



Wagga Wagga City Council

Community Research

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Background and Methodology

Background and Methodology

Wagga Wagga City Council sought to examine community attitudes and perceptions towards current and future services and facilities provided by Council. Key objectives of the research included:

- Assessing and establishing the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identifying the community's overall level of satisfaction with Council's performance
- Identifying the community's level of agreement with prompted statements surrounding wellbeing/connectedness
- Identifying methods of communication and engagement with Council

To facilitate this, Micromex Research was contracted to develop a survey template that enabled Council to effectively analyse attitudes and trends within the community.

Questionnaire

Micromex Research, together with Wagga Wagga City Council, developed the questionnaire.

A copy of the questionnaire is provided in Appendix A.

Data collection

The survey was conducted during the period 3rd – 16th August 2017 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Survey area

Wagga Wagga City Council Government Area.

Sample selection and error

500 resident interviews were completed.

410 of the 500 respondents were selected by means of a computer based random selection process using the electronic White Pages. The remaining 90 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Wagga Wagga LGA., i.e. Sturt Mall and Market Place Wagga Wagga, Turvey Tops Shopping Centre Mount Austin, and South City Shopping Centre Glenfield Park.

A sample size of 500 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=500 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.

Interviewing

Interviewing was conducted in accordance with the AMSRS (Australian Market and Social Research Society) Code of Professional Behaviour.



Background and Methodology

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. 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.

Ratings questions

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

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

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

Percentages

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

Micromex Benchmarks

These benchmarks are based on 60 LGAs that we have conducted community research for, and were revised in 2016 to ensure the most recent comparable data. Since 2008, Micromex has worked for over 70 NSW councils and conducted 100+ community satisfaction surveys across NSW.

NSW LGA Brand Scores Benchmark

These benchmarks are based on a branding research study conducted by Micromex in 2012, in which residents from all 152 LGAs were interviewed in order to establish a normative score.

Comparisons

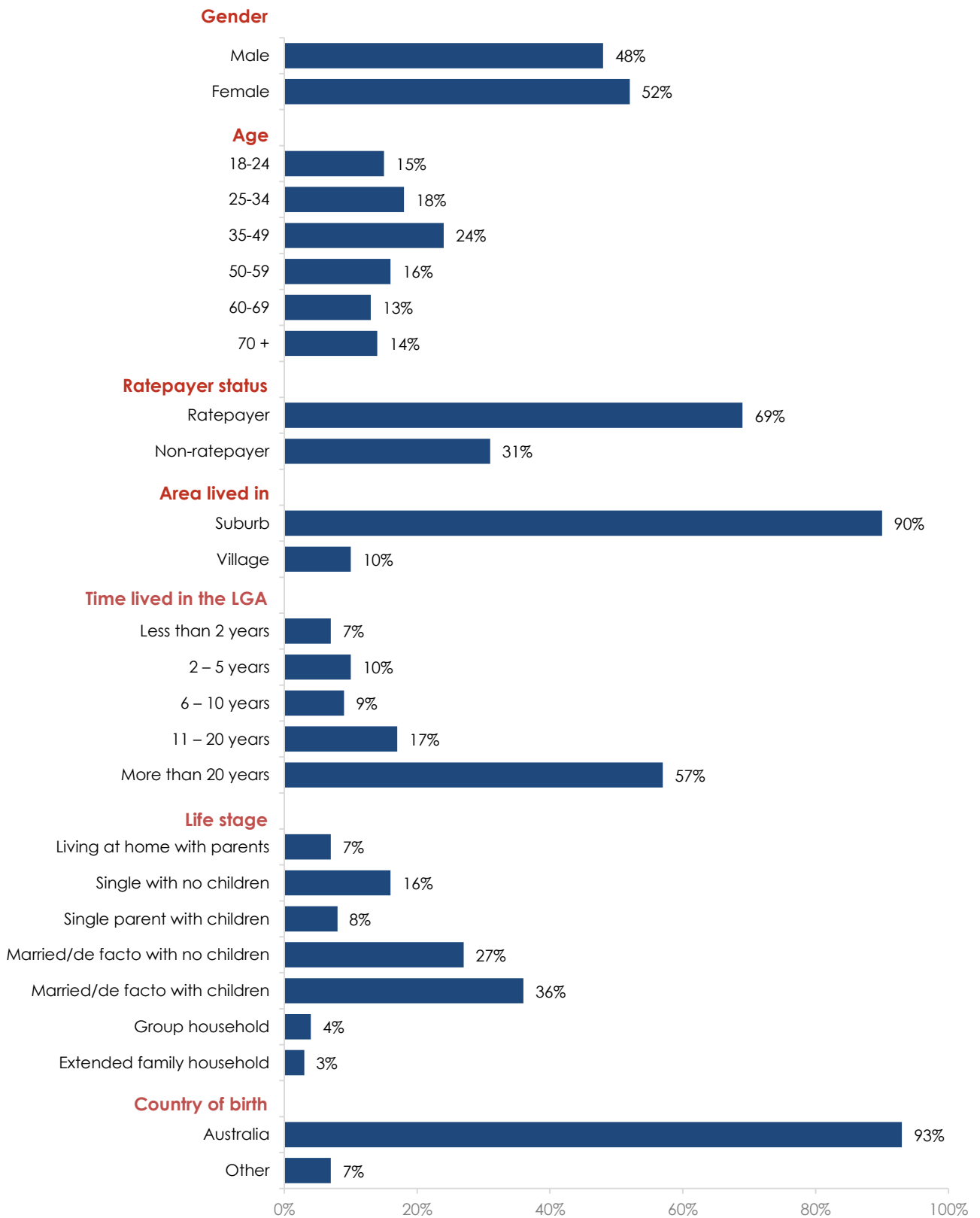
Where appropriate, results have been compared to the research conducted in 2015.





Sample Profile

Sample Profile



Base: N = 500

A sample size of 500 residents provides a maximum sampling error of plus or minus 4.4% at 95% confidence. The sample has been weighted by age and gender to reflect the 2016 ABS community profile of Wagga Wagga City Council.



Key Findings

Key Findings

Overview (Overall satisfaction)

Summary

Overall satisfaction with Council's performance was moderate, with 77% stating they were at least 'somewhat satisfied'. This is significantly lower than the result from 2015.

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?

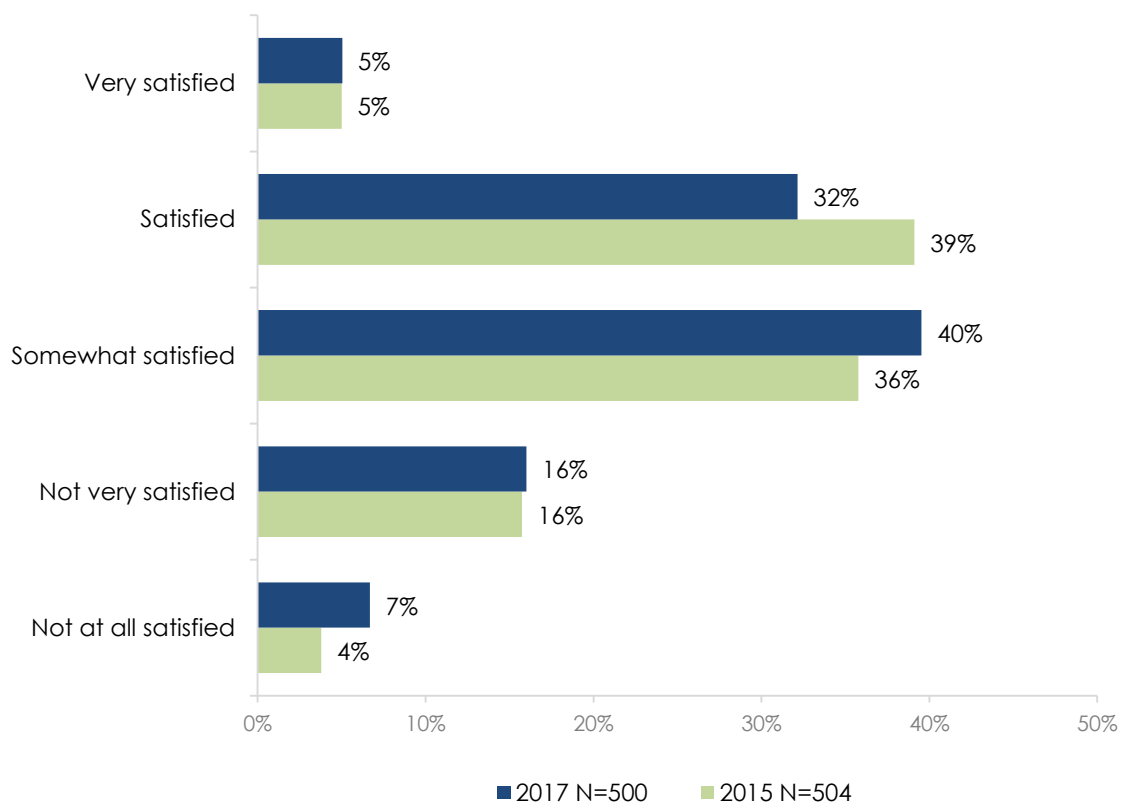
	18-24	25-34	35-49	50-59	60-69	70+	Male	Female
Mean ratings	3.16	3.37	3.12	2.89▼	3.08	3.07	3.02	3.22▲

	2017	2015	2012	Suburb	Village	Ratepayer	Non-ratepayer
Mean ratings	3.12▼	3.27▲	3.15	3.15	2.88	3.03	3.34▲

NSW LGA BRAND SCORES	Regional	Wagga Wagga City Council 2017
Mean ratings	3.22	3.12

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

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



Key Findings

Overview (Communication with the Community)

Summary

Satisfaction with Council's current provision of information to the community was moderate, with 79% stating they were at least 'somewhat satisfied'. This is a significant decrease compared to the research previously conducted in 2015.

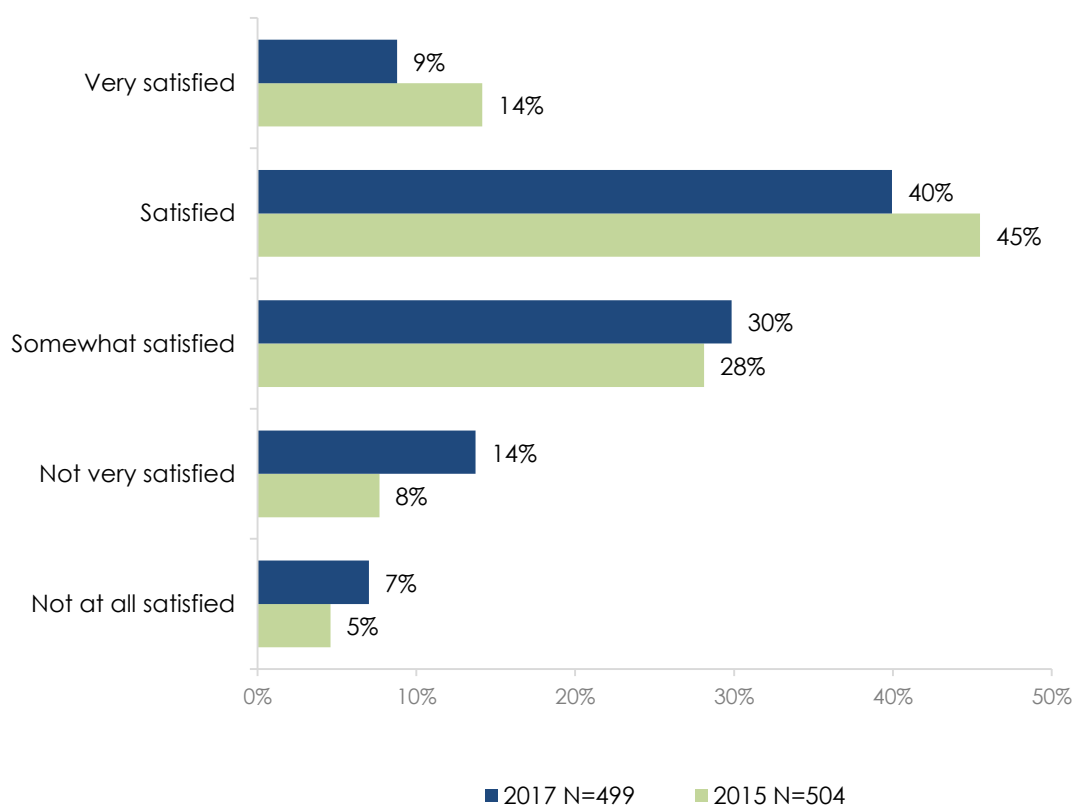
Q2. How satisfied are you with the level of communication Council currently provides the community?

	18-24	25-34	35-49	50-59	60-69	70+	Male	Female
Mean ratings	3.12	3.52▲	3.23	3.19	3.33	3.32	3.22	3.34

	2017	2015	Suburb	Village	Ratepayer	Non-ratepayer
Mean ratings	3.28▼	3.57	3.31	3.03	3.19	3.49▲

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

▲▼ = Significantly higher/lower



Please see Appendix A for detailed responses by demographics.



Key Findings

Key Importance Trends

Compared to the previous research conducted in 2015, there was a significant **increase** in **importance** for 1 of the comparable 26 services and facilities provided by Council, this was:

	2017	2015
Maintaining local roads	4.82	4.74

Key Satisfaction Trends

Over the same period there was a decline in residents' **satisfaction** across 4 of the comparable 26 services and facilities provided by Council, these were:

	2017	2015
Festival and events programs	3.58	3.94
Waste and recycling services	3.59	3.87
Environmental education programs	3.37	3.57
Flood protection and preparedness	3.24	3.44



Key Findings

Identifying Priorities via Specialised Analysis (Explanation)

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 Shapley Regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

By examining both approaches to analysis we have been able to:

1. Identify and understand the hierarchy of community priorities
2. 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 mean satisfaction score from the mean 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 27 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is important to recognise that, for the most part, a gap of up to 1.0 is acceptable when the initial importance rating is 4.0+, as it indicates that residents consider the attribute to be of 'high' to 'extremely high' importance and that the satisfaction they have with Wagga Wagga City Council's performance on that same measure is 'moderate' to 'moderately high'.

For example, 'Protecting the natural environment' was given an importance score of 4.47, which indicates that it is considered an area of 'very high' importance by residents. At the same time it was given a satisfaction score of 3.49, which indicates that residents have a 'moderate' level of satisfaction with Wagga Wagga City Council's performance and focus on that measure.

In the case of a performance gap such as for the 'Art Gallery/Museum/Civic Theatre/Library services' (4.19 importance vs. 4.18 satisfaction), we can identify that the facility/service has 'high' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'high' level of satisfaction.



Key Findings

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

Performance Gap Ranking

Ranking 2015	Ranking 2017	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	1	Maintaining local roads	4.82	2.46	2.36
2	2	Financial management	4.62	2.70	1.92
4	3	Long-term planning for Wagga Wagga	4.68	2.87	1.81
3	4	Car parking	4.56	2.80	1.76
5	5	Maintaining footpaths	4.57	2.91	1.66
6	6	Community input to council decision-making	4.37	2.76	1.61
7	7	Provision of council information to the community	4.42	3.01	1.41
8	8	Confidence in the elected Council	4.10	2.87	1.23
9	9	Traffic flow	4.46	3.24	1.22
11	10	Flood protection and preparedness	4.40	3.24	1.16
17	11	Waste and recycling services	4.69	3.59	1.10
10	12	Appearance of the City	4.46	3.40	1.06
13	13	Street lighting	4.42	3.42	1.00
15	14	Protecting the natural environment	4.47	3.49	0.98
13	15	Parks and playgrounds	4.47	3.68	0.79
22	16	Environmental education programs	4.11	3.37	0.74
18	17	Opportunities to engage with Councillors	3.79	3.11	0.68
16	18	Reserves and open space	4.20	3.62	0.58
20	19	Promoting pride in the community	3.95	3.37	0.58
19	20	Sportsgrounds and sporting facilities	4.25	3.68	0.57
23	21	Public transport across the City	3.79	3.26	0.53
23	22	Community buildings/halls	4.04	3.53	0.51
25	23	Festival and events programs	4.06	3.58	0.48
21	24	Cycle network	3.48	3.25	0.23
26	25	Oasis Aquatic Centre	3.76	3.55	0.21
27	26	Enhancing heritage buildings and programs	3.75	3.56	0.19
N/A	27	Art Gallery/Museum/Civic Theatre/Library services	4.19	4.18	0.01

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



Key Findings

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as 'high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.46 and 3.24, which indicates that their satisfaction for these measures is 'low' to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Maintaining local roads	4.82	2.46	2.36
2	Financial management	4.62	2.70	1.92
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8	Confidence in the elected Council	4.10	2.87	1.23
9	Traffic flow	4.46	3.24	1.22
10	Flood protection and preparedness	4.40	3.24	1.16

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'maintaining local roads' is the area of least relative satisfaction.

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.



