Willoughby City Council

Community Perception Research – 2022

Prepared by: Micromex Research
Date: December 8, 2022

WILLOUGHBY CITY COUNCIL
City of Diversity

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Methodology & Sample

Background & Methodology

Why?

- Update the previous Community Perceptions Survey waves, particularly the 2020 wave
- Understand and identify community priorities for the Willoughby City Council LGA
- Identify the community's overall level of satisfaction with Council performance:
  - And Importance of/Satisfaction with 41 Council services/facilities
- Explore and understand resident experiences contacting Council
- Determine attitudes towards budgeting for Council's services and facilities

How?

- Telephone survey (landline and mobile) to N = 609 residents
- 73 acquired through number harvesting (33 were collected specifically for this research and 40 were from previous number harvesting sheets)

When?

- Fieldwork conducted November 8 – 18, 2022

Background & Methodology

Reporting Conventions:

- Where possible, comparisons are made to Council's 2020 survey – although question wording was sometimes different in 2020, so these comparisons should be treated with caution.
- Where appropriate, Willoughby results have been compared to a special benchmark based on 11 similar LGA's (see Slide 116 for explanation of benchmark Councils)

Sample Profile

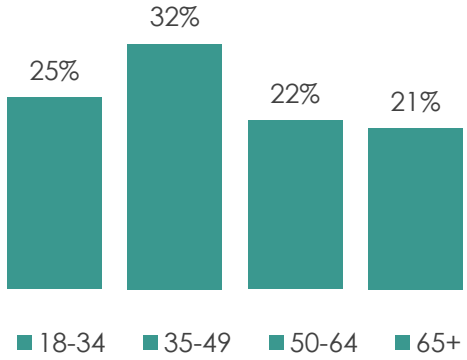
The sample was weighted by age and gender to reflect the 2021 ABS community profile of Willoughby City Council.

Gender

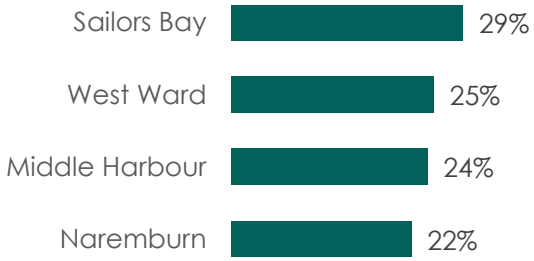
Female 53%

Male 47%

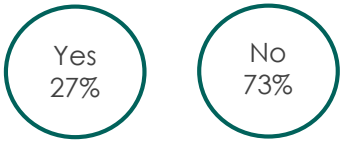
Age



Ward

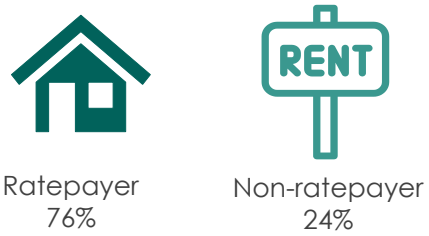


Speak another language other than English at home?

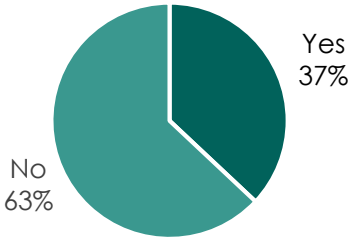


N=609 Residents

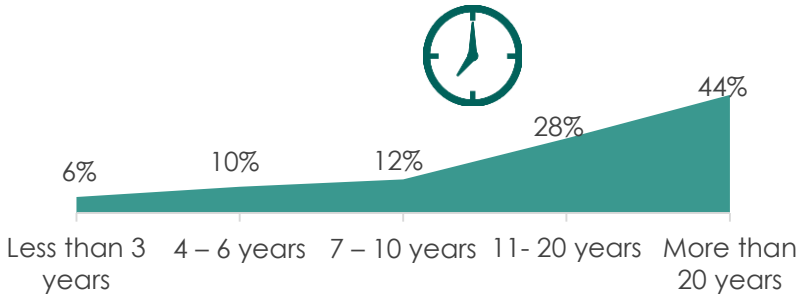
Ratepayer status



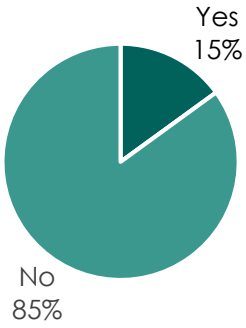
Are you the parent/guardian any of children under 18?



Time lived in the area



Do you identify as having a disability?



Key Findings

Key Findings – Summary Stats

Overall Council Performance

Overall Performance
95% of residents were at least somewhat satisfied with the performance of Council over the last 12 months.

Overall Communication
86% were at least somewhat satisfied with the level of communication Council currently has with the community.

Overall Contact
76% of residents that made contact with Council were at least somewhat satisfied with their contact.

Living In The Area

Quality of Life
97% of residents rated their quality of life as good to excellent.

Most Valuable Aspect
69% of residents most valued the central location of Willoughby City Council.

Top Priority
57% of residents stated that improved/better maintained services/facilities/infrastructure is a top priority for Council to focus on for the next 10 years.

Key Findings – Benchmark Comparison Summary

Top 3 Box results for key metrics and services & facilities themes (averaged)

		2022 Total (N=609)	Micromex Benchmark (Comparable Metro*)	Middle Harbor	Naremburn	Sailors Bay	West Ward
Performance Metrics (T3B%)	Overall Satisfaction	95%↑	89%	95%	98%	93%	94%
	Quality of Life**	97%↑	93%	96%	100%	96%	96%
	Satisfaction with Level of Communication	86%	85%	85%	90%	86%	84%
Services and Facilities – Average by Theme (T3B%)	A City that is green	87%↑	81%	86%	89%	84%	88%
	A City that is connected and inclusive	87%↑	82%	89%	89%	81%	87%
	A City that is liveable	91%↑	87%	90%	92%	88%	92%
	A City that is prosperous and vibrant	85%	83%	88%	84%	81%	88%
	A City that is effective and accountable	83%↑	76%	85%	86%	79%	82%

↑↓ = A significantly higher/lower level of satisfaction (compared to the Benchmark)

Lowest performing Ward

Highest performing Ward

*These benchmarks are formed from 11 comparable metro LGAs (see Appendix B)

**The overall Metro Benchmark was used for Quality of Life due to low base size (see Appendix B)

The above table neatly shows that for a range of summary statistics, Willoughby has performed above our benchmarks.

At a Ward level, Sailors Bay Ward tends to have the lowest summary-results by Ward – although even then its results are just below or above the benchmarks.

Key Findings – Year Comparison Summary

Top 3 Box results for key metrics and services & facilities themes (averaged)

		2022 (N=609)	2020 (N=604)	Middle Harbor	Naremburn	Sailors Bay	West Ward
Performance Metrics (T3B%)	Overall Satisfaction	95%	96%	95% (-1%)	98% (-1%)	93% (-2%)	94% (-1%)
	Quality of Life	97%	98%	96% (-2%)	100% (+2%)	96% (-2%)	96% (-2%)
	Satisfaction with Level of Communication	86%	88%	85% (-6%)	90% (+6%)	86% (-6%)	84% (-2%)
Services and Facilities – Average by Theme (T3B%)	A City that is green	87%	91%	86% (-6%)	89% (-2%)	84% (-5%)	88% (-1%)
	A City that is connected and inclusive	87%	91%	89% (-4%)	89% (-2%)	81% (-7%)	87% (-3%)
	A City that is liveable	91%	93%	90% (-4%)	92% (-1%)	88% (-4%)	92% (-2%)
	A City that is prosperous and vibrant	85%	88%	88% (-2%)	84% (-6%)	81% (-2%)	88% (-2%)
	A City that is effective and accountable	83%	88%	85% (-6%)	86% (-3%)	79% (-8%)	82% (-2%)

Values in brackets show the difference from 2022 to 2020 (i.e. minus meaning decline this year)

Largest decline (by Ward)

Largest increase (by Ward)

2022 summary statistics are generally marginally below 2020 results.

Key Findings – Discussion

Overview

Whilst there has been a softening of some results for Willoughby Council in 2022 compared to 2020, results are still generally very favourable – for instance:

- In terms of Overall Satisfaction with Council, 95% of respondents are at least somewhat satisfied – this is down just 1% on 2020, but it remains well above both our special benchmark of 89%, and our overall metro benchmark of 90%
- The 2022 Quality of Life rating (97%) is also down just 1% on 2020, but remains well above our benchmark of 93%
- When asked to rate their satisfaction with 41 Council-provided services/facilities, none of the ratings increased in 2022, whilst 19 decreased. However, satisfaction scores for 39 of the 41 services/facilities could be compared with our special benchmarks, and 19 of the 39 scored 5% or more ***above*** our benchmarks, whilst only two scored 5% or more ***below***.

Hypothesis

Across ten other community satisfaction research projects conducted this year (and also conducted in 2020/2021) we have seen an average decline in overall satisfaction from 3.40 to 3.33. Perhaps:

- In 2020/2021, while residents experienced lockdowns and therefore relied more on their local neighbourhoods/ exploring open spaces, they had a greater appreciation of their local community
- In 2022, as the threat of COVID still lingers, interest rates have increased, etc, any halo effect that may have existed in 2020/2021 is beginning to wane…

Key Findings – Opportunities…

Community Engagement…

Communication and engagement remain key opportunities for Council:

- On the open-ended 'How could Council improve its performance' question, the dominant theme that emerges (once we have coded the data) is about 'Increased communication/consultation with the community'
- Turning to the 41 pre-coded services/facilities… Engagement attributes such as 'Opportunities to contribute to Council's decision-making process' and 'Keeping the community informed' were amongst the 19 services/facilities that recorded declines in Satisfaction in 2022 – and they are amongst the top four drivers of overall satisfaction with Council, as identified by the regression analysis
- And when we add a separate question into the regression analysis about 'satisfaction with level of communication you have received from Council' (this was not one of the 41 services/facilities), it becomes the highest driver of overall satisfaction

As we noted in 2020, the importance of this engagement opportunity beyond the fact that it appears to be a driver of satisfaction with Council in and of itself is that it is potentially linked to some of the other themes that follow –that is, additional communications/engagement around some of the other themes could help to address them.

Council's ***customer service*** is obviously a key element of community engagement – and thus is a key opportunity for Council as well:

- Based on the initial regression of the 41 services/facilities, the highest driver of overall satisfaction with Council is 'Council providing quality customer service'
- However, when we re-run the regression and add both 'satisfaction with level of communication you have received from Council' (as above) and 'Satisfaction with most recent contact with Council' (neither of these were part of the 41 services/facilities) – and we filter the regression to just those who have had contact with Council in the past 12 months – these two attributes become the first and second highest drivers of overall satisfaction respectively.

Key Findings – Opportunities…

Community Engagement (continued)…

Based on some new questions in 2022 about ***contacting Council/customer service***:

- Of those who contacted Council in the past 12 months, their most recent contact was either for Council to take action on a particular issue (46%), seeking information/advice (38%) or using a Council service such as paying rates online (16%)
- Satisfaction with most recent contact was down marginally on 2020 – which may reflect at least in part a different set of lead-in questions in 2022. However, this year's result was also marginally below our comparable benchmark (as it was in 2020), which is surprising given most other metrics are quite positive for Willoughby:
    - Satisfaction was particularly low for those who required Council to take action on a particular issue (just 64% at least somewhat satisfied), compared to 83% satisfaction for those seeking information/advice and 95% satisfaction for those using a Council-provided service such as paying rates.
    - When asked an open-ended question about how Council could improve the way it deals with resident contacts, the main themes were somewhat interrelated:
        - More responsive/follow-up (14%)
        - Better communication/consultation/more accessible (12%)
        - Act on issues (12%)

Planning…

- On the open-ended 'priority areas for next ten years' question, the second highest group of codes was 'Improved planning of the area' (a nett subtotal of 24% of mentions)
- Turning to the 41 pre-coded services/facilities… Both 'Long term planning in the Willoughby City Council area' and 'Planning and building permits' recorded sizeable declines in satisfaction in 2022
- And they generated the second and ninth highest regression scores, suggesting they are an important driver of overall satisfaction with Council.

Key Findings – Opportunities…

Natural Environment/Open Spaces…

Several results suggest that the community's connection with the natural environment/open spaces is an opportunity for Council: - for instance:

- On an open-ended question about most valued aspects of living in the Willoughby LGA, the only sub-total code to increase significantly from 2020 was 'Natural environment (e.g.: parks, green spaces, beauty of the area, climate)', up from 24% in 2020 to 32% this year
- And on a subsequent 'priority areas for next ten years' open-ended question, references to 'environmentally sustainable practices' increased significantly from 5% in 2020 to 11% in 2022
- Turning to the 41 pre-coded services/facilities… Two attributes – 'Caring for the environment' and 'Maintenance of parks' – were the sixth and 11th highest drivers of overall satisfaction with Council

Cleanliness

Results here are a little fragmented – but cleanliness did feature as a driver in 2020, so it is worth considering again in 2022:

- Two attributes – 'Attractive streetscapes in local centres' and 'Mall cleaning' – were amongst just ten services/ facilities where Willoughby's 2022 Importance rating was more than 5% above our benchmarks
- And 'Removal of illegally dumped rubbish' is the seventh highest driver of overall satisfaction with Council.

Good Governance and Leadership

- Two governance-related attributes featured in the regression analysis (i.e.: key drivers of overall satisfaction):
    - 'Leadership and advocacy in the Willoughby Council area' recorded a drop in satisfaction in 2022 – and generated the fifth highest regression score, suggesting it is a key driver of satisfaction with Council.
    - 'Financial management' generated the eighth highest regression score

Key Findings – Opportunities…

Accessibility

Accessibility (roads, footpaths, cycle ways) is often a top-of-mind concern for communities – and this is the case in Willoughby – for instance:

- On the open-ended 'priority areas for next ten years' question, the highest single code was 'Traffic flow/congestion' – up significantly from 10% of mentions in 2020 to 18% in 2022. There were also 13% of mentions of 'Public transport' (up significantly from 8% in 2020), 7% of mentions of 'Parking spaces', 5% 'Roads', 5% 'Footpaths/walkways' and 4% 'Cycle ways'.

- Turning to the 41 pre-coded services/facilities… One of the two road-related attributes – 'Condition of local roads' – was the only one out of 41 services/ facilities to record a significant increase in its Importance score

- And both road-related attributes (the other being 'Traffic and parking on local roads') recorded significant decreases in their Satisfaction ratings (although 'Condition of local roads' remains well above our norm):

- Furthermore, 'Traffic and parking on local roads' is below our relevant benchmark, and has the largest gap between Importance and satisfaction scores of all 41 attributes (11%, which is not excessive, but is the highest for Willoughby):

We have seen similar results in other Councils recently, most likely related at least in part to the damage done to the road network by heavy rains over the past year or two, along with a return to 'normal' traffic as more residents return to work.

In terms of other accessibility options, both 'Cycle ways' and 'local footpaths' recorded significant declines in satisfaction.

However, despite these declines across the accessibility attributes, only 'Local footpaths' featured as one of the top drivers of overall satisfaction, ranked 12th.

Our sense is that accessibility (as defined by the attributes listed here) is a key top-of-mind issue for the Willoughby community, and it should not be ignored. Perhaps some communications could be useful – along with further research to identify the exact concerns of the community.

Key Findings – Opportunities…

Public Safety…

- 'Safety in public places' generated the highest Importance score – and the second highest Satisfaction score
- And it generated the tenth highest driver of overall satisfaction with Council
- So arguably something that the community values and Council is managing well!

Waste and Recycling…

As is often the case, the 'waste and recycling collection services' attribute generated both a strong Importance rating and a strong Satisfaction rating. And perhaps because of these strong scores, it did not feature as a key driver of overall satisfaction. However:

- It did record a noticeable decline in Satisfaction relative to 2020:
    - It is one of only seven of the 41 attributes to have a T2B Importance rating higher than its T3B Satisfaction rating (the gap is only 3%, but by Willoughby standards any gap is noticeable!)
    - And it is 5% below our relevant benchmark – only one of two attributes to be 5% or more below our benchmark
- Of those who contacted Council in the past 12 months, 29% made a waste/rubbish-related enquiry on their most recent contact – by far the dominant reason for contacting Council:
    - Those who did contact Council with a waste/rubbish enquiry overwhelmingly found the contact with Council 'easy/very easy' and they were 'satisfied/very satisfied'

Given the contact with Council about waste/rubbish was overwhelmingly positive, it may be worth exploring why satisfaction has declined in 2022

Detailed Results

1. Performance of Council

Detailed Results

1. Performance of Council

2. Future Vision for the Area

3. Summary of Council Services & Facilities

4. Contact with, and Communication From Council

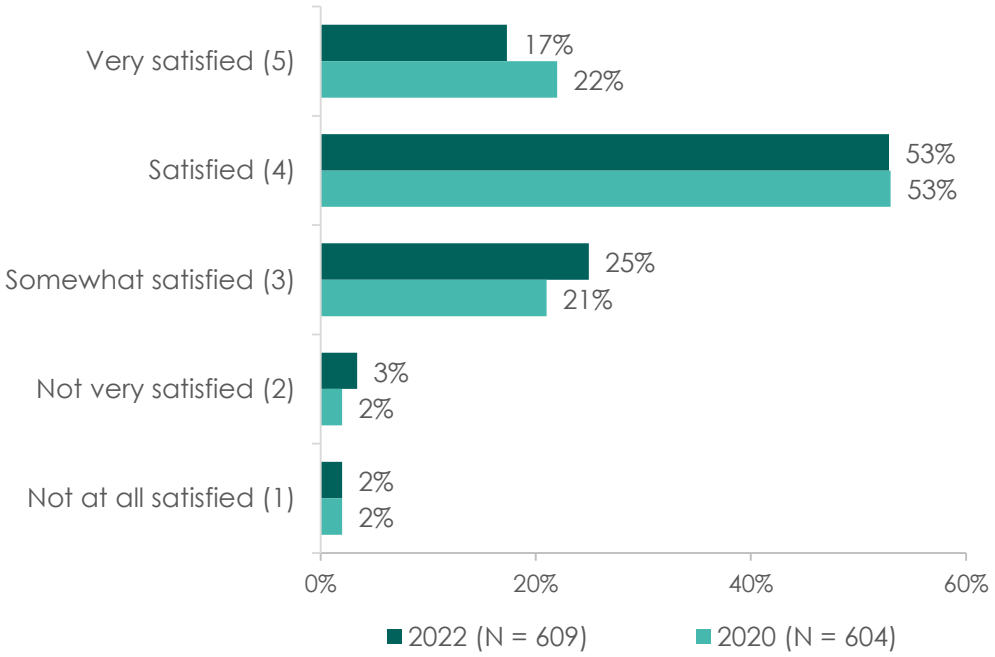
5. Service Area Analysis

This section explores residents' perceptions of Council's key performance indicators.

Overall Satisfaction with the Performance of Council

Q7. *Overall, for the last 12 months, how satisfied are you with the performance of Willoughby Council, not just on one or two issues but across all responsibility areas?*

	2022	2020	Male	Female	18-34	35-49	50-64	65+	Middle Harbor	Naremburn	Sailors Bay	West Ward
Mean rating	3.81	3.91	3.86	3.76	3.82	3.89	3.71	3.78	3.86	3.87	3.70	3.84
Top 3 Box	95%	96%	96%	95%	98%	98%	89%	93%	95%	98%	93%	94%
Base	609	604	288	321	154	193	137	126	147	135	174	152



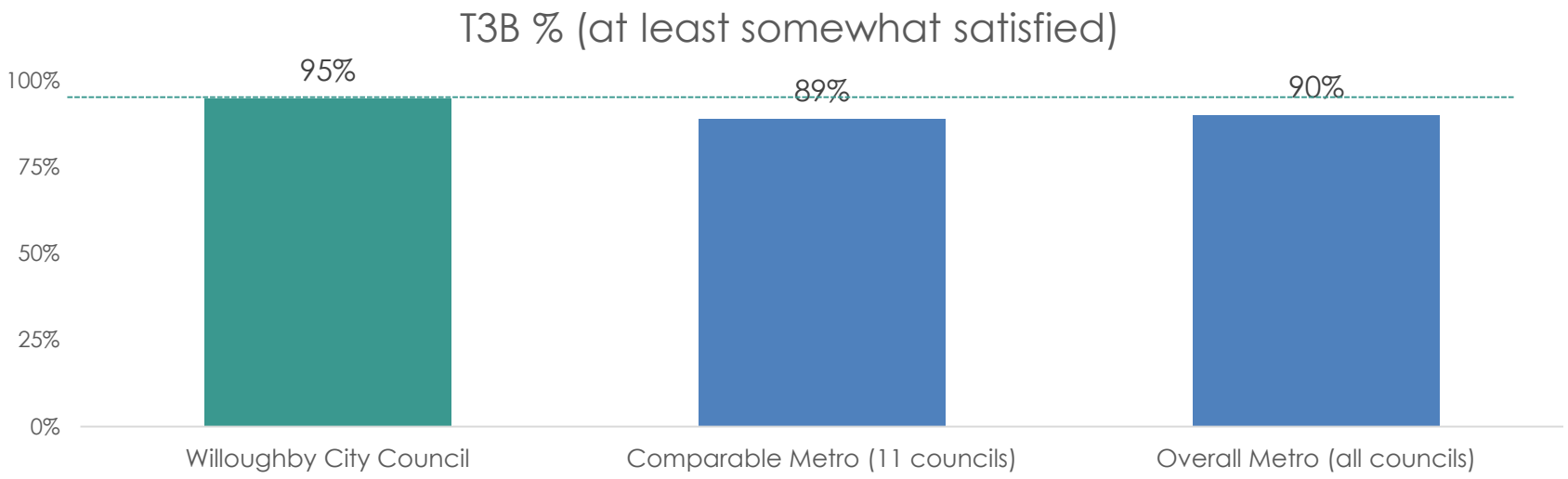
	Willoughby City Council	Micromex LGA Benchmark – Comparable Metro
Mean rating	3.81↑	3.53
T3 Box	95%↑	89%
Base	609	16,604

↑↓ = A significantly higher/lower level of satisfaction (compared to the Benchmark)

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

95% of residents are at least 'somewhat satisfied' with the overall performance of Willoughby City Council over the past 12 months. Whilst this is down marginally on 2020 (96%), it remains well above our special benchmark of 89% (additional benchmarks provided overleaf). Furthermore, across ten other community satisfaction research projects conducted this year (and also conducted in 2020/2021) we have seen an average decline in overall satisfaction from 3.40 to 3.33. Perhaps as COVID has lingered and interest rates have started rising, etc, any halo effect that may have existed in 2020/2021 is beginning to wane.

