3.61	3.48	3.68	3.56	3.54

Scale: 1 = not at all satisfied, 5 = very satisfied  
 Significantly higher/lower level of satisfaction (by group)



# Service Area 3: Our Natural Environment

## Detailed Overall Response for Satisfaction

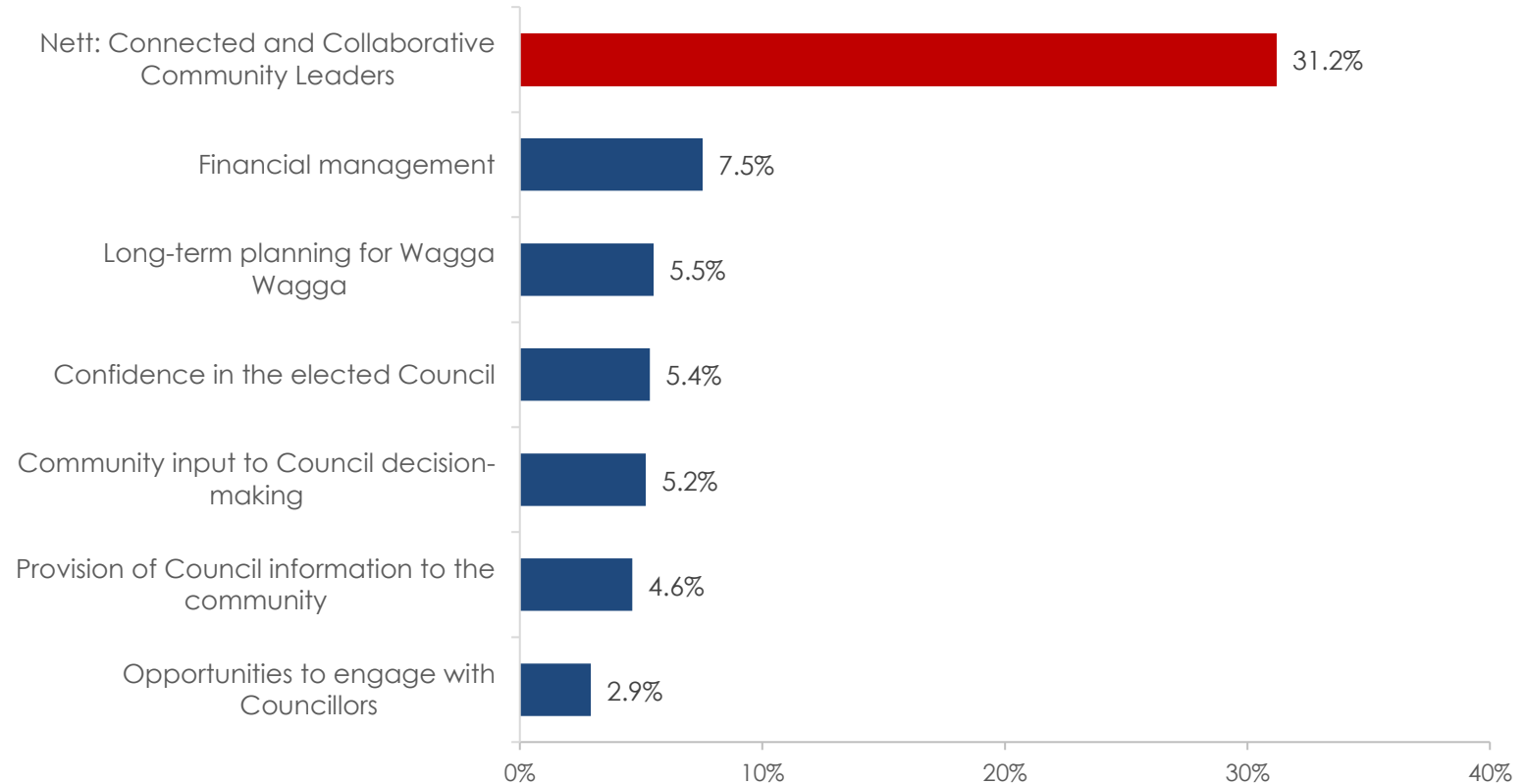
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Protecting the natural environment	6%	12%	34%	34%	15%	441
Waste and recycling services	5%	9%	23%	29%	35%	475
Environmental education programs	4%	8%	39%	34%	15%	357
Flood protection and preparedness	4%	12%	31%	29%	25%	416



# Service Area 4: Connected and Collaborative Community Leaders

Regression

Contributes to Over 30% of Overall Satisfaction with Council



# Service Area 4: Connected and Collaborative Community Leaders

## Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Long-term planning for Wagga Wagga	91%	72%
Financial management	89%	67%
Community input to Council decision-making	86%	63%
Provision of Council information to the community	85%	74%
Confidence in the elected Council	76%	64%
Opportunities to engage with Councillors	64%	71%

**‘Long-term planning for Wagga Wagga’ is considered to be the most important within the ‘Connected and Collaborative Community Leaders’ service area, whilst the ‘opportunities to engage with Councillors’ is the facility of least relative importance.**

# Service Area 4: Connected and Collaborative Community Leaders

## Importance Mean Scores by Key Demographics

	Overall	Gender		Age			
		Male	Female	18-34	35-49	50-59	60+
Opportunities to engage with Councillors	3.85	3.76	3.93	4.11	3.50	3.77	3.88
Confidence in the elected Council	4.14	4.02	4.26	4.19	4.09	4.18	4.12
Community input to Council decision-making	4.44	4.35	4.52	4.57	4.38	4.46	4.31
Provision of Council information to the community	4.39	4.28	4.49	4.42	4.29	4.44	4.41
Long-term planning for Wagga Wagga	4.64	4.58	4.69	4.76	4.67	4.43	4.59
Financial management	4.60	4.64	4.56	4.69	4.44	4.60	4.63