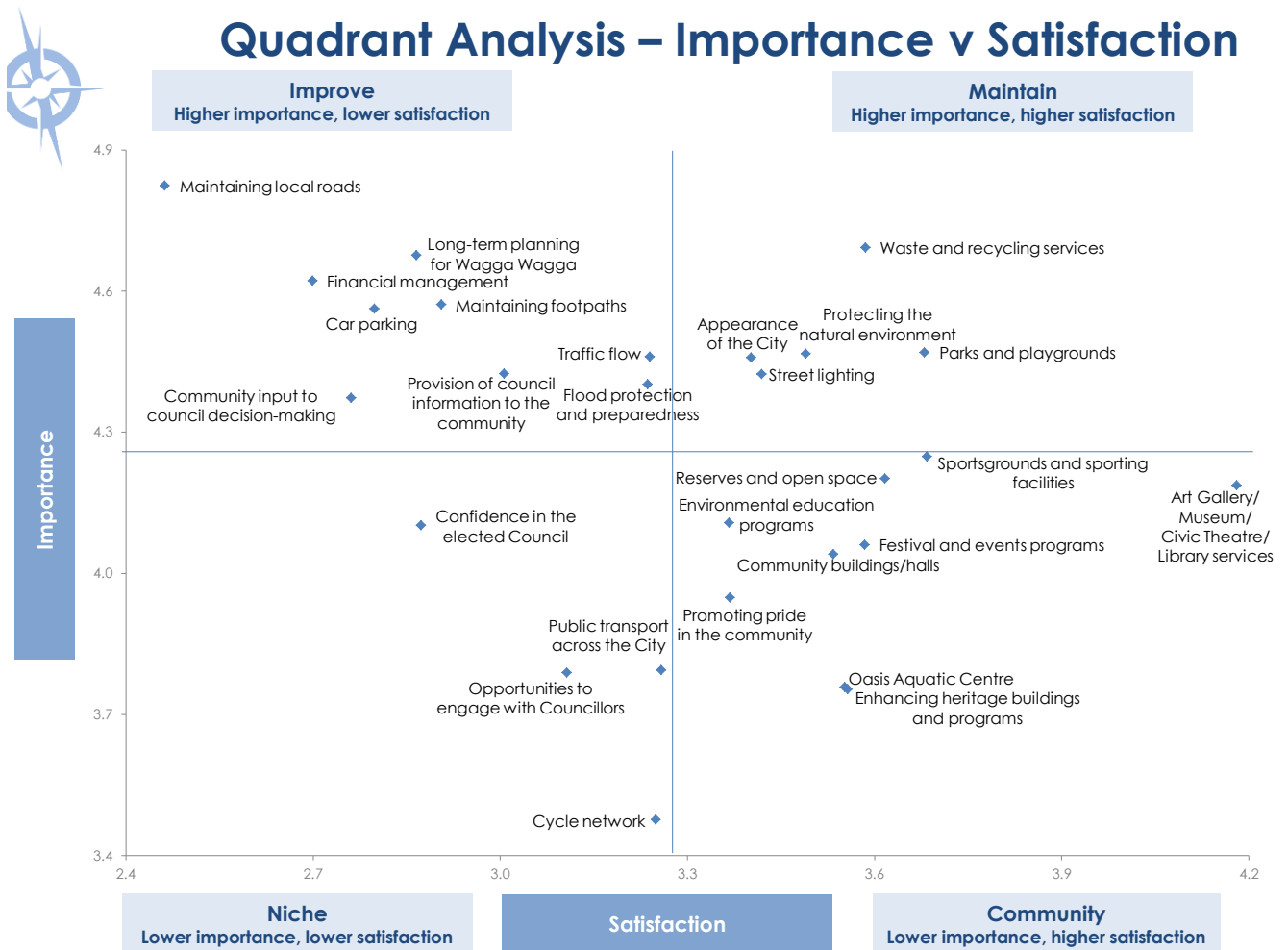
Key Findings

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 mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.26 and the average rated satisfaction score was 3.28. Therefore, any facility or service that received a mean stated importance score of ≥ 4.26 would be plotted in the higher importance section and, conversely, any that scored < 4.26 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.28. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.



Key Findings

Explaining the 4 quadrants

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 the 'cycle network', 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 'enhancing heritage buildings and programs', are core strengths, but in relative terms they are deemed 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.

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a council dedicates to '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.

The Shapley Value Regression

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction with the council. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables.

In 2014, we revised the Shapley Regression Analysis to identify the directional contribution of key services and facilities with regard to optimisers/barriers with Council's overall performance.

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'.



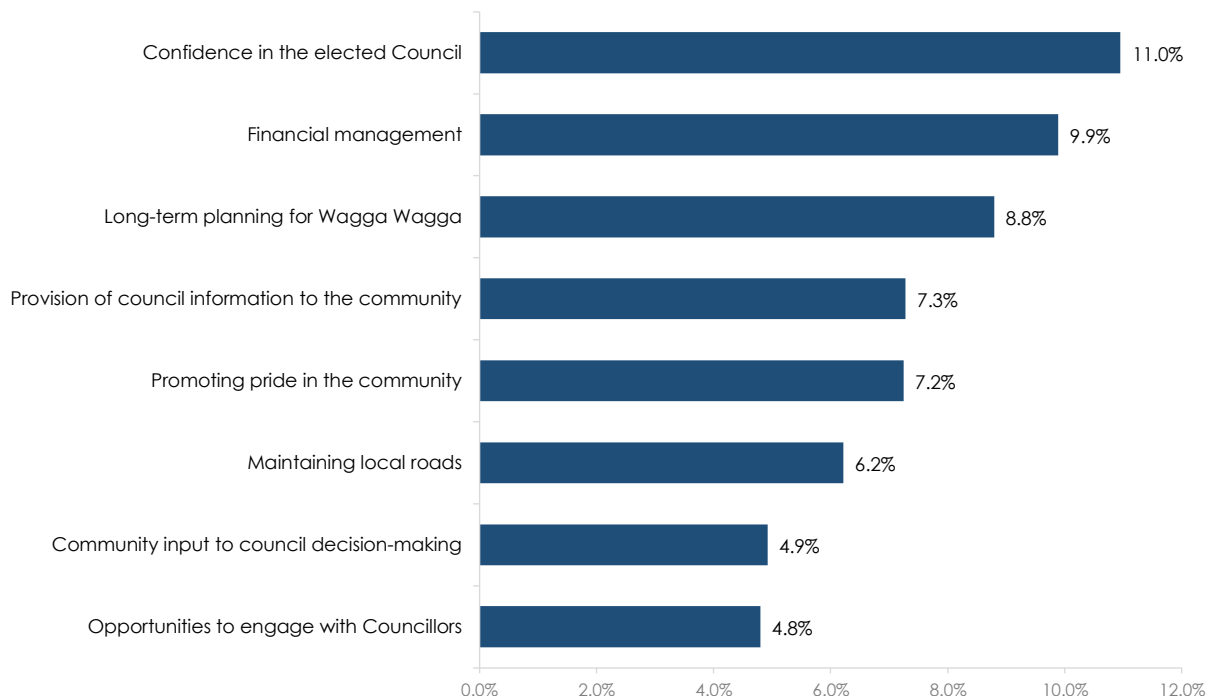
Key Findings

Key Drivers of Satisfaction with Wagga Wagga City Council

The results in the chart below provide Wagga Wagga City Council with a complete picture of the intrinsic community priorities and motivations, and identify what attributes are the key drivers of community satisfaction.

These top 8 services/facilities account for 60% of overall satisfaction with Council. This indicates that the remaining 19 attributes we obtained measures on have only a limited impact on the community's satisfaction with Wagga Wagga City Council's performance. Therefore, whilst all 27 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

These Top 8 Indicators Contribute to 60% of Overall Satisfaction with Council



The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

These 8 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 4.8% towards overall satisfaction, while 'confidence in the elected Council' (11%) is a far stronger driver, contributing more than twice as much to overall satisfaction with Council.

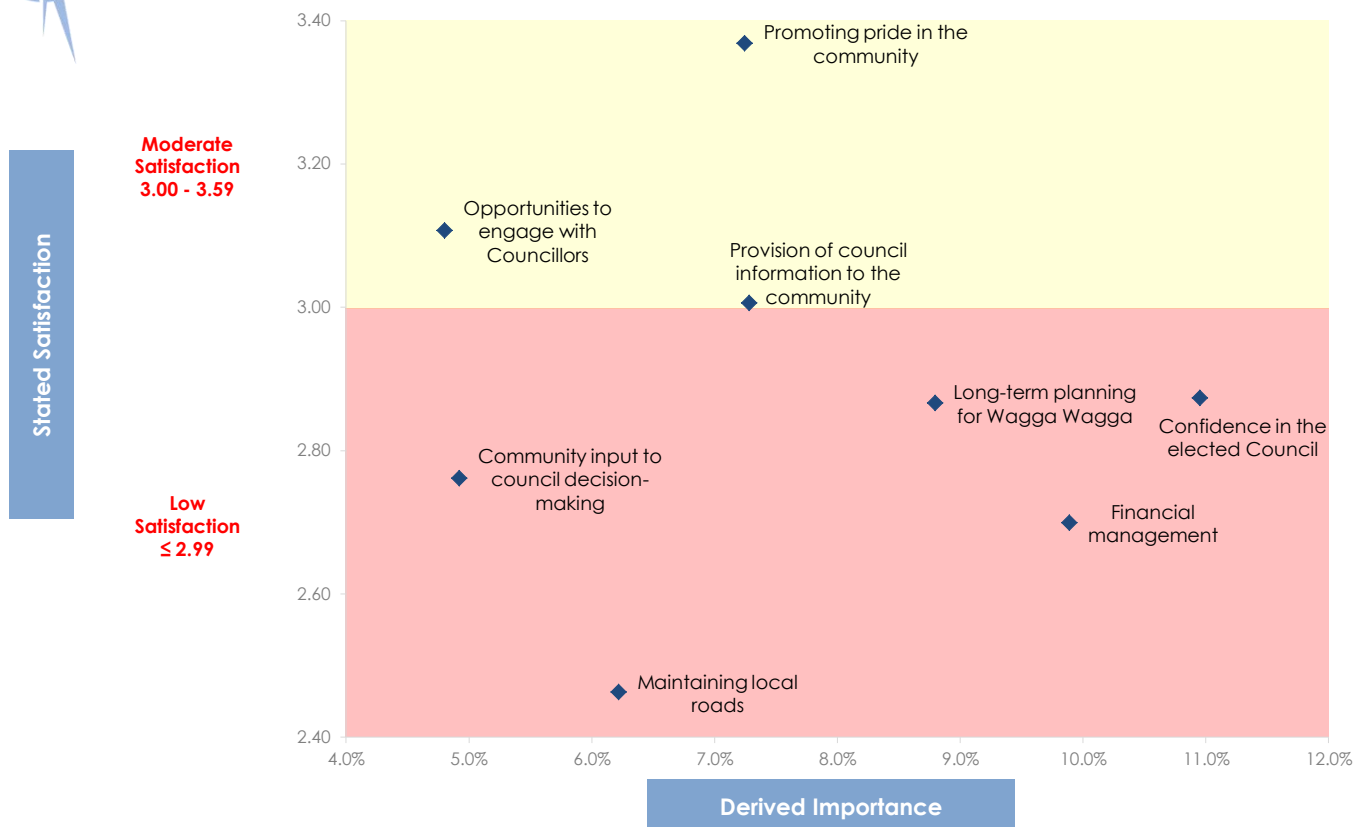
Key Findings

Clarifying Priorities

By mapping satisfaction against derived importance it is apparent that there is room to elevate satisfaction within the variables that fall in the 'lower' and 'moderate satisfaction' regions of the chart. If Wagga Wagga City Council can address these core drivers, they will be able to improve resident satisfaction with their performance.



Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



This analysis indicates that areas such as 'promoting pride in the community', 'opportunities to engage with Councillors', and 'provision of council information to the community' could possibly be targeted for optimisation.

Furthermore, areas such as 'confidence in the elected Council', 'long-term planning for Wagga Wagga', 'community input to council decision-making', 'financial management', and 'maintaining local roads' are issues Council should be looking to understand resident expectations and/or more actively inform/engage residents of Council's position and advocacy across these areas.



Key Findings

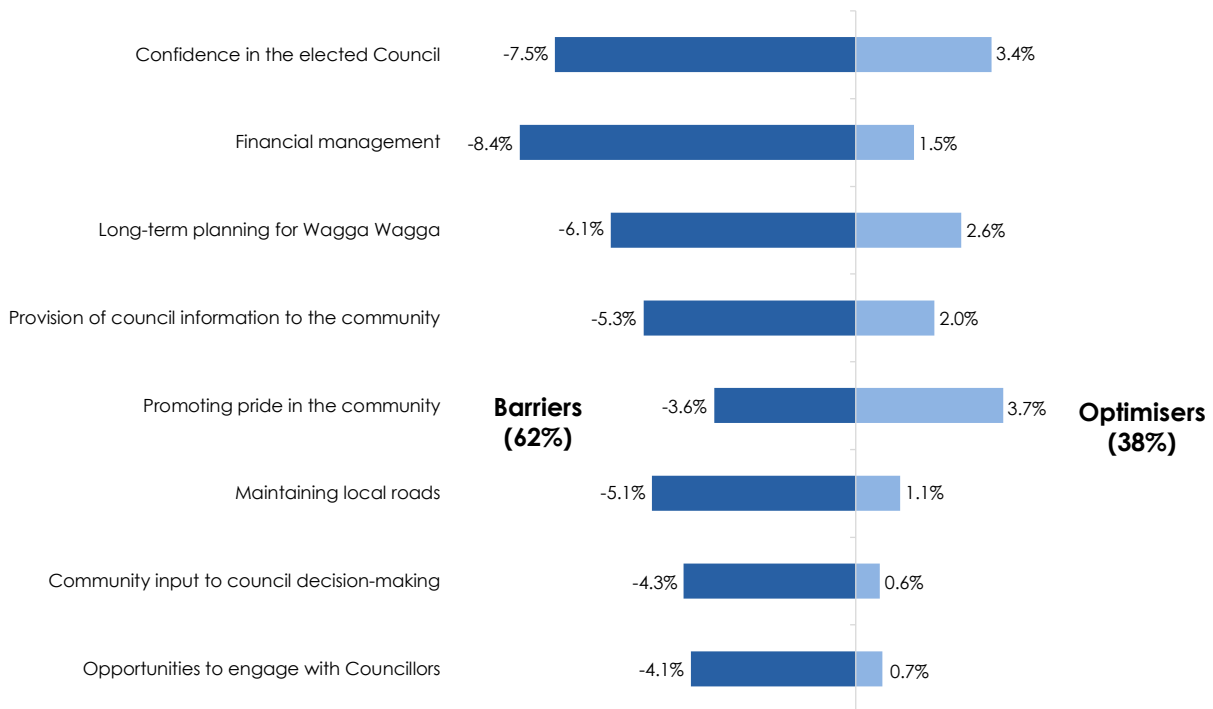
Advanced Shapley Outcomes

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.

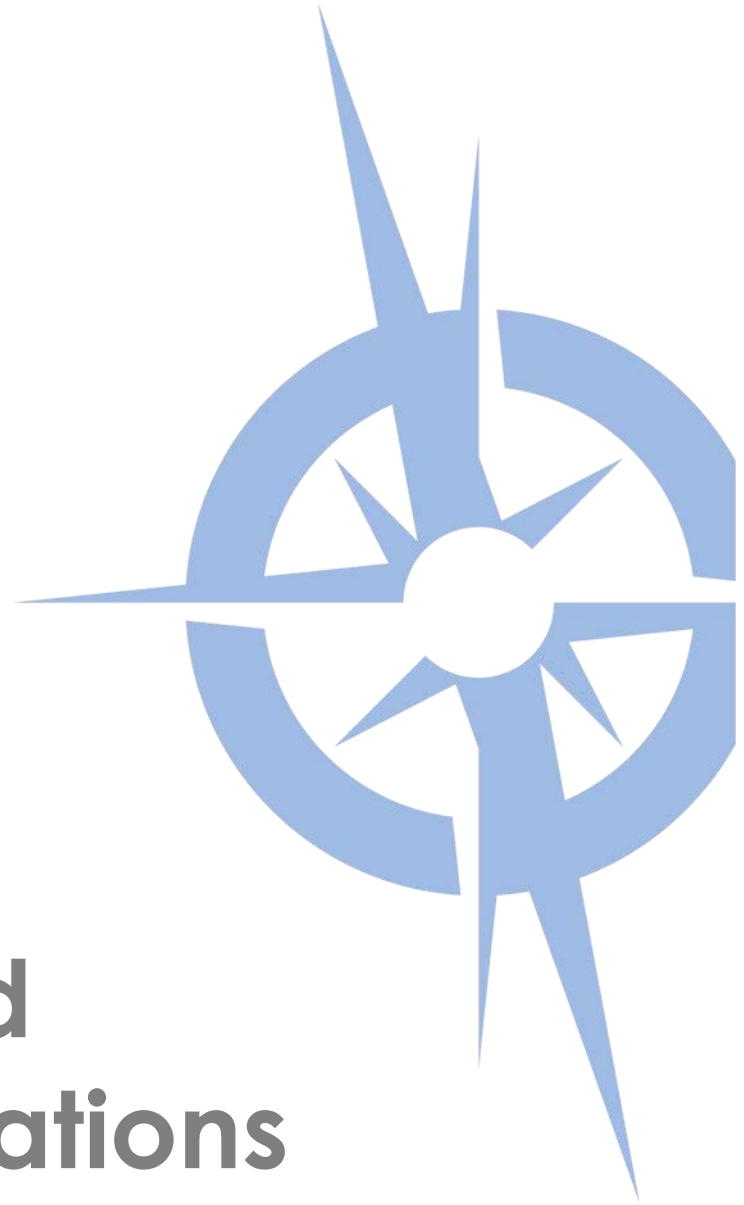
The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently 'not at all satisfied' towards being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

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

Key Contributors to Barriers/Optimisers



Different levers address the different levels of satisfaction across the community



Summary and Recommendations

Summary and Recommendations

Summary

Over the past few years there has been a number of issues that have no doubt impacted on the community's perception of Wagga Wagga Council. Therefore, while residents still have a moderate level of satisfaction with Council performance, overall satisfaction has declined since the last survey conducted in 2015.

At a holistic level, residents are at least moderately satisfied with 20 of the 27 service areas provided by Council. Challenge areas identified across all analytical lens revolved around trust, engagement and transport infrastructure. From a wellbeing perspective, public place safety ratings have dropped since 2015.

Nearly 90% of residents agree that local media is playing a crucial role in representing what is happening in the community, the key influencers being television news and the local paper. We have also observed a decline in satisfaction with Council's communications since 2015.

Key driver analysis clearly indicates that these confidence and trust issues are inhibiting community satisfaction with Council.

Recommendations

As in 2015, many of the drivers of community satisfaction revolve around the manner in which Council is perceived to behave, specifically in regard to the transparency of its decision-making and the way in which it consults with the community.

To address these areas will require united organisational direction. To assist with this, Council could look to:

1. Clarify the expectation with regard to trust, specifically with regard to financial, management, planning, informing, and including community input into decision-making
2. Communicate the goals, plans and strategies of the Community Strategic Plan
3. Seek to increase community confidence with the elected leadership, by taking control of the messaging. Look to promote their achievements and increase their visibility and accessibility
4. Clarify and communicate to residents Council planning with regards to transport in and around the area, such as local roads and footpath maintenance and the availability of car parking
5. From a liveability perspective, ratings for public safety and also for entertainment/leisure/recreation have declined. Council should focus on these opportunity areas





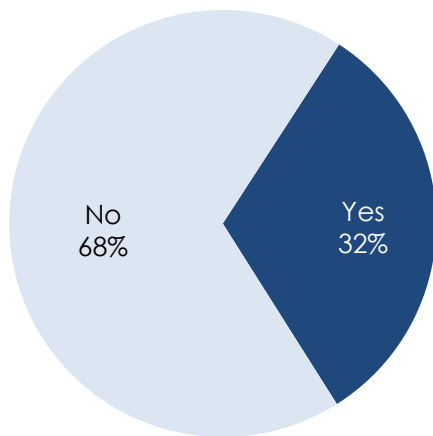
Section A – Contact with Council

Contact with Council in the Last 12 Months

Summary

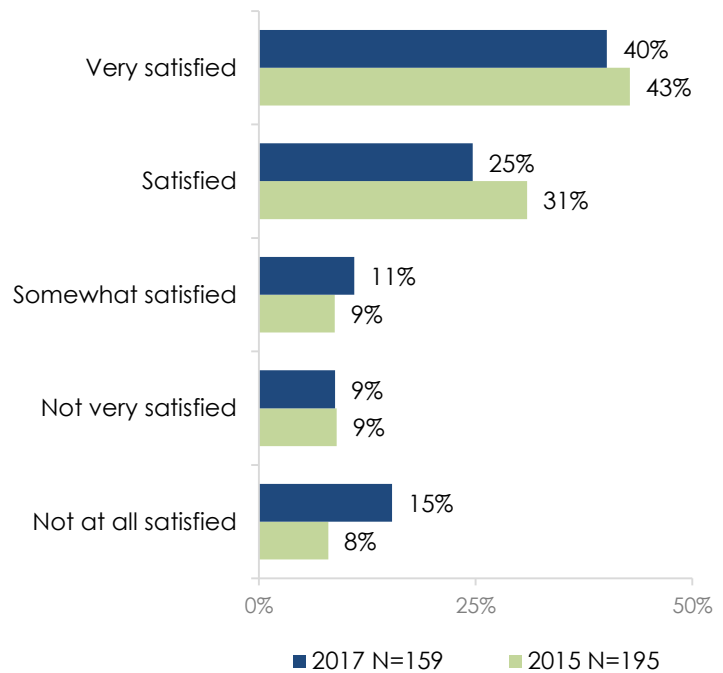
32% of residents had cause to contact Council within the last 12 months, with a moderately high level of satisfaction with the way the contact was handled. Those aged 25-34 and ratepayers were significantly more satisfied with their contact.