Overall Satisfaction – Compared to Micromex Benchmark



T3B %	Gender		Age				Time lived in area	
	Male	Female	18-34	35-49	50-64	65+	20 years or less	More than 20 years
Willoughby City Council	96%	95%	98%	98%	89%	93%	98%	92%
Comparable Metro Benchmarks	88%	90%	94%	89%	86%	86%	92%	89%

Note: No significant testing has been conducted, data is for point of interest only

Willoughby City Council's overall satisfaction results are considerably higher than our normative data from other Metro Councils.

Overall Satisfaction with the Performance of Council

Q7. *Overall, for the last 12 months, how satisfied are you with the performance of Willoughby Council, not just on one or two issues but across all responsibility areas?*

	Ratepayer	Non-ratepayer	Length of time lived in the area				
			3 years and under	4 – 6 years	7 – 10 years	11- 20 years	More than 20 years
Mean rating	3.78	3.93	3.92	3.94	3.86	3.86	3.72
Top 3 Box	94%	99%	100%	100%	98%	96%	92%
Base	461	148	39	59	76	169	266

	Speak language other than English at home		Do you or anyone in your household identify as having a disability		Are you the parent or guardian of any children under 18	
	Yes	No	Yes	No	Yes	No
Mean rating	3.80	3.82	3.81	3.81	3.86	3.79
Top 3 Box	94%	95%	95%	95%	95%	95%
Base	162	447	90	519	228	381

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

A significantly higher/lower rating (by group)

Ratepayers and those that have lived in the area for over 20 years were significantly less likely to be satisfied – although even these cohorts' satisfaction scores exceed our special benchmark.

Suggested Improvements for Council

Q7. Overall, for the last 12 months, how satisfied are you with the performance of Willoughby Council, not just on one or two issues but across all responsibility areas?

Q8. How, if at all, could Willoughby Council improve its performance?

The four slides overleaf summarise the results of an open-ended question where residents were asked how Council could improve its performance:

- Slide 23 compares results for 2022 with 2020 based on the first-mentioned improvements only (as this was what was reported in 2020). References to 'council engagement' dominate in 2022
- Slides 24 to 26 are based solely on the 2022 results, showing first and total mentions. When cross-analysed by satisfaction, it is clear that:
    - Those who were not very/not at all satisfied with Council (caution, only 30 respondents) were significantly more likely than other respondents to suggest improvements around issues of staffing (e.g.: more helpful, more staff), increased efficiencies, and improved management of development)
    - However, perhaps the most interesting finding is that those who were 'somewhat satisfied' – so arguably easier for Council to satisfy than those who are not very/not at all satisfied – were significantly more likely than those who were satisfied to say improvements could be made in Council's engagement.

Suggested Improvements for Council

Q7. Overall, for the last 12 months, how satisfied are you with the performance of Willoughby Council, not just on one or two issues but across all responsibility areas?

Q8. How, if at all, could Willoughby Council improve its performance?

Comparison of first mentioned improvement (by Year)

	2022	2020
NET: Council engagement	**27%**	**23%**
Increased communication/consultation with the community	18%	15%
Improve transparency/openness	4%	2%
Better provision of information	3%	5%
Listen to the community	2%	2%
NET: Improved/better maintained services/facilities/infrastructure	**15%**	**22%**
Services/facilities overall	3%	0%
Roads	2%	4%
Playgrounds/parklands/sporting facilities	2%	3%
Maintain/more trees	2%	1%
Waste management e.g. recycling	2%	4%
Traffic flow/congestion	0%	3%
Parking spaces	1%	2%
Other (<2%)	4%	5%
Base	609	604

	2022	2020
NET: Other Council actions	**16%**	**11%**
Increased efficiencies/consistencies within Council	6%	3%
Better town planning	3%	1%
Cleanliness within the area	2%	0%
Financial management	2%	1%
Be more helpful/better customer service	2%	0%
Support for the community	2%	1%
Other (<2%)	2%	4%
Other Suggestions		
Happy with how things are/no issues	6%	2%
Improved management of development	6%	6%
Increased sustainability measures	2%	2%
Other (<2%)	2%	2%
Don't know/nothing	30%	32%
Base	609	604

A significantly higher/lower percentage (by year)

Suggested Improvements for Council – In Detail

Q7. Overall, for the last 12 months, how satisfied are you with the performance of Willoughby Council, not just on one or two issues but across all responsibility areas?

Q8. How, if at all, could Willoughby Council improve its performance?

All mentions by Overall Satisfaction

	2022 (first mention)	2022 (all mentions)	Not very/not at all satisfied	Somewhat satisfied	Very satisfied/ satisfied
NET: Council engagement	**27%**	**30%**	**30%**	**47%**	**24%**
Increased communication/consultation with the community	18%	21%	20%	33%	17%
Improve transparency/openness	4%	6%	10%	7%	5%
Better provision of information	3%	5%	2%	5%	5%
Listen to the community	2%	2%	4%	7%	1%
NET: Improved/better maintained services/facilities/infrastructure	**15%**	**20%**	30%	20%	19%
Services/facilities overall	3%	3%	2%	1%	4%
Roads	2%	4%	3%	2%	4%
Playgrounds/parklands/sporting facilities	2%	5%	2%	6%	5%
Maintain/more trees	2%	2%	5%	5%	1%
Waste management e.g. recycling	2%	3%	8%	2%	4%
Footpaths/walkways/cycleways	1%	3%	4%	5%	2%
Infrastructure	1%	1%	7%	3%	0%
Parking spaces	1%	1%	0%	2%	1%
Youth/children's services	1%	1%	0%	<1%	1%
Public transport	1%	1%	0%	1%	1%
Traffic flow/congestion	<1%	1%	5%	2%	1%
Base	609	609	30	152	427

A significantly higher/lower percentage (by year/satisfaction)

Suggested Improvements for Council – In Detail

Q7. Overall, for the last 12 months, how satisfied are you with the performance of Willoughby Council, not just on one or two issues but across all responsibility areas?

Q8. How, if at all, could Willoughby Council improve its performance?

All mentions by Overall Satisfaction

	2022 (first mention)	2022 (all mentions)	Not very/not at all satisfied	Somewhat satisfied	Very satisfied/ satisfied
NET: Other Council actions	**16%**	**21%**	**57%**	**22%**	**19%**
Increased efficiencies/consistencies within Council	7%	7%	17%	8%	6%
Better town planning	4%	3%	7%	2%	3%
Cleanliness within the area	3%	3%	0%	2%	3%
Financial management	3%	2%	7%	3%	1%
Be more helpful/better customer service	3%	3%	17%	3%	2%
Support for the community	2%	4%	10%	3%	4%
Employ new Council staff	2%	1%	11%	1%	0%
Better online services	1%	2%	2%	1%	2%
Be flexible with the community	<1%	<1%	2%	0%	0%
Less politics in Council	0%	<1%	2%	1%	0%
Ensuring Council remains control	0%	<1%	2%	0%	0%
Base	609	609	30	152	427

A significantly higher/lower percentage (by year/satisfaction)

Suggested Improvements for Council – In Detail

Q7. Overall, for the last 12 months, how satisfied are you with the performance of Willoughby Council, not just on one or two issues but across all responsibility areas?

Q8. How, if at all, could Willoughby Council improve its performance?

All mentions by Overall Satisfaction

Other Suggestions	2022 (first mention)	2022 (all mentions)	Not very/not at all satisfied	Somewhat satisfied	Very satisfied/satisfied
Happy with how things are/no issues	6%	6%	2%	0%	8%
Improved management of development	6%	8%	19%	15%	5%
Increased sustainability measures	2%	3%	2%	1%	4%
Promotion of community events/festivals	1%	2%	0%	0%	2%
Managing the growing population	<1%	<1%	0%	1%	0%
Housing availability	<1%	<1%	3%	0%	0%
Rates	<1%	<1%	2%	0%	0%
Keep cost of living low	0%	<1%	0%	0%	<1%
Improve employment/business opportunities	0%	<1%	0%	0%	<1%
Animal management	0%	<1%	0%	1%	0%
Noise pollution	0%	<1%	0%	<1%	<1%
Other	<1%	1%	2%	2%	0%
Don't know/nothing	30%	30%	7%	21%	34%
Base	609	609	30	152	427

A significantly higher/lower percentage (by year/satisfaction)

2. Future Vision for the Area

Detailed Results

1. Performance of Council

2. Future Vision for the Area

3. Summary of Council Services & Facilities

4. Contact with, and Communication From Council

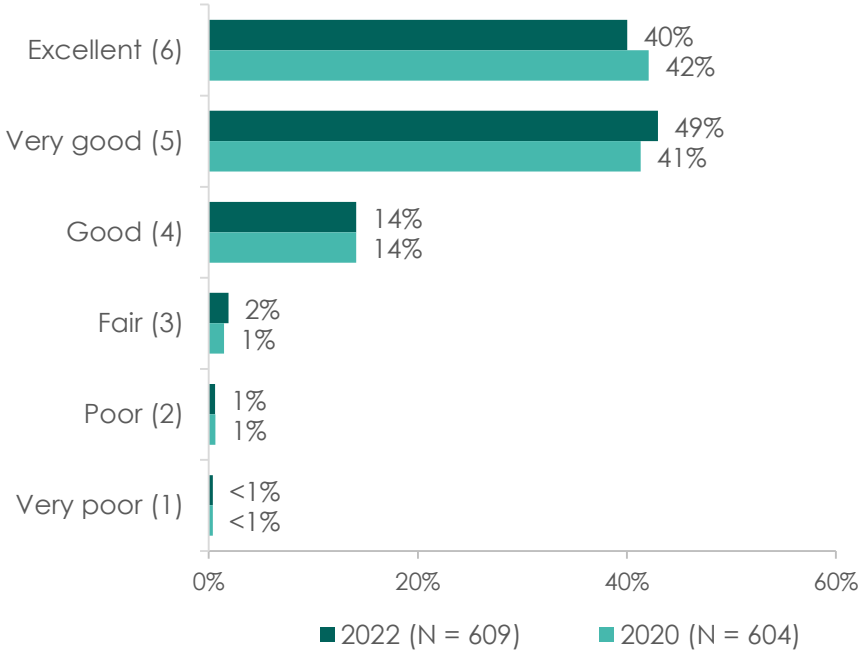
5. Service Area Analysis

This section explores residents' future vision for the area.

Quality of Life

Q1. Overall, how would you rate the quality of life you have living in the Willoughby City Council area?

	2022	2020	Male	Female	18-34	35-49	50-64	65+	Middle Harbor	Naremburn	Sailors Bay	West Ward
Mean rating	5.19	5.22	5.21	5.16	5.26	5.21	5.17	5.08	5.23	5.22	5.21	5.09
Top 3 Box	97%	98%	97%	97%	100%	96%	97%	95%	96%	100%	96%	96%
Base	609	604	288	321	154	193	137	126	147	135	174	152



	Willoughby City Council	Micromex LGA Benchmark – Metro
Mean rating	5.19	4.94
T3 Box	97%	93%
Base	609	8,662

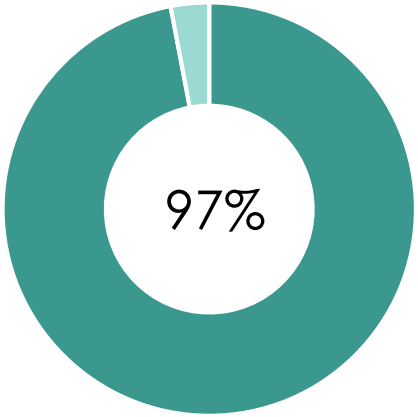
↑↓ = A significantly higher/lower level of satisfaction (compared to the Benchmark)

Scale: 1 = very poor, 6 = excellent
Significantly higher / lower result (by group)

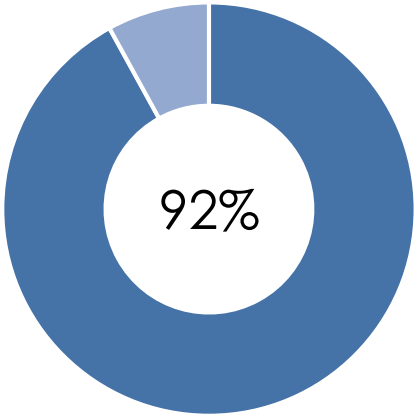
97% of residents rated their quality of life as good to excellent, in line with 2020 results and significantly higher than the Micromex Metro benchmark (for this question, we have only been able to use a broader 'Metropolitan' Benchmark as amongst our 11 special benchmark councils we had too few that had used this question – see overleaf for further benchmarks).

Quality of Life – Compared to Micromex Benchmark

T3B % (good, very good, excellent)



Willoughby overall



Overall Metro (all councils)

T3B %	Gender		Age				Time lived in area	
	Male	Female	18-34	35-49	50-64	65+	20 years or less	More than 20 years
Willoughby City Council	97%	97%	100%	96%	97%	95%	98%	96%
Metro Benchmarks	92%	93%	92%	92%	92%	94%	92%	91%

Note: No significant testing has been conducted, data is for point of interest only

Note: Benchmark for Quality of Life uses the Overall Metro benchmark due to insufficient sample for the 11 comparable councils.

Willoughby City Council residents rated their quality of life higher than our Overall Metro Council normative data.

Quality of Life

Q1. Overall, how would you rate the quality of life you have living in the Willoughby City Council area?

	Ratepayer	Non-ratepayer	Length of time lived in the area				
			3 years and under	4 – 6 years	7 – 10 years	11- 20 years	More than 20 years
Mean rating	5.22	5.08	5.22	5.13	5.21	5.22	5.17
Top 3 Box	97%	98%	100%	94%	100%	98%	96%
Base	461	148	39	59	76	169	266

	Speak language other than English at home		Do you or anyone in your household identify as having a disability		Are you the parent or guardian of any children under 18	
	Yes	No	Yes	No	Yes	No
Mean rating	5.06	5.24	4.95	5.23	5.24	5.16
Top 3 Box	96%	97%	90%	98%	97%	97%
Base	162	447	90	519	228	381

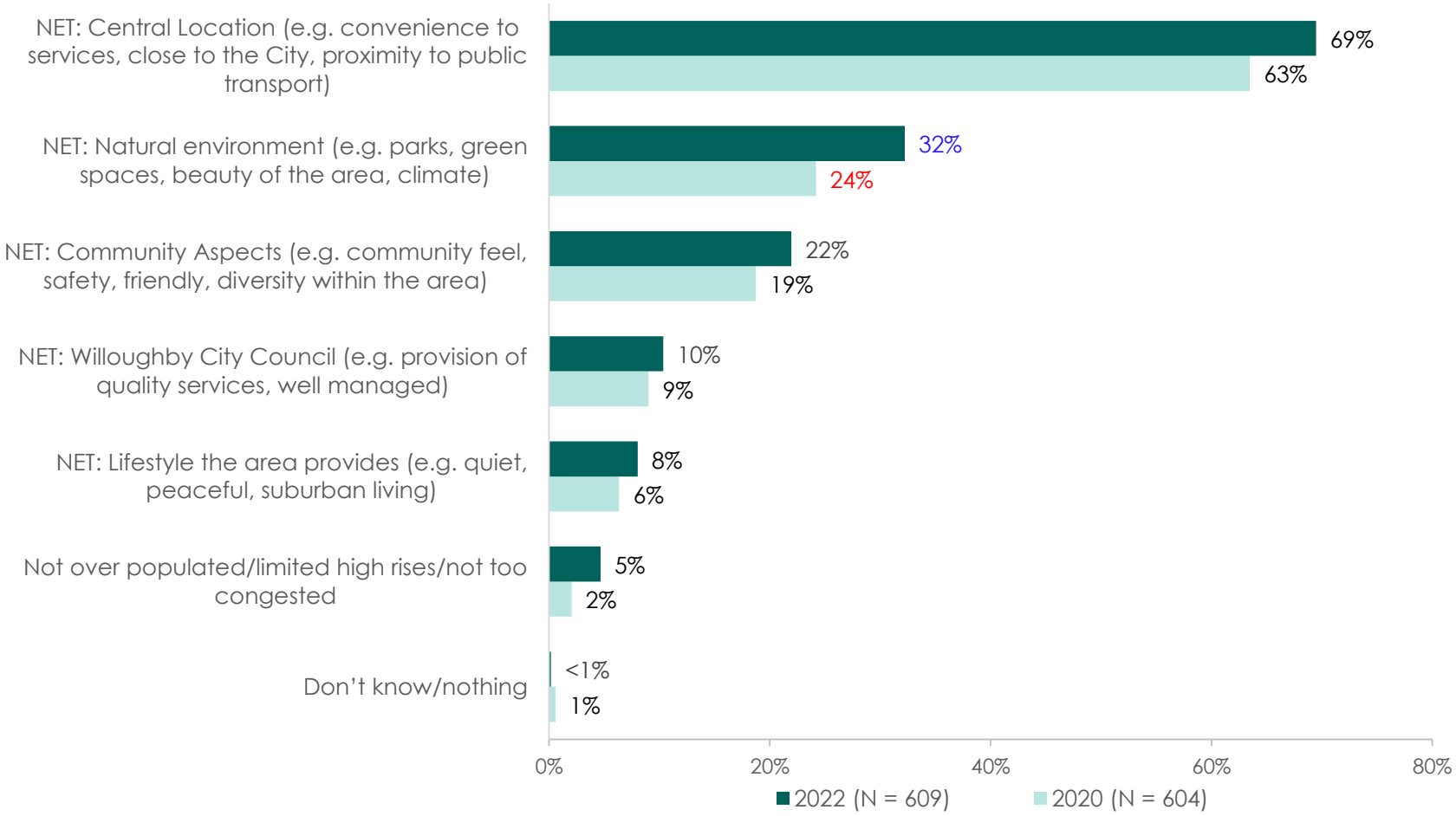
Scale: 1 = very poor, 6 = excellent

Significantly higher / lower result (by group)

Those who identify with or live with someone who identifies with having a disability were significantly less likely to state a good to excellent quality of life, however it remains at a high level of 90%.

Most Valued Aspect

Q2. *Thinking generally about living in the Willoughby City Council area, what do you feel is the best thing about living here? (Open-ended question)*



The above table reports mostly net subtotals –
Please see Appendix A for complete list of responses

A significantly higher/lower percentage (by year)

Based on an open-ended question which asked about the 'best things' of living in the Willoughby area, 69% of residents valued the central location of Willoughby, with discussions on the convenience of services, facilities and activities and proximity to the city. The pattern of 2022 results is very similar to 2020 – although note the significant increase in mentions of the natural environment.

Most Valued Aspect

Q2. *Thinking generally about living in the Willoughby City Council area, what do you feel is the best thing about living here? (Open-ended question)*

	Overall	Ward			
		Middle Harbor	Naremburn	Sailors Bay	West Ward
NET: Central Location (e.g. convenience to services, close to the City, proximity to public transport)	69%	64%	79%	63%	75%
NET: Natural environment (e.g. parks, green spaces, beauty of the area, climate)	32%	40%	24%	32%	32%
NET: Community Aspects (e.g. community feel, safety, friendly, diversity within the area)	22%	24%	17%	26%	20%
NET: Willoughby City Council (e.g. provision of quality services, well managed)	10%	12%	8%	14%	7%
NET: Lifestyle the area provides (e.g. quiet, peaceful, suburban living)	8%	6%	12%	10%	4%
Not over populated/limited high rises/not too congested	5%	6%	3%	7%	2%
Don't know/nothing	<1%	<1%	<1%	0%	0%
Base	609	147	135	174	152

A significantly higher/lower percentage (by group)

Naremburn residents were significantly more likely to state the central location.