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Opportunities to engage with Councillors	3.78	4.02	3.99	3.89	3.79
Confidence in the elected Council	4.15	4.12	4.18	4.18	4.12
Community input to Council decision-making	4.40	4.53	4.49	4.63	4.36
Provision of Council information to the community	4.38	4.42	4.50	4.49	4.32
Long-term planning for Wagga Wagga	4.63	4.65	4.72	4.75	4.58
Financial management	4.63	4.51	4.60	4.70	4.56

Scale: 1 = not at all important, 5 = very important  
Significantly higher/lower level of importance (by group)

# Service Area 4: Connected and Collaborative Community Leaders

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Opportunities to engage with Councillors	7%	8%	20%	21%	43%	504
Confidence in the elected Council	8%	2%	14%	19%	57%	504
Community input to Council decision-making	3%	2%	9%	20%	66%	504
Provision of Council information to the community	3%	1%	10%	24%	61%	504
Long-term planning for Wagga Wagga	2%	<1%	6%	14%	77%	504
Financial management	3%	1%	6%	12%	77%	504





# Service Area 4: Connected and Collaborative Community Leaders

## Satisfaction Mean Scores by Key Demographics

	Overall	Gender		Age			
		Male	Female	18–34	35–49	50–59	60+
Opportunities to engage with Councillors	3.09	3.04	3.13	3.03	2.96	2.99	3.32
Confidence in the elected Council	2.90	2.79	3.00	2.86	2.82	2.84	3.08
Community input to Council decision-making	2.83	2.84	2.83	2.81	2.96	2.44	3.00
Provision of Council information to the community	3.11	3.06	3.15	3.15	3.12	2.81	3.23
Long-term planning for Wagga Wagga	3.04	3.02	3.05	3.14	2.87	2.78	3.20
Financial management	2.98	2.84	3.11	3.01	2.83	2.73	3.21

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Opportunities to engage with Councillors	3.06	3.17	3.12	3.06	3.08
Confidence in the elected Council	2.86	3.06	3.11	2.83	2.86
Community input to Council decision-making	2.79	2.96	2.94	2.83	2.80
Provision of Council information to the community	3.09	3.17	3.08	3.22	3.08
Long-term planning for Wagga Wagga	3.01	3.11	3.28	3.08	2.94
Financial management	2.90	3.17	3.17	2.90	2.93

Scale: 1 = not at all satisfied, 5 = very satisfied  
 Significantly higher/lower level of satisfaction (by group)

# Service Area 4: Connected and Collaborative Community Leaders

## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Opportunities to engage with Councillors	13%	16%	33%	25%	13%	311
Confidence in the elected Council	15%	21%	31%	24%	9%	378
Community input to Council decision-making	17%	20%	34%	21%	8%	424
Provision of Council information to the community	9%	18%	38%	26%	10%	425
Long-term planning for Wagga Wagga	12%	17%	37%	24%	11%	449
Financial management	13%	20%	34%	23%	10%	433



# Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2021	2017	2021	2017
Promoting pride in the community	4.03	3.95	3.52	3.37
Appearance of the City	4.37	4.46	3.47	3.40
Parks and playgrounds	4.59▲	4.47	3.75	3.68
Sportsgrounds and sporting facilities	4.43▲	4.25	3.81	3.68
Reserves and open space	4.33▲	4.20	3.55	3.62
Community buildings/halls	4.05	4.04	3.58	3.53
Oasis Aquatic Centre	3.96▲	3.76	3.35	3.55
Art Gallery	3.54	NA	4.12	NA
Museum	3.79	NA	3.98	NA
CivicTheatre	4.07	NA	4.25	NA
Library services	4.22	NA	4.40	NA
Festival and events programs	4.11	4.06	3.63	3.58
Enhancing heritage buildings and programs	3.99▲	3.75	3.51	3.56
Maintaining local roads	4.83	4.82	2.23▼	2.46
Maintaining footpaths	4.57	4.57	2.74	2.91

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

▲▼ = A significantly higher level of importance/satisfaction (by year)

# Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2021	2017	2021	2017
Cycle network	3.61	3.48	3.61▲	3.25
Traffic flow	4.48	4.46	3.24	3.24
Car parking	4.59	4.56	2.88	2.80
Public transport across the City	3.94	3.79	3.55▲	3.26
Street lighting	4.44	4.42	3.50	3.42
Protecting the natural environment	4.52	4.47	3.41	3.49
Waste and recycling services	4.73	4.69	3.80▲	3.59
Environmental education programs	4.09	4.11	3.47	3.37
Flood protection and preparedness	4.44	4.40	3.57▲	3.24
Opportunities to engage with Councillors	3.85	3.79	3.09	3.11
Confidence in the elected Council	4.14	4.10	2.90	2.87
Community input to Council decision-making	4.44	4.37	2.83	2.76
Provision of Council information to the community	4.39	4.42	3.11	3.01
Long-term planning for Wagga Wagga	4.64	4.68	3.04	2.87
Financial management	4.60	4.62	2.98▲	2.70

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

▲▼ = A significantly higher level of importance/satisfaction (by year)



# Appendix A: Additional Analyses



# Importance & Satisfaction

The following table shows the hierarchy of the 30 services/facilities ranked by the top 2 box importance ratings, as well as residents' corresponding top 3 box satisfaction ratings. The service/facility ranked most important by residents is 'maintaining local roads', with a top 2 box importance score of 97%. For the most part, the majority of services/facilities provided by Wagga Wagga City Council are considered highly important, with only 5 measures falling below a 70% T2B rating.