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



	2017	2015
Yes	32%	39%
No	68%	61%
Base	500	504

Q1d. Overall, how satisfied were you with the way your contact was handled?



Mean ratings for satisfaction with contact

	18-24	25-34	35-49	50-59	60-69	70+	Male	Female
Mean ratings	N/A*	4.40▲	3.38	3.81	3.40	3.43	3.51	3.79

	2017	2015	Suburb	Village	Ratepayer	Non-ratepayer
Mean ratings	3.65	3.90	3.69	3.35	3.54	4.49▲

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

▲▼ = A significantly higher/lower level of satisfaction

*18-24 base size was too small for a statistically valid mean rating

Please see Appendix A for detailed responses by demographics.

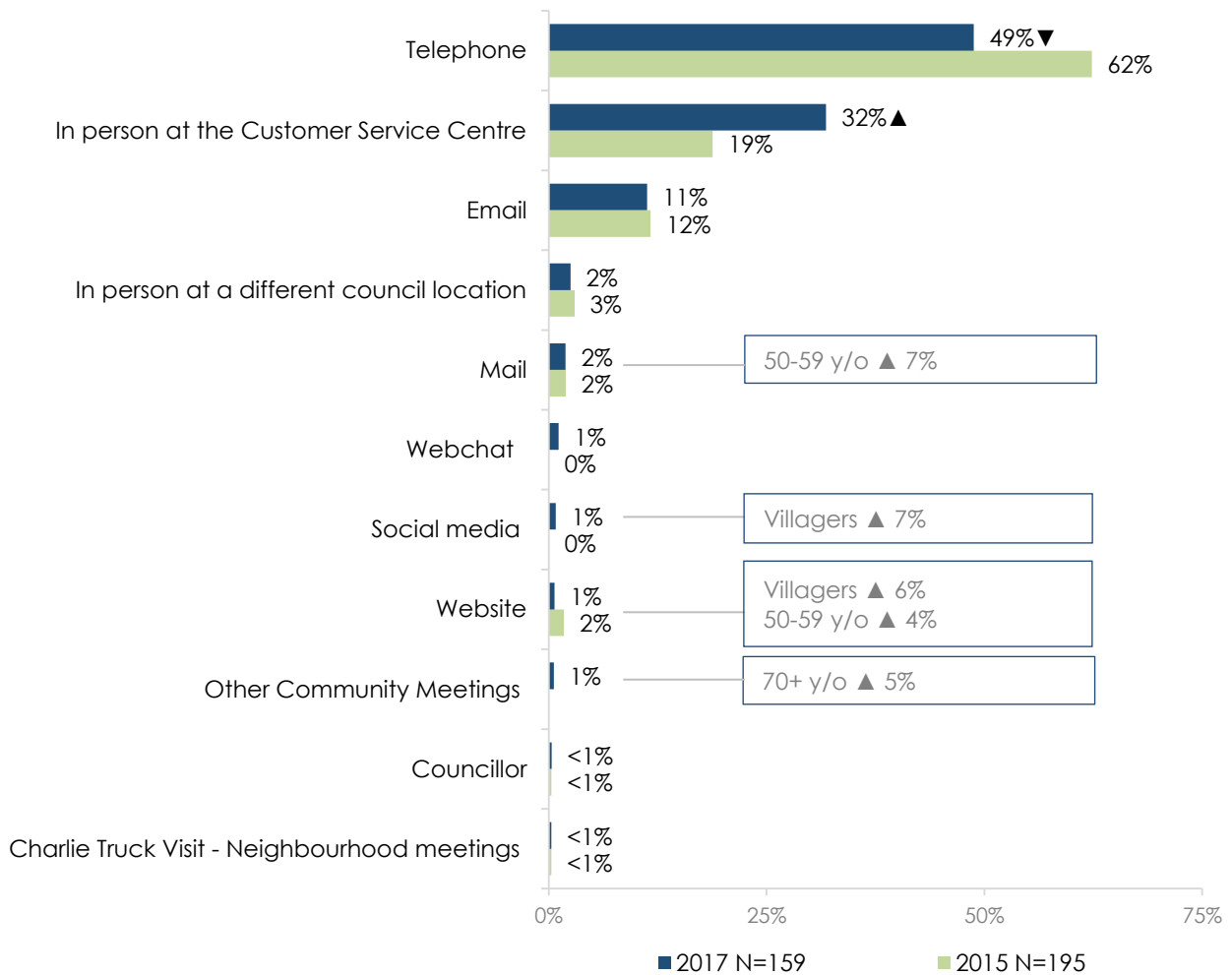


Method of Contacting Council

Summary

Whilst it experienced a significant decline compared to 2015, 'telephone' was still the most popular means of contacting Council. There has been a significant increase in the number of residents who contacted Council 'in person at the Customer Service Centre'.

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



▲▼ = significantly higher/lower result

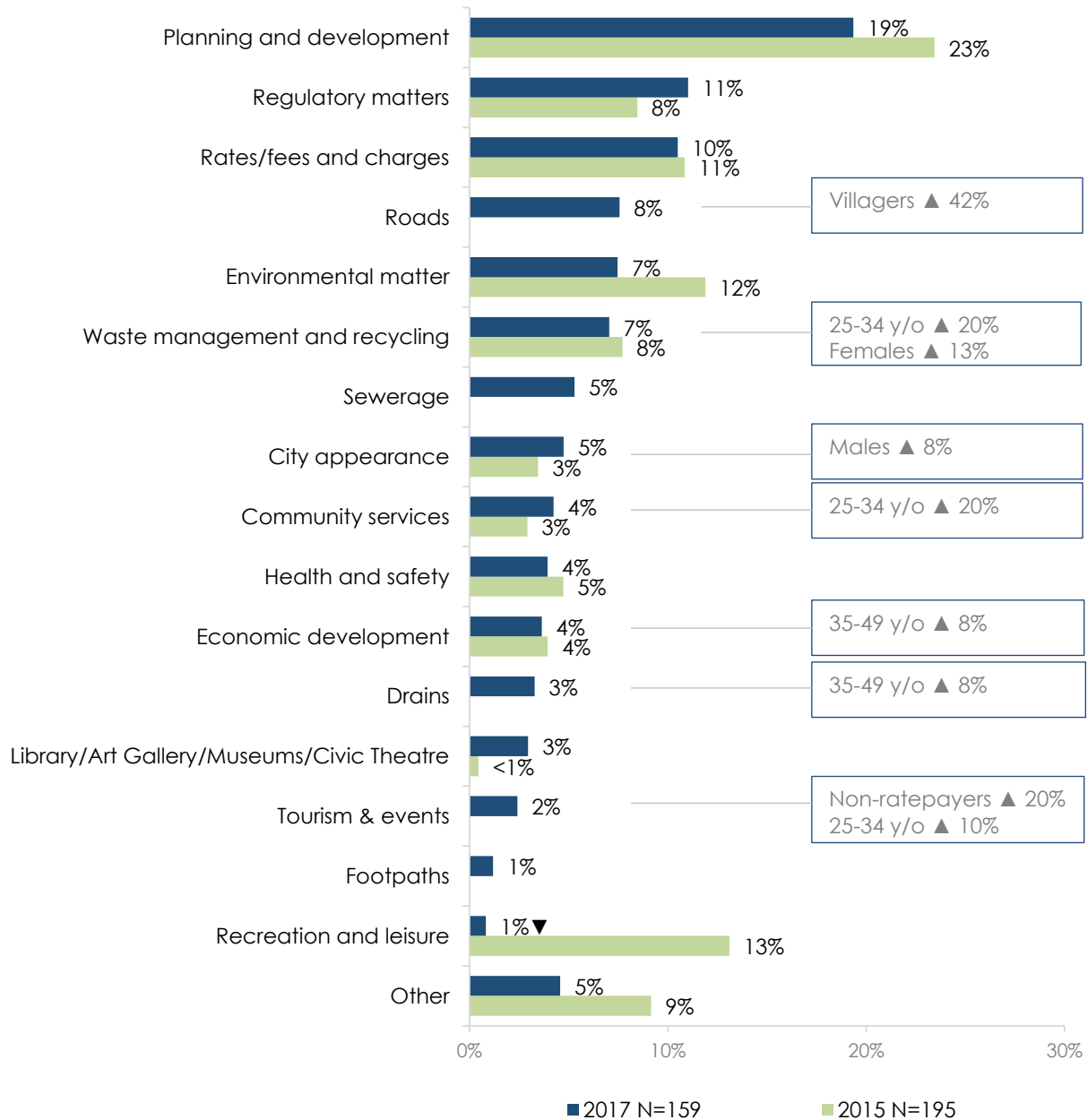
Please see Appendix A for detailed responses by demographics.

Nature of Contact

Summary

The principal reason for contacting Council was to deal with 'planning and development'.

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



▲ ▼ = A significantly higher/lower level of satisfaction

Please see Appendix A for 'other' specified and detailed responses by demographics.

Note: In 2015 roads, footpaths and drains were one category, so we're unable to directly compare in the the data, however, if we aggregated them in 2017 the comparison would be 13% cf. 10%.

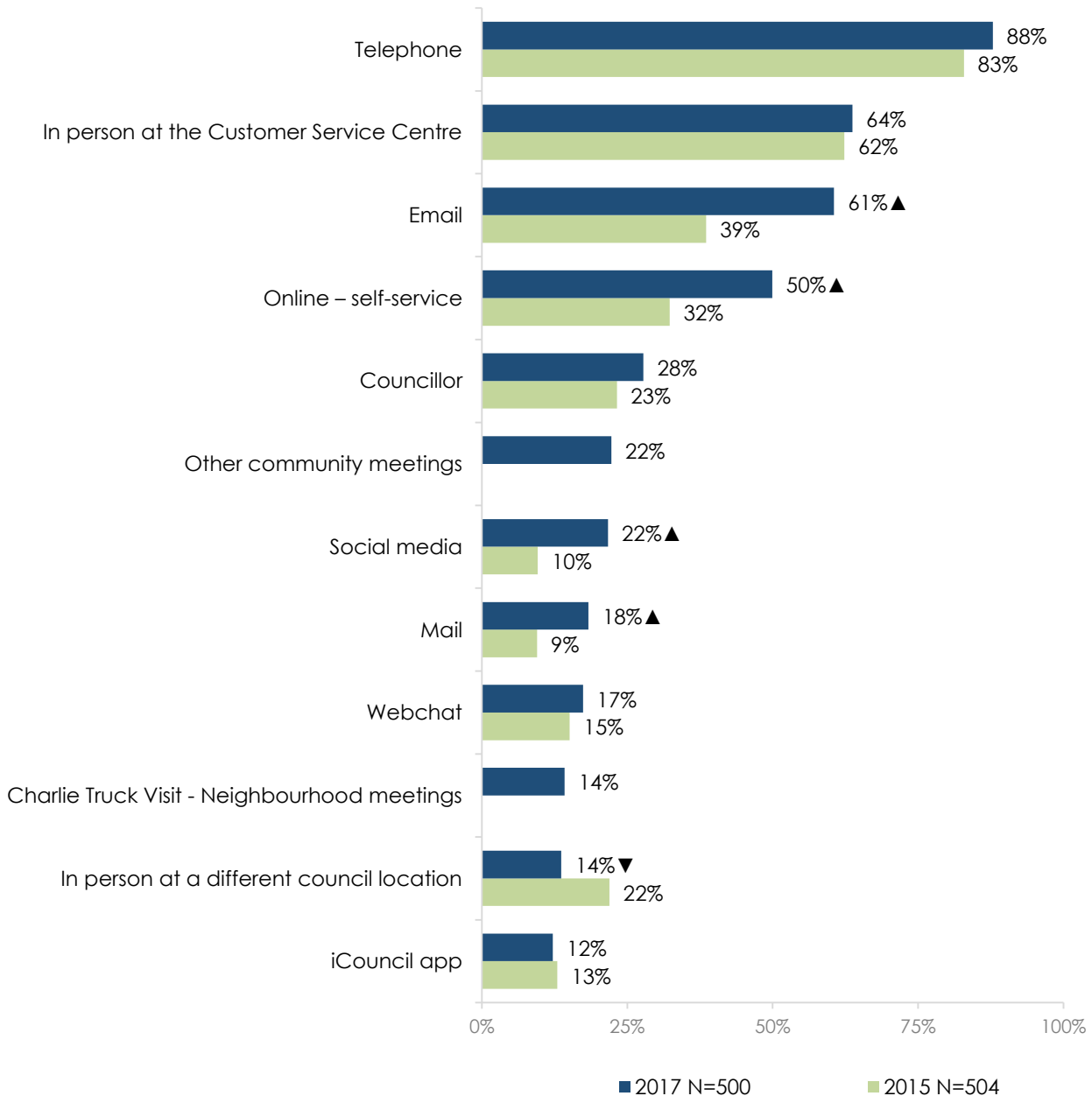
Method of Future Contact with Council

Summary

The most likely method of contacting Council if required is by 'telephone' (88%), followed by 'in person at the Customer Service Centre'. These were the 2 most common previously-used methods when residents had to contact Council. There was substantial interest in contacting Council online, with significant increases in the preference of using 'email' (61%), 'online – self-service' (50%), and 'social media' (22%).

There was a significant increase in the number of people who would choose 'mail' as their most likely contact, but a decrease in those who would want contact 'in person at a different council location'.

Q1e. If required, how would you most likely contact Council in the future?



Note: The iCouncil app was called Smartphone App in the previous research.

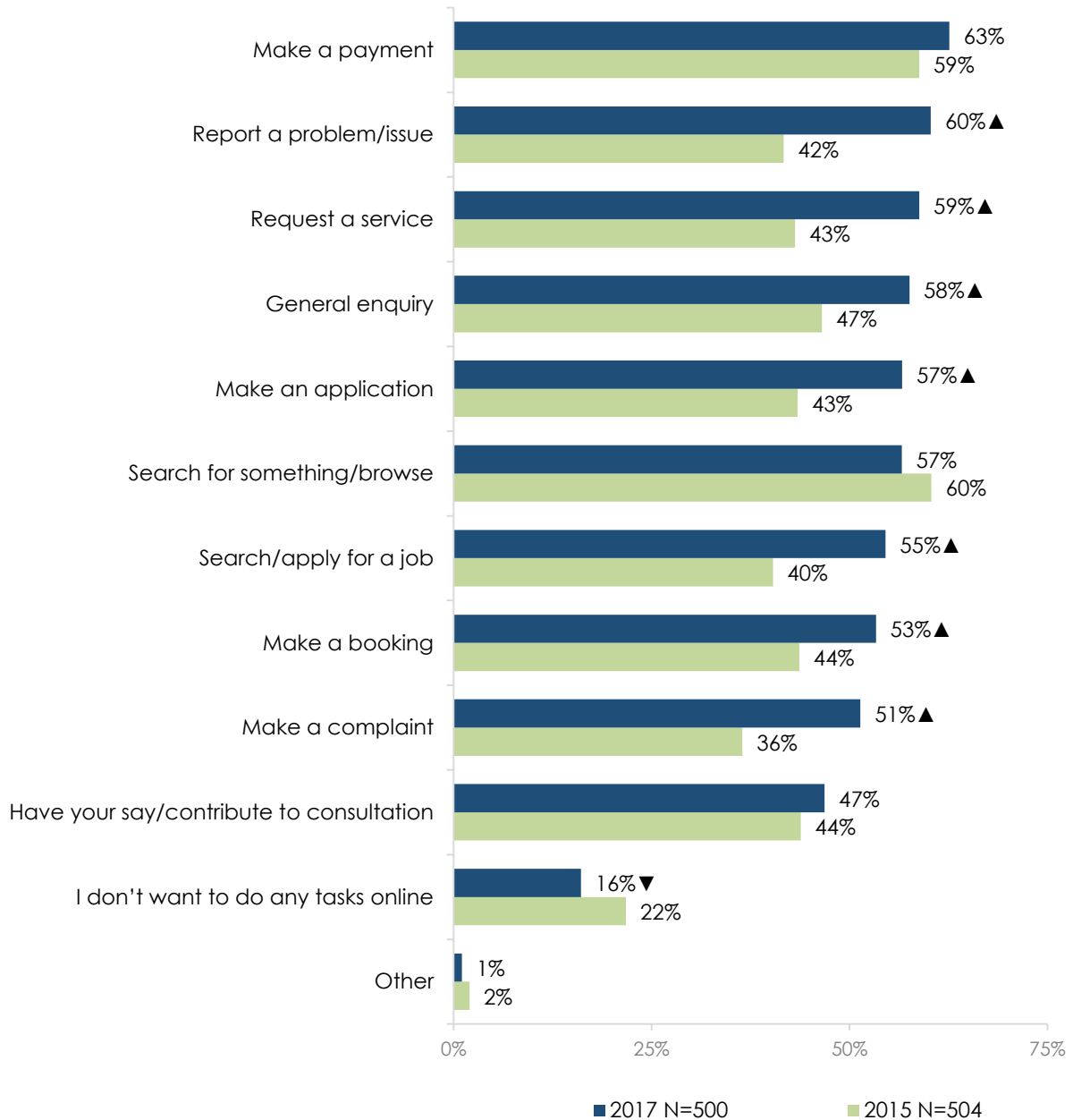
Please see Appendix A for detailed responses by demographics.

Council-Related Online Tasks

Summary

84% of residents wish to complete a wide range of council-related tasks online, a significant increase from 2015. This is reflected in the significant increases for 7 of the 10 prompted tasks.

Q1f. Which council-related tasks do you need to/want to do online?