Most Valued Aspect

Q2. *Thinking generally about living in the Willoughby City Council area, what do you feel is the best thing about living here? (Open-ended question)*

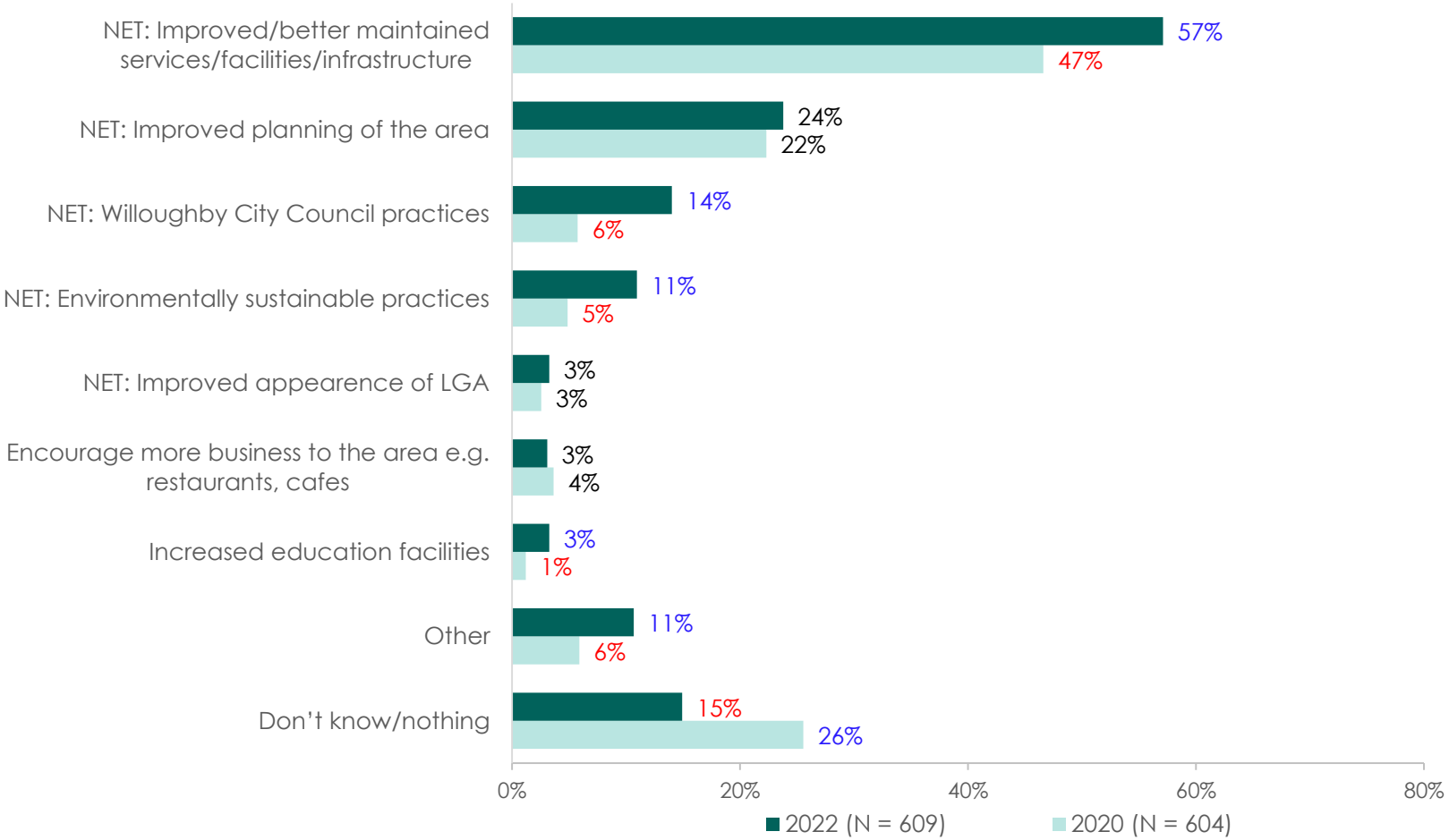
	Length of time lived in the area					Speak language other than English at home	
	3 years and under	4 – 6 years	7 – 10 years	11- 20 years	More than 20 years	Yes	No
NET: Central Location (e.g. convenience to services, close to the City, proximity to public transport)	65%	73%	65%	75%	67%	70%	69%
NET: Natural environment (e.g. parks, green spaces, beauty of the area, climate)	38%	25%	36%	26%	36%	22%	36%
NET: Community Aspects (e.g. community feel, safety, friendly, diversity within the area)	21%	21%	30%	18%	22%	31%	19%
NET: Willoughby City Council (e.g. provision of quality services, well managed)	11%	18%	7%	10%	10%	6%	12%
NET: Lifestyle the area provides (e.g. quiet, peaceful, suburban living)	20%	5%	7%	7%	8%	9%	8%
Not over populated/limited high rises/not too congested	6%	4%	7%	3%	5%	5%	4%
Don't know/nothing	0%	0%	0%	0%	<1%	<1%	<1%
Base	39	59	76	169	266	162	447

A significantly higher/lower percentage (by group)

Those that have lived in the area for 3 years and under are more likely to value the lifestyle the area provides. Non-English speakers were more likely to state the community aspects, while less likely to state the natural environment.

Top Priority Areas for Council to Focus On

Q3. In the next 10 years is there anything you would change or would like to see changed in the Willoughby City Council area? (Open-ended question)



The above table reports mostly net subtotals –
Please see Appendix A for complete list of responses

A significantly higher/lower percentage (by year)

Based on an open-ended question which asked about the things residents would change/would like to see changed about the Willoughby area, 57% of residents mentioned improved/better maintained services/facilities/infrastructure, with mentions of public transport, traffic flow/congestion, and playgrounds/parklands.

Top Priority Areas for Council to Focus On

Q3. In the next 10 years is there anything you would change or would like to see changed in the Willoughby City Council area?

Top priority in detail

	2022 N = 609	2020 N = 604
NET: Improved/better maintained services/facilities/infrastructure	**57%**	**47%**
Traffic flow/congestion	18%	10%
Public transport	13%	8%
Playgrounds/parklands	8%	7%
Parking spaces	7%	8%
Roads	5%	8%
Footpaths/walkways/pedestrian crossings	5%	3%
Shopping	5%	2%
Bike paths/cycleways	4%	2%
Services/facilities in general	4%	3%
Waste management e.g. green bins, bulky waste collections	4%	2%
Tree maintenance	3%	1%
Infrastructure	3%	2%
Street signs/lights	1%	2%

Please see Appendix A for complete list of responses for all NETs

A significantly higher/lower percentage (by year)

The increase in residents stating 'improved/better maintained service/facilities/infrastructure' is driven primarily by an increase in mentions of traffic flow/congestion (likely explained by a post work-from-home economy increasing traffic levels) and 'public transport' (again higher levels of usage post WFH).

Top Priority Areas for Council to Focus On

Q3. In the next 10 years is there anything you would change or would like to see changed in the Willoughby City Council area?

Lower priorities in detail

	2022 N = 609	2020 N = 604
NET: Improved planning of the area	**24%**	**22%**
Management of development to avoid over-development	16%	18%
Availability of affordable housing	4%	2%
Long-term planning	4%	1%
Management of population growth	2%	2%
Zoning of the area	1%	0%
NET: Willoughby City Council Practices	**14%**	**6%**
More/updated community facilities e.g. sports fields	6%	3%
Better customer service/staff	3%	0%
Enforcing legislation	3%	0%
Improve communication/transparency/consultation	2%	1%
Greater support for local business	1%	0%
Increased consistency with Council decisions	0%	0%
Focus on all areas of LGA	0%	1%
Pay off Council debt	0%	0%
NET: Environmentally sustainable practices	**11%**	**5%**
Retaining green/open spaces	7%	4%
More sustainability initiatives	4%	1%
Control of pollution	1%	0%

Please see Appendix A for complete list of responses for all NETs

A significantly higher/lower percentage (by year)

The increase for 'Willoughby City Council practices' was driven mostly by an increase in mentions for 'more/updated community facilities', 'better customer service/staff' and 'enforcing legislation'.

The increase for Environmentally sustainable practices was driven by an increase in mentions for 'retaining green/open spaces' and 'more sustainability initiatives'.

Top Priority Areas for Council to Focus On

Q3. In the next 10 years is there anything you would change or would like to see changed in the Willoughby City Council area? (Open-ended question)

	Overall	Ward			
		Middle Harbor	Naremburn	Sailors Bay	West Ward
NET: Improved/better maintained services/facilities/infrastructure	57%	45%	59%	58%	66%
NET: Improved planning of the area	24%	25%	25%	27%	18%
NET: Willoughby City Council practices	14%	17%	8%	17%	13%
NET: Environmentally sustainable practices	11%	6%	11%	15%	10%
NET: Improved appearance of LGA	3%	4%	3%	3%	2%
Encourage more business to the area e.g. restaurants, cafes	3%	4%	0%	5%	2%
Increased education facilities	3%	4%	5%	0%	4%
Other	11%	10%	9%	10%	14%
Don't know/nothing	15%	14%	21%	11%	15%
Base	609	147	135	174	152

A significantly higher/lower percentage (by group)

West Ward residents were significantly more likely to mention 'improved/better maintained services/facilities/infrastructure' as a priority area, while Middle Harbour residents were less likely.

Top Priority Areas for Council to Focus On

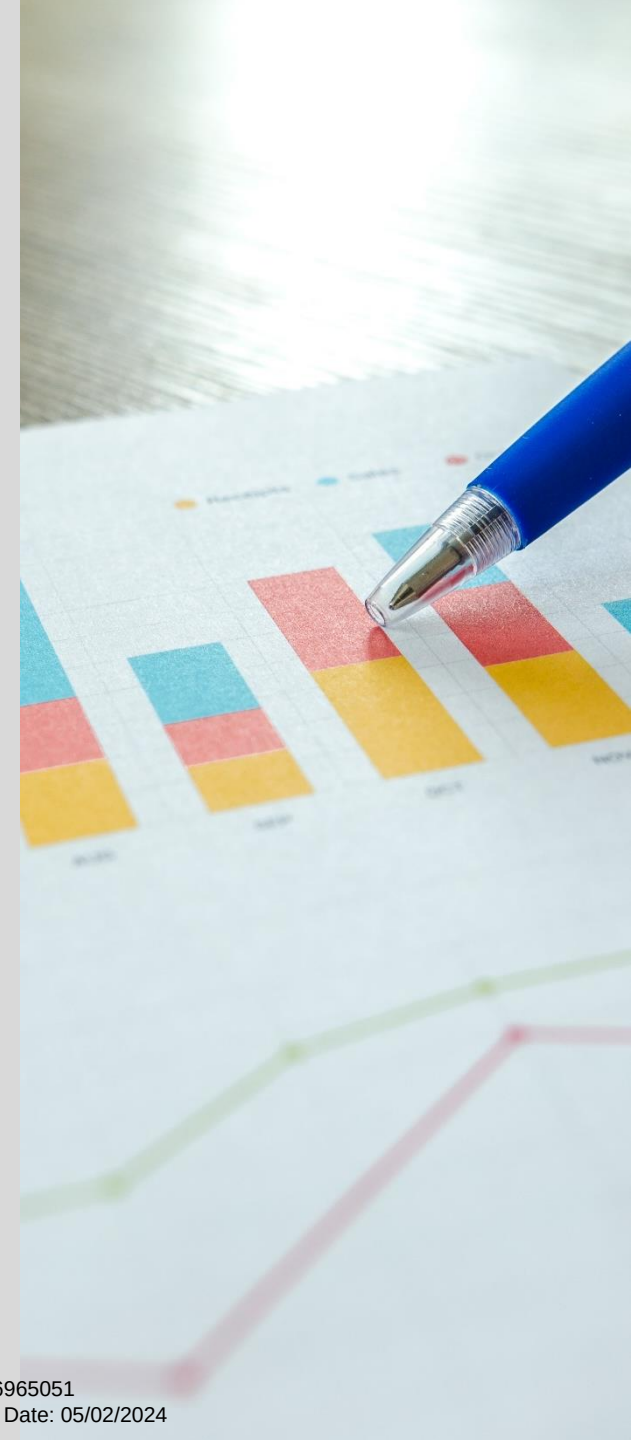
Q3. In the next 10 years is there anything you would change or would like to see changed in the Willoughby City Council area? (Open-ended question)

	Length of time lived in the area					Speak language other than English at home	
	3 years and under	4 – 6 years	7 – 10 years	11- 20 years	More than 20 years	Yes	No
NET: Improved/better maintained services/facilities/infrastructure	67%	56%	75%	52%	54%	59%	56%
NET: Improved planning of the area	17%	21%	19%	24%	27%	17%	26%
NET: Willoughby City Council practices	6%	7%	8%	18%	16%	9%	16%
NET: Environmentally sustainable practices	5%	13%	15%	11%	10%	7%	13%
NET: Improved appearance of LGA	0%	7%	5%	2%	3%	6%	2%
Encourage more business to the area e.g. restaurants, cafes	11%	3%	5%	1%	3%	3%	3%
Increased education facilities	0%	3%	3%	5%	3%	6%	2%
Other	11%	19%	11%	9%	10%	12%	10%
Don't know/nothing	12%	18%	13%	17%	14%	19%	13%
Base	39	59	76	169	266	162	447

A significantly higher/lower percentage (by group)

Non-English speakers were less likely to state 'improved planning of the area'.

3. Summary of Council Services & Facilities



Detailed Results

1. Performance of Council

2. Future Vision for the Area

3. Summary of Council Services & Facilities

4. Contact with, and Communication From Council

5. Service Area Analysis

Council Services and Facilities

A major component of the 2022 Community Survey was to assess perceived Importance of, and Satisfaction with 41 Council-provided services and facilities – the equivalent of 82 separate questions!

We have utilised the following techniques to summarise and distil the key findings from these 82 questions:

3.1 Highlights and Comparison with 2020 Results

3.2 Comparison with Micromex Benchmarks

3.3 Performance Gap Analysis

3.4 Quadrant Analysis

3.5 Regression Analysis (i.e.: determine the services/ facilities that drive overall satisfaction with Council)

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

Importance

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

Higher importance	T2 Box	Mean
Safety in public areas	93%	4.66
Maintenance of parks	94%	4.60
Waste and recycling collection services	91%	4.58
Caring for the environment	91%	4.57
Maintenance of bushland areas	89%	4.49

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

Lower importance	T2 Box	Mean
Cycleways	50%	3.39
Art centres	50%	3.48
Council's volunteers program	52%	3.54
Council childcare services	56%	3.60
Graffiti removal	63%	3.81

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

Satisfaction

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

Higher satisfaction	T3 Box	Mean
Library services	94%	4.20
Safety in public areas	96%	4.00
Mall cleaning	95%	3.96
Maintenance of parks	94%	3.95
Maintenance of assets such as community centres, libraries, etc.	96%	3.95

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

Lower satisfaction	T3 Box	Mean
Traffic & parking on local roads	73%	2.98
Planning & building permits	68%	2.99
Opportunities to contribute to Council's decision-making process	70%	3.08
Cycleways	70%	3.13
Climate change actions	78%	3.17

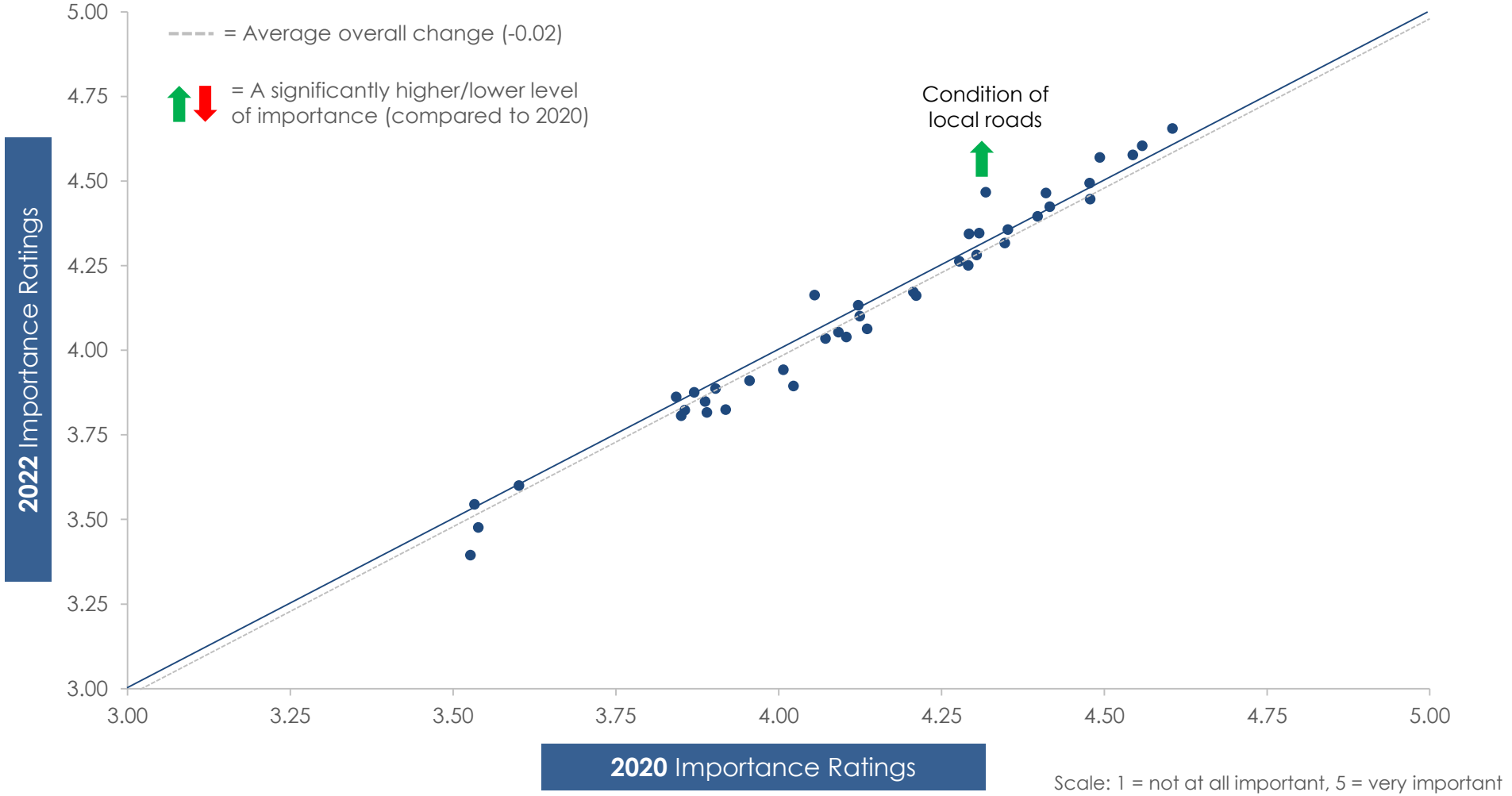
T3B = somewhat satisfied/satisfied/very satisfied
Scale: 1 = not at all satisfied, 5 = very satisfied

A core element of this community survey was the rating of 41 facilities/services in terms of Importance and Satisfaction. The above analysis identifies the highest and lowest rated services/facilities in terms of Importance and Satisfaction.

Safety in public areas and maintenance of parks are top 5 in Importance and in Satisfaction.

3.1 Services and Facilities – Importance – Comparison by Year

Q4. Please indicate your level of importance with the following…



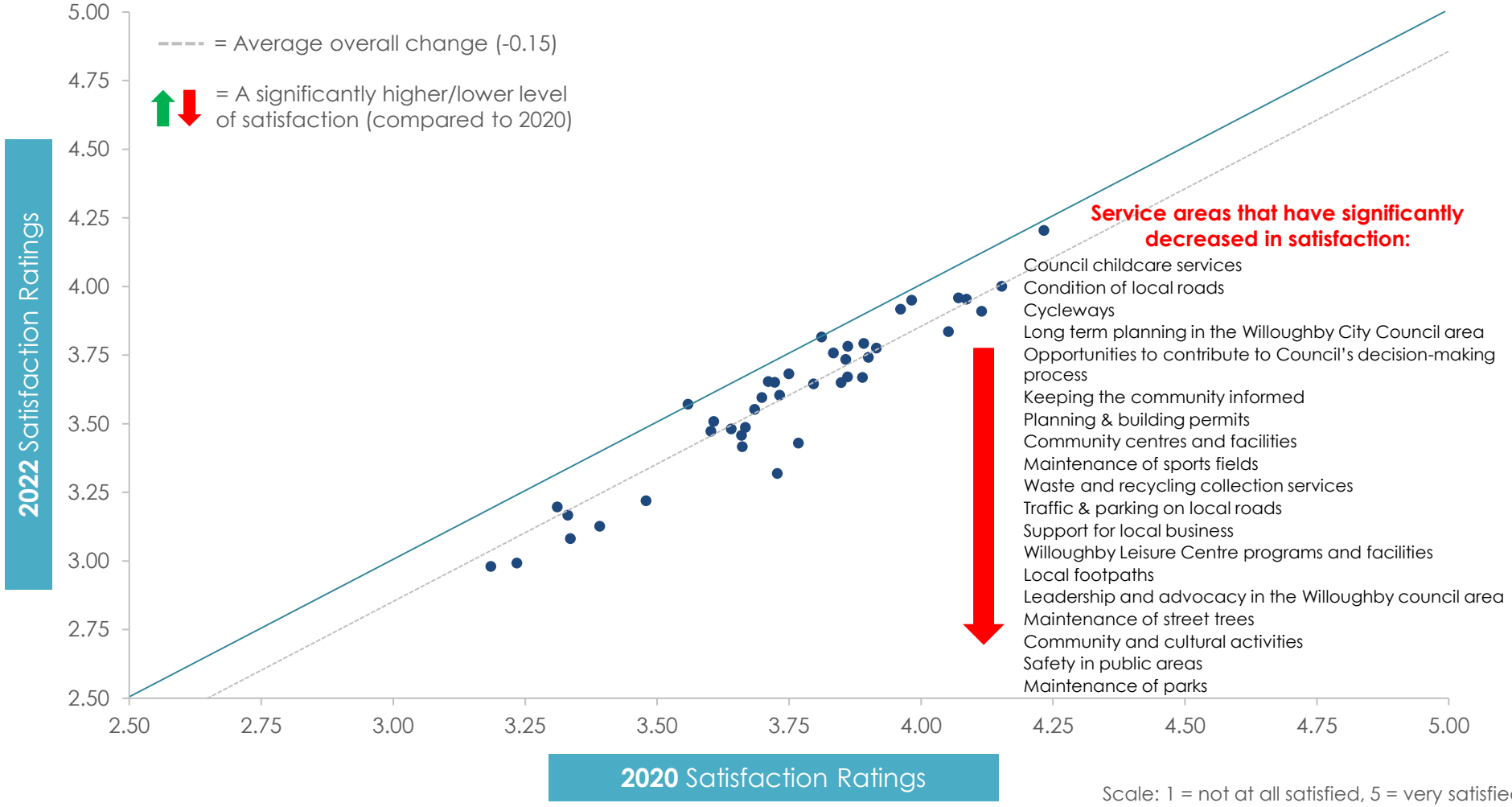
Scale: 1 = not at all important, 5 = very important

The above chart compares the mean Importance ratings for 2022 vs 2020.