Service/Facility (Ranked by importance)	Importance T2B	Satisfaction T3B
Maintaining local roads	97%	39%
Waste and recycling services	95%	87%
Parks and playgrounds	92%	88%
Long-term planning for Wagga Wagga	91%	72%
Car parking	90%	62%
Maintaining footpaths	89%	56%
Financial management	89%	67%
Traffic flow	88%	78%
Street lighting	88%	83%
Protecting the natural environment	88%	83%
Sportsgrounds and sporting facilities	87%	91%
Community input to Council decision-making	86%	63%
Appearance of the City	86%	82%
Provision of Council information to the community	85%	74%
Flood protection and preparedness	83%	85%

# Importance & Satisfaction

Continued...

Service/Facility (Ranked by importance)	Importance T2B	Satisfaction T3B
Reserves and open space	82%	83%
Library services	78%	99%
Festival and events programs	76%	87%
Confidence in the elected Council	76%	64%
Community buildings/halls	74%	87%
CivicTheatre	74%	99%
Environmental education programs	73%	88%
Promoting pride in the community	72%	80%
Enhancing heritage buildings and programs	70%	86%
Public transport across the City	70%	82%
Oasis Aquatic Centre	67%	70%
Opportunities to engage with Councillors	64%	71%
Museum	60%	93%
Cycle network	60%	83%
Art Gallery	54%	96%



# 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	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Maintaining local roads	97%	39%	58%
Maintaining footpaths	89%	56%	33%
Car parking	90%	62%	28%
Community input to Council decision-making	86%	63%	23%
Financial management	89%	67%	22%
Long-term planning for Wagga Wagga	91%	72%	19%
Confidence in the elected Council	76%	64%	12%
Provision of Council information to the community	85%	74%	11%
Traffic flow	88%	78%	10%
Waste and recycling services	95%	87%	8%
Street lighting	88%	83%	5%
Protecting the natural environment	88%	83%	5%
Parks and playgrounds	92%	88%	4%
Appearance of the City	86%	82%	4%
Reserves and open space	82%	83%	-1%

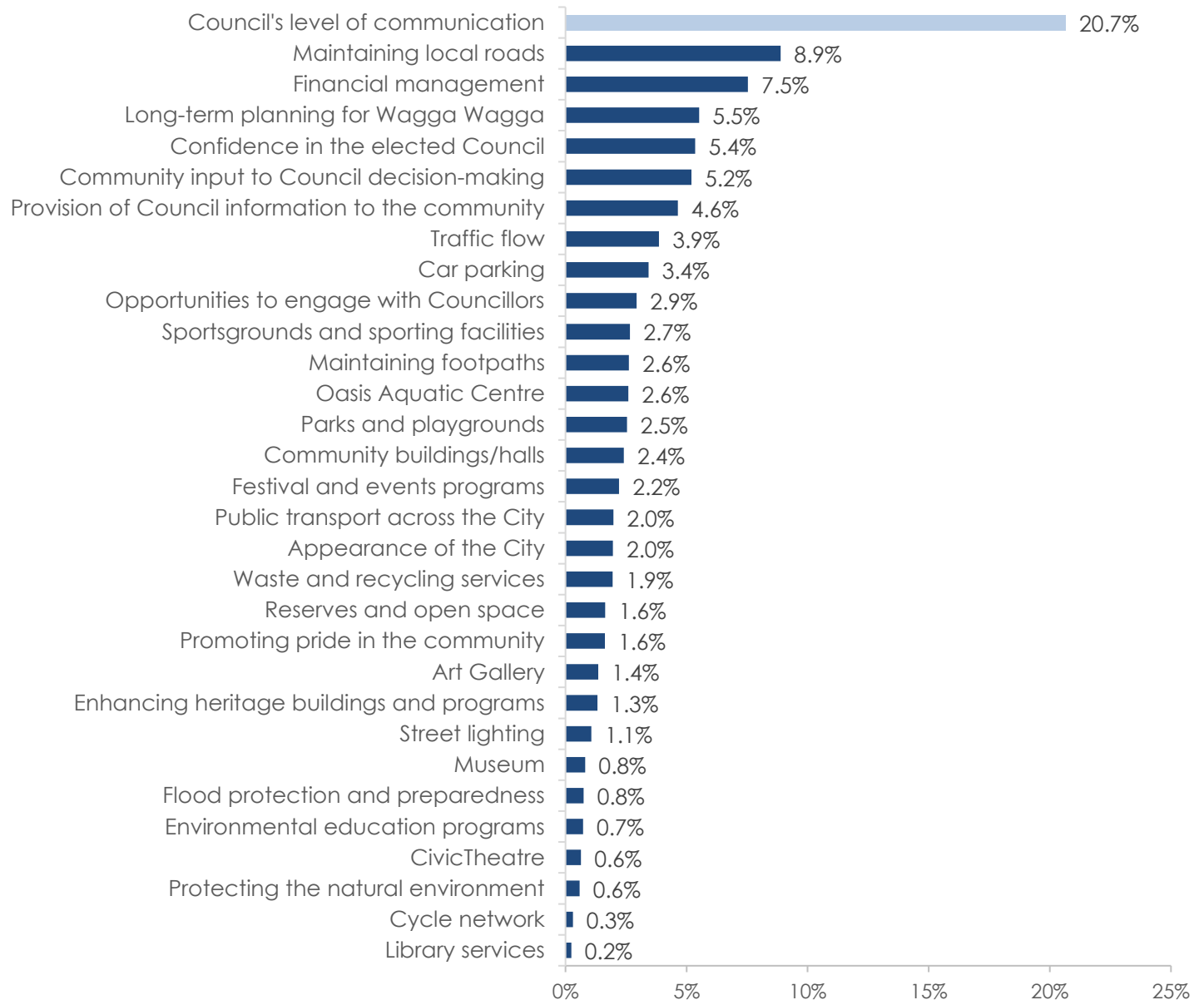
# Performance Gap Analysis

## Performance Gap Ranking Continued...

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Flood protection and preparedness	83%	85%	-2%
Oasis Aquatic Centre	67%	70%	-3%
Sportsgrounds and sporting facilities	87%	91%	-4%
Opportunities to engage with Councillors	64%	71%	-7%
Promoting pride in the community	72%	80%	-8%
Festival and events programs	76%	87%	-11%
Public transport across the City	70%	82%	-12%
Community buildings/halls	74%	87%	-13%
Environmental education programs	73%	88%	-15%
Enhancing heritage buildings and programs	70%	86%	-16%
Library services	78%	99%	-21%
Cycle network	60%	83%	-23%
CivicTheatre	74%	99%	-25%
Museum	60%	93%	-33%
Art Gallery	54%	96%	-42%