Other specified	
Don't have Internet access	2
Community events	1
Compliment	1

Please see Appendix A for detailed responses by demographics.



Section B – Communication



Satisfaction with Council's Communication

Summary

Satisfaction with Council's current provision of information to the community was moderate, with 79% stating they were at least 'somewhat satisfied'. This is a significant decrease compared to the research previously conducted in 2015.

Residents aged 25-34 and non-ratepayers were significantly more satisfied with Council's communication.

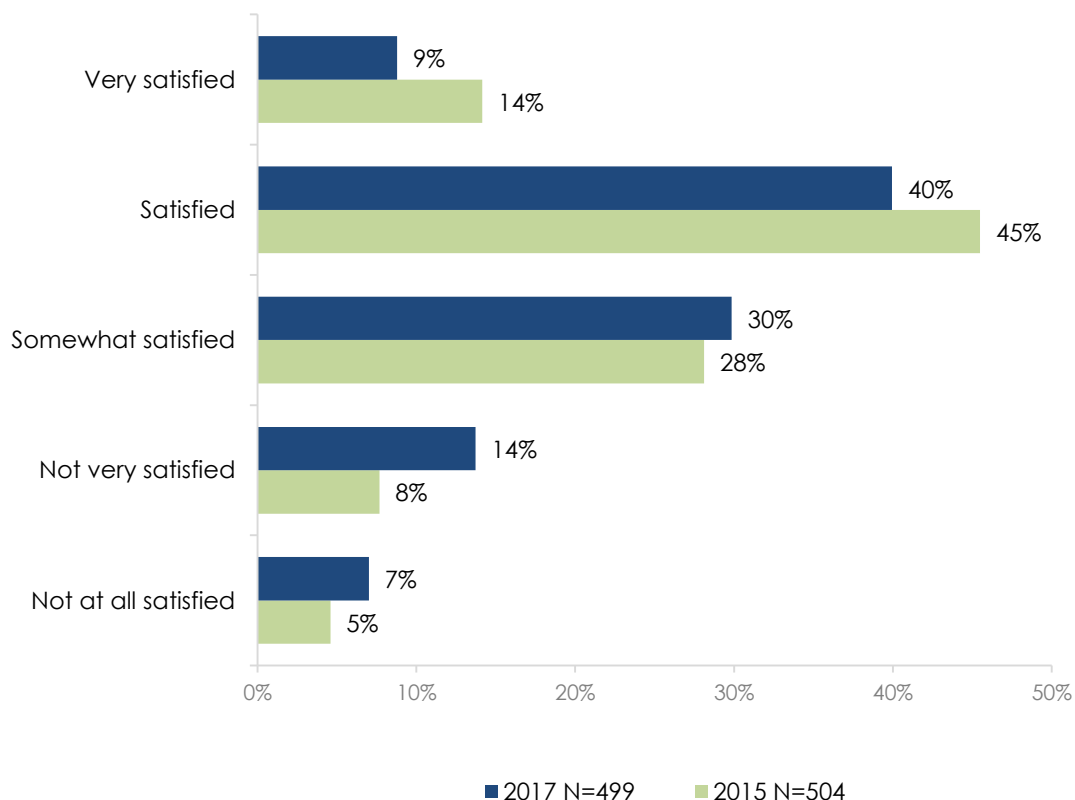
Q2. How satisfied are you with the level of communication Council currently provides the community?

	18-24	25-34	35-49	50-59	60-69	70+	Male	Female
Mean ratings	3.12	3.52▲	3.23	3.19	3.33	3.32	3.22	3.34

	2017	2015	Suburb	Village	Ratepayer	Non-ratepayer
Mean ratings	3.28▼	3.57	3.31	3.03	3.19	3.49▲

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

▲▼ = Significantly higher/lower



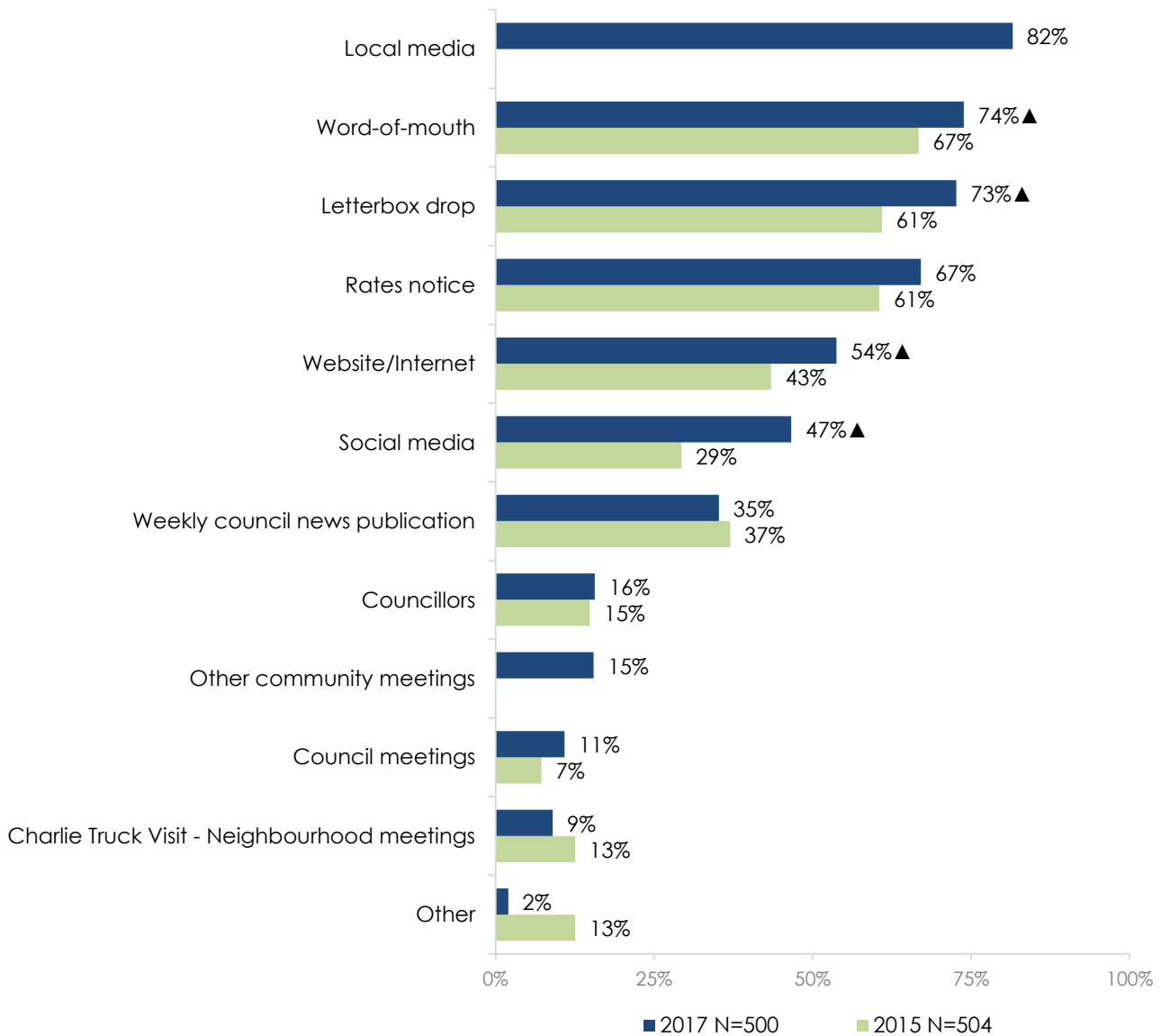
Please see Appendix A for detailed responses by demographics.

Means of Receiving Information about Council

Summary

The most likely means of receiving information about Council was through 'local media' (82%), followed by 'word-of-mouth' (74%) and 'letterbox drop' (73%) – both of which experienced significant increases compared to 2015. The results for 'website/Internet' and 'social media' were also significantly higher than previously reported.

Q3. Through which of the following means do you receive information about Council?



Note: 'Local media' was not a prompted option in 2015.

▲▼ = significantly higher/lower compared to 2015

Please see Appendix A for detailed responses by demographics.

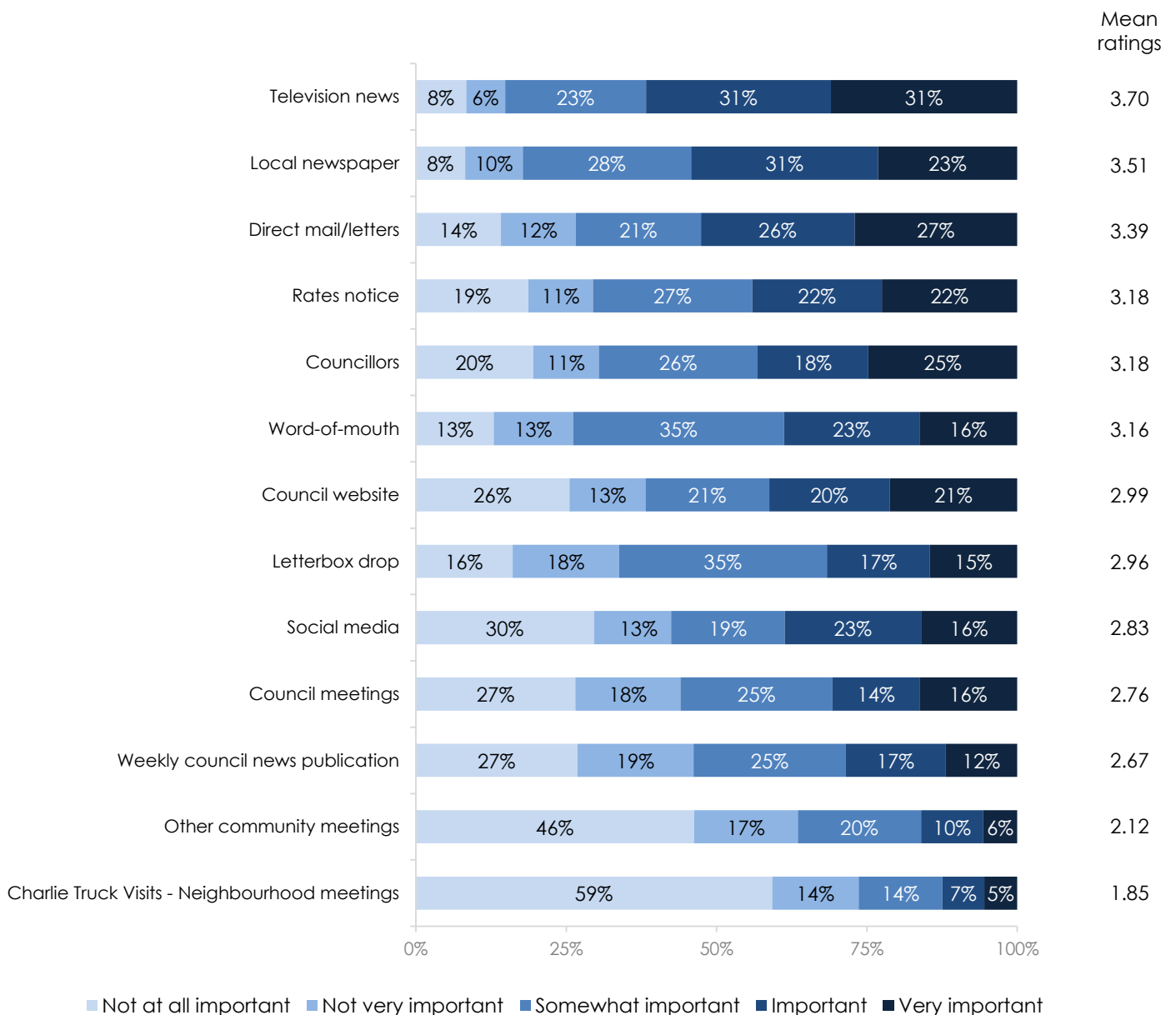
Importance of Mediums on Influencing Opinion of Council's Performance

Summary

Residents have rated the media as the most important influence on their opinion of Council's performance, with 85% indicating 'television news' and 82% a 'local newspaper' have at least a 'somewhat important' effect on their opinion.

The 'Charlie Truck Visits – Neighbourhood meetings' have a very low impact on residents' opinions of Council, (73% not at all or not very important).

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



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

Please see Appendix A for detailed responses by demographics.



**Section C –
Overall Satisfaction with
Council’s Performance**

Overall Satisfaction with Council's Performance

Summary

Overall satisfaction with Council's performance was moderate, with 77% stating they were at least 'somewhat satisfied'. This is a similar result to regional councils across NSW.

Female residents and non-ratepayers were significantly more satisfied with the performance of Council over the last 12 months, whilst those aged 50-59 were significantly less satisfied.

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?

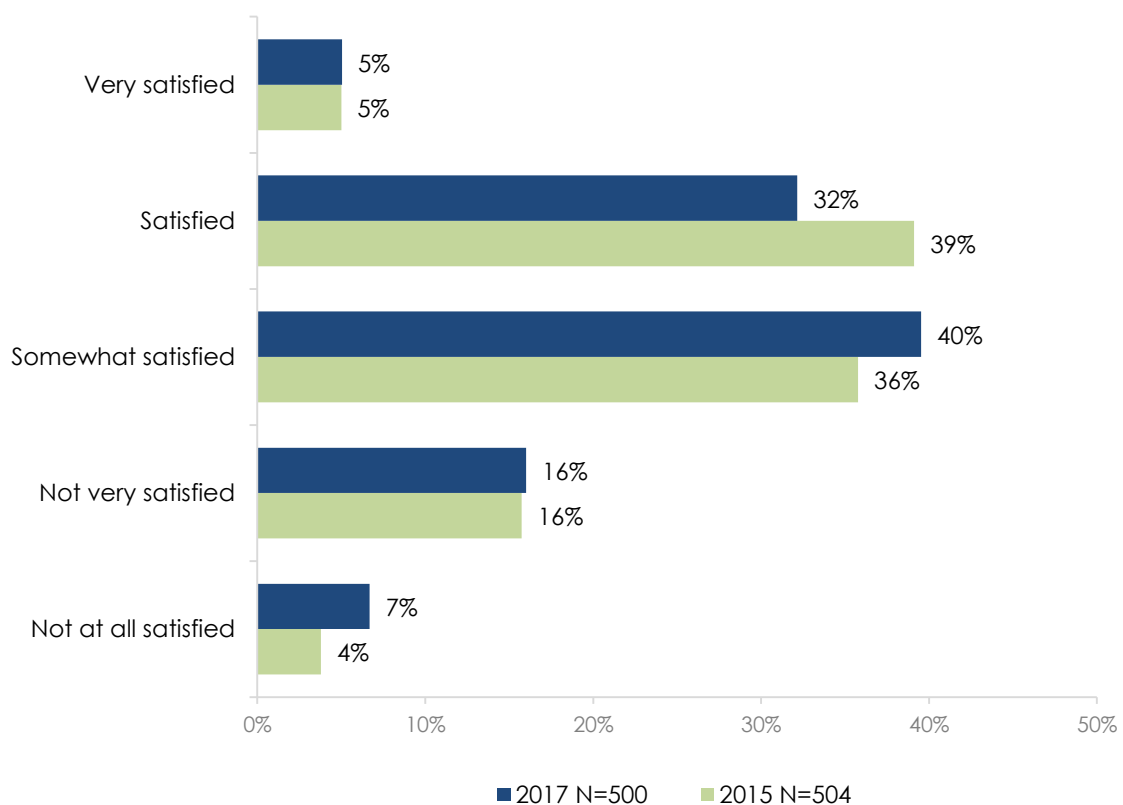
	18-24	25-34	35-49	50-59	60-69	70+	Male	Female
Mean ratings	3.16	3.37	3.12	2.89▼	3.08	3.07	3.02	3.22▲

	2017	2015	2012	Suburb	Village	Ratepayer	Non-ratepayer
Mean ratings	3.12▼	3.27	3.15	3.15	2.88	3.03	3.34▲

NSW LGA BRAND SCORES	Regional	Wagga Wagga City Council 2017
Mean ratings	3.22	3.12

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

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



Section D – Living in Wagga Wagga

Living in Wagga Wagga

Summary

Residents are most likely to agree that 'I feel safe in my home', with 77% agreeing with this statement. Of concern is the significant decrease in agreement that 'I feel safe in public places'. Fewer than half of Wagga Wagga's residents agree with this statement (43%). There were also significant declines from 2015 for 'Wagga Wagga has a variety of leisure and recreation options' and 'Wagga Wagga has a variety of entertainment options'.

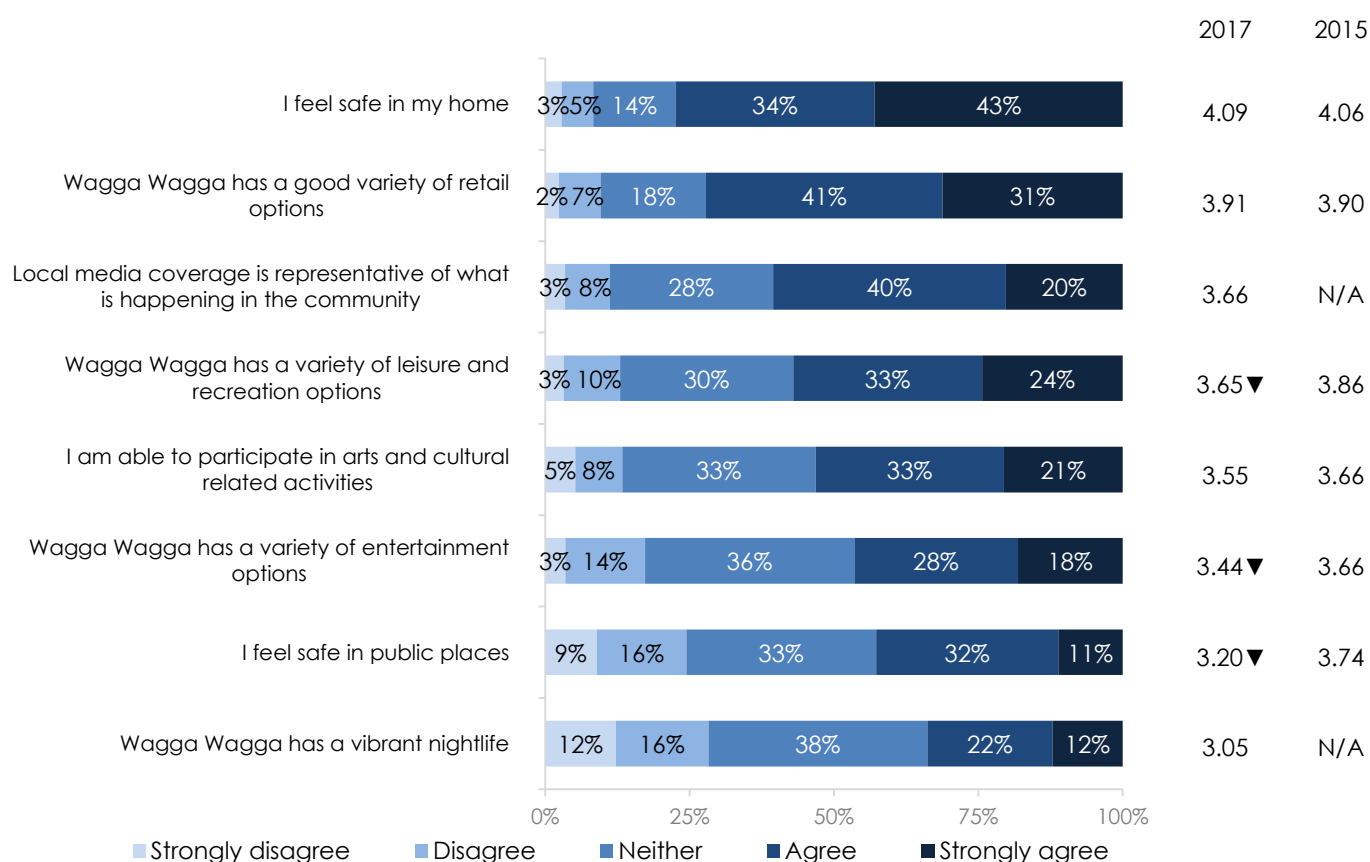
Males were significantly more likely to agree that 'Wagga Wagga has a vibrant nightlife'.