Importance significantly increased for 1 of the 41 services and facilities (condition of local roads), there were no significant decreases in importance for any services and facilities.

3.1 Services and Facilities – Satisfaction – Comparison by Year

Q4. Please indicate your level of importance with the following…



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

The above chart compares the mean Satisfaction ratings in 2022 vs 2020.

There were no significant increases in satisfaction for the 41 services and facilities. However, there were 19 measures that experienced a significant decrease in resident satisfaction from 2020, with mean scores across all 41 attributes declining by an average of 0.15 points.

3.2 Comparison to Micromex Benchmarks

Of the 41 services/facilities, we could compare Willoughby results against benchmarks for 39 of them. These comparisons are on the following two slides.

The benchmark we have used is the special benchmark based on 11 Councils selected by Willoughby Council (see Slide 116 for list).

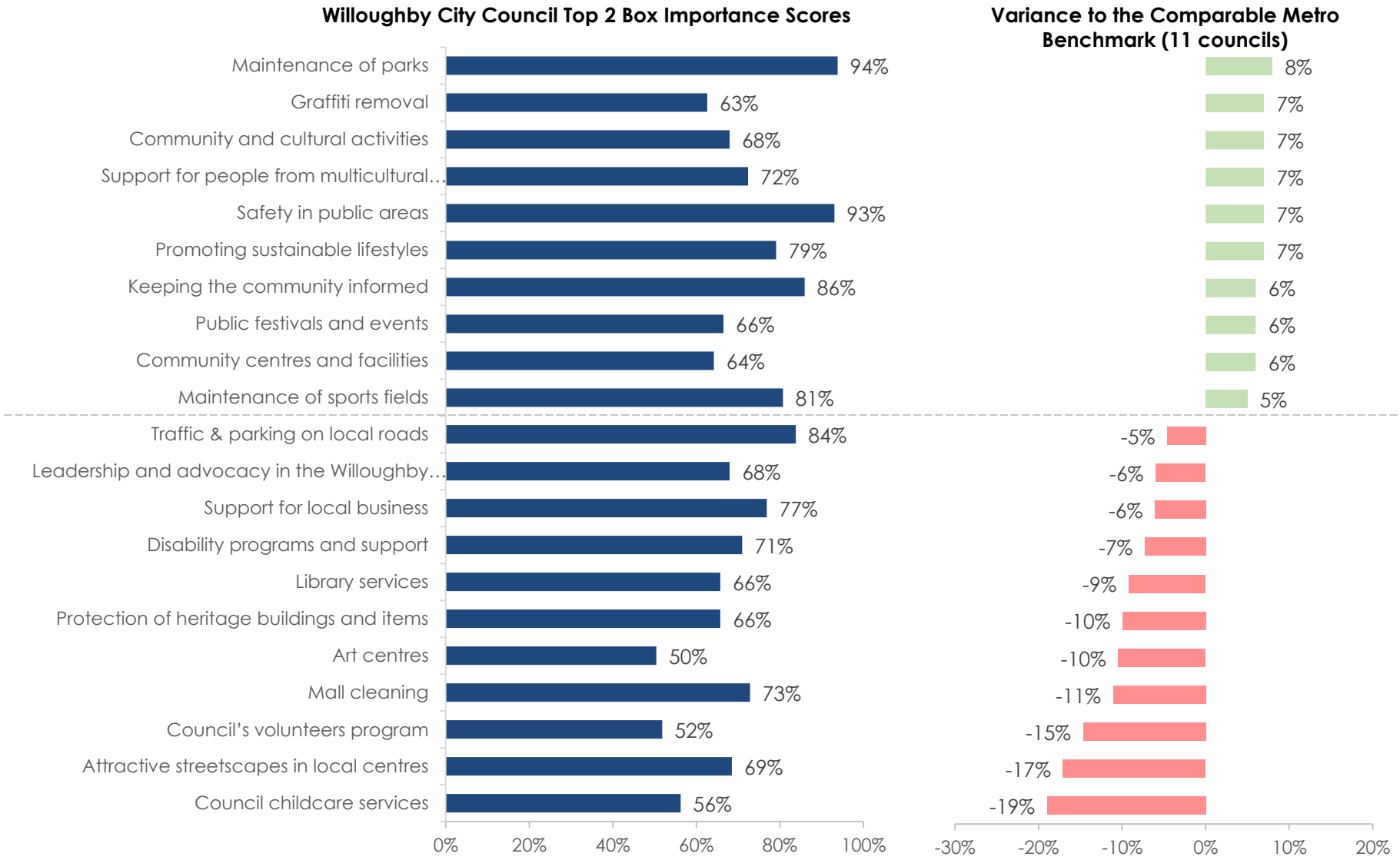
In terms of Importance scores (see Slide 45), there are some areas where Willoughby residents gave noticeably lower ratings – for instance: Council childcare services; Attractive streetscapes in local centres (and somewhat related, Mall cleaning); and Council's volunteers program

In terms of Satisfaction ratings (see Slide 46):

- Willoughby scores 5% or more above our special benchmark in terms of satisfaction for 19 of the 39 comparable attributes – most noticeably for: Local footpaths; Leadership and advocacy in the Willoughby Council area; Condition of local roads; and Promoting sustainable lifestyles
- And only scores 5% or more below our special benchmark for two attributes: Council childcare services and Waste and recycling collection services

3.2 Importance Compared to the Micromex Benchmark

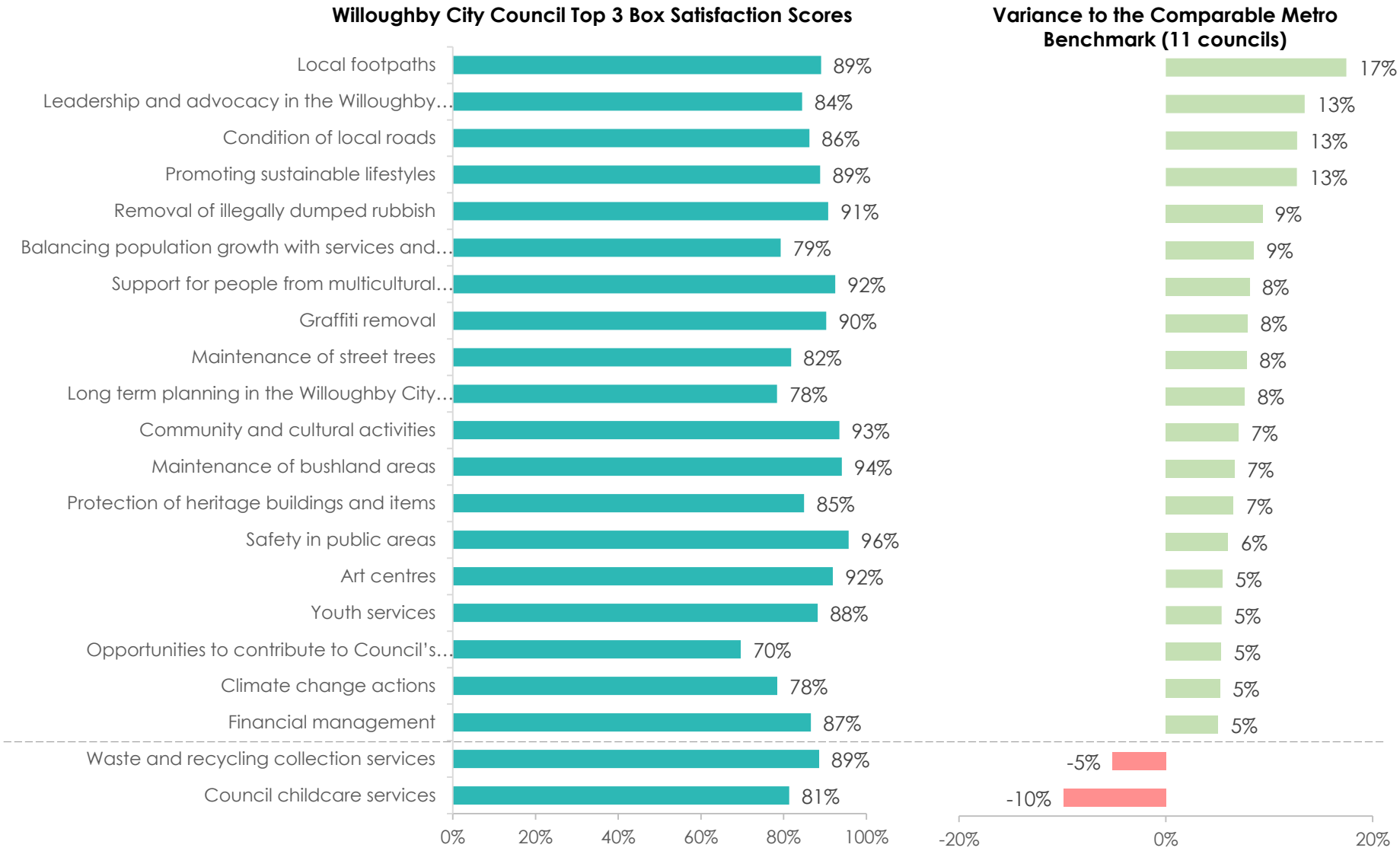
The chart below shows the variance between Willoughby City Council top 2 box importance scores and the Micromex Benchmark. Services/facilities shown in the below chart highlight larger positive and negative gaps.



Note: Only services/facilities with a variance of +/- 5% to the Benchmark have been shown above. Please see Appendix A for detailed list

3.2 Satisfaction Compared to the Micromex Benchmark

The chart below shows the variance between Willoughby City Council top 3 box satisfaction scores and the Micromex Benchmark. Services/facilities shown in the below chart highlight larger positive and negative gaps.



Note: Only services/facilities with a variance of +/- 5% to the Benchmark have been shown above. Please see Appendix A for detailed list

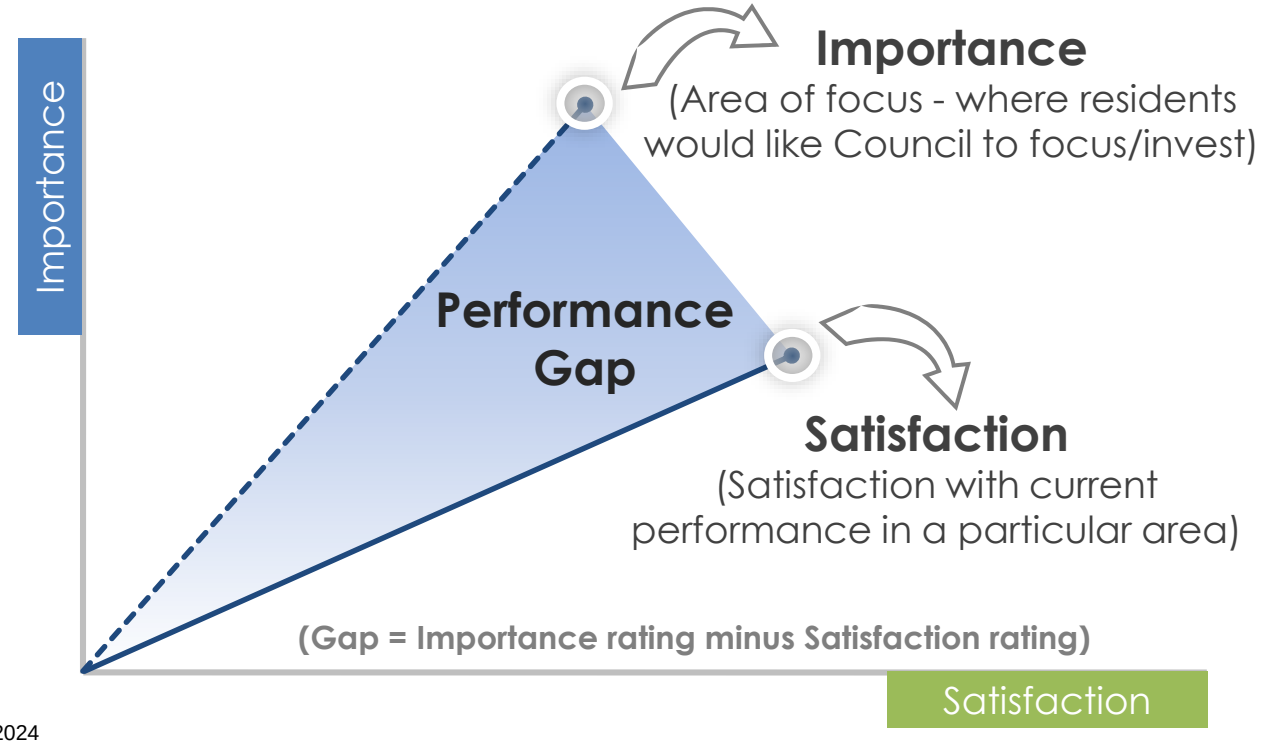
3.3 Performance Gap Analysis

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

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

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

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



3.3 Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as high in importance, whilst resident satisfaction for all of these areas is between 68% and 96%.

Willoughby City Council has only 7 services/facilities with a performance gap, of these, the highest is only 11%, a positive result for Council.

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
A City that is connected and inclusive	Traffic & parking on local roads	84%	73%	11%
A City that is effective and accountable	Long term planning in the Willoughby City Council area	87%	78%	9%
A City that is prosperous and vibrant	Planning & building permits	76%	68%	8%
A City that is effective and accountable	Keeping the community informed	86%	79%	7%
A City that is liveable	Balancing population growth with services and infrastructure	86%	79%	6%
A City that is connected and inclusive	Condition of local roads	89%	86%	3%
A City that is green	Waste and recycling collection services	91%	89%	3%

3.4 Quadrant Analysis

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

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

On average, Willoughby City Council residents rated the Importance of services/facilities on par with our Benchmark, and their Satisfaction was, on average, noticeably higher.

	Willoughby City Council	Micromex Comparable Metro Benchmark
Average Importance	75%	76%
Average Satisfaction	87%	82%

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

Explaining the 4 quadrants (overleaf)

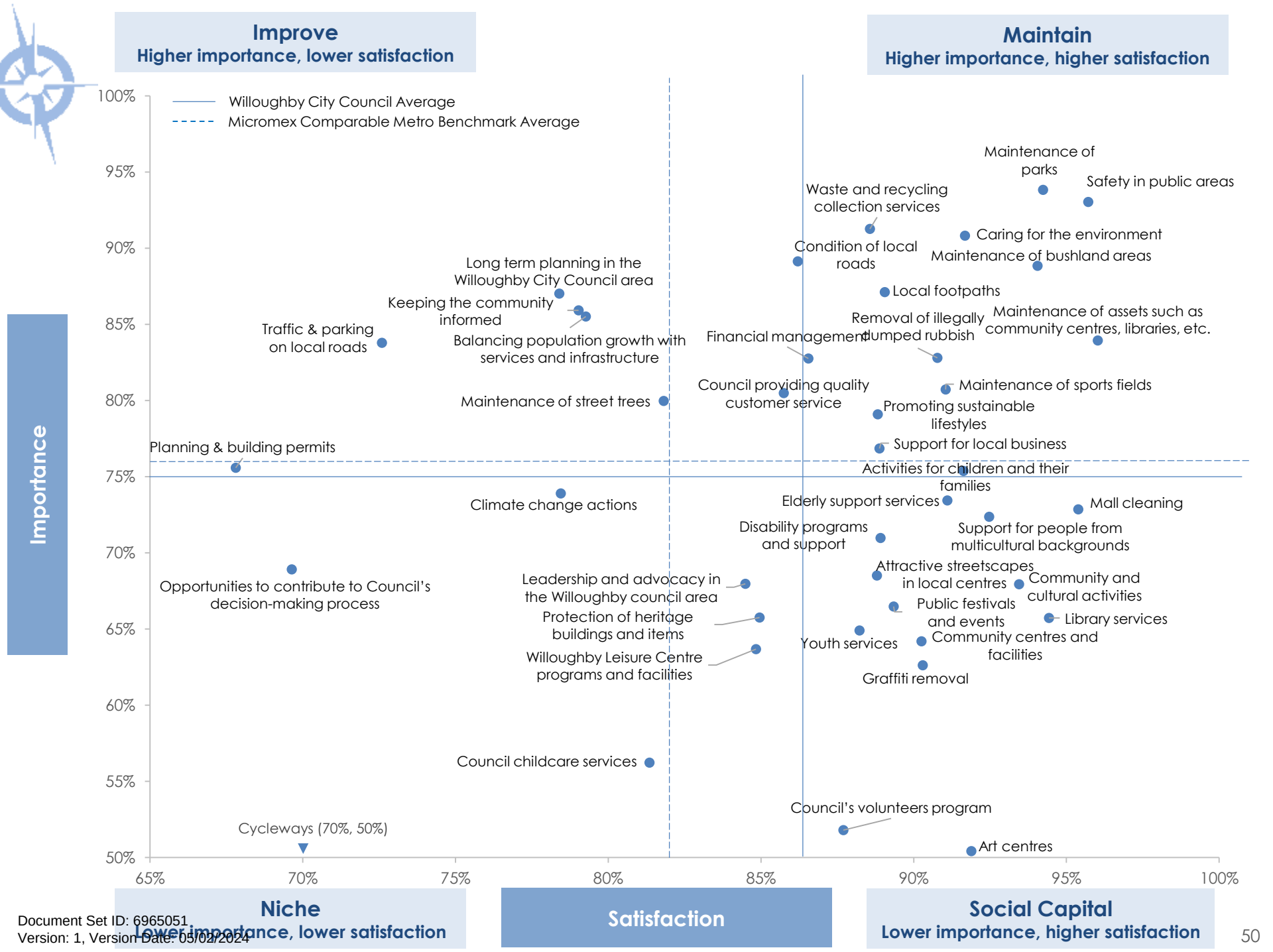
Attributes in the top right quadrant, **MAINTAIN,** such as 'maintenance of parks', are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

Attributes in the top left quadrant, **IMPROVE,** such as 'traffic and parking on 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 'Council childcare services', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

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

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


Improve
Higher importance, lower satisfaction
Maintain
Higher importance, higher satisfaction
Willoughby City Council Average
Micromex Comparable Metro Benchmark Average
Importance
100%
95%
90%
85%
80%
75%
70%
65%
60%
55%
50%
65%
70%
75%
80%
85%
90%
95%
100%
Maintenance of parks
Safety in public areas
Waste and recycling collection services
Caring for the environment
Condition of local roads
Maintenance of bushland areas
Long term planning in the Willoughby City Council area
Local footpaths
Keeping the community informed
Removal of illegally dumped rubbish
Maintenance of assets such as community centres, libraries, etc.
Traffic & parking on local roads
Financial management
Balancing population growth with services and infrastructure
Council providing quality customer service
Maintenance of sports fields
Maintenance of street trees
Promoting sustainable lifestyles
Planning & building permits
Support for local business
Activities for children and their families
Climate change actions
Elderly support services
Mall cleaning
Disability programs and support
Support for people from multicultural backgrounds
Attractive streetscapes in local centres
Opportunities to contribute to Council's decision-making process
Leadership and advocacy in the Willoughby council area
Community and cultural activities
Public festivals and events
Protection of heritage buildings and items
Library services
Youth services
Community centres and facilities
Willoughby Leisure Centre programs and facilities
Graffiti removal
Council childcare services
Council's volunteers program
Cycleways (70%, 50%)
Art centres
Niche
Lower importance, lower satisfaction
Satisfaction
Social Capital
Lower importance, higher satisfaction

3.5 Advanced Regression Analysis

The outcomes identified in stated importance/satisfaction analysis often tend to be obvious and challenging. No matter how much focus a council dedicates to 'traffic and parking on 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 Willoughby City Council can actively drive overall community satisfaction, we conducted further analysis

Explanation of Analysis

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

What Does This Mean?

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

3.5 Key Drivers of Overall Satisfaction with Council

Dependent variable: *Q7. Overall, for the last 12 months, how satisfied are you with the performance of Willoughby Council, not just on one or two issues but across all responsibility areas?*

The results in the chart above identify which services/facilities contribute most to overall satisfaction. If Council can improve satisfaction scores across these services/facilities, they are likely to improve their overall satisfaction score.