# Influence on Overall Satisfaction

The chart below summarises the influence of the 30 facilities/services and Council's level of communication on overall satisfaction with Council's performance, based on the Regression:



# Importance Compared to the Micromex Regional LGA Benchmark

Service/Facility	Wagga Wagga City Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
CivicTheatre	74%▲	59%	15%
Sportsgrounds and sporting facilities	87%▲	76%	11%
Parks and playgrounds	92%	84%	8%
Protecting the natural environment	88%	80%	8%
Car parking	90%	83%	7%
Maintaining footpaths	89%	82%	7%
Library services	78%	71%	7%
Street lighting	88%	82%	6%
Community buildings/halls	74%	68%	6%
Appearance of the City	86%	81%	5%
Festival and events programs	76%	71%	5%
Maintaining local roads	97%	93%	4%
Community input to Council decision-making	86%	82%	4%
Waste and recycling services	95%	93%	2%

**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.

# Importance Compared to the Micromex LGA Regional Benchmark

Continued...

Service/Facility	Wagga Wagga City Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Long-term planning for Wagga Wagga	91%	89%	2%
Financial management	89%	87%	2%
Traffic flow	88%	86%	2%
Provision of Council information to the community	85%	83%	2%
Flood protection and preparedness	83%	82%	1%
Museum	60%	59%	1%
Promoting pride in the community	72%	73%	-1%
Public transport across the City	70%	71%	-1%
Reserves and open space	82%	84%	-2%
Environmental education programs	73%	75%	-2%
Enhancing heritage buildings and programs	70%	73%	-3%
Oasis Aquatic Centre	67%	70%	-3%
Cycle network	60%	63%	-3%
Art Gallery	54%	59%	-5%

**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.

# Satisfaction Compared to the Micromex LGA Regional Benchmark

Service/Facility	Wagga Wagga City Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Public transport across the City	82%▲	63%	19%
Cycle network	83%▲	70%	13%
Traffic flow	78%▲	66%	12%
Flood protection and preparedness	85%	78%	7%
Library services	99%	94%	5%
Art Gallery	96%	91%	5%
Museum	93%	91%	2%
Sportsgrounds and sporting facilities	91%	89%	2%
Parks and playgrounds	88%	86%	2%
Environmental education programs	88%	86%	2%
Enhancing heritage buildings and programs	86%	85%	1%
Long-term planning for Wagga Wagga	72%	71%	1%
Appearance of the City	82%	82%	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.

# Satisfaction Compared to the Micromex LGA Regional Benchmark

Continued...

Service/Facility	Wagga Wagga City Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Waste and recycling services	87%	88%	-1%
Festival and events programs	87%	88%	-1%
Community buildings/halls	87%	89%	-2%
Provision of Council information to the community	74%	76%	-2%
Protecting the natural environment	83%	86%	-3%
Street lighting	83%	86%	-3%
Financial management	67%	71%	-4%
Promoting pride in the community	80%	86%	-6%
Community input to Council decision-making	63%	70%	-7%
Car parking	62%	71%	-9%
Maintaining footpaths	56%▼	67%	-11%
Oasis Aquatic Centre	70%▼	85%	-15%
Maintaining local roads	39%▼	58%	-19%

**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.



# Agreement Statements

Q7. Thinking about the local area, how would you rate your level of agreement with the following statements?

## Results by Demographics

Top 2 box % (agree/strongly agree)	Overall 2021	Gender		Age			
		Male	Female	18–34	35–49	50–59	60+
I feel safe in my home	78%	78%	77%	73%	78%	85%	80%
Wagga Wagga has a good variety of retail options	69%	72%	66%	70%	59%▼	68%	76%▲
Wagga Wagga has a variety of leisure and recreation options	57%	59%	57%	50%	53%	53%	75%▲
I am able to participate in arts and cultural related activities	56%	55%	58%	59%	51%	52%	63%
Local media coverage is representative of what is happening in the community	58%	54%	58%	56%	50%	54%	62%
I feel safe in public places	50%	55%	48%	51%	54%	49%	49%
Wagga Wagga has a variety of entertainment options	52%	50%	50%	44%	47%	40%▼	66%▲
Wagga Wagga has a vibrant nightlife	33%	39%▲	28%	38%	34%	25%	30%

Top 2 box % (agree/strongly agree)	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
I feel safe in my home	81%▲	67%	76%	77%	78%
Wagga Wagga has a good variety of retail options	70%	64%	70%	72%	67%
Wagga Wagga has a variety of leisure and recreation options	61%▲	49%	54%	60%	58%
I am able to participate in arts and cultural related activities	59%	51%	53%	61%	57%
Local media coverage is representative of what is happening in the community	58%	50%	60%	56%	54%
I feel safe in public places	53%	45%	57%	63%▲	45%▼
Wagga Wagga has a variety of entertainment options	54%▲	39%	55%	57%	46%
Wagga Wagga has a vibrant nightlife	31%	38%	27%	49%▲	30%

▲ ▼ = A significantly higher/lower percentage (by group)

# Hearing About Council's Events

Q3. Where do you hear about Council's events, activities, projects and decisions?