Those aged 18-24 were significantly less likely to agree that 'Wagga Wagga has a variety of leisure and recreation options' and 'I am able to participate in arts and cultural related activities'. 35-49 y/o were significantly more likely to agree that 'I feel safe in my home' and 'I feel safe in public places', whilst 50-59 y/o were significantly less likely to agree with the latter. Those aged 60-69 were significantly more likely to agree that 'I am able to participate in arts and cultural related activities' and those aged 60+ that 'Wagga Wagga has a variety of leisure and recreation options' and 'Wagga Wagga has a variety of entertainment options'. Those aged 70+ also offered significantly higher agreement for the statement 'Wagga Wagga has a good variety of retail options'.

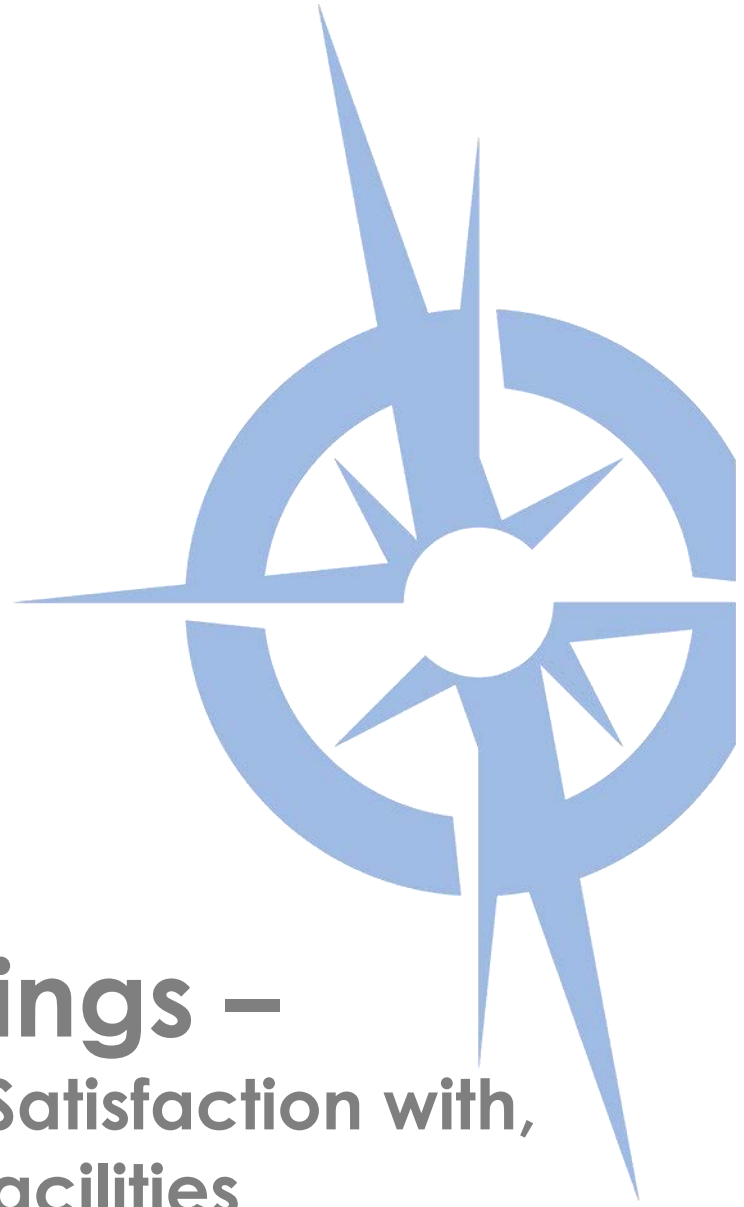
Those living in a village were significantly more likely to agree that 'I feel safe in my home', they gave it an extremely high rating. They were also more likely to agree that 'Wagga Wagga has a variety of entertainment options'.

Non-ratepayers were significantly more likely to agree that 'local media coverage is representative of what is happening in the community'.

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



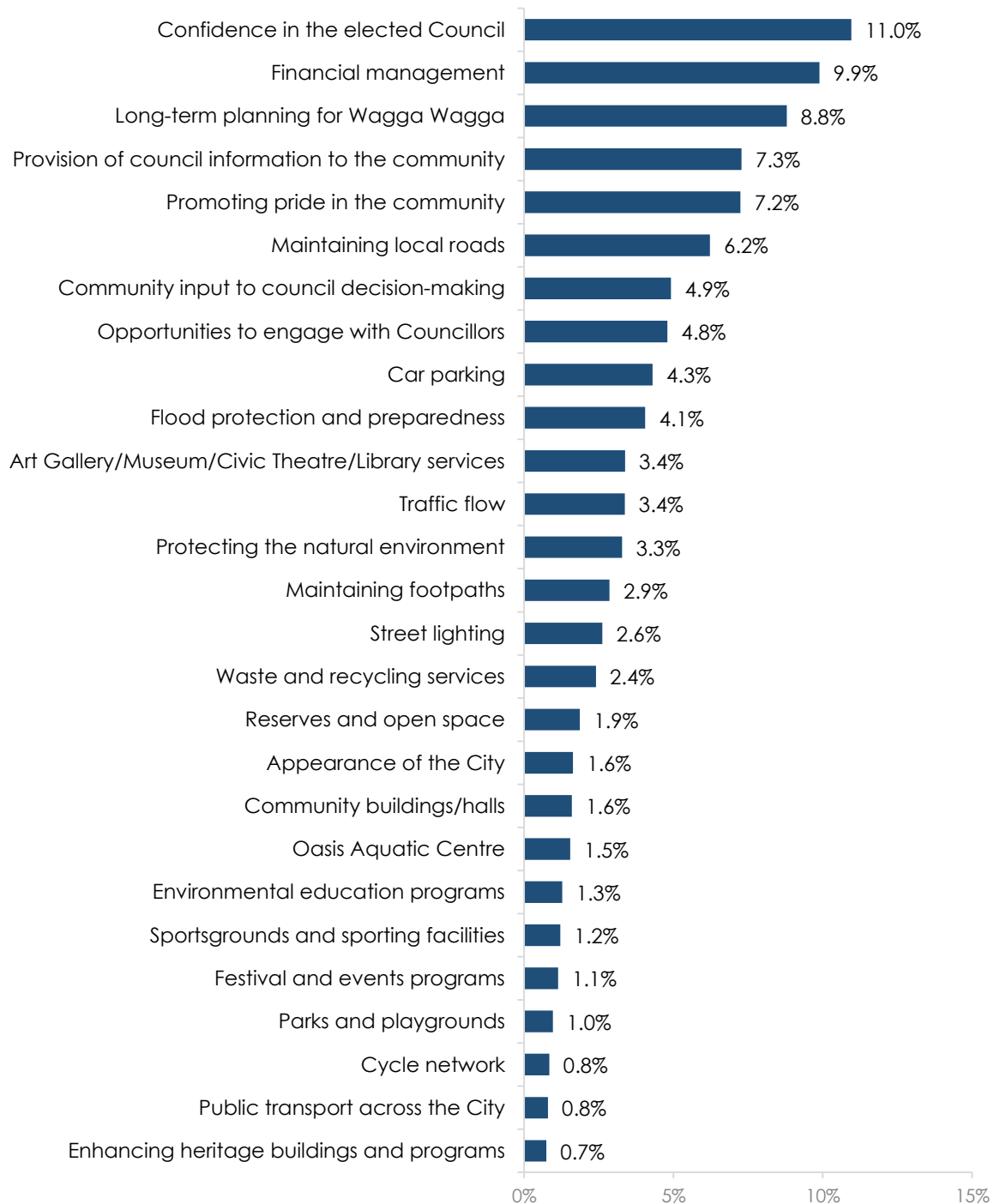
Scale: 1 = strongly disagree, 5 = strongly agree
 ▲ ▼ = significantly higher/lower compared to 2015



Detailed Findings – Importance of, and Satisfaction with, Council Services & Facilities

Influence on Overall Satisfaction

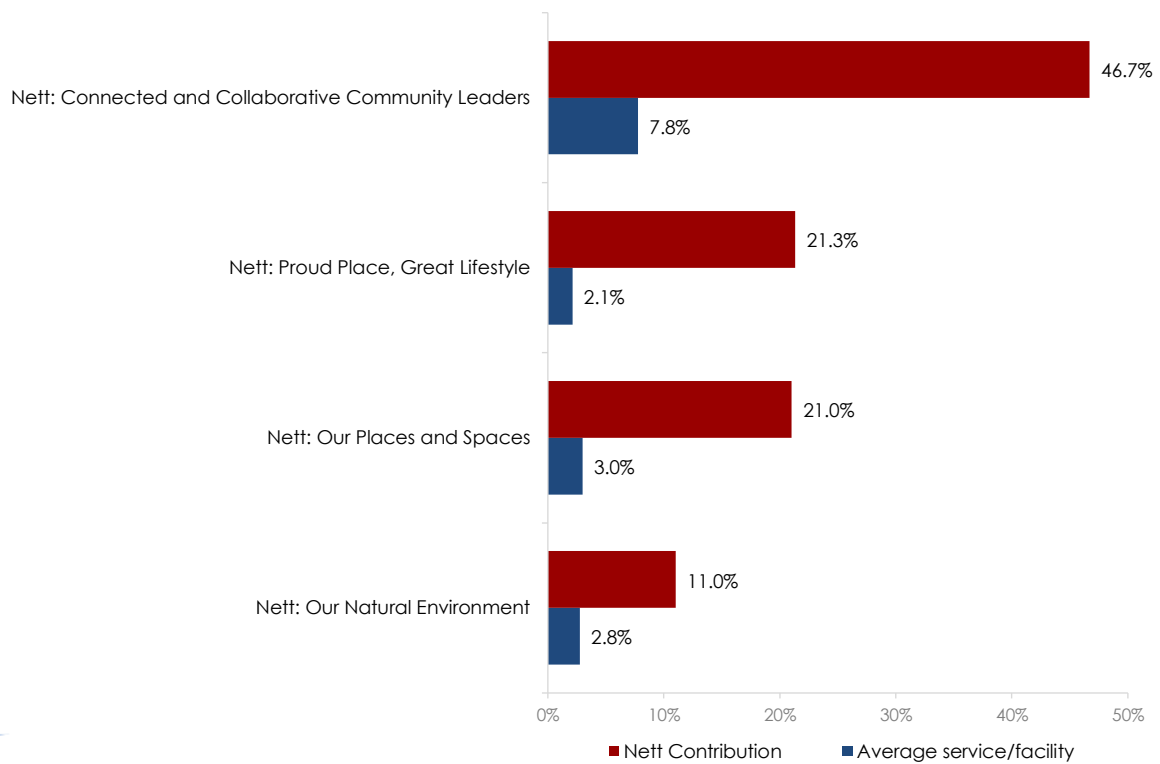
A core element of this community survey was the rating of 27 facilities/services in terms of Importance and Satisfaction. This section reports the Shapley Regression analysis undertaken on these measures – and the detailed responses to the measures themselves. The chart below summarises the influence of the 27 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:



Key Service Areas' Contribution to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas.

Contribution to Overall Satisfaction with Council's Performance



'Connected and Collaborative Community Leaders' (47%) is the key contributor toward overall satisfaction with Council's performance, with the average of its services/facilities measuring 7.8%.

Service Areas

Each of the 27 facilities/services were grouped into service areas as detailed below

We Explored Resident Response to 27 Service Areas

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



An Explanation

The following pages detail the Shapley findings for each service area, and summarise 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.

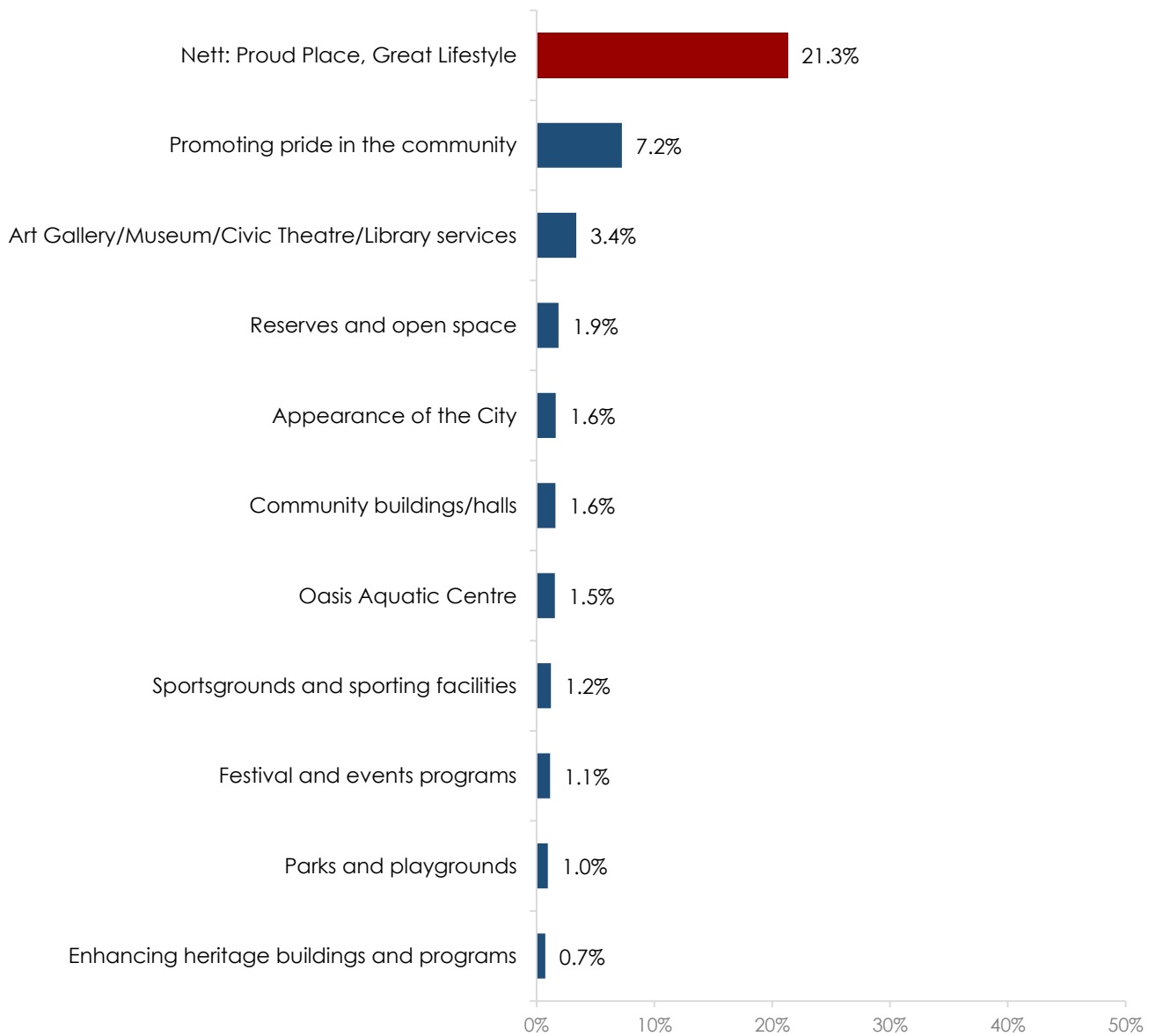
Satisfaction

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.

Service Area 1: Proud Place, Great Lifestyle

Shapley Regression

Contributes to Over 21% of Overall Satisfaction with Council



Service Area 1: Proud Place, Great Lifestyle

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Very high	Parks and playgrounds Appearance of the City Sportsgrounds and sporting facilities
High	Reserves and open space Art Gallery/Museum/Civic Theatre/Library services Festival and events programs Community buildings/halls
Moderately high	Promoting pride in the community Oasis Aquatic Centre Enhancing heritage buildings and programs

Importance – by gender

Females considered 'promoting pride in the community', 'parks and playgrounds' and 'Art Gallery/Museum/Civic Theatre/Library services' to be of significantly higher importance.

Importance – by age

Those aged 18-24 rated 'parks and playgrounds' of significantly higher importance, whilst those aged 25-34 considered 'Art Gallery/Museum/Civic Theatre/Library services' and 'festival and events programs' significantly higher.

Residents aged 50-59 considered the 'Oasis Aquatic Centre' to be significantly lower in importance, with those aged 70+ also rating it significantly lower, along with 'parks and playgrounds', 'sportsgrounds and sporting facilities', 'reserves and open space', and 'festival and events programs'.

Importance – by area

Those living in suburbs considered the 'appearance of the City', 'Oasis Aquatic Centre', 'Art Gallery/Museum/Civic Theatre/Library services' and 'festival and events programs' to be significantly more important.

Importance – by ratepayer status

Non-ratepayers rated the 'Oasis Aquatic Centre' and 'Art Gallery/Museum/Civic Theatre/Library services' significantly higher in importance.

Importance – by year

There were no significant differences compared to 2015.