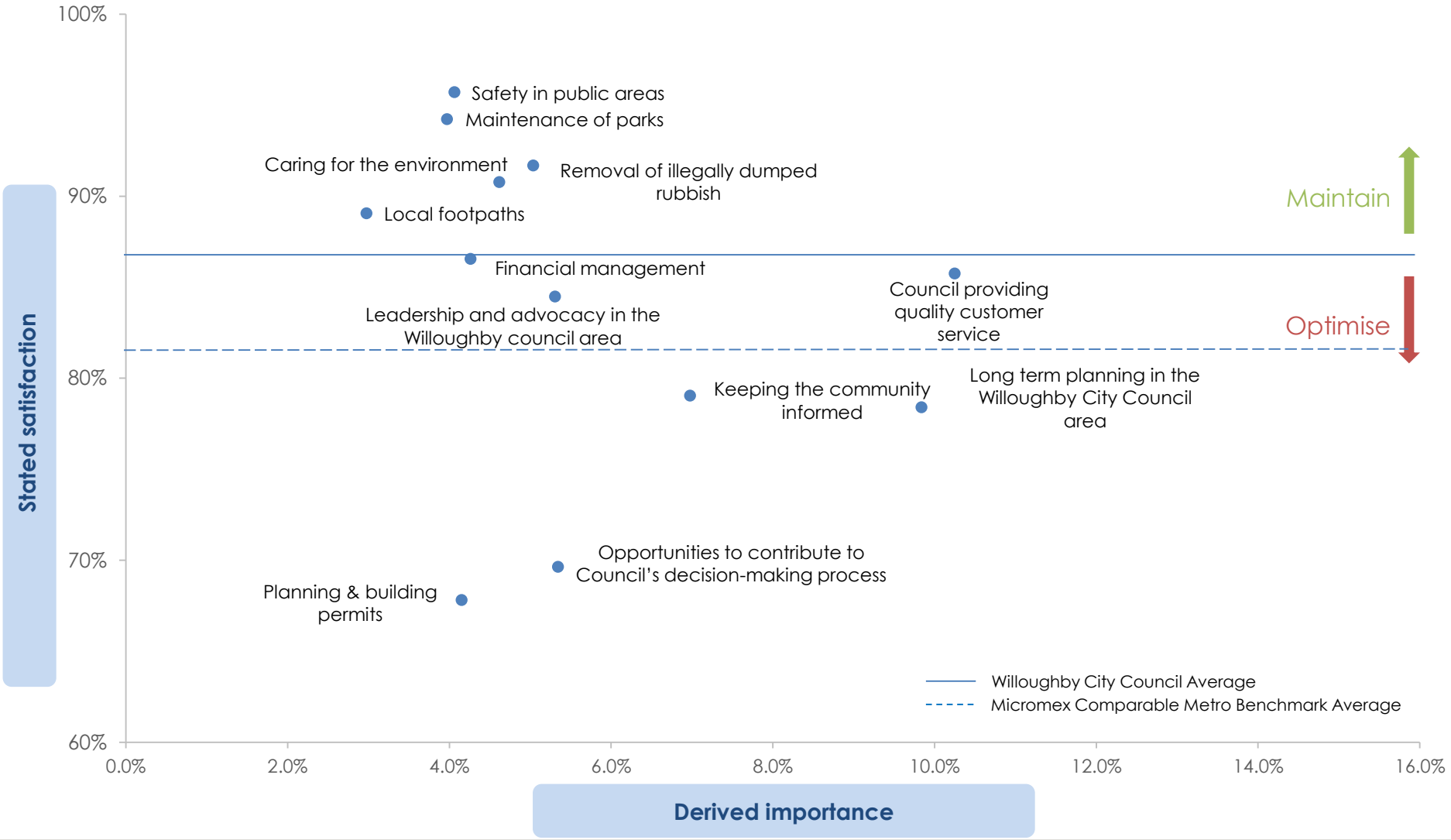
These top 12 services/facilities (so 29% of the 41 services/facilities) account for about 67% of the variation in overall satisfaction. Therefore, whilst all 41 services/facilities are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 29 services/facilities have less impact on satisfaction – although if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

Note: Please see Appendix A for complete list

R^2 value = 48.1

The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. If Council can increase satisfaction in these areas it will improve overall community satisfaction.

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

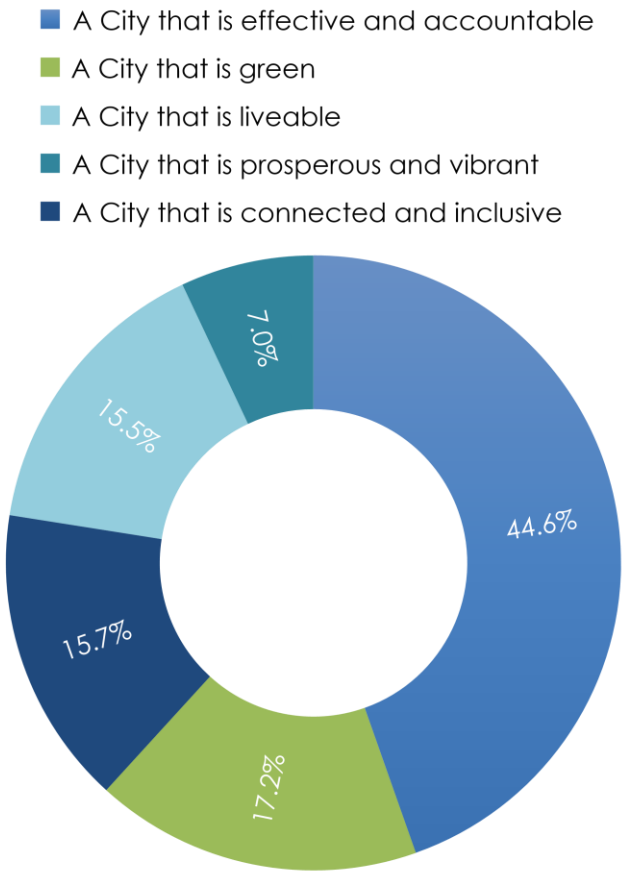


The above chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Regression result) to identify the level of contribution of each measure. Any services/facilities below the blue lines (shown above) could potentially be focussed on as they are key drivers with relatively lower current satisfaction.

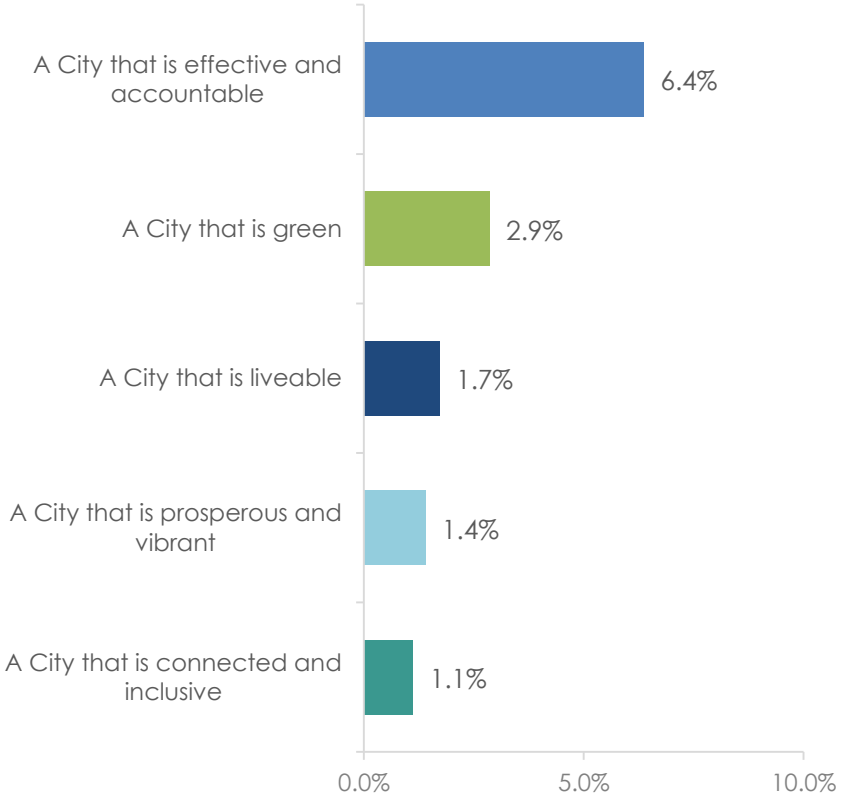
3.5 Contribution to Overall Satisfaction with Council's Performance

By combining the outcomes of the regression data based on Council's CSP pillars, we can identify the derived importance of the different Nett Priority Areas. 'A City that is effective and accountable' is the key contributor toward overall satisfaction with Council's performance, contributing 6.4% per service/facility on average (and 44.6% in total).

Total contribution

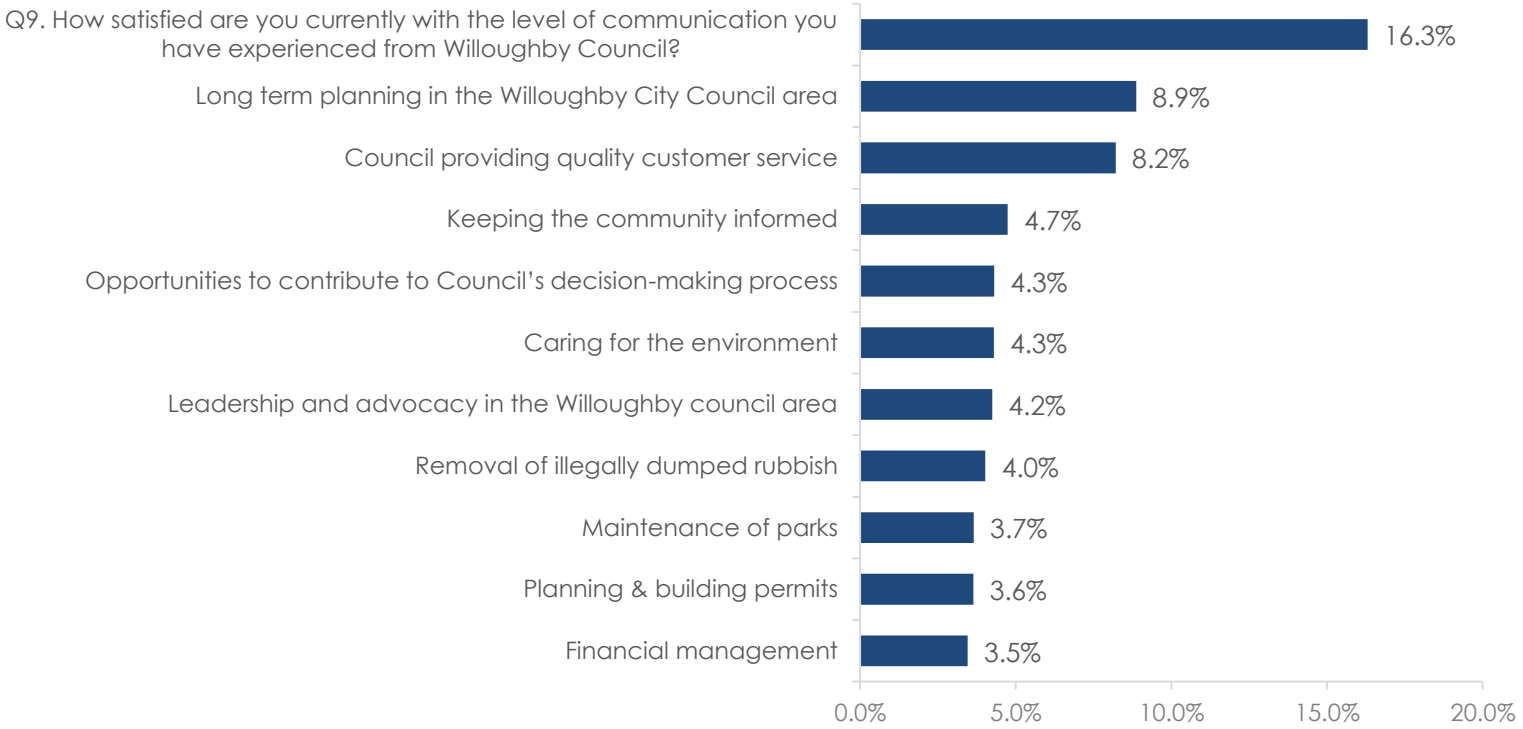


Average contribution



2.4. Key Drivers of Overall Satisfaction with Council

Re-run of Slide 53, with the inclusion of Q9 (satisfaction with level of communication)



The results in the chart above identify which services/facilities contribute most to overall satisfaction. If Council can improve satisfaction scores across these services/facilities, they are likely to improve their overall satisfaction score.

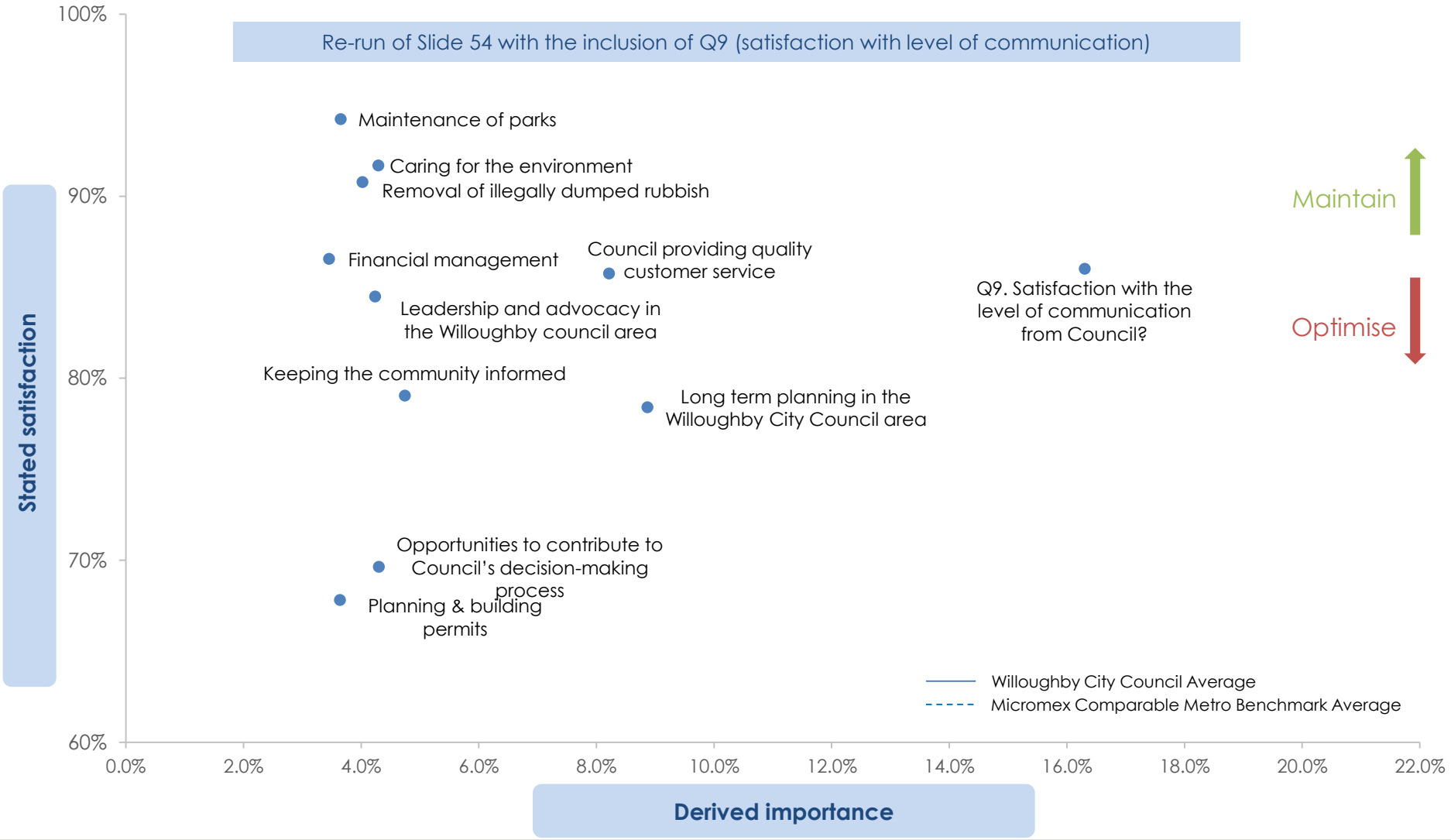
These top 11 services/facilities (so 26% of the updated 42 services/facilities) account for about 66% of the variation in overall satisfaction. Therefore, whilst all 42 services/facilities are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 30 services/facilities have less impact on satisfaction – although if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

Note: Please see Appendix A for complete list

R^2 value = 51.9

Most of the above attributes are the same as shown on Slide 53 – however, the importance of communication is highlighted with the addition of the 'level of communication Council has with the community' attribute, which on its own contributes 16.3%.

2.4. Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



The above chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Regression result) to identify the level of contribution of each measure. Satisfaction with the level of communication from Council (the largest driver in this revised regression analysis) is relatively strong.

3.5 Key Drivers of Overall Satisfaction with Council

Re-run of regression from Slides 53 and 56 with the inclusion of Q9 (satisfaction with level of communication) ***and*** Q6e (satisfaction with most recent contact). **This is only for those who have had a recent contact (N=396)**

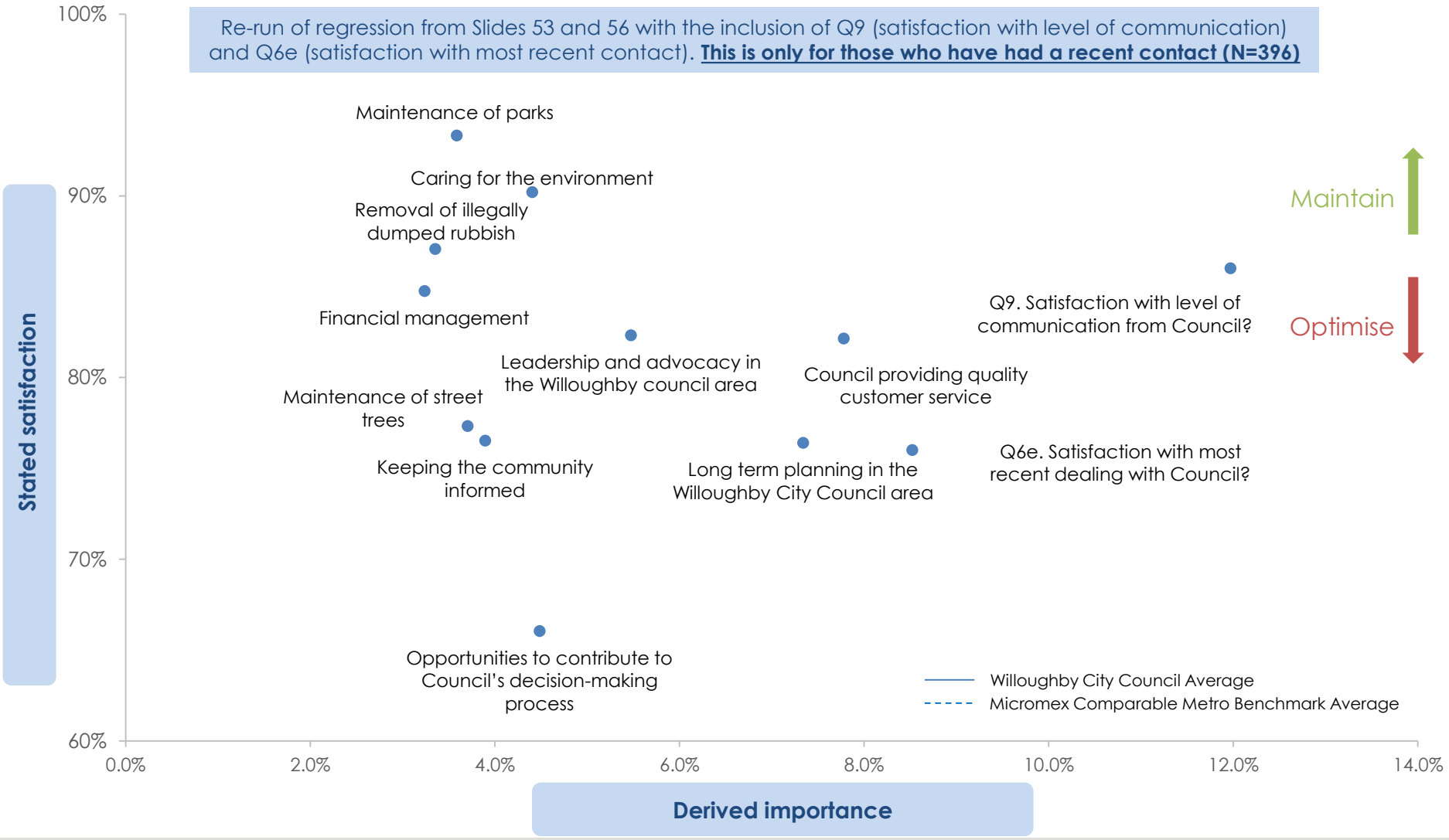
In this third and final regression analysis, we included a 43rd variable, namely 'Satisfaction with most recent dealing with Council' – and the analysis is based only on those who had contacted Council in the last 12 months.

Note: Please see Appendix A for complete list

R^2 value = 60.1

The top driver remains 'satisfaction with level of communication from Council', whilst 'satisfaction with most recent dealing with Council' is the second highest driver. Note also that the other customer service/engagement attributes are still featuring in this highly modified regression analysis, suggesting just how important engagement is.

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



The above chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Regression result) obtained on the previous slide. The two dominant drivers (i.e.: furthest to the right) have reasonable levels of satisfaction – although there appears to be room to improve the performance of 'satisfaction with most recent dealing with Council'.