## Results by Demographics

	Overall 2021	Gender		Age			
		Male	Female	18–34	35–49	50–59	60+
Local media	76%	74%	78%	77%	67%▼	71%	86%▲
Word-of-mouth	75%	75%	75%	82%▲	78%	70%	66%▼
Website/Internet	56%	57%	55%	81%▲	63%	48%	23%▼
Social media (Twitter, Instagram, Facebook)	55%	46%▼	63%	85%▲	68%▲	36%	16%▼
Letterbox drop	51%	45%▼	56%	54%	52%	46%	49%
Rates notice	45%	46%	44%	33%▼	53%	42%	56%▲
Weekly Council news publication	31%	30%	31%	31%	22%▼	26%	41%▲
Email	22%	25%	19%	29%▲	24%	17%	14%▼
Other community meetings	19%	19%	18%	22%	10%▼	21%	20%
Councillors	13%	13%	13%	14%	12%	13%	12%
Council meetings	7%	8%	6%	6%	7%	7%	8%
Other	3%	3%	3%	1%	4%	2%	4%
Base	504	240	264	168	120	80	136

▲ ▼ = A significantly higher/lower percentage (by group)



# Hearing About Council's Events

Q3. Where do you hear about Council's events, activities, projects and decisions?

## Results by Demographics

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Local media	75%	78%	73%	73%	79%
Word-of-mouth	73%	81%	71%	90%▲	71%▼
Website/Internet	48%▼	75%	76%▲	61%	48%▼
Social media (Twitter, Instagram, Facebook)	46%▼	79%	62%	68%▲	48%▼
Letterbox drop	48%	56%	48%	53%	51%
Rates notice	57%▲	16%	42%	34%▼	50%▲
Weekly Council news publication	34%▲	21%	27%	32%	32%
Email	17%▼	34%	38%▲	18%	18%▼
Other community meetings	18%	18%	20%	19%	18%
Councillors	13%	12%	13%	11%	14%
Council meetings	7%	6%	4%	6%	8%
Other	3%	2%	3%	4%	2%
Base	363	139	102	97	305

▲ ▼ = A significantly higher/lower percentage (by group)



# Importance of Mediums on Influencing Opinion of Council's Performance

Q4. How important a role do the following have in influencing your opinion on the performance of Council?

## Results by Demographics

	Overall 2021	Gender		Age			
		Male	Female	18–34	35–49	50–59	60+
Television news	61%	53%	68%▲	66%	53%	54%	66%
Word-of-mouth (friend/family/neighbour)	50%	42%	58%▲	65%▲	49%	41%	39%▼
Direct mail/letters	50%	42%	56%▲	60%▲	42%	41%	47%
Local newspaper	49%	43%	55%▲	48%	36%▼	48%	64%▲
Council website	48%	40%	55%▲	65%▲	51%	43%	27%▼
Councillors	47%	44%	49%	53%	36%▼	46%	49%
Social media (Twitter, Instagram, Facebook)	46%	38%	53%▲	72%▲	55%▲	26%▼	17%▼
Rates notice	41%	36%	46%▲	43%	38%	39%	44%
Council meetings	34%	29%	39%	41%	31%	26%	32%
Letterbox drop	34%	27%	40%▲	37%	26%	38%	33%
Weekly Council news publication	32%	27%	38%▲	41%▲	27%	21%▼	34%
Other community meetings	22%	16%	27%▲	32%▲	16%	17%	16%▼

▲ ▼ = A significantly higher/lower percentage (by group)



# Importance of Mediums on Influencing Opinion of Council's Performance

Q4. How important a role do the following have in influencing your opinion on the performance of Council?

## Results by Demographics

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Television news	60%	62%	59%	56%	63%
Word-of-mouth (friend/family/neighbour)	46%	63%▲	59%	51%	47%
Direct mail/letters	47%	54%	56%	53%	46%
Local newspaper	50%	46%	56%	38%	50%
Council website	45%	55%	60%▲	56%	41%▼
Councillors	47%	48%	44%	45%	48%
Social media (Twitter, Instagram, Facebook)	37%	70%▲	59%▲	56%	38%▼
Rates notice	47%	27%▼	50%	29%▼	43%
Council meetings	33%	36%	35%	38%	32%
Letterbox drop	31%	39%	40%	31%	32%
Weekly Council news publication	30%	39%	33%	36%	31%
Other community meetings	18%	30%▲	32%▲	16%	20%

▲ ▼ = A significantly higher/lower percentage (by group)



# Method of Contact

Q1b. (If yes on Q1a) When you last made contact with Council staff was it by:

## Results by Demographics

	Overall 2021	Gender		Age			
		Male	Female	18–34	35–49	50–59	60+
Telephone	69%	66%	72%	86%▲	71%	58%	58%▼
Email	14%	16%	11%	10%	22%	15%	9%
In person at Customer Service	13%	17%	9%	0%▼	6%	17%	30%▲
Base	190	90	100	51	46	41	53

Note: Only the top methods of contact are shown above

▲▼ = A significantly higher/lower percentage (by group)



# Method of Contact

Q1b. (if yes on q1a) When you last made contact with Council staff was it by:

## Results by Demographics

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Telephone	65%▼	84%	80%	68%	65%
Email	17%▲	0%	14%	25%	11%
In person at Customer Service	15%	8%	1%▼	5%	19%▲
In person at a different Council location	1%▼	7%	5%	2%	1%
Online, e.g. self-service, website	1%	2%	0%	0%	2%
Webchat	1%	0%	0%	0%	1%
Mobile app, e.g. Snap, Send Solve, iCouncil	1%	0%	0%	0%	1%
Mail	0%	0%	0%	0%	0%
Councillor	0%	0%	0%	0%	0%
Social media (Twitter, Instagram, Facebook)	0%	0%	0%	0%	0%
Other Community Meetings	0%	0%	0%	0%	0%
Website	0%	0%	0%	0%	0%
Base	150	40	39	34	118

▲▼ = A significantly higher/lower percentage (by group)



# Nature of Enquiry

Q1c. (If yes on Q1a), Which of the following best describes the nature of your enquiry?