Service Area 1: Proud Place, Great Lifestyle

Importance Mean Scores by Key Demographics

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Promoting pride in the community	3.95	3.76	4.13	3.96	3.82	3.88	4.10
Appearance of the City	4.46	4.43	4.49	4.49	4.17	4.42	4.54
Parks and playgrounds	4.47	4.34	4.59	4.48	4.35	4.43	4.55
Sportsgrounds and sporting facilities	4.25	4.27	4.23	4.24	4.31	4.23	4.29
Reserves and open space	4.20	4.16	4.24	4.24	3.87	4.17	4.28
Community buildings/halls	4.04	4.00	4.08	4.05	3.99	4.03	4.06
Oasis Aquatic Centre	3.76	3.77	3.75	3.86	2.81	3.63	4.04
Art Gallery/Museum/Civic Theatre/ Library services	4.19	4.01	4.35	4.24	3.65	4.10	4.37
Festival and events programs	4.06	3.96	4.15	4.10	3.66	4.01	4.17
Enhancing heritage buildings and programs	3.75	3.64	3.86	3.78	3.46	3.72	3.82

	18-24	25-34	35-49	50-59	60-69	70+
Promoting pride in the community	4.12	3.88	3.94	3.76	4.03	4.02
Appearance of the City	4.53	4.46	4.39	4.50	4.48	4.44
Parks and playgrounds	4.68	4.45	4.55	4.42	4.40	4.25
Sportsgrounds and sporting facilities	4.47	4.20	4.38	4.25	4.17	3.93
Reserves and open space	4.42	4.20	4.26	4.20	4.18	3.90
Community buildings/halls	4.00	4.20	4.02	4.03	4.10	3.87
Oasis Aquatic Centre	4.05	3.89	3.93	3.44	3.71	3.41
Art Gallery/Museum/Civic Theatre/ Library services	4.23	4.54	4.13	3.98	4.16	4.03
Festival and events programs	4.02	4.46	4.15	4.11	3.92	3.52
Enhancing heritage buildings and programs	3.78	3.69	3.59	3.87	3.87	3.85

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	5%	5%	22%	26%	42%	498
Appearance of the City	1%	1%	7%	34%	57%	500
Parks and playgrounds	1%	2%	8%	25%	63%	500
Sportsgrounds and sporting facilities	3%	4%	14%	24%	55%	500
Reserves and open space	2%	2%	20%	27%	49%	500
Community buildings/halls	2%	5%	21%	31%	41%	500
Oasis Aquatic Centre	11%	8%	17%	20%	43%	500
Art Gallery/Museum/Civic Theatre/ Library services	3%	6%	14%	25%	53%	500
Festival and events programs	4%	5%	16%	29%	46%	500
Enhancing heritage buildings and programs	3%	10%	28%	26%	33%	500



Service Area 1: Proud Place, Great Lifestyle

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

High	Art Gallery/Museum/Civic Theatre/Library services
Moderately high	Sportsgrounds and sporting facilities Parks and playgrounds Reserves and open space
Moderate	Festival and events programs Enhancing heritage buildings and programs Oasis Aquatic Centre Community buildings/halls Appearance of the City Promoting pride in the community

Satisfaction – by gender

There were no significant differences between genders.

Satisfaction – by age

25-34 y/o were significantly more satisfied with 'reserves and open space' as were those aged 70+, who also rated 'parks and playgrounds', 'sportsgrounds and sporting facilities', 'community buildings/halls', 'Art Gallery/Museum/Civic Theatre/Library services' and 'festival and events programs' significantly higher in satisfaction.

Those aged 18-24 were significantly less satisfied with 'parks and playgrounds' and 'reserves and open space', whilst those aged 35-49 rated 'sportsgrounds and sporting facilities' and 'enhancing heritage buildings and programs' of significantly lower satisfaction.

Satisfaction – by area

Villagers were significantly more satisfied with 'enhancing heritage buildings and programs'.

Satisfaction – by ratepayer status

Non-ratepayers expressed significantly higher levels of satisfaction with 'sportsgrounds and sporting facilities', 'reserves and open space', 'community buildings/halls', 'Oasis Aquatic Centre', and 'enhancing heritage builds and programs'.

Satisfaction – by year

Residents were significantly less satisfied with Council's provision of 'festival and events programs' than they were in 2015.



Service Area 1: Proud Place, Great Lifestyle

Satisfaction Mean Scores by Key Demographics

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Promoting pride in the community	3.37	3.23	3.48	3.36	3.49	3.28	3.54
Appearance of the City	3.40	3.34	3.46	3.40	3.45	3.36	3.50
Parks and playgrounds	3.68	3.62	3.73	3.67	3.75	3.70	3.65
Sportsgrounds and sporting facilities	3.68	3.62	3.74	3.70	3.57	3.59	3.91
Reserves and open space	3.62	3.54	3.69	3.59	3.88	3.52	3.83
Community buildings/halls	3.53	3.49	3.57	3.52	3.68	3.44	3.75
Oasis Aquatic Centre	3.55	3.72	3.40	3.53	4.04	3.42	3.84
Art Gallery/Museum/Civic Theatre/Library services	4.18	4.11	4.24	4.17	4.33	4.17	4.20
Festival and events programs	3.58	3.51	3.65	3.56	3.89	3.54	3.68
Enhancing heritage buildings and programs	3.56	3.45	3.64	3.52	4.00	3.42	3.88

	18-24	25-34	35-49	50-59	60-69	70+
Promoting pride in the community	3.41	3.68	3.16	3.16	3.33	3.49
Appearance of the City	3.13	3.52	3.41	3.38	3.41	3.56
Parks and playgrounds	3.22	3.70	3.54	3.87	3.79	4.20
Sportsgrounds and sporting facilities	3.66	3.96	3.45	3.51	3.78	3.98
Reserves and open space	3.12	4.08	3.53	3.60	3.64	3.84
Community buildings/halls	3.57	3.74	3.33	3.31	3.61	3.74
Oasis Aquatic Centre	3.93	3.31	3.43	3.31	3.78	3.71
Art Gallery/Museum/Civic Theatre/Library services	4.19	4.10	4.07	4.21	4.26	4.38
Festival and events programs	3.33	3.71	3.48	3.58	3.65	3.86
Enhancing heritage buildings and programs	3.60	3.74	3.21	3.48	3.62	3.78

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

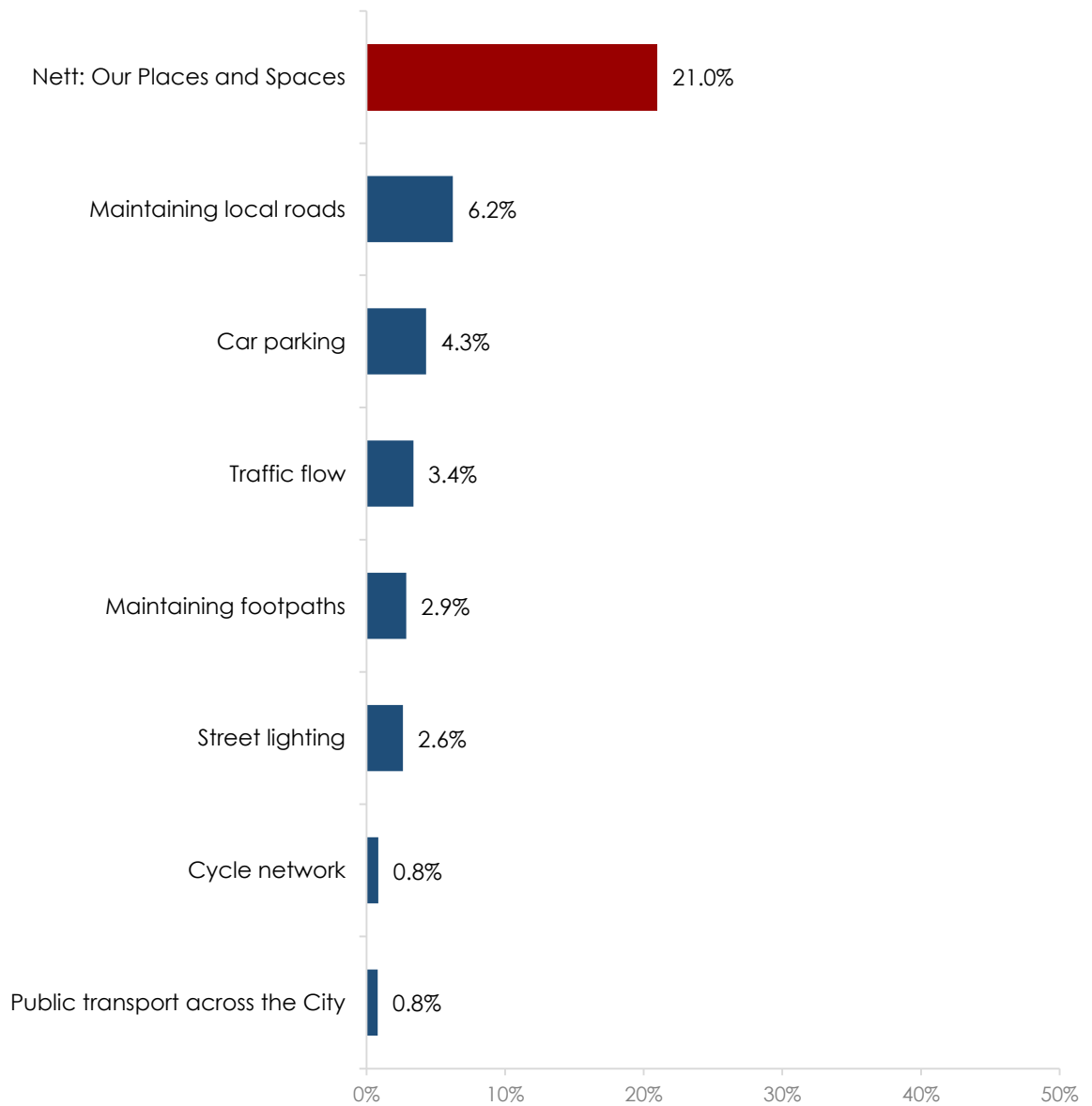
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Promoting pride in the community	6%	11%	40%	24%	18%	340
Appearance of the City	4%	14%	37%	28%	17%	457
Parks and playgrounds	5%	8%	27%	34%	26%	441
Sportsgrounds and sporting facilities	3%	9%	27%	40%	22%	392
Reserves and open space	4%	9%	27%	41%	19%	381
Community buildings/halls	1%	11%	35%	37%	16%	359
Oasis Aquatic Centre	10%	11%	21%	30%	28%	312
Art Gallery/Museum/Civic Theatre/Library services	1%	2%	13%	45%	39%	384
Festival and events programs	4%	8%	31%	40%	17%	371
Enhancing heritage buildings and programs	3%	12%	34%	30%	22%	289



Service Area 2: Our Places and Spaces

Shapley Regression

Contributes to 21% of Overall Satisfaction with Council



Service Area 2: Our Places and Spaces

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Maintaining local roads Maintaining footpaths Car parking
Very high	Traffic flow Street lighting
Moderately high	Public transport across the City
Moderate	Cycle network

Importance – by gender

There were no significant differences between genders.

Importance – by age

Residents aged 18-24 believed 'car parking' was significantly more important.

Those aged 35-49 rated 'traffic flow' significantly lower in importance, whilst those aged 70+, while rating 'maintaining local roads' extremely highly, placed significantly lower importance on it than did other residents.

Importance – by area

Those living in suburbs considered 5 of the 7 services/facilities in this unit to be significantly more important, these included 'maintaining footpaths', 'cycle network', 'car parking', 'public transport across the City', and 'street lighting'.

Importance – by ratepayer status

Non-ratepayers rated 'maintaining footpaths' and 'traffic flow' significantly higher in importance.

Importance – by year

'Maintaining local roads' has seen a significant increase in importance since 2015.



Service Area 2: Our Places and Spaces

Importance Mean Scores by Key Demographics

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Maintaining local roads	4.82	4.83	4.82	4.82	4.83	4.82	4.84
Maintaining footpaths	4.57	4.49	4.65	4.63	4.06	4.51	4.71
Cycle network	3.48	3.39	3.55	3.59	2.38	3.44	3.54
Traffic flow	4.46	4.42	4.49	4.49	4.17	4.40	4.59
Car parking	4.56	4.52	4.60	4.60	4.20	4.53	4.63
Public transport across the City	3.79	3.77	3.82	3.88	2.98	3.71	3.98
Street lighting	4.42	4.38	4.46	4.47	3.97	4.41	4.44

	18-24	25-34	35-49	50-59	60-69	70+
Maintaining local roads	4.86	4.89	4.87	4.80	4.77	4.70
Maintaining footpaths	4.65	4.60	4.53	4.51	4.57	4.59
Cycle network	3.68	3.48	3.50	3.51	3.38	3.27
Traffic flow	4.60	4.54	4.26	4.53	4.54	4.38
Car parking	4.79	4.66	4.43	4.62	4.54	4.38
Public transport across the City	3.80	4.09	3.85	3.67	3.63	3.62
Street lighting	4.49	4.51	4.27	4.49	4.41	4.44

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Maintaining local roads	0%	1%	1%	11%	87%	500
Maintaining footpaths	2%	1%	6%	21%	70%	500
Cycle network	17%	6%	21%	23%	33%	500
Traffic flow	1%	2%	9%	24%	63%	500
Car parking	2%	2%	8%	15%	73%	500
Public transport across the City	11%	9%	16%	17%	47%	500
Street lighting	2%	2%	11%	22%	63%	500



Service Area 2: Our Places and Spaces

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderate	Street lighting Public transport across the City Cycle network Traffic flow
Moderately low	Maintaining footpaths Car parking
Low	Maintaining local roads

Satisfaction – by gender

Females were significantly more satisfied with 'traffic flow'.

Satisfaction – by age

25-34 y/o were significantly more satisfied with 'maintaining local roads' and 'maintaining footpaths', and those aged 70+ were significantly more satisfied with the provision of 'street lighting'.

Those aged 35-49 were significantly less satisfied with the provision of 'public transport across the City', whilst those aged 50-59 expressed significantly lower satisfaction with 'maintaining footpaths', 'cycle network', 'traffic flow', and 'car parking'.

Satisfaction – by area

Villagers were significantly more satisfied with 'public transport across the City'.

Satisfaction – by ratepayer status

Non-ratepayers expressed significantly higher levels of satisfaction with 'maintaining local roads', 'maintaining footpaths', 'cycle network', and 'traffic flow'.

Satisfaction – by year

There were no significant differences compared to 2015.



Service Area 2: Our Places and Spaces

Satisfaction Mean Scores by Key Demographics

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Maintaining local roads	2.46	2.39	2.53	2.46	2.47	2.33	2.77
Maintaining footpaths	2.91	2.97	2.85	2.89	3.07	2.75	3.25
Cycle network	3.25	3.19	3.30	3.24	3.46	3.04	3.71
Traffic flow	3.24	3.10	3.36	3.24	3.22	3.13	3.49
Car parking	2.80	2.79	2.80	2.81	2.72	2.76	2.91
Public transport across the City	3.26	3.16	3.34	3.21	3.85	3.14	3.52
Street lighting	3.42	3.47	3.37	3.44	3.23	3.39	3.47

	18-24	25-34	35-49	50-59	60-69	70+
Maintaining local roads	2.31	2.83	2.32	2.25	2.44	2.65
Maintaining footpaths	3.00	3.45	2.78	2.58	2.83	2.70
Cycle network	3.47	3.56	3.12	2.77	3.21	3.49
Traffic flow	3.13	3.55	3.19	2.96	3.23	3.39
Car parking	2.66	3.10	2.88	2.48	2.81	2.81
Public transport across the City	3.69	3.24	2.85	3.24	3.34	3.51
Street lighting	3.64	3.07	3.44	3.30	3.34	3.82

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

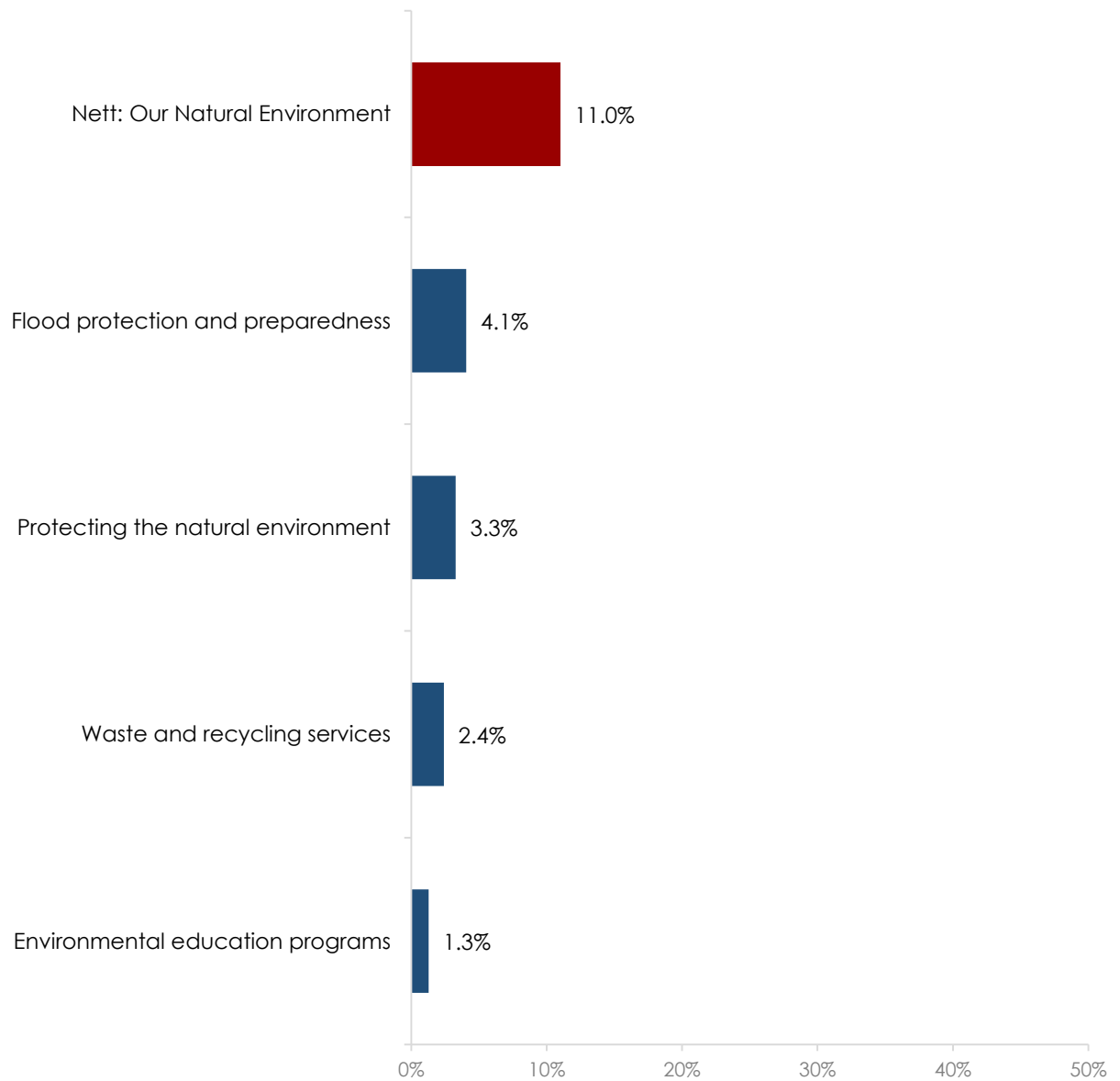
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Maintaining local roads	24%	30%	28%	11%	7%	488
Maintaining footpaths	13%	23%	32%	23%	8%	455
Cycle network	8%	18%	31%	29%	15%	275
Traffic flow	8%	12%	39%	30%	11%	437
Car parking	18%	23%	31%	19%	10%	443
Public transport across the City	12%	13%	30%	27%	18%	312
Street lighting	7%	14%	28%	32%	19%	426



Service Area 3: Our Natural Environment

Shapley Regression

Contributes to 11% of Overall Satisfaction with Council



Service Area 3: Our Natural Environment

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Waste and recycling services
Very high	Protecting the natural environment
	Flood protection and preparedness
High	Environmental education programs

Importance – by gender

Females considered 'protecting the natural environment' and 'environmental education programs' to be significantly more important.