4. Contact with, and Communication From Council

Detailed Results

1. Performance of Council

2. Future Vision for the Area

3. Summary of Council Services & Facilities

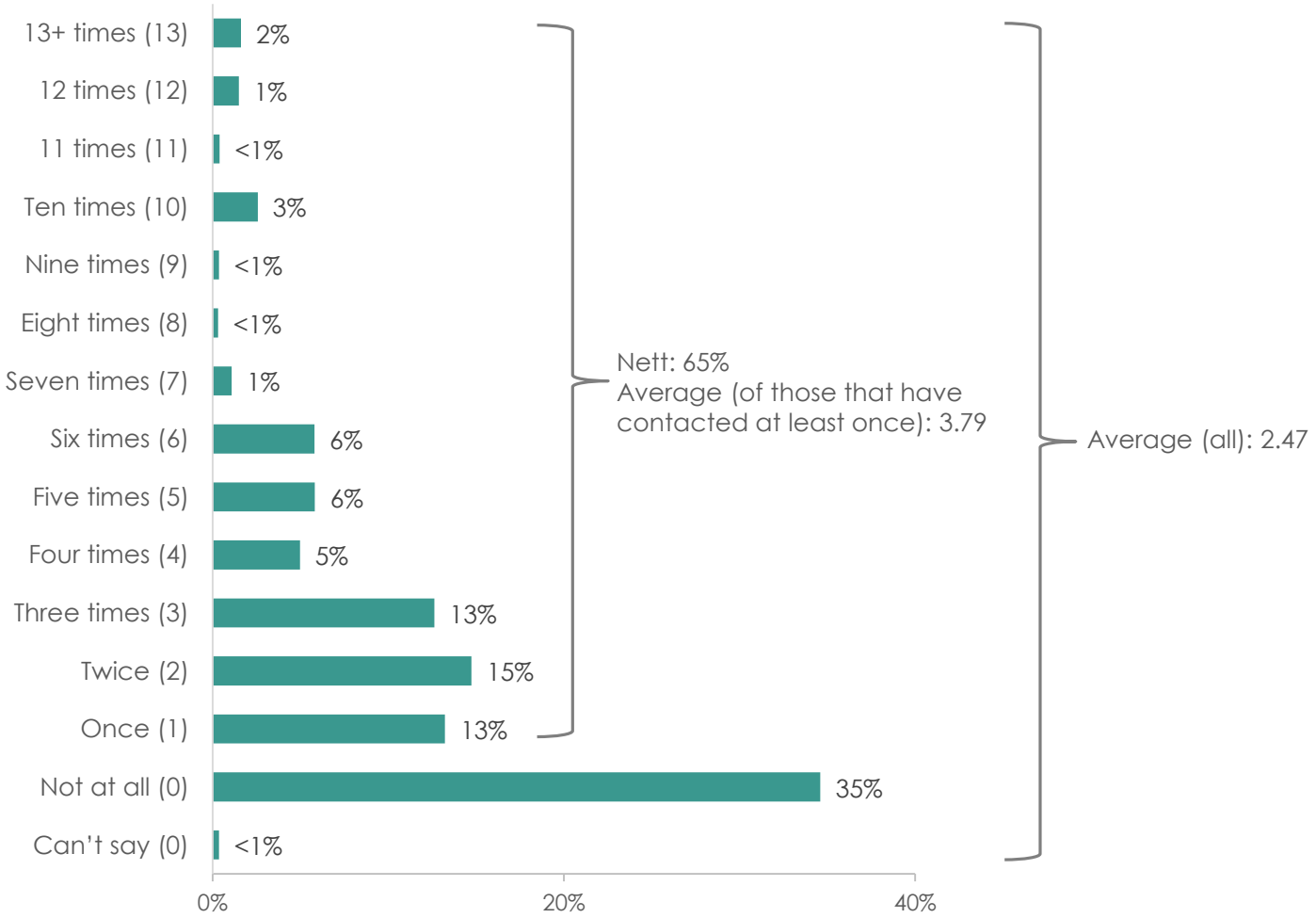
4. Contact with, and Communication From Council

5. Service Area Analysis

This section explores residents' most recent contact with Council and how satisfied they are with Council's overall level of communication with the community. ***Importantly***, the 'contact with Council' questions have been substantially revised in 2022, so comparisons with 2020 are generally not meaningful.

Contact with Council

Q5. In the last 12 months, how many times, if any, have you contacted or sought information from Willoughby Council for any reason?



Base: N=609

Note: values in brackets denote those used to calculate averages

65% of residents have contacted or sought information from Council in the last 12 months.

Of those who had contacted Council, average number of contacts is 3.79 in the past year (or 2.47 times on average annually if calculated based on all residents, including those with 0 contacts).

In 2020, 46% of residents stated that they 'had contacted Council in the last 12 months'. The questionnaire changes in 2022 (previously yes/no; inclusion of 'or sought information' in 2022) has likely contributed to the increase.

Contact with Council

Q5. In the last 12 months, how many times, if any, have you contacted or sought information from Willoughby Council for any reason?

	2022	Male	Female	18-34	35-49	50-64	65+	Middle Harbor	Naremburn	Sailors Bay	West Ward
At least once	65%	62%	67%	51%	67%	76%	67%	69%	61%	65%	64%
Average	2.47	2.31	2.61	1.75	2.71	3.10	2.29	2.88	1.99	2.54	2.41
Average (contacted)	3.79	3.70	3.87	3.42	4.06	4.07	3.40	4.15	3.24	3.91	3.76
Base	609	288	321	154	193	137	126	147	135	174	152

	Ratepayer	Non-ratepayer	Length of time lived in the area				
			3 years and under	4 – 6 years	7 – 10 years	11- 20 years	More than 20 years
At least once	68%	54%	46%	71%	57%	65%	69%
Average	2.66	1.86	1.14	2.90	2.47	2.42	2.59
Average (contacted)	3.89	3.43	2.50	4.08	4.33	3.72	3.77
Base	461	148	39	59	76	169	266

	Speak language other than English at home		Do you or anyone in your household identify as having a disability		Are you the parent or guardian of any children under 18	
	Yes	No	Yes	No	Yes	No
At least once	61%	67%	67%	65%	69%	63%
Average	2.37	2.50	3.11	2.36	3.05	2.12
Average (contacted)	3.89	3.76	4.67	3.64	4.45	3.36
Base	162	447	90	519	228	381

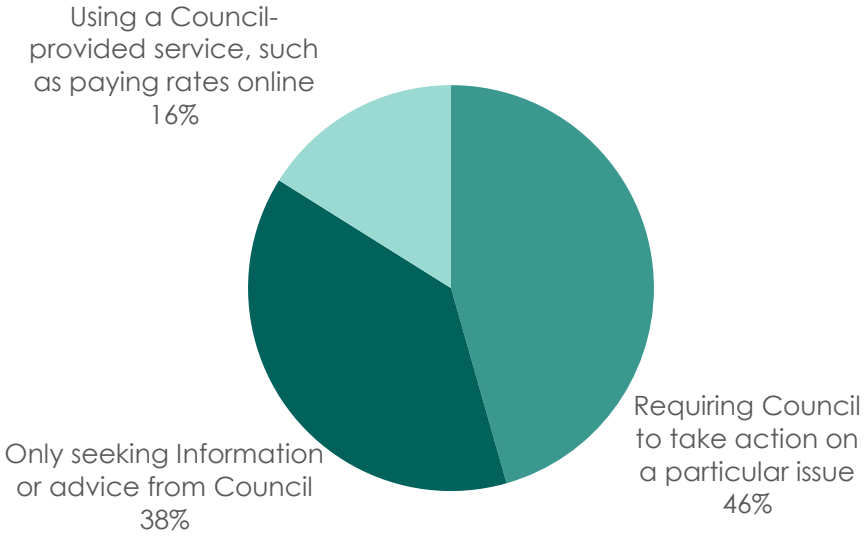
Significantly higher/lower result (by group)

Ratepayers and those aged 50-64 were significantly more likely to have contacted Council. Of those who have contacted Council at least once, those from Naremburn and those who do not have children under 18 have contacted Council significantly less frequently on average.

Type Of Contact (Most Recent Contact)

Q6a. On the most recent occasion that you contacted or sought information from Council, were you…

	2022	Male	Female	18-34	35-49	50-64	65+	Middle Harbor	Naremburn	Sailors Bay	West Ward
Requiring Council to take action on a particular issue	46%	44%	47%	38%	37%	52%	57%	47%	42%	48%	43%
Only seeking Information or advice from Council	38%	39%	38%	37%	43%	38%	33%	36%	46%	38%	35%
Using a Council-provided service, such as paying rates online	16%	17%	16%	26%	19%	10%	10%	17%	12%	14%	22%
Base	396	180	216	79	129	104	85	102	83	113	97



Q5a. Number of contacts with Council

	Requiring Council to take action on a particular issue	Only seeking Information or advice from Council	Using a Council-provided service, such as paying rates online
Average number of contacts	3.99	3.78	3.28
Base	181	152	64

Significantly higher/lower result (by group)

46% of contacts required Council to take action on a particular issue, this increased in likelihood for older residents. Younger residents were more likely to contact Council to use a Council-provided service, such as paying rates online.

Number of contacts with Council in the last 12 months did not significantly vary by type of most recent contact.

Type Of Contact (Most Recent Contact)

Q6a. On the most recent occasion that you contacted or sought information from Council, were you…

	Ratepayer	Non-ratepayer	Length of time lived in the area				
			3 years and under	4 – 6 years	7 – 10 years	11- 20 years	More than 20 years
Requiring Council to take action on a particular issue	51%	25%	4%	47%	28%	45%	54%
Only seeking Information or advice from Council	35%	52%	73%	14%	58%	43%	33%
Using a Council-provided service, such as paying rates online	14%	24%	23%	39%	13%	12%	13%
Base	316	80	18	42	43	110	183

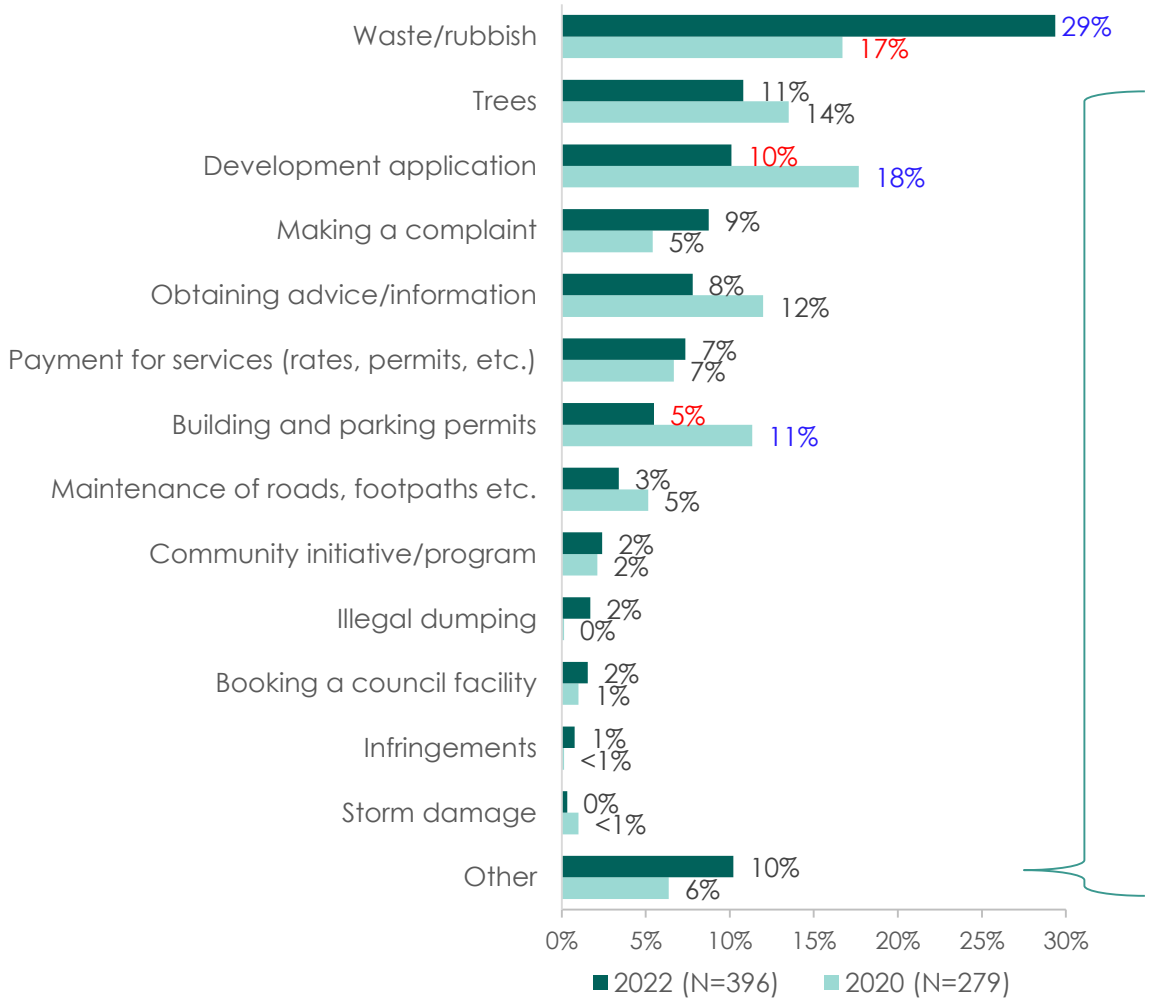
	Speak language other than English at home		Do you or anyone in your household identify as having a disability		Are you the parent or guardian of any children under 18	
	Yes	No	Yes	No	Yes	No
Requiring Council to take action on a particular issue	41%	47%	59%	43%	46%	46%
Only seeking Information or advice from Council	40%	38%	26%	41%	37%	39%
Using a Council-provided service, such as paying rates online	18%	15%	15%	16%	17%	15%
Base	99	297	60	336	156	240

Significantly higher/lower result (by group)

Ratepayers, residents who have lived in the area for over 20 years, and those who are or live with a disabled person, were all significantly more likely to contact requiring Council to take action on a particular issue.

Nature of Enquiry

Q6b. *On that most recent occasion, what was the nature of (the information/advice you were seeking) / (the issue you needed Council to take action on) / (the Council service you used)?*



Other specified	Count
Domestic pets	6
Rebate	6
Drainage/flooding	5
Justice of the peace	4
Parks/Gardens	4
Traffic control/flow	3
Citizenship ceremony	2
Library	2
Powerlines	2
Accessibility	1
Advisory committees	1
Art/culture	1
Feedback to Council	1
Natural disaster preparations	1
Overdevelopment	1
Volunteers	1
DK	2

Base: N = 396

A significantly higher/lower percentage (by year)

29% of residents that contacted Council in the past 12 months, made contact on the most recent occasion in regards to a 'waste/rubbish' issue, a significant increase since 2020.

Note: differences seen between years are possibly impacted by the pool of respondents who were asked this question, as it now includes those who 'sought information', see next slide for further analysis.

Nature of Enquiry

Q6b. *On that most recent occasion, what was the nature of (the information/advice you were seeking) / (the issue you needed Council to take action on) / (the Council service you used)?*

Q6a. Type of most recent contact

	2022	2020	Requiring Council to take action on a particular issue	Only seeking Information or advice from Council	Using a Council-provided service, such as paying rates online
Waste/rubbish	29%	17%	29%	28%	33%
Trees	11%	14%	17%	8%	0%
Development application	10%	17%	5%	16%	11%
Making a complaint	9%	3%	13%	8%	0%
Obtaining advice/information	8%	11%	3%	15%	4%
Payment for services (rates, permits, etc.)	7%	6%	3%	3%	29%
Building and parking permits	5%	10%	4%	9%	1%
Maintenance of roads, footpaths etc.	3%	5%	7%	1%	0%
Community initiative/program	2%	2%	1%	4%	3%
Illegal dumping	2%	0%	3%	0%	1%
Booking a council facility	2%	1%	1%	0%	7%
Infringements	1%	0%	1%	0%	0%
Storm damage	0%	1%	1%	0%	0%
Other	10%	13%	12%	8%	11%
Base	396	279	181	152	64

A significantly higher/lower percentage (by year)

By looking at 2022 results by contact type we can see that maybe some results could have changed due to more people from the 'only seeking information' making up a large portion of the sample. However, the increase in contacts about waste/rubbish is clearly not a result of changed methodology, it is the most common amongst all groups.

Nature of Enquiry

Q6b. *On that most recent occasion, what was the nature of (the information/advice you were seeking) / (the issue you needed Council to take action on) / (the Council service you used)?*

	Overall	Male	Female	18-34	35-49	50-64	65+	Middle Harbor	Naremburn	Sailors Bay	West Ward
Waste/rubbish	29%	28%	31%	26%	32%	33%	25%	35%	27%	27%	27%
Trees	11%	9%	12%	9%	8%	13%	14%	12%	13%	12%	7%
Development application	10%	12%	9%	8%	14%	9%	7%	11%	8%	12%	8%
Making a complaint	9%	7%	10%	11%	10%	7%	7%	8%	9%	11%	7%
Obtaining advice/information	8%	10%	6%	12%	7%	6%	8%	5%	9%	9%	8%
Payment for services (rates, permits, etc.)	7%	11%	4%	14%	9%	1%	6%	5%	8%	6%	11%
Building and parking permits	5%	6%	5%	0%	7%	6%	7%	9%	4%	5%	4%
Maintenance of roads, footpaths etc.	3%	3%	3%	0%	1%	6%	6%	3%	6%	1%	4%
Community initiative/program	2%	1%	4%	3%	1%	2%	4%	2%	2%	1%	5%
Illegal dumping	2%	2%	2%	3%	0%	3%	2%	1%	6%	1%	1%
Booking a council facility	2%	1%	2%	3%	1%	2%	0%	0%	1%	5%	0%
Infringements	1%	1%	1%	0%	0%	1%	2%	2%	1%	0%	0%
Storm damage	0%	1%	0%	0%	0%	1%	1%	1%	1%	0%	0%
Other	10%	9%	11%	11%	10%	9%	11%	7%	6%	9%	18%
Base	396	180	216	79	129	104	85	102	83	113	97

A significantly higher/lower percentage (by year)

Little difference across gender, age, and ward.

Nature of Enquiry

Q6b. *On that most recent occasion, what was the nature of (the information/advice you were seeking) / (the issue you needed Council to take action on) / (the Council service you used)?*

	Ratepayer	Non-ratepayer	Length of time lived in the area				
			3 years and under	4 – 6 years	7 – 10 years	11- 20 years	More than 20 years
Waste/rubbish	26%	43%	26%	35%	22%	33%	28%
Trees	12%	4%	0%	15%	7%	5%	15%
Development application	12%	4%	12%	5%	14%	13%	9%
Making a complaint	8%	10%	10%	11%	12%	8%	8%
Obtaining advice/information	6%	15%	27%	9%	13%	9%	4%
Payment for services (rates, permits, etc.)	8%	5%	11%	4%	2%	9%	8%
Building and parking permits	6%	5%	0%	0%	1%	9%	6%
Maintenance of roads, footpaths etc.	4%	1%	0%	0%	8%	3%	4%
Community initiative/program	2%	3%	12%	0%	5%	1%	2%
Illegal dumping	1%	4%	0%	6%	2%	0%	2%
Booking a council facility	2%	0%	0%	5%	4%	1%	1%
Infringements	1%	0%	0%	0%	0%	1%	1%
Storm damage	0%	0%	0%	0%	0%	0%	1%
Other	12%	5%	3%	11%	11%	8%	12%
Base	316	80	18	42	43	110	183

A significantly higher/lower percentage (by year)

Non-ratepayers were significantly more likely to be contacting about waste/rubbish or obtaining advice/information.