## Results by Demographics

	Overall 2021	Gender		Age			
		Male	Female	18–34	35–49	50–59	60+
Planning and development	16%	22%	11%	18%	12%	19%	16%
Waste management and recycling	14%	11%	16%	17%	19%	4%▼	13%
Environmental matter	10%	11%	9%	9%	4%	9%	18%▲
Roads	8%	9%	8%	9%	7%	11%	7%
Rates/fees and charges	8%	12%▲	4%	5%	8%	5%	13%
Regulatory matters including animal management and ranger services	8%	3%▼	12%	15%▲	7%	4%	3%
Sewerage	5%	5%	5%	0%	7%	6%	6%
Community services	4%	2%	6%	8%	0%	4%	5%
Health and safety	3%	5%	2%	5%	2%	2%	4%
City appearance (e.g. litter/graffiti)	3%	3%	4%	4%	3%	6%	1%
Recreation and leisure (e.g. pools, parks, sportsgrounds)	3%	1%▼	6%	4%	2%	8%	1%
Drains	3%	2%	3%	4%	0%	7%	0%
Tourism and events	2%	2%	1%	0%	3%	2%	2%
Other	13%	13%	13%	4%	25%▲	13%	12%
Base	190	90	100	51	46	41	53

▲ ▼ = A significantly higher/lower percentage (by group)





# Nature of Enquiry

Q1c. Which of the following best describes the nature of your enquiry?

## Results by Demographics

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Planning and development	18%	8%	18%	17%	15%
Waste management and recycling	12%	20%	24%	8%	12%
Environmental matter	9%	13%	6%	7%	12%
Roads	9%	7%	3%	16%	8%
Rates/fees and charges	10%▲	1%	6%	9%	8%
Regulatory matters including animal management and ranger services	6%	14%	1%▼	18%▲	7%
Sewerage	5%	3%	5%	2%	5%
Community services	3%	10%	10%	2%	3%
Health and safety	2%	8%	6%	3%	2%
City appearance (e.g. litter/graffiti)	3%	5%	0%	0%	5%
Recreation and leisure (e.g. pools, parks, sportsgrounds)	4%	0%	0%	5%	4%
Drains	3%	0%	0%	0%	4%
Tourism and events	2%	1%	3%	0%	1%
Other	14%	10%	16%	11%	13%
Base	150	40	39	34	118

▲ ▼ = A significantly higher/lower percentage (by group)



# Future Contact with Council

Q1f. If required, how would you most likely contact Council in the future?

## Results by Demographics

	Overall 2021	Gender		Age			
		Male	Female	18–34	35–49	50–59	60+
Telephone	87%	84%	90%	91%	90%	81%	82%
In person at Customer Service	70%	71%	69%	70%	65%	65%	76%▲
Email	56%	56%	55%	68%▲	59%	52%	40%▼
Online, e.g. self-service, website	48%	43%	53%	74%▲	46%	34%▼	27%▼
Councillor	25%	26%	23%	26%	22%	22%	26%
Social media (Twitter, Instagram, Facebook)	23%	21%	25%	48%▲	16%	8%▼	6%▼
In person at a different Council location	22%	20%	24%	37%▲	13%▼	16%	14%▼
Mobile app, e.g. Snap, Send Solve, iCouncil	21%	22%	21%	42%▲	20%	4%▼	6%▼
Webchat	15%	14%	16%	34%▲	9%	5%▼	3%▼
Mail	11%	11%	11%	13%	10%	3%▼	13%
Other	1%	1%	1%	0%	0%	2%▲	1%
Base	504	240	264	168	120	80	136

▲ ▼ = A significantly higher/lower percentage (by group)



# Future Contact with Council

Q1f. If required, how would you most likely contact Council in the future?

## Results by Demographics

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Telephone	86%	88%	89%	85%	86%
In person at Customer Service	71%	66%	66%	72%	70%
Email	52%	66%▲	61%	66%	51%▼
Online, e.g. self-service, website	43%	62%▲	60%▲	55%	42%▼
Councillor	21%	35%▲	25%	36%▲	21%▼
Social media (Twitter, Instagram, Facebook)	16%	43%▲	28%	23%	22%
In person at a different Council location	17%	34%▲	33%▲	35%▲	14%▼
Mobile app, e.g. Snap, Send Solve, iCouncil	16%	35%▲	31%▲	24%	17%▼
Webchat	11%	25%▲	21%	21%	12%▼
Mail	11%	10%	7%	15%	11%
Other	1%	0%	0%	1%	1%
Base	363	139	102	97	305

▲ ▼ = A significantly higher/lower percentage (by group)



# Council's Website

Q1g. The Council website offers the community a range of self-serve opportunities. Which of the following activities are you likely to undertake?

## Results by Demographics

	Overall 2021	Gender		Age			
		Male	Female	18–34	35–49	50–59	60+
Search for something/browse	65%	62%	68%	86%▲	69%	61%	39%▼
Request a service	61%	62%	60%	82%▲	65%	54%	33%▼
Report a problem/issue	60%	62%	58%	85%▲	55%	52%	39%▼
General enquiry	59%	58%	59%	82%▲	59%	49%	35%▼
Make a payment	58%	60%	56%	75%▲	63%	54%	35%▼
Make a booking	55%	54%	56%	79%▲	58%	48%	28%▼
Make an application	55%	58%	52%	75%▲	60%	52%	27%▼
Make a complaint	52%	54%	50%	74%▲	49%	39%▼	36%▼
Have your say/contribute to consultation	49%	53%	46%	71%▲	48%	38%▼	30%▼
Search/apply for a job	40%	37%	42%	66%▲	45%	35%	5%▼
Other	1%	1%	1%	0%	0%	2%	2%
I don't want to do any tasks online	16%	17%	15%	2%▼	9%▼	20%	37%▲
Base	504	240	264	168	120	80	136

▲ ▼ = A significantly higher/lower percentage (by group)



# Council's Website

Q1g. The Council website offers the community a range of self-serve opportunities. Which of the following activities are you likely to undertake?