Importance – by age

Residents aged 18-24 rated 'protecting the natural environment' and 'environmental education programs' significantly higher in importance.

Importance – by area

Those living in suburbs felt 'environmental education programs' and 'flood protection and preparedness' were significantly more important.

Importance – by ratepayer status

Non-ratepayers rated 'environmental education programs' significantly higher.

Importance – by year

There were no significant changes in importance compared to 2015.



Service Area 3: Our Natural Environment

Importance Mean Scores by Key Demographics

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Protecting the natural environment	4.47	4.36	4.56	4.49	4.25	4.41	4.58
Waste and recycling services	4.69	4.65	4.74	4.73	4.39	4.67	4.75
Environmental education programs	4.11	3.98	4.23	4.16	3.65	4.00	4.35
Flood protection and preparedness	4.40	4.30	4.50	4.45	3.94	4.36	4.48

	18-24	25-34	35-49	50-59	60-69	70+
Protecting the natural environment	4.69	4.37	4.41	4.47	4.43	4.49
Waste and recycling services	4.79	4.69	4.71	4.68	4.64	4.65
Environmental education programs	4.42	4.11	4.15	4.05	3.92	3.94
Flood protection and preparedness	4.37	4.43	4.40	4.42	4.42	4.36

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Protecting the natural environment	1%	1%	11%	23%	64%	500
Waste and recycling services	1%	1%	3%	17%	77%	500
Environmental education programs	3%	3%	19%	28%	46%	500
Flood protection and preparedness	4%	2%	10%	17%	67%	500



Service Area 3: Our Natural Environment

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderate Waste and recycling services
Protecting the natural environment
Environmental education programs
Flood protection and preparedness

Satisfaction – by gender

Females were significantly more satisfied with 'environmental education programs'.

Satisfaction – by age

Those aged 70+ were significantly more satisfied with the provision of 'waste and recycling services' and 'environmental education programs', whilst those aged 60-69 were significantly less satisfied with 'flood protection and preparedness'.

Satisfaction – by area

There were no significant differences by area.

Satisfaction – by ratepayer status

Non-ratepayers expressed significantly higher satisfaction with 'waste and recycling services', and 'flood protection and preparedness'.

Satisfaction – by year

There was significantly lower satisfaction overall expressed with 3 of the 4 services compared to 2015, including 'waste and recycling services', 'environmental education programs', and 'flood protection and preparedness'.



Service Area 3: Our Natural Environment

Satisfaction Mean Scores by Key Demographics

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Protecting the natural environment	3.49	3.45	3.52	3.49	3.53	3.44	3.61
Waste and recycling services	3.59	3.69	3.49	3.61	3.26	3.48	3.84
Environmental education programs	3.37	3.22	3.49	3.36	3.41	3.28	3.52
Flood protection and preparedness	3.24	3.20	3.27	3.21	3.49	3.08	3.57

	18-24	25-34	35-49	50-59	60-69	70+
Protecting the natural environment	3.40	3.57	3.48	3.41	3.47	3.62
Waste and recycling services	3.50	3.59	3.35	3.51	3.74	4.03
Environmental education programs	3.41	3.32	3.22	3.33	3.47	3.63
Flood protection and preparedness	3.41	3.55	3.13	3.25	2.92	3.09

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Protecting the natural environment	3%	10%	37%	34%	15%	432
Waste and recycling services	7%	10%	25%	34%	24%	472
Environmental education programs	4%	12%	40%	30%	14%	351
Flood protection and preparedness	9%	19%	29%	25%	18%	414

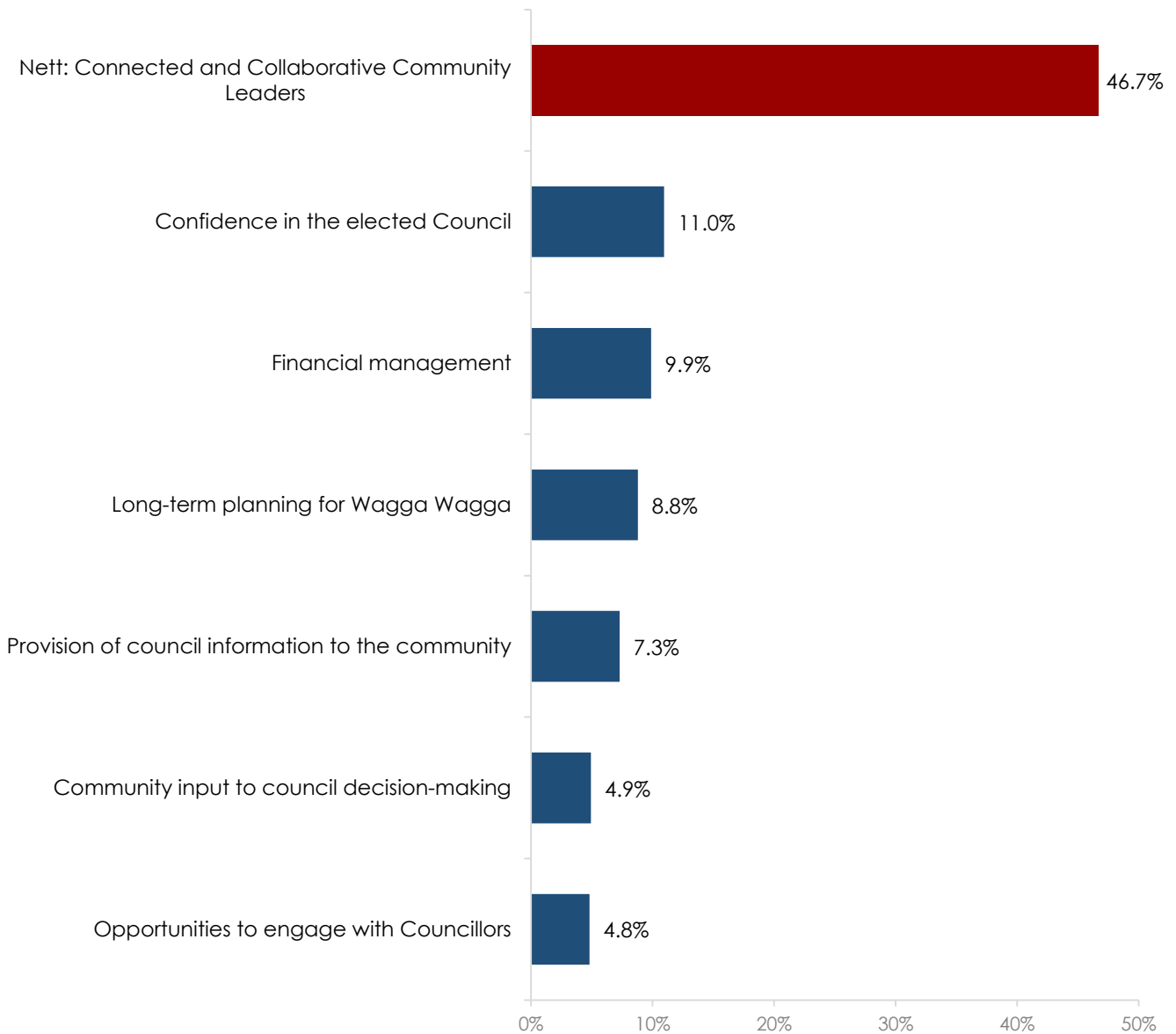


Service Area 4:

Connected and Collaborative Community Leaders

Shapley Regression

Contributes to Almost 47% of Overall Satisfaction with Council



Service Area 4:

Connected and Collaborative Community Leaders

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Long-term planning for Wagga Wagga Financial management
Very high	Provision of council information to the community Community input to council decision-making
High	Confidence in the elected Council
Moderately high	Opportunities to engage with Councillors

Importance – by gender

There were no significant differences between genders.

Importance – by age

There were no significant differences between the age groups.

Importance – by area

There were no significant differences by area.

Importance – by ratepayer status

There were no significant differences by ratepayer status.

Importance – by year

There were no significant differences compared to 2015.



Service Area 4:

Connected and Collaborative Community Leaders

Importance Mean Scores by Key Demographics

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Opportunities to engage with Councillors	3.79	3.83	3.75	3.80	3.66	3.80	3.76
Confidence in the elected Council	4.10	4.01	4.19	4.09	4.21	4.14	4.00
Community input to council decision-making	4.37	4.33	4.41	4.37	4.43	4.42	4.25
Provision of council information to the community	4.42	4.36	4.49	4.42	4.46	4.47	4.32
Long-term planning for Wagga Wagga	4.68	4.68	4.67	4.70	4.46	4.70	4.61
Financial management	4.62	4.63	4.62	4.63	4.52	4.63	4.61

	18-24	25-34	35-49	50-59	60-69	70+
Opportunities to engage with Councillors	3.93	3.54	3.84	3.69	3.96	3.83
Confidence in the elected Council	4.09	3.86	4.25	4.11	4.25	4.03
Community input to council decision-making	4.46	4.26	4.40	4.45	4.42	4.25
Provision of council information to the community	4.42	4.37	4.47	4.49	4.38	4.40
Long-term planning for Wagga Wagga	4.72	4.60	4.70	4.73	4.69	4.62
Financial management	4.72	4.49	4.59	4.73	4.67	4.58

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

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Opportunities to engage with Councillors	7%	6%	26%	24%	37%	500
Confidence in the elected Council	5%	6%	17%	19%	53%	500
Community input to council decision-making	2%	2%	13%	24%	59%	500
Provision of council information to the community	1%	1%	14%	22%	62%	500
Long-term planning for Wagga Wagga	1%	0%	6%	17%	76%	500
Financial management	1%	2%	7%	15%	75%	500



Service Area 4:

Connected and Collaborative Community Leaders

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderate	Opportunities to engage with Councillors
	Provision of council information to the community
Moderately low	Confidence in the elected Council
	Long-term planning for Wagga Wagga
	Community input to council decision-making
	Financial management

Satisfaction – by gender

There were no significant differences between genders.

Satisfaction – by age

18-24 y/o were significantly more satisfied with 'opportunities to engage with Councillors', 'confidence in the elected Council', and 'financial management'. 25-34 y/o were also significantly more satisfied with 'financial management'.

Those aged 35-49 were significantly less satisfied with 'opportunities to engage with Councillors', those aged 50-59 were significantly less satisfied with 'confidence in the elected Council', and those aged 50+ were significantly less satisfied with 'financial management'.

Satisfaction – by area

There were no significant differences by area.

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with all of the services in this unit.

Satisfaction – by year

There were no significant differences compared to 2015.



Service Area 4:

Connected and Collaborative Community Leaders

Satisfaction Mean Scores by Key Demographics

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Opportunities to engage with Councillors	3.11	2.97	3.25	3.15	2.68	2.97	3.43
Confidence in the elected Council	2.87	2.71	3.01	2.87	2.86	2.68	3.40
Community input to council decision-making	2.76	2.66	2.85	2.78	2.60	2.64	3.08
Provision of council information to the community	3.01	3.03	2.99	3.04	2.70	2.89	3.31
Long-term planning for Wagga Wagga	2.87	2.81	2.92	2.87	2.80	2.72	3.20
Financial management	2.70	2.64	2.76	2.71	2.63	2.48	3.22

	18-24	25-34	35-49	50-59	60-69	70+
Opportunities to engage with Councillors	3.50	3.28	2.73	3.03	2.99	3.34
Confidence in the elected Council	3.42	3.33	2.62	2.52	2.70	2.89
Community input to council decision-making	3.03	2.89	2.54	2.67	2.70	2.83
Provision of council information to the community	3.31	3.29	2.78	2.87	2.92	2.94
Long-term planning for Wagga Wagga	3.09	2.90	2.80	2.71	2.74	3.00
Financial management	3.45	3.07	2.50	2.40	2.35	2.38

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Opportunities to engage with Councillors	11%	16%	36%	26%	11%	303
Confidence in the elected Council	18%	18%	31%	23%	9%	354
Community input to council decision-making	14%	25%	37%	17%	7%	412
Provision of council information to the community	8%	23%	39%	19%	11%	416
Long-term planning for Wagga Wagga	13%	21%	41%	16%	9%	463
Financial management	19%	19%	40%	15%	7%	447



Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2017	2015	2017	2015
Promoting pride in the community	3.95	3.94	3.37	3.46
Appearance of the City	4.46	4.35	3.40	3.46
Parks and playgrounds	4.47	4.54	3.68	3.76
Sportsgrounds and sporting facilities	4.25	4.32	3.68	3.77
Reserves and open space	4.20	4.20	3.62	3.51
Community buildings/halls	4.04	4.01	3.53	3.65
Oasis Aquatic Centre	3.76	3.68	3.55	3.49
Art Gallery/Museum/Civic Theatre/Library services	4.19	3.85	4.18	4.15
Festival and events programs	4.06	4.14	3.58	3.94
Enhancing heritage buildings and programs	3.75	3.79	3.56	3.71
Maintaining local roads	4.82	4.74	2.46	2.57
Maintaining footpaths	4.57	4.48	2.91	2.80
Cycle network	3.48	3.59	3.25	3.13
Traffic flow	4.46	4.40	3.24	3.27
Car parking	4.56	4.48	2.80	2.70
Public transport across the City	3.79	3.61	3.26	3.24
Street lighting	4.42	4.34	3.42	3.56
Protecting the natural environment	4.47	4.36	3.49	3.64
Waste and recycling services	4.69	4.59	3.59	3.87
Environmental education programs	4.11	3.97	3.37	3.57
Flood protection and preparedness	4.40	4.32	3.24	3.44
Opportunities to engage with Councillors	3.79	3.75	3.11	3.17
Confidence in the elected Council	4.10	4.17	2.87	3.00
Community input to council decision-making	4.37	4.38	2.76	2.89
Provision of council information to the community	4.42	4.39	3.01	3.16
Long-term planning for Wagga Wagga	4.68	4.73	2.87	3.04
Financial management	4.62	4.60	2.70	2.68

Significantly higher/lower by group



Comparison to LGA Benchmarks

1 of the 20 comparable measures were rated above benchmark threshold of 0.15, this was 'Art Gallery/Museum/Civic Theatre/Library services'.

7 of the measures were rated lower than the benchmark threshold of -0.15, these were 'car parking', 'long-term planning for Wagga Wagga', 'community input to council decision-making', provision of council information to the community', 'maintaining local roads', 'financial management', and 'waste and recycling services'.

Service/Facility	Wagga Wagga City Council Satisfaction Scores	Benchmark Variances
Art Gallery/Museum/Civic Theatre/Library services	4.18	0.38▲
Enhancing heritage buildings and programs	3.56	0.06
Appearance of the City	3.40	0.06
Cycle network	3.25	0.04
Environmental education programs	3.37	0.00
Sportsgrounds and sporting facilities	3.68	-0.05
Parks and playgrounds	3.68	-0.05
Protecting the natural environment	3.49	-0.07
Flood protection and preparedness	3.24	-0.08
Reserves and open space	3.62	-0.12
Community buildings/halls	3.53	-0.12
Maintaining footpaths	2.91	-0.14
Oasis Aquatic Centre	3.55	-0.14
Car parking	2.80	-0.20▼
Long-term planning for Wagga Wagga	2.87	-0.21▼
Community input to council decision-making	2.76	-0.21▼
Provision of council information to the community	3.01	-0.33▼
Maintaining local roads	2.46	-0.34▼
Financial management	2.70	-0.40▼
Waste and recycling services	3.59	-0.50▼

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

▲/▼ = positive/negative difference greater than 0.15 from LGA Benchmark

Note: Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant





Demographics

Demographics

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

	%
18-24	15%
25-34	18%
35-49	24%
50-59	16%
60-69	13%
70 +	14%

Base: N = 500

D2. Which country were you born in?

	%
Australia	93%
United Kingdom	2%
India	1%
South Africa	1%
New Zealand	1%
Kenya	1%
Switzerland	<1%
America	<1%
El Salvador	<1%
Sudan	<1%
USA	<1%
Ireland	<1%

Base: N = 500

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

	%
I/We own/are currently buying this property	69%
I/We currently rent this property	31%

Base: N = 499



Demographics

D4. Which of the following best describes your status?

	%
Living at home with parents	7%
Single with no children	16%
Single parent with children	8%
Married/de facto with no children	27%
Married/de facto with children	36%
Group household	4%
Extended family household	3%

Base: N = 500

D5. How long have you lived in the Wagga Wagga Local Government Area?

	%
Less than 2 years	7%
2 – 5 years	10%
6 – 10 years	9%
11 – 20 years	17%
More than 20 years	57%

Base: N = 500

D6. Gender.

	%
Male	48%
Female	52%

Base: N = 500

Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number (sampling error).

In addition, non-sampling error may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

Efforts have been made to reduce both sampling and non-sampling error by careful design of the sample and questionnaire, and detailed checking of completed questionnaires.

As the raw data has been weighted to reflect the real community profile of Wagga Wagga City Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases this effective sample size may be smaller than the true number of surveys conducted.



Appendix A – Detailed Results



Contact with Council in the Last 12 Months

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

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Yes	32%	33%	31%	31%	38%	41%	12%
No	68%	67%	69%	69%	62%	59%	88%

	18-24	25-34	35-49	50-59	60-69	70+
Yes	5%	29%	49%	34%	37%	28%
No	95%	71%	51%	66%	63%	72%

Q1d. Overall, how satisfied were you with the way your contact was handled?