Nature of Enquiry

Q6b. *On that most recent occasion, what was the nature of (the information/advice you were seeking) / (the issue you needed Council to take action on) / (the Council service you used)?*

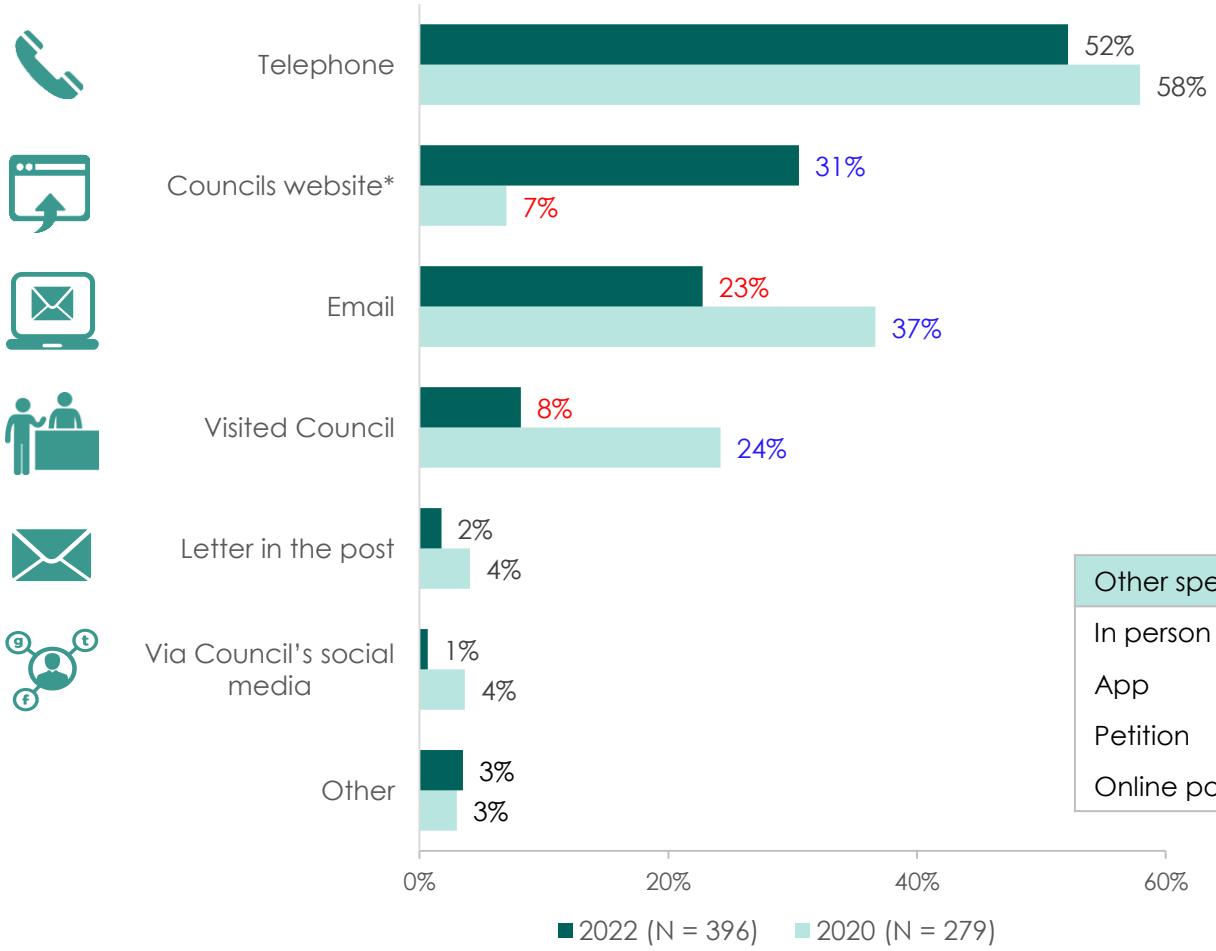
	Speak language other than English at home		Do you or anyone in your household identify as having a disability		Are you the parent or guardian of any children under 18	
	Yes	No	Yes	No	Yes	No
Waste/rubbish	26%	31%	33%	29%	32%	27%
Trees	5%	13%	13%	10%	9%	12%
Development application	10%	10%	5%	11%	13%	8%
Making a complaint	12%	8%	8%	9%	10%	8%
Obtaining advice/information	11%	7%	1%	9%	7%	8%
Payment for services (rates, permits, etc.)	5%	8%	10%	7%	6%	8%
Building and parking permits	10%	4%	4%	6%	3%	7%
Maintenance of roads, footpaths etc.	3%	3%	4%	3%	5%	3%
Community initiative/program	2%	2%	3%	2%	2%	3%
Illegal dumping	1%	2%	6%	1%	0%	3%
Booking a council facility	2%	1%	0%	2%	3%	1%
Infringements	0%	1%	0%	1%	0%	1%
Storm damage	0%	0%	0%	0%	0%	1%
Other	12%	10%	14%	10%	10%	10%
Base	99	297	60	336	156	240

A significantly higher/lower percentage (by year)

There were few differences across language, disability status, or parenthood status.

Method of Contact

Q6c. *When you contacted Council about [insert from Q6b], what method or methods did you use?*



Other specified	Count
In person	6
App	5
Petition	2
Online portal	1

*Councils website was only asked in 2022, therefore the 2020 data was unprompted and is only shown as a point of interest.

A significantly higher/lower percentage (by year)

52% of residents who contacted Council in the past 12 months did so on their most recent occasion via 'telephone'. Usage of Council's website was the second most common method, coinciding with a reduced reported usage of email and visiting in person.

Note: differences seen between years are possibly impacted by the pool of respondents who were asked this question, as it now includes those who 'sought information', see next slide for further analysis.

Method of Contact

Q6c. *When you contacted Council about [insert from Q6b], what method or methods did you use?*

Q6a. Type of most recent contact

	2022	2020	Requiring Council to take action on a particular issue	Only seeking Information or advice from Council	Using a Council-provided service, such as paying rates online
Telephone	52%	58%	62%	48%	34%
Councils website	31%	7%	17%	40%	44%
Email	23%	37%	29%	20%	11%
Visited Council	8%	24%	8%	7%	12%
Letter in the post	2%	4%	2%	2%	1%
Via Council's social media	1%	4%	1%	0%	0%
Other	3%	3%	5%	2%	4%
Base	396	279	181	152	64

A significantly higher/lower percentage (by group)

By looking at 2022 results by contact type we can see that maybe some results could have changed due to more people from the 'only seeking information' making up a large portion of the sample. Results are much closer to 2020 for those who contacted 'requiring Council to take action'. However, the decline in those who have visited Council is very low for all groups compared to 2020.

Method of Contact

Q6c. *When you contacted Council about [insert from Q6b], what method or methods did you use?*

	2022	2020	Male	Female	18-34	35-49	50-64	65+	Middle Harbor	Narem-burn	Sailors Bay	West Ward
Telephone	52%	58%	49%	55%	43%	48%	60%	57%	59%	43%	57%	47%
Councils website	31%	7%	30%	31%	39%	39%	25%	16%	29%	43%	25%	28%
Email	23%	37%	18%	26%	17%	25%	24%	24%	21%	23%	23%	25%
Visited Council	8%	24%	12%	5%	6%	1%	8%	21%	9%	8%	4%	12%
Letter in the post	2%	4%	3%	1%	0%	1%	1%	4%	2%	1%	2%	2%
Via Council's social media	1%	4%	1%	0%	0%	1%	1%	0%	1%	0%	0%	2%
Other	3%	3%	5%	2%	9%	0%	4%	3%	1%	4%	4%	5%
Base	396	279	180	216	79	129	104	85	102	83	113	97

	Ratepayer	Non-ratepayer	Length of time lived in the area				
			3 years and under	4 – 6 years	7 – 10 years	11- 20 years	More than 20 years
Telephone	55%	41%	27%	45%	61%	45%	58%
Councils website	27%	44%	58%	35%	30%	40%	21%
Email	23%	22%	22%	12%	23%	24%	24%
Visited Council	8%	7%	6%	0%	9%	6%	11%
Letter in the post	2%	0%	0%	0%	6%	1%	2%
Via Council's social media	1%	0%	0%	5%	0%	0%	0%
Other	4%	3%	0%	6%	2%	5%	3%
Base	316	80	18	42	43	110	183

A significantly higher/lower percentage (by group)

Younger respondents, those from Naremburn, non-ratepayers, and those who have lived in the area 11-20 years were the most likely to use Council's website.

Method of Contact

Q6c. *When you contacted Council about [insert from Q6b], what method or methods did you use?*

	Speak language other than English at home		Do you or anyone in your household identify as having a disability		Are you the parent or guardian of any children under 18	
	Yes	No	Yes	No	Yes	No
Telephone	51%	52%	61%	51%	55%	50%
Councils website	29%	31%	17%	33%	30%	31%
Email	23%	23%	15%	24%	22%	23%
Visited Council	12%	7%	12%	7%	4%	11%
Letter in the post	1%	2%	3%	2%	0%	3%
Via Council's social media	1%	1%	4%	0%	0%	1%
Other	7%	2%	5%	3%	3%	4%
Base	99	297	60	336	156	240

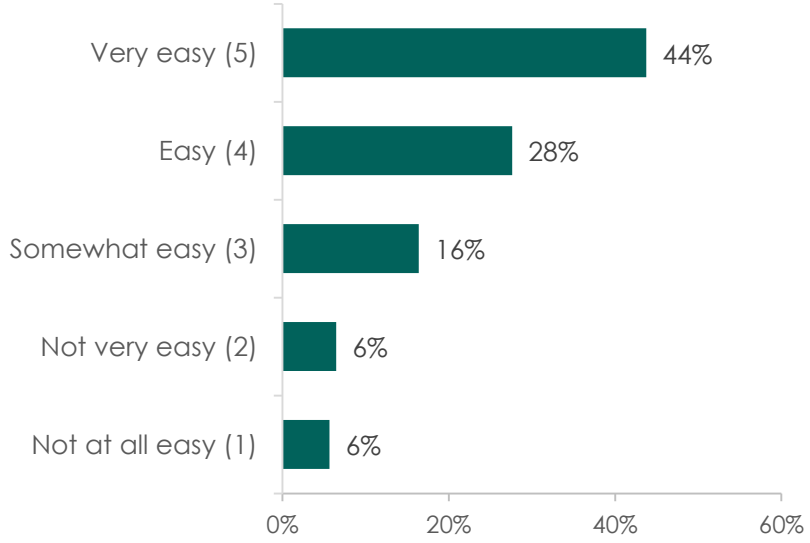
A significantly higher/lower percentage (by group)

Respondents who have children under 18 were less likely to have visited Council or sent a letter.

Ease Of Contact

Q6d. *Overall, how easy was it for you to (find the information or advice you were seeking) / (inform Council about the issue you needed them to take action on) / (use the Council-provided service)?*

	2020	Male	Female	18-34	35-49	50-64	65+	Middle Harbor	Naremburn	Sailors Bay	West Ward
Mean rating	3.97	4.01	3.94	4.09	4.06	3.79	3.96	4.06	4.04	4.04	3.74
T3B%	88%	88%	87%	89%	90%	84%	88%	89%	90%	92%	81%
Base	396	180	216	79	129	104	85	102	83	113	97



	Requiring Council to take action on a particular issue	Only seeking Information or advice from Council	Using a Council-provided service, such as paying rates online
Mean rating	4.04	3.80	4.20
T3B%	89%	84%	93%
Base	181	152	64

Scale: 1 = not at all easy, 5 = very easy
A significantly higher/lower level of ease (by group)

88% of residents stated that their most recent contact with Council was at least 'somewhat easy'.

Ease of contact was somewhat higher for those using a Council-provided service – but significantly lower for those seeking information or advice.

Ease Of Contact

Q6d. *Overall, how easy was it for you to (find the information or advice you were seeking) / (inform Council about the issue you needed them to take action on) / (use the Council-provided service)?*

	Ratepayer	Non-ratepayer	Length of time lived in the area				
			3 years and under	4 – 6 years	7 – 10 years	11- 20 years	More than 20 years
Mean rating	3.97	3.99	4.03	4.10	4.07	3.93	3.94
T3B%	87%	92%	100%	95%	94%	87%	84%
Base	316	80	18	42	43	110	183

	Speak language other than English at home		Do you or anyone in your household identify as having a disability		Are you the parent or guardian of any children under 18	
	Yes	No	Yes	No	Yes	No
Mean rating	3.61	4.09	4.21	3.93	3.92	4.01
T3B%	76%	92%	92%	87%	86%	89%
Base	99	297	60	336	156	240

Scale: 1 = not at all easy, 5 = very easy
A significantly higher/lower level of ease (by group)

Those that speak another language other than English at home were significantly less likely to state their contact was easy.

Ease Of Contact By Method of Contact

Q6d. Overall, how easy was it for you to (find the information or advice you were seeking) / (inform Council about the issue you needed them to take action on) / (use the Council-provided service)?

	Telephone	Councils website	Email	Visited Council	Letter in the post	Via Council's social media	Other
Overall (% of contacts)	**52%**	**31%**	**23%**	**8%**	**2%**	**1%**	**3%**
Very easy/easy	69%	72%	62%	60%	82%	73%	66%
Somewhat easy	16%	21%	19%	14%	0%	0%	15%
Not at all/not very easy	15%	7%	19%	26%	18%	27%	19%
Mean rating	3.90	4.03	3.77	3.50	3.71	3.19	3.89
Base	207	121	90	32	7	3	14

Scale: 1 = not at all easy, 5 = very easy
A significantly higher/lower level of ease (by group)

Those that visited Council were significantly less likely to state their contact was easy.

Ease Of Contact By Enquiry

Q6d. *Overall, how easy was it for you to (find the information or advice you were seeking) / (inform Council about the issue you needed them to take action on) / (use the Council-provided service)?*

	Waste/rubbish	Trees	Development application	Making a complaint	Obtaining advice/information	Payment for services (rates, permits, etc.)	Building and parking permits
Overall (% of contacts)	**29%**	**11%**	**10%**	**9%**	**8%**	**7%**	**5%**
Very easy/easy	84%	74%	65%	66%	63%	89%	46%
Somewhat easy	14%	18%	17%	12%	30%	9%	7%
Not at all/not very easy	2%	9%	19%	21%	7%	2%	47%
Mean rating	4.37	3.94	3.69	3.78	3.93	4.55	3.03
Base	116	43	40	35	31	29	22

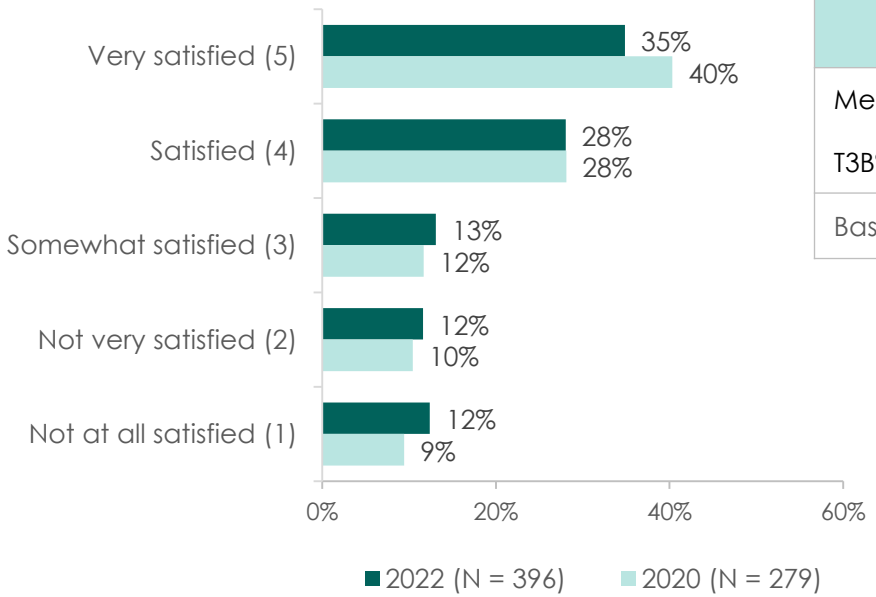
Scale: 1 = not at all easy, 5 = very easy
A significantly higher/lower level of ease (by group)

Those that contacted Council about waste/rubbish or payment for services were significantly more likely to state their contact was easy.

Satisfaction with Contact

Q6e. And overall, how satisfied were you with this most recent dealing with Council

	2022	2020	Male	Female	18-34	35-49	50-64	65+	Middle Harbor	Naremburn	Sailors Bay	West Ward
Mean rating	3.61	3.79	3.70	3.54	3.65	3.82	3.41	3.50	3.61	3.67	3.61	3.57
T3B%	76%	80%	80%	73%	80%	80%	72%	72%	75%	80%	74%	75%
Base	396	279	180	216	79	129	104	85	102	83	113	97



	Requiring Council to take action on a particular issue	Only seeking Information or advice from Council	Using a Council-provided service, such as paying rates online
Mean rating	3.25	3.77	4.27
T3B%	64%	83%	95%
Base	181	152	64

	Willoughby City Council	Micromex LGA Benchmark – Overall Metro (all councils)
Mean rating	3.61	3.77
T3 Box	76%	80%
Base	396	23,641

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

76% of residents that have contacted Council in the past 12 months were at least 'somewhat satisfied' with the way their contact was handled – this is somewhat lower than the 2020 result, and below our benchmark (benchmark here is based on all metro Councils where this question has been asked). Satisfaction is significantly lower for those who contacted requiring Council to take action on a particular issue – whereas for those who were seeking information they are close to benchmarks, and for those using Council services they are above benchmarks.

Satisfaction with Contact

Q6e. And overall, how satisfied were you with this most recent dealing with Council

	Ratepayer	Non-ratepayer	Length of time lived in the area				
			3 years and under	4 – 6 years	7 – 10 years	11- 20 years	More than 20 years
Mean rating	3.55	3.85	3.79	3.61	4.13	3.66	3.45
T3B%	73%	87%	87%	74%	85%	81%	71%
Base	316	80	18	42	43	110	183

	Speak language other than English at home		Do you or anyone in your household identify as having a disability		Are you the parent or guardian of any children under 18	
	Yes	No	Yes	No	Yes	No
Mean rating	3.47	3.66	3.53	3.63	3.71	3.55
T3B%	72%	77%	78%	76%	76%	76%
Base	99	297	60	336	156	240

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

Those who have lived in the area for over 20 years were less likely to be satisfied with their contact with Council.

Satisfaction with Contact By Method of Contact

Q6e. *And overall, how satisfied were you with this most recent dealing with Council*

Q6c. *When you contacted Council about [insert from Q6b], what method or methods did you use?*

	Telephone	Councils website	Email	Visited Council	Letter in the post	Via Council's social media	Other
Overall (% of contacts)	**52%**	**31%**	**23%**	**8%**	**2%**	**1%**	**3%**
Very satisfied/satisfied	60%	80%	40%	55%	60%	0%	59%
Somewhat satisfied	16%	6%	17%	15%	0%	0%	5%
Not at all/not very satisfied	24%	13%	43%	30%	40%	100%	36%
Mean rating	3.59	3.99	3.01	3.33	3.12	1.00	3.58
Base	207	121	90	32	7	3	14

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

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

Those who contacted Council via Council's website were significantly more likely to be satisfied, while those who contacted by email were significantly less likely to be satisfied.

Satisfaction with Contact By Enquiry

Q6e. *And overall, how satisfied were you with this most recent dealing with Council*

Q6b. *On that most recent occasion, what was the nature of (the information/advice you were seeking) / (the issue you needed Council to take action on) / (the Council service you used)?*

	Waste/rubbish	Trees	Development application	Making a complaint	Obtaining advice/information	Payment for services (rates, permits, etc.)	Building and parking permits
Overall (% of contacts)	**29%**	**11%**	**10%**	**9%**	**8%**	**7%**	**5%**
Very satisfied/satisfied	83%	32%	61%	48%	64%	91%	42%
Somewhat satisfied	11%	25%	15%	14%	13%	8%	18%
Not at all/not very satisfied	6%	43%	25%	38%	23%	2%	40%
Mean rating	4.28	2.86	3.41	3.27	3.60	4.29	3.00
Base	116	43	40	35	31	29	22

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

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

Those who contacted about waste/rubbish were significantly more likely to be satisfied with their contact, while those who contacted about trees were significantly less likely to be satisfied.

Suggestions To Improve

Q6f. *How, if at all, could Willoughby Council improve the way (it provides information or advice) / (you deal with them when you have an issue you need them to take action on) / (it provides its services)? (unprompted question)*

	Overall	Requiring Council to take action on a particular issue	Only seeking Information or advice from Council	Using a Council-provided service, such as paying rates online
More responsive/follow up	14%	24%	6%	4%
Happy with current service	13%	15%	10%	15%
Better communication/consultation/ more accessible	12%	10%	15%	11%
Act on issues	12%	19%	4%	11%
Improve website	10%	4%	17%	11%
Better/more staff/management	10%	13%	7%	8%
Return/answer calls	4%	7%	2%	3%
One on one interactions/more personal	4%	6%	4%	0%
Email	3%	1%	7%	0%
Listen/care more	2%	5%	1%	0%
Social media	2%	0%	6%	0%
Mail box drop	2%	0%	4%	0%
App (more mobile user friendly)	2%	1%	2%	0%
Newsletter	1%	0%	3%	0%
Waste collection	1%	0%	1%	5%
Advertising	1%	0%	1%	3%
SMS	1%	0%	1%	0%
Financial assistance	<1%	0%	0%	3%
Electronic	<1%	0%	1%	0%
Other	1%	1%	1%	0%
Don't know	26%	20%	29%	37%
Base	395	181	152	62

Base: N = 396

A significantly higher/lower percentage (by group)

Overall, the most common suggestion for improvement to Council's customer service is more responsiveness, however when looked at by enquiry type, this is driven heavily by those who contacted requiring Council to take action on a particular issue.

Suggestions To Improve By Satisfaction With Contact

Q6f. *How, if at all, could Willoughby Council improve the way (it provides information or advice) / (you deal with them when you have an issue you need them to take action on) / (it provides its services)? (unprompted question)*

	Overall	5 - Very satisfied	4 - Satisfied	3 - Somewhat satisfied	1/2 - Not at all satisfied/ Not very satisfied
More responsive/follow up	14%	7%	8%	22%	25%
Happy with current service	13%	20%	19%	1%	2%
Better communication/consultation/ more accessible	12%	8%	11%	16%	18%
Act on issues	12%	8%	5%	11%	26%
Improve website	10%	5%	17%	9%	9%
Better/more staff/management	10%	4%	4%	15%	22%
Return/answer calls	4%	1%	5%	3%	9%
One on one interactions/more personal	4%	4%	1%	5%	7%
Email	3%	5%	1%	5%	1%
Listen/care more	2%	0%	0%	3%	7%
Social media	2%	2%	4%	0%	3%
Mail box drop	2%	1%	3%	1%	1%
App (more mobile user friendly)	2%	2%	3%	0%	0%
Newsletter	1%	2%	1%	1%	1%
Waste collection	1%	2%	0%	1%	1%
Advertising	1%	3%	0%	0%	0%
SMS	1%	0%	2%	0%	0%
Financial assistance	<1%	0%	2%	0%	0%
Electronic	<1%	1%	0%	0%	0%
Other	1%	1%	0%	0%	4%
Don't know	26%	41%	25%	22%	7%
Base	395	138	110	52	95

Base: N = 396

A significantly higher/lower percentage (by group)

Residents that were dissatisfied were significantly more likely to suggest 'more responsive/follow up', 'act on issues', and 'better/more staff/management'.