## Results by Demographics

	Ratepayer status		Time lived in the area		
	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Search for something/browse	60%	78%▲	75%▲	79%▲	58%▼
Request a service	54%	76%▲	77%▲	70%	52%▼
Report a problem/issue	55%	75%▲	74%▲	69%	53%▼
General enquiry	53%	74%▲	68%	73%▲	51%▼
Make a payment	57%	59%	72%▲	68%	50%▼
Make a booking	53%	61%	61%	69%▲	49%▼
Make an application	51%	66%▲	65%	73%▲	46%▼
Make a complaint	47%	66%▲	66%▲	60%	45%▼
Have your say/contribute to consultation	44%	64%▲	61%▲	55%	44%▼
Search/apply for a job	31%	61%▲	53%▲	50%	32%▼
Other	1%	1%	0%	1%	1%
I don't want to do any tasks online	19%	9%▼	7%▼	9%▼	21%▲
Base	363	139	102	97	305

▲ ▼ = A significantly higher/lower percentage (by group)





# Appendix B: Further Demographics & Background & Methodology



# Background & Methodology

## Sample selection and error

444 of the 504 respondents were chosen by means of a computer based random selection process using the electronic White Pages and SamplePages. The remaining 60 respondents were 'number harvested' via face-to-face intercept at several locations around the Wagga Wagga LGA including Sturt Mall, Market Place, Turvey Tops Shopping Centre and South City Shopping Centre.

A sample size of 504 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=504 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.4%.

For the survey under discussion the greatest margin of error is 4.4%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 46% to 54%.

The sample was weighted by age and gender to reflect the 2016 ABS Census data for Wagga Wagga City Council.

## Interviewing

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

## Prequalification

Participants in this survey were pre-qualified as being over the age of 18, and not working for, nor having an immediate family member working for, Wagga Wagga City Council.

## Data analysis

The data within this report was analysed using Q Professional.

Within the report, ▲▼ and blue and red font colours are used to identify statistically significant differences between groups, i.e., gender, age, ratepayer status, residential location and length of time lived in the LGA.

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.



# Background & Methodology

## 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.

## Percentages

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

## Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from over 60 unique councils, more than 130 surveys and over 75,000 interviews since 2012.





# Councils Used to Create the Micromex Regional Benchmark

**The Regional Benchmark was composed from the Council areas listed below:**

AlburyCity Council	City of Lake Macquarie	Narrandera Shire Council
Ballina Shire Council	Hawkesbury City Council	Parkes Shire Council
Bathurst Regional Council	Kempsey Shire Council	Port Macquarie-Hastings Council
Bland Shire Council	Lachlan Shire Council	Richmond Valley Council
Blue Mountains City Council	Leeton Shire Council	Singleton Shire Council
Byron Shire Council	Lismore City Council	Tamworth Regional Council
Central Coast Council	Lithgow City Council	Tenterfield Shire Council
Cessnock City Council	Maitland City Council	Tweed Shire Council
Coffs Harbour City Council	MidCoast Council	Upper Hunter Shire Council
Eurobodalla Shire Council	Mid-Western Regional Council	Wagga Wagga City Council
Forbes Shire Council	Moree Plains Shire Council	Wingecarribee Shire Council
Glen Innes Severn Shire Council	Murray River Council	Wollondilly Shire Council
Gosford (Central Coast Council)	Murrumbidgee Shire Council	Yass Valley Council
Great Lakes Council	Narrabri Shire Council	



# Demographics

QA2. In which suburb or village do you live?

	N=504		N=504
Central Wagga Wagga	10%	North Wagga Wagga	2%
Koorinal	10%	Springvale	2%
Glenfield Park	9%	Uranquinty	2%
Lake Albert	9%	Currawarna	1%
Ashmont	8%	East Wagga Wagga	1%
Mount Austin	8%	Gumly Gumly	1%
Turvey Park	6%	Humula	1%
Bourkelands	4%	Ladysmith	1%
Estella	4%	Mangoplah	1%
Tolland	4%	Tarcutta	1%
Forest Hill	3%	Bomen	<1%
Lloyd	3%	Cartwrights Hill	<1%
Tatton	3%	Kapooka	<1%
Boorooma	2%	Oura	<1%
Collingullie	2%	San Isidore	<1%
Gobbagombalin	2%		





# Appendix C: Questionnaire

Good morning/afternoon/evening, my name is \_\_\_\_\_ and I'm calling on behalf of Wagga Wagga City Council from a company called Micromex Research. We are conducting some research about a range of local issues. The survey will take 15 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 Wagga Wagga City Council?

- Yes (Terminate survey)  
 No

**QA2.** In which suburb or village do you live?

**Suburbs**

- Ashmont
- Bomen
- Boorooma
- Bourkelands
- Brunsea Park
- Cartwrights Hill
- Central Wagga Wagga
- East Wagga Wagga
- Estella
- Forest Hill
- Glenfield Park
- Glenook
- Gobbagombalin
- Gumly Gumly
- Kapooka
- Koorngal
- Lake Albert
- Lloyd
- Mount Austin
- North Wagga Wagga
- San Isidore
- Springvale
- Tatton
- Tolland
- Turvey Park

**Villages**

- Borambola
- Collingullie
- Currawarna
- Galore
- Humula
- Ladysmith
- Mangoplah
- Oura
- Tarcutta
- Uranquinty

**Section A – Contact with Council**

I'd like you now to please think about your experiences with Wagga Wagga City Council.