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Very satisfied	40%	39%	42%	42%	25%	35%	77%
Satisfied	25%	23%	27%	23%	34%	26%	14%
Somewhat satisfied	11%	9%	13%	10%	16%	12%	0%
Not very satisfied	9%	11%	6%	10%	3%	10%	0%
Not at all satisfied	15%	19%	12%	14%	23%	16%	9%
Mean ratings	3.65	3.51	3.79	3.69	3.35	3.54	4.49

	18-24	25-34	35-49	50-59	60-69	70+
Very satisfied	50%	60%	29%	49%	36%	38%
Satisfied	50%	20%	28%	24%	19%	25%
Somewhat satisfied	0%	20%	13%	3%	11%	5%
Not very satisfied	0%	0%	11%	6%	17%	7%
Not at all satisfied	0%	0%	18%	17%	17%	25%
Mean ratings	4.50	4.40	3.38	3.81	3.40	3.43

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

Significantly higher/lower by group



Contact with Council in the Last 12 Months

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

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Telephone	49%	43%	54%	51%	32%	46%	70%
In person at the Customer Service Centre	32%	37%	27%	32%	27%	33%	21%
Email	11%	10%	13%	9%	25%	12%	9%
In person at a different council location	2%	3%	2%	3%	0%	3%	0%
Mail	2%	2%	2%	2%	0%	2%	0%
Webchat	1%	2%	0%	1%	0%	1%	0%
Social media	1%	0%	2%	0%	7%	1%	0%
Website	1%	1%	0%	0%	6%	1%	0%
Other Community Meetings	1%	1%	1%	0%	2%	1%	0%
Councillor	0%	0%	1%	0%	0%	0%	0%
Charlie Truck Visit - Neighbourhood meetings	0%	1%	0%	0%	0%	0%	0%

	18-24	25-34	35-49	50-59	60-69	70+
Telephone	50%	40%	55%	48%	45%	49%
In person at the Customer Service Centre	50%	50%	24%	21%	36%	37%
Email	0%	10%	14%	20%	5%	2%
In person at a different council location	0%	0%	2%	0%	7%	5%
Mail	0%	0%	0%	7%	5%	0%
Webchat	0%	0%	3%	0%	0%	0%
Social media	0%	0%	2%	0%	0%	0%
Website	0%	0%	0%	4%	0%	0%
Other Community Meetings	0%	0%	0%	0%	0%	5%
Councillor	0%	0%	0%	0%	2%	0%
Charlie Truck Visit - Neighbourhood meetings	0%	0%	0%	0%	0%	2%

Significantly higher/lower by group



Contact with Council in the Last 12 Months

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

Other specified	
Council grant	1
Enquiry about the new development in the area	1
Grants	1
Neighbour complaint	1
Payment for memorial plaque	1
Pensioner rebate	1
Reporting illegal dumping	1
Streetscape	1
Traffic suggestion	1
Water supply	1



Contact with Council in the Last 12 Months

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

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Planning and development	19%	23%	16%	21%	7%	21%	9%
Regulatory matters	11%	11%	11%	12%	4%	11%	14%
Rates/fees and charges	10%	9%	12%	11%	4%	11%	9%
Roads	8%	4%	11%	3%	42%	9%	0%
Environmental matter	7%	9%	6%	7%	8%	8%	0%
Waste management and recycling	7%	1%	13%	8%	2%	5%	20%
Sewerage	5%	7%	3%	6%	2%	6%	0%
City appearance	5%	8%	2%	5%	0%	5%	3%
Community services	4%	4%	4%	5%	0%	5%	0%
Health and safety	4%	2%	6%	4%	7%	4%	0%
Economic development	4%	5%	3%	4%	0%	3%	9%
Drains	3%	5%	2%	2%	10%	2%	9%
Library/Art Gallery/Museums/Civic Theatre	3%	5%	1%	3%	0%	3%	5%
Tourism & events	2%	0%	5%	3%	0%	0%	20%
Footpaths	1%	2%	0%	1%	0%	1%	0%
Recreation and leisure	1%	1%	1%	1%	0%	1%	0%
Other	5%	5%	5%	3%	15%	5%	0%

	18-24	25-34	35-49	50-59	60-69	70+
Planning and development	0%	10%	27%	17%	25%	9%
Regulatory matters	0%	20%	10%	10%	7%	9%
Rates/fees and charges	50%	0%	9%	10%	14%	16%
Roads	0%	10%	4%	10%	10%	9%
Environmental matter	50%	0%	3%	10%	10%	16%
Waste management and recycling	0%	20%	6%	3%	2%	5%
Sewerage	0%	0%	8%	4%	7%	5%
City appearance	0%	0%	6%	4%	5%	9%
Community services	0%	20%	0%	3%	3%	0%
Health and safety	0%	0%	5%	6%	2%	5%
Economic development	0%	0%	8%	0%	2%	2%
Drains	0%	0%	8%	0%	0%	2%
Library/Art Gallery/Museums/Civic Theatre	0%	10%	0%	4%	4%	0%
Tourism & events	0%	10%	2%	0%	0%	0%
Footpaths	0%	0%	0%	4%	0%	5%
Recreation and leisure	0%	0%	0%	3%	0%	2%
Other	0%	0%	2%	11%	9%	5%

Significantly higher/lower by group



Contact with Council in the Last 12 Months

Q1e. If required, how would you most likely contact Council in the future?

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Telephone	88%	88%	88%	88%	85%	86%	94%
In person at the Customer Service Centre	64%	65%	63%	64%	62%	65%	61%
Email	61%	62%	60%	61%	59%	56%	69%
Online – self-service at the website's online services	50%	52%	48%	51%	43%	41%	69%
Councillor	28%	37%	19%	26%	46%	29%	25%
Other community meetings	22%	27%	18%	19%	58%	21%	25%
Social media	22%	21%	22%	22%	16%	13%	40%
Mail	18%	16%	20%	19%	13%	13%	29%
Webchat	17%	22%	13%	17%	19%	10%	33%
Charlie Truck Visit - Neighbourhood meetings	14%	12%	16%	11%	41%	11%	21%
In person at a different council location	14%	15%	12%	14%	14%	12%	18%
iCouncil app	12%	15%	9%	12%	14%	8%	23%

	18-24	25-34	35-49	50-59	60-69	70+
Telephone	88%	94%	86%	90%	89%	80%
In person at the Customer Service Centre	56%	60%	64%	62%	76%	66%
Email	81%	74%	70%	54%	49%	23%
Online – self-service at the website's online services	79%	83%	51%	36%	28%	11%
Councillor	23%	26%	26%	32%	29%	31%
Other community meetings	27%	20%	24%	28%	19%	13%
Social media	51%	31%	25%	7%	6%	3%
Mail	19%	26%	13%	14%	21%	20%
Webchat	32%	40%	19%	2%	2%	2%
Charlie Truck Visit - Neighbourhood meetings	16%	17%	19%	13%	10%	6%
In person at a different council location	11%	14%	13%	12%	17%	15%
iCouncil app	28%	20%	13%	4%	3%	3%

Significantly higher/lower by group



Council-Related Online Tasks

Q1f. Which council-related tasks do you need to/want to do online?

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Make a payment	63%	65%	61%	63%	60%	67%	52%
Report a problem/issue	60%	59%	62%	61%	54%	54%	74%
Request a service	59%	60%	58%	59%	56%	56%	64%
General enquiry	58%	57%	59%	57%	61%	51%	72%
Make an application	57%	57%	57%	57%	53%	56%	57%
Search for something/browse	57%	58%	56%	55%	74%	57%	56%
Search/apply for a job	55%	56%	53%	55%	48%	47%	71%
Make a booking	53%	55%	51%	53%	53%	50%	60%
Make a complaint	51%	52%	51%	52%	46%	44%	67%
Have your say/contribute to consultation	47%	49%	45%	46%	55%	47%	47%
I don't want to do any tasks online	16%	15%	17%	16%	13%	18%	13%
Other	1%	0%	1%	1%	3%	1%	0%

	18-24	25-34	35-49	50-59	60-69	70+
Make a payment	60%	69%	75%	71%	63%	27%
Report a problem/issue	88%	77%	66%	58%	41%	20%
Request a service	77%	77%	70%	54%	41%	19%
General enquiry	86%	80%	57%	60%	39%	16%
Make an application	72%	80%	67%	57%	37%	12%
Search for something/browse	62%	66%	66%	65%	51%	17%
Search/apply for a job	88%	86%	69%	43%	18%	1%
Make a booking	65%	69%	69%	45%	41%	17%
Make a complaint	77%	66%	58%	51%	33%	14%
Have your say/contribute to consultation	42%	69%	59%	45%	40%	11%
I don't want to do any tasks online	2%	3%	9%	9%	23%	60%
Other	0%	0%	2%	1%	0%	1%

Significantly higher/lower by group



Satisfaction with Council's Communication

Q2. How satisfied are you with the level of communication Council currently provides the community?

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Very satisfied	9%	10%	8%	9%	5%	9%	8%
Satisfied	40%	37%	43%	40%	41%	38%	45%
Somewhat satisfied	30%	27%	32%	31%	19%	27%	36%
Not very satisfied	14%	16%	12%	13%	22%	15%	11%
Not at all satisfied	8%	10%	6%	7%	13%	11%	0%
Mean ratings	3.28	3.22	3.34	3.31	3.03	3.19	3.49

	18-24	25-34	35-49	50-59	60-69	70+
Very satisfied	9%	3%	8%	13%	11%	11%
Satisfied	24%	51%	45%	32%	42%	42%
Somewhat satisfied	47%	40%	20%	28%	25%	24%
Not very satisfied	12%	6%	16%	17%	16%	16%
Not at all satisfied	9%	0%	11%	11%	7%	8%
Mean ratings	3.12	3.52	3.23	3.19	3.33	3.32

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

Significantly higher/lower by group



Means of Receiving Information about Council

Q3. Through which of the following means do you receive information about Council?

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Local media	82%	83%	80%	81%	83%	86%	72%
Word-of-mouth	74%	71%	76%	73%	84%	74%	74%
Letterbox drop	73%	72%	73%	73%	70%	70%	79%
Rates notice	67%	66%	68%	65%	88%	85%	27%
Website/Internet	54%	58%	50%	55%	45%	46%	71%
Social media	47%	45%	48%	47%	42%	37%	67%
Weekly council news publication	35%	34%	36%	35%	34%	39%	27%
Councillors	16%	14%	17%	15%	24%	16%	16%
Other community meetings	15%	19%	12%	12%	45%	18%	9%
Council meetings	11%	13%	9%	10%	23%	11%	10%
Charlie Truck Visit - Neighbourhood meetings	9%	9%	9%	7%	28%	8%	11%
Other	2%	2%	2%	2%	5%	2%	1%

	18-24	25-34	35-49	50-59	60-69	70+
Local media	81%	80%	82%	83%	87%	76%
Word-of-mouth	86%	83%	70%	76%	70%	57%
Letterbox drop	84%	80%	66%	71%	68%	70%
Rates notice	37%	57%	72%	81%	79%	77%
Website/Internet	79%	71%	66%	41%	38%	12%
Social media	86%	68%	48%	36%	25%	9%
Weekly council news publication	21%	23%	28%	36%	54%	59%
Councillors	14%	9%	17%	28%	12%	14%
Other community meetings	14%	9%	22%	18%	15%	12%
Council meetings	11%	6%	12%	16%	11%	9%
Charlie Truck Visit - Neighbourhood meetings	9%	6%	12%	11%	9%	6%
Other	2%	0%	0%	7%	2%	2%

Significantly higher/lower 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?

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Television news	3.70	3.68	3.70	3.72	3.50	3.60	3.91
Local newspaper	3.51	3.45	3.57	3.52	3.44	3.50	3.56
Direct mail/letters	3.39	3.34	3.43	3.41	3.20	3.37	3.41
Rates notice	3.18	3.11	3.25	3.21	2.91	3.38	2.72
Councillors	3.18	3.00	3.34	3.18	3.19	3.13	3.27
Word-of-mouth	3.16	3.00	3.31	3.14	3.36	3.07	3.35
Council website	2.99	2.99	2.98	3.01	2.72	2.77	3.47
Letterbox drop	2.96	2.88	3.04	2.98	2.84	2.86	3.19
Social media	2.83	2.75	2.89	2.85	2.61	2.53	3.47
Council meetings	2.76	2.62	2.90	2.75	2.91	2.68	2.95
Weekly council news publication	2.67	2.59	2.75	2.67	2.68	2.62	2.78
Other community meetings	2.12	2.03	2.20	2.05	2.73	1.99	2.39
Charlie Truck Visits - Neighbourhood meetings	1.85	1.69	2.01	1.80	2.34	1.68	2.24

	18-24	25-34	35-49	50-59	60-69	70+
Television news	4.21	3.54	3.67	3.54	3.59	3.68
Local newspaper	3.65	3.54	3.50	3.29	3.55	3.57
Direct mail/letters	3.54	3.60	3.38	3.33	3.27	3.15
Rates notice	3.05	3.15	2.99	3.23	3.45	3.39
Councillors	3.55	2.97	3.02	3.18	3.39	3.13
Word-of-mouth	3.52	3.43	3.18	3.00	2.77	2.96
Council website	3.68	3.63	3.28	2.72	2.32	1.72
Letterbox drop	3.19	3.31	2.94	2.63	2.78	2.86
Social media	3.79	3.65	2.90	2.44	1.98	1.71
Council meetings	2.99	2.84	2.54	2.82	2.77	2.74
Weekly council news publication	2.92	2.50	2.50	2.62	2.80	2.88
Other community meetings	2.61	2.23	2.20	2.04	1.72	1.76
Charlie Truck Visits - Neighbourhood meetings	2.37	1.90	1.90	1.81	1.54	1.49

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

Significantly higher/lower by group



Overall Satisfaction with Council's Performance

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?

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
Very satisfied	5%	5%	5%	6%	0%	5%	6%
Satisfied	32%	31%	34%	32%	29%	30%	37%
Somewhat satisfied	40%	36%	43%	40%	34%	36%	47%
Not very satisfied	16%	19%	14%	15%	32%	21%	7%
Not at all satisfied	7%	10%	4%	7%	4%	8%	4%
Mean ratings	3.12	3.02	3.22	3.15	2.88	3.03	3.34

	18-24	25-34	35-49	50-59	60-69	70+
Very satisfied	0%	6%	7%	6%	3%	7%
Satisfied	33%	40%	30%	26%	30%	34%
Somewhat satisfied	51%	46%	35%	32%	45%	29%
Not very satisfied	16%	3%	21%	24%	16%	20%
Not at all satisfied	0%	6%	6%	12%	6%	10%
Mean ratings	3.16	3.37	3.12	2.89	3.08	3.07

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

Significantly higher/lower by group



Living in Wagga Wagga

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

	2017	Male	Female	Suburb	Village	Ratepayer	Non-ratepayer
I feel safe in my home	4.09	4.13	4.06	4.04	4.57	4.15	3.96
Wagga Wagga has a good variety of retail options	3.91	3.95	3.88	3.91	3.97	3.88	3.99
Local media coverage is representative of what is happening in the community	3.66	3.63	3.69	3.68	3.46	3.58	3.85
Wagga Wagga has a variety of leisure and recreation options	3.65	3.59	3.71	3.64	3.80	3.70	3.55
I am able to participate in arts and cultural related activities	3.55	3.55	3.56	3.55	3.56	3.55	3.55
Wagga Wagga has a variety of entertainment options	3.44	3.39	3.48	3.40	3.76	3.45	3.41
I feel safe in public places	3.20	3.28	3.13	3.19	3.31	3.16	3.30
Wagga Wagga has a vibrant nightlife	3.05	3.21	2.91	3.02	3.35	3.00	3.17

	18-24	25-34	35-49	50-59	60-69	70+
I feel safe in my home	3.65	4.08	4.37	4.12	4.10	4.06
Wagga Wagga has a good variety of retail options	3.86	3.63	3.77	4.06	4.04	4.31
Local media coverage is representative of what is happening in the community	3.84	3.57	3.66	3.51	3.71	3.73
Wagga Wagga has a variety of leisure and recreation options	3.24	3.57	3.61	3.63	3.89	4.06
I am able to participate in arts and cultural related activities	3.02	3.62	3.57	3.61	3.80	3.70
Wagga Wagga has a variety of entertainment options	3.10	3.35	3.35	3.47	3.66	3.81
I feel safe in public places	3.00	3.31	3.44	2.92	3.23	3.17
Wagga Wagga has a vibrant nightlife	3.05	3.09	3.07	2.91	3.05	3.16

Scale: 1 = strongly disagree, 5 = strongly agree

Significantly higher/lower by group





Appendix – Questionnaire

**Wagga Wagga Council
Community Survey
July 2017**

Good morning/afternoon/evening, my name is _____ and I'm calling on behalf of Wagga Wagga 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 Council?

- Yes **(If yes, terminate survey)**
 No

QA2. In which suburb or village do you live?

Suburbs

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

Villages

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



Section A – Contact with Council

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

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

- Yes
- No **(If no, go to Q1e)**

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

- Telephone
- Councillor
- Mail
- Email
- In person at the Customer Service Centre
- In person at a different Council location
- Website
- Webchat (real time chat via messaging with a customer service representative)
- Social media (Twitter, Instagram, Facebook)
- Charlie Truck Visit - Neighbourhood meetings (yellow engagement vehicle)
- Other Community Meetings (specific topical consultation e.g. Levy)
- iCouncil app

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 contact was handled? *Prompt*

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

Q1e. If required, how would you most likely contact Council in the future? Prompt (MR)

- Telephone
- In person at the Customer Service centre
- In person at a different council location
- Mail
- Email
- Councillor
- Social media (Twitter, Instagram, Facebook)
- iCouncil app
- Online – self-service at the website's online services
- Webchat – (real time chat through messaging with a customer service representative)
- Charlie Truck Visit – Neighbourhood meetings (yellow engagement vehicle)
- Other community meetings (specific topical consultation e.g. Levy)

Q1f. Which council-related tasks do you need to/want to do online? 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. animal problem, graffiti, hazard)
- Make an application (e.g. job, 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).....

Q2. How satisfied are you with the level of communication Council currently provides the community? Prompt

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

Q3. Through which of the following means do you receive information about Council? Prompt

- Councillors
- Council meetings
- Letterbox drop
- Weekly Council news publication
- Rates notice
- Website/Internet
- Social media (Twitter, Instagram, Facebook)
- Word-of-mouth
- Local media
- Charlie Truck Visit- Neighbourhood meetings (yellow engagement vehicle)
- 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"/>
Charlie Truck Visits - Neighbourhood meetings (yellow engagement vehicle)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other community meetings (specific topical consultation)	<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 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 = low importance and 5 = high importance and where 1 = low satisfaction and 5 = high satisfaction.

Proud place, great lifestyle

	Importance					Satisfaction					N/A
	Low		High			Low		High			
	1	2	3	4	5	1	2	3	4	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/Museum/Civic Theatre/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		High			Low		High			
	1	2	3	4	5	1	2	3	4	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		High			Low		High			
	1	2	3	4	5	1	2	3	4	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		High			Low		High			
	1	2	3	4	5	1	2	3	4	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= strongly disagree and 5= strongly agree? Prompt

	Strongly disagree		3	Strongly agree		CS
	1	2		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 D – Demographic & Profiling questions

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

- 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 Wagga Wagga Local Government 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.