**Q1a.** Have you contacted Council in the last 12 months?

- Yes  
 No (If no, go to Q1f)

**Q1b.** When you last made contact with Council staff was it by: *Prompt*

- Telephone
- Mail
- Email
- In person at Customer Service
- In person at a different Council location
- Councillor
- Social media (Twitter, Instagram, Facebook)
- Mobile app, e.g. Snap, Send Solve, iCouncil
- Webchat (real time chat via messaging with a customer service representative)
- Online, e.g. self-service, website
- Other Community Meetings (specific topical consultation i.e. Levy)

**Q1c.** Which of the following best describes the nature of your enquiry? *Prompt*

- City appearance (e.g. litter/graffiti)
- Community services
- Economic development
- Tourism & events
- Environmental matter
- Health and safety
- Library/Art Gallery/Museums/Civic Theatre
- Planning and development
- Rates/fees and charges
- Recreation and leisure (e.g. pools, parks, sportsgrounds)
- Roads
- Footpaths
- Drains
- Sewerage
- Waste management and recycling
- Regulatory matters including animal management and ranger services
- Other (please specify) .....

**Q1d.** Overall, how satisfied were you with the way your enquiry was handled? *Prompt*

- Very satisfied (Go to Q1f)  
 Satisfied (Go to Q1f)  
 Somewhat satisfied (Go to Q1f)  
 Not very satisfied  
 Not at all satisfied

**Q1e.** How could the way your enquiry was handled have been improved?

.....

**Q1f. If required, how would you most likely contact Council in the future? Please answer yes or no as I read each one. Prompt (MR)**

- Telephone
- Mail
- Email
- In person at Customer Service
- In person at a different Council location
- Councillor
- Social media (Twitter, Instagram, Facebook)
- Mobile app, e.g. Snap, Send Solve, iCouncil
- Webchat (real time chat via messaging with a customer service representative)
- Online, e.g. self-service, website
- Other (please specify).....

**Q1g. The Council website offers the community a range of self-serve opportunities. Which of the following activities are you likely to undertake? Please answer yes or no as I read each one. Prompt**

- Make a payment (e.g. rates, fines, permits, application fees)
- Make a booking (e.g. community facility, swimming lesson, workshop)
- Request a service (e.g. new bin, library item, change details)
- Report a problem/issue (e.g. pothole, animal problem, graffiti, hazard)
- Make an application (e.g. permit, licence, grant, development)
- General enquiry
- Make a complaint
- Have your say/contribute to consultation
- Search for something/browse
- Search/apply for a job
- I don't want to do any tasks online
- Other (please specify).....

**Q2a. How satisfied are you with the level of communication Council currently provides the community? Prompt**

- Very satisfied (Go to Q3)
- Satisfied (Go to Q3)
- Somewhat satisfied (Go to Q3)
- Not very satisfied
- Not at all satisfied

**Q2b. How do you think Council could improve its communication?**

.....

**Q3. Where do you hear about Council's events, activities, projects, and decisions? Please answer yes or no as I read each one. Prompt**

- Councillors
- Council meetings
- Letterbox drop
- Email
- Weekly Council news publication
- Rates notice
- Website/Internet
- Social media (Twitter, Instagram, Facebook)
- Word-of-mouth
- Local media
- Other community meetings (specific topical consultation i.e. levy)
- Other (please specify).....

**Q4. How important a role do the following have in influencing your opinion on the performance of Council? Please rate on a scale of 1 to 5, where 1 is not at all important and 5 is very important.**

	Not at all important		Very important			D/K
	1	2	3	4	5	
Councillors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council meetings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekly Council news publication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media (Twitter, Instagram, Facebook)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Word-of-mouth (friend/family/neighbour)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other community meetings (specific topical consultation i.e. levy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Letterbox drop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rates notice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct mail/letters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Section B – Importance of and satisfaction with Council services**

Still thinking specifically about Wagga Wagga City Council.

**Q5.** 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. 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.

**Proud place, great lifestyle**

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Promoting pride in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appearance of the City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sportsgrounds and sporting facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reserves and open space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community buildings/halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oasis Aquatic Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Art Gallery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CivicTheatre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festival and events programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhancing heritage buildings and programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Our places and spaces**

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Maintaining local roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycle network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic flow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Car parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transport across the City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Our natural environment**

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Protecting the natural environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste and recycling services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental education programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flood protection and preparedness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Connected and collaborative community leaders**

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Opportunities to engage with Councillors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confidence in the elected Council	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community input to Council decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of Council information to the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long-term planning for Wagga Wagga	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q6.** Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas? *Prompt*

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

**Q7.** Thinking about the local area, how would you rate your level of agreement with the following statements on a scale where 1 is strongly disagree and 5 is strongly agree? *Prompt*

	Strongly disagree			Strongly agree		CS
	1	2	3	4	5	
Wagga Wagga has a variety of leisure and recreation options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to participate in arts and cultural related activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wagga Wagga has a variety of entertainment options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wagga Wagga has a vibrant nightlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel safe in public places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel safe in my home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local media coverage is representative of what is happening in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wagga Wagga has a good variety of retail options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**Section C – Demographic & Profiling questions**

**D1. Please stop me when I read out your age group. Prompt**

- 18-24
- 25-34
- 35-49
- 50-59
- 60-69
- 70 +

**D2. Which country were you born in?**

- Australia
- Other (please specify) .....

**D3. Which of the following best describes the house where you are currently living? Prompt**

- I/We own/are currently buying this property
- I/We currently rent this property

**D4. Which of the following best describes your status? Prompt**

- Living at home with parents
- Single with no children
- Single parent with children
- Married/de facto with no children
- Married/de facto with children
- Group household
- Extended family household (multiple generations)

**D5. How long have you lived in the Council Area? Prompt**

- Less than 2 years
- 2 – 5 years
- 6 – 10 years
- 11 – 20 years
- More than 20 years

**D6. Gender (determine by voice):**

- Male
- Female

**Thank you very much for your time, enjoy the rest of your evening.**

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