Suggestions To Improve By Ease Of Contact

Q6f. *How, if at all, could Willoughby Council improve the way (it provides information or advice) / (you deal with them when you have an issue you need them to take action on) / (it provides its services)? (unprompted question)*

	Overall	5 - Very easy	4 - Easy	3 - Somewhat easy	1/2 - Not at all easy/ Not very easy
More responsive/follow up	14%	13%	11%	14%	22%
Happy with current service	13%	19%	14%	3%	3%
Better communication/consultation/ more accessible	12%	11%	9%	17%	15%
Act on issues	12%	13%	11%	10%	14%
Improve website	10%	4%	8%	25%	15%
Better/more staff/management	10%	4%	6%	14%	31%
Return/answer calls	4%	2%	3%	11%	6%
One on one interactions/more personal	4%	3%	4%	5%	8%
Email	3%	5%	2%	2%	0%
Listen/care more	2%	1%	4%	1%	6%
Social media	2%	3%	1%	5%	0%
Mail box drop	2%	0%	5%	0%	1%
App (more mobile user friendly)	2%	1%	3%	1%	0%
Newsletter	1%	1%	0%	3%	3%
Waste collection	1%	2%	1%	0%	1%
Advertising	1%	1%	2%	0%	0%
SMS	1%	0%	2%	0%	0%
Financial assistance	<1%	0%	2%	0%	0%
Electronic	<1%	1%	0%	0%	0%
Other	1%	1%	0%	3%	2%
Don't know	26%	31%	31%	16%	9%
Base	395	173	109	65	48

Base: N = 396

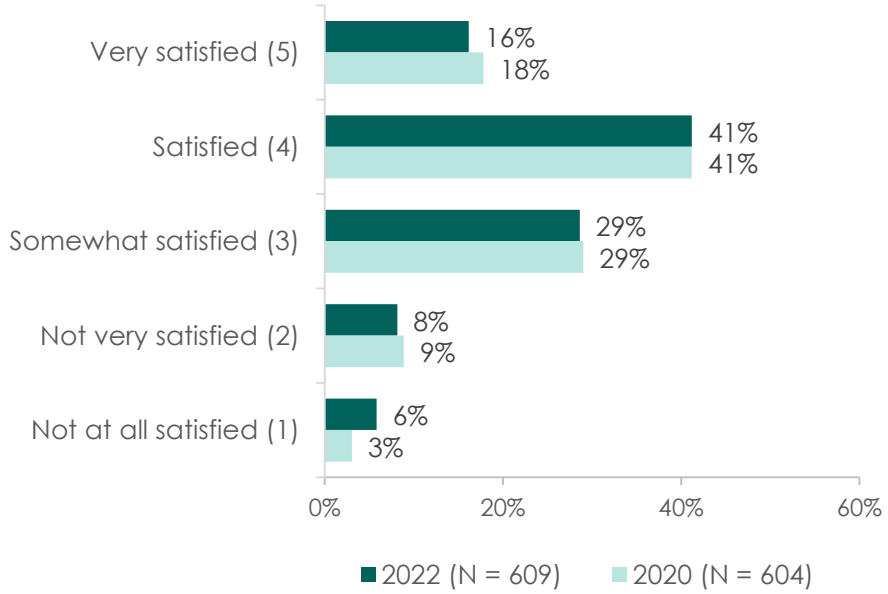
A significantly higher/lower percentage (by group)

Residents that found their contact not very or not at all easy were significantly more likely to suggest 'better/more staff/management'. Those that found it somewhat easy were more likely to suggest 'improve website'.

Satisfaction with the Level of Communication Council has with the Community

Q9. *How satisfied are you currently with the level of communication you have experienced from Willoughby Council?*

	2022	2020	Male	Female	18-34	35-49	50-64	65+	Middle Harbor	Naremburn	Sailors Bay	West Ward
Mean rating	3.54	3.62	3.60	3.48	3.49	3.69	3.43	3.48	3.56	3.68	3.42	3.51
T3B%	86%	88%	89%	84%	87%	90%	81%	84%	85%	90%	86%	84%
Base	609	604	288	321	154	193	137	126	147	135	174	152



	Willoughby City Council	Micromex LGA Benchmark – Comparable Metro (11 councils)
Mean rating	3.54	3.45
T3 Box	86%	85%
Base	609	4,123

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

86% of residents were at least somewhat satisfied with the level of communication Council has with the community, on par with 2020 results and the Micromex Benchmark.

Satisfaction with the Level of Communication Council has with the Community

Q9. How satisfied are you currently with the level of communication you have experienced from Willoughby Council?

	Ratepayer	Non-ratepayer	Length of time lived in the area				
			3 years and under	4 – 6 years	7 – 10 years	11- 20 years	More than 20 years
Mean rating	3.51	3.61	3.79	3.72	3.72	3.55	3.40
T3B%	84%	93%	90%	96%	88%	87%	82%
Base	461	148	39	59	76	169	266

	Speak language other than English at home		Do you or anyone in your household identify as having a disability		Are you the parent or guardian of any children under 18	
	Yes	No	Yes	No	Yes	No
Mean rating	3.47	3.56	3.53	3.54	3.55	3.53
T3B%	86%	86%	86%	86%	87%	86%
Base	162	447	90	519	228	381

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

Ratepayers and residents who have lived in the area for over 20 years were significantly less likely to be at least somewhat satisfied with Councils level of communication with the community.

6. Service Area Analysis

Detailed Results

1. Performance of Council

2. Future Vision for the Area

3. Summary of Council Services & Facilities

4. Contact with, and Communication From Council

5. Service Area Analysis

This section explores Council's performance in detail, in terms of importance and satisfaction ratings for 41 services/facilities.

WILLOUGHBY CITY COUNCIL
City of Diversity

micromex research

Service Areas

A core element of this community survey was the rating of 41 facilities/services in terms of Importance and Satisfaction. Each of the 41 facilities/services were grouped into service areas as detailed below:

A City that is green
Promoting sustainable lifestyles
Waste and recycling collection services
Removal of illegally dumped rubbish
Caring for the environment
Maintenance of street trees
Climate change actions

A City that is connected and inclusive
Cycleways
Local footpaths
Library services
Traffic & parking on local roads
Condition of local roads
Protection of heritage buildings and items
Disability programs and support
Youth services
Support for people from multicultural backgrounds
Activities for children and their families
Council's volunteers program
Council childcare services
Elderly support services
Community and cultural activities

A City that is liveable
Community centres and facilities
Safety in public areas
Mall cleaning
Graffiti removal
Maintenance of parks
Maintenance of sports fields
Maintenance of bushland areas
Balancing population growth with services and infrastructure
Willoughby Leisure Centre programs and facilities

A City that is prosperous and vibrant
Support for local business
Art centres
Attractive streetscapes in local centres
Planning & building permits
Public festivals and events

A City that is effective and accountable
Opportunities to contribute to Council's decision-making process
Keeping the community informed
Financial management
Leadership and advocacy in the Willoughby council area
Long term planning in the Willoughby City Council area
Council providing quality customer service
Maintenance of assets such as community centres, libraries, etc.

An Explanation

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

Importance

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

Satisfaction

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

Service Area 1: A City that is green

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	T2B	Mean rating	Base
Promoting sustainable lifestyles	3%	3%	15%	32%	47%	79%	4.16	609
Waste and recycling collection services	1%	0%	8%	23%	68%	91%	4.58	609
Removal of illegally dumped rubbish	1%	3%	13%	28%	54%	83%	4.32	609
Caring for the environment	1%	1%	8%	22%	69%	91%	4.57	609
Maintenance of street trees	1%	3%	16%	29%	51%	80%	4.26	609
Climate change actions	6%	4%	16%	21%	53%	74%	4.10	609

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	T3B	Mean rating	Base
Promoting sustainable lifestyles	3%	8%	34%	41%	14%	89%	3.55	476
Waste and recycling collection services	2%	10%	18%	37%	34%	89%	3.91	555
Removal of illegally dumped rubbish	4%	5%	26%	38%	27%	91%	3.79	486
Caring for the environment	1%	7%	27%	46%	18%	92%	3.73	550
Maintenance of street trees	7%	11%	27%	37%	18%	82%	3.48	484
Climate change actions	6%	16%	42%	29%	8%	78%	3.17	426

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

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

Service Area 2: A City that is connected and inclusive

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	T2B	Mean rating	Base
Cycleways	13%	14%	24%	21%	29%	50%	3.39	609
Local footpaths	1%	2%	10%	29%	58%	87%	4.42	609
Library services	6%	10%	18%	25%	41%	66%	3.85	609
Traffic & parking on local roads	3%	3%	10%	24%	59%	84%	4.35	609
Condition of local roads	1%	1%	8%	28%	61%	89%	4.47	609
Protection of heritage buildings and items	6%	7%	22%	31%	34%	66%	3.82	609
Disability programs and support	4%	4%	21%	23%	48%	71%	4.06	609
Youth services	6%	4%	25%	27%	38%	65%	3.86	609
Support for people from multicultural backgrounds	4%	4%	19%	26%	46%	72%	4.05	609
Activities for children and their families	3%	5%	17%	22%	53%	75%	4.17	609
Council's volunteers program	6%	9%	33%	28%	24%	52%	3.54	609
Council childcare services	11%	10%	23%	20%	36%	56%	3.60	609
Elderly support services	7%	5%	15%	24%	49%	73%	4.04	609
Community and cultural activities	3%	5%	24%	36%	32%	68%	3.89	609

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

Service Area 2: A City that is connected and inclusive

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	T3B	Mean rating	Base
Cycleways	11%	19%	27%	31%	12%	70%	3.13	298
Local footpaths	2%	9%	28%	43%	18%	89%	3.67	531
Library services	2%	4%	11%	38%	45%	94%	4.20	393
Traffic & parking on local roads	9%	19%	43%	25%	4%	73%	2.98	510
Condition of local roads	4%	10%	37%	37%	12%	86%	3.43	542
Protection of heritage buildings and items	5%	10%	22%	41%	22%	85%	3.65	386
Disability programs and support	3%	8%	28%	47%	14%	89%	3.60	345
Youth services	3%	9%	39%	36%	13%	88%	3.47	335
Support for people from multicultural backgrounds	3%	5%	31%	37%	24%	92%	3.76	385
Activities for children and their families	2%	6%	22%	46%	23%	92%	3.82	434
Council's volunteers program	1%	11%	25%	44%	19%	88%	3.68	264
Council childcare services	8%	11%	36%	32%	13%	81%	3.32	276
Elderly support services	3%	6%	35%	41%	15%	91%	3.60	358
Community and cultural activities	1%	6%	30%	46%	18%	93%	3.74	399

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

Service Area 3: A City that is liveable

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	T2B	Mean rating	Base
Community centres and facilities	4%	4%	28%	27%	37%	64%	3.89	609
Safety in public areas	1%	1%	6%	18%	75%	93%	4.66	609
Mall cleaning	3%	4%	19%	31%	42%	73%	4.03	609
Graffiti removal	6%	8%	24%	25%	37%	63%	3.81	609
Maintenance of parks	0%	1%	6%	27%	67%	94%	4.60	609
Maintenance of sports fields	3%	3%	13%	27%	53%	81%	4.25	609
Maintenance of bushland areas	1%	2%	8%	25%	64%	89%	4.49	609
Balancing population growth with services and infrastructure	2%	1%	11%	20%	65%	86%	4.45	609
Willoughby Leisure Centre programs and facilities	7%	5%	24%	27%	36%	64%	3.82	609

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

Service Area 3: A City that is liveable

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	T3B	Mean rating	Base
Community centres and facilities	3%	7%	28%	45%	17%	90%	3.67	374
Safety in public areas	1%	3%	19%	49%	28%	96%	4.00	562
Mall cleaning	1%	4%	22%	46%	28%	95%	3.96	439
Graffiti removal	2%	8%	26%	39%	26%	90%	3.78	376
Maintenance of parks	2%	4%	18%	49%	27%	94%	3.95	570
Maintenance of sports fields	3%	6%	20%	46%	25%	91%	3.84	485
Maintenance of bushland areas	1%	5%	23%	43%	28%	94%	3.92	531
Balancing population growth with services and infrastructure	5%	16%	40%	33%	6%	79%	3.20	509
Willoughby Leisure Centre programs and facilities	3%	12%	23%	41%	21%	85%	3.65	357

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

Service Area 4: A City that is prosperous and vibrant

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	T2B	Mean rating	Base
Support for local business	3%	5%	15%	27%	50%	77%	4.16	609
Art centres	7%	10%	32%	28%	22%	50%	3.48	609
Attractive streetscapes in local centres	3%	5%	23%	37%	31%	69%	3.88	609
Planning & building permits	6%	4%	15%	23%	53%	76%	4.13	609
Public festivals and events	4%	5%	25%	38%	28%	66%	3.82	609

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	T3B	Mean rating	Base
Support for local business	3%	8%	42%	34%	13%	89%	3.46	410
Art centres	3%	5%	29%	48%	14%	92%	3.65	287
Attractive streetscapes in local centres	4%	7%	31%	42%	15%	89%	3.57	414
Planning & building permits	11%	22%	33%	28%	7%	68%	2.99	438
Public festivals and events	1%	10%	23%	44%	23%	89%	3.78	403

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

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

Service Area 5: A City that is effective and accountable

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	T2B	Mean rating	Base
Opportunities to contribute to Council's decision-making process	5%	5%	21%	28%	41%	69%	3.94	609
Keeping the community informed	1%	3%	11%	28%	58%	86%	4.40	609
Financial management	3%	4%	11%	21%	62%	83%	4.36	609
Leadership and advocacy in the Willoughby council area	4%	5%	23%	31%	37%	68%	3.91	609
Long term planning in the Willoughby City Council area	2%	1%	10%	23%	64%	87%	4.47	609
Council providing quality customer service	1%	2%	16%	28%	52%	80%	4.28	609
Maintenance of assets such as community centres, libraries, etc.	1%	1%	14%	30%	54%	84%	4.34	609

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

Service Area 5: A City that is prosperous and vibrant

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	T3B	Mean rating	Base
Opportunities to contribute to Council's decision-making process	9%	21%	33%	25%	12%	70%	3.08	400
Keeping the community informed	5%	16%	28%	35%	16%	79%	3.42	522
Financial management	6%	7%	30%	42%	14%	87%	3.51	421
Leadership and advocacy in the Willoughby council area	5%	10%	30%	41%	14%	84%	3.49	390
Long term planning in the Willoughby City Council area	5%	16%	38%	32%	9%	78%	3.22	505
Council providing quality customer service	4%	10%	24%	41%	21%	86%	3.64	479
Maintenance of assets such as community centres, libraries, etc.	1%	3%	19%	53%	23%	96%	3.95	497

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

Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2022	2020	2022	2020
Promoting sustainable lifestyles	4.16	4.05	3.55	3.68
Waste and recycling collection services	4.58	4.54	3.91	4.11
Removal of illegally dumped rubbish	4.32	4.35	3.79	3.89
Caring for the environment	4.57	4.49	3.73	3.86
Maintenance of street trees	4.26	4.28	3.48	3.64
Climate change actions	4.10	4.12	3.17	3.33
Cycleways	3.39	3.53	3.13	3.39
Local footpaths	4.42	4.42	3.67	3.86
Library services	3.85	3.89	4.20	4.23
Traffic & parking on local roads	4.35	4.31	2.98	3.18
Condition of local roads	4.47	4.32	3.43	3.77
Protection of heritage buildings and items	3.82	3.92	3.65	3.72
Disability programs and support	4.06	4.14	3.60	3.73
Youth services	3.86	3.84	3.47	3.60
Support for people from multicultural backgrounds	4.05	4.09	3.76	3.83
Activities for children and their families	4.17	4.21	3.82	3.81
Council's volunteers program	3.54	3.53	3.68	3.75
Council childcare services	3.60	3.60	3.32	3.73
Elderly support services	4.04	4.10	3.60	3.70
Community and cultural activities	3.89	3.90	3.74	3.90

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

Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2022	2020	2022	2020
Community centres and facilities	3.89	4.02	3.67	3.89
Safety in public areas	4.66	4.60	4.00	4.15
Mall cleaning	4.03	4.07	3.96	4.07
Graffiti removal	3.81	3.85	3.78	3.86
Maintenance of parks	4.60	4.56	3.95	4.09
Maintenance of sports fields	4.25	4.29	3.84	4.05
Maintenance of bushland areas	4.49	4.48	3.92	3.96
Balancing population growth with services and infrastructure	4.45	4.48	3.20	3.31
Willoughby Leisure Centre programs and facilities	3.82	3.89	3.65	3.85
Support for local business	4.16	4.21	3.46	3.66
Art centres	3.48	3.54	3.65	3.71
Attractive streetscapes in local centres	3.88	3.87	3.57	3.56
Planning & building permits	4.13	4.12	2.99	3.23
Public festivals and events	3.82	3.86	3.78	3.92
Opportunities to contribute to Council's decision-making process	3.94	4.01	3.08	3.34
Keeping the community informed	4.40	4.40	3.42	3.66
Financial management	4.36	4.35	3.51	3.61
Leadership and advocacy in the Willoughby council area	3.91	3.96	3.49	3.67
Long term planning in the Willoughby City Council area	4.47	4.41	3.22	3.48
Council providing quality customer service	4.28	4.30	3.64	3.80
Maintenance of assets such as community centres, libraries, etc.	4.34	4.29	3.95	3.98

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

Appendix A: Additional Analyses

Most Valued Aspect

Q2. Thinking generally about living in the Willoughby City Council area, what do you feel is the best thing about living here?

	2022 N = 609	2020 N = 604
NET: Central Location	**69%**	**63%**
Convenience to services/facilities/activities/everything	41%	39%
Close proximity to the City	22%	16%
Proximity to public transport	15%	14%
Close to nature/open spaces	5%	2%
Provision of good local schools	3%	2%
Near family/friends	3%	0%
NET: Natural environment	**32%**	**24%**
Parks/green spaces/bushland/wildlife	28%	23%
Scenery/beauty of the area	4%	1%
Climate/weather/temperature	0%	0%
Flat area	0%	0%
NET: Community Aspects	**22%**	**19%**
Friendly/helpful/nice people in the area	8%	5%
Safety the area provides	8%	5%
Community feel/spirit	3%	6%
Diversity/culture within the area	2%	3%
Love the area/it is home/always lived here	2%	0%
NET: Willoughby City Council	**10%**	**9%**
Clean/well maintained area	5%	2%
Provision of good Council facilities/services	5%	5%
Good/well managed Council	2%	2%
Trees need lopping	0%	0%

Most Valued Aspect

Q2. Thinking generally about living in the Willoughby City Council area, what do you feel is the best thing about living here?

	2022 N = 609	2020 N = 604
NET: Lifestyle the area provides	**8%**	**6%**
Quiet/peaceful	6%	5%
Suburban living	1%	0%
Good/easy/comfortable lifestyle	1%	1%
Environmental	0%	0%
Regional town feel	0%	0%
Not over populated/limited high rises/not too congested	5%	2%
Quality of life the area provides	0%	<1%
Don't know/nothing	<1%	1%

Top Priority Areas for Council to Focus On

Q3. In the next 10 years is there anything you would change or would like to see changed in the Willoughby City Council area?

	2022 N = 609	2020 N = 604
NET: Improved/better maintained services/facilities/infrastructure	**57%**	**47%**
Traffic flow/congestion	18%	10%
Public transport	13%	8%
Playgrounds/parklands	8%	7%
Parking spaces	7%	8%
Roads	5%	8%
Footpaths/walkways/pedestrian crossings	5%	3%
Shopping	5%	2%
Bike paths/cycleways	4%	2%
Services/facilities in general	4%	3%
Waste management e.g. green bins, bulky waste collections	4%	2%
Tree maintenance	3%	1%
Infrastructure	3%	2%
Street signs/lights	1%	2%
NET: Improved planning of the area	**24%**	**22%**
Management of development to avoid over-development	16%	18%
Availability of affordable housing	4%	2%
Long-term planning	4%	1%
Management of population growth	2%	2%
Zoning of the area	1%	0%

Top Priority Areas for Council to Focus On

Q3. In the next 10 years is there anything you would change or would like to see changed in the Willoughby City Council area?

	2022 N = 609	2020 N = 604
NET: Willoughby City Council Practices	**14%**	**6%**
More/updated community facilities e.g. sports fields	6%	3%
Better customer service/staff	3%	0%
Enforcing legislation	3%	0%
Improve communication/transparency/consultation	2%	1%
Greater support for local business	1%	0%
Increased consistency with Council decisions	0%	0%
Focus on all areas of LGA	0%	1%
Pay off Council debt	0%	0%
NET: Environmentally sustainable practices	**11%**	**5%**
Retaining green/open spaces	7%	4%
More sustainability initiatives	4%	1%
Control of pollution	1%	0%
NET: Other	**14%**	**7%**
Increased education facilities	3%	1%
Encourage more business to the area e.g. restaurants, cafes	3%	4%
More events that promote community connectiveness	2%	<1%
Financial assistance/cost of living	1%	0%
Additional children's facilities	1%	<1%
Don't want to see tunnel built	1%	1%
Improving accessibility	1%	<1%
More diversity within the area	1%	<1%
Provide greater security in the local area	1%	<1%
Less homeless people	<1%	<1%
Underground power lines	<1%	<1%
More preparation for bushfires season	<1%	<1%
Aged care services	<1%	1%
Better animal management	<1%	<1%

3.2 Importance Compared to the Micromex Benchmark

Service/Facility	Willoughby City Council T2 box importance score	Micromex LGA Benchmark – Comparable Metro T2 box importance score	Variance
Maintenance of parks	94%	85%	8%
Graffiti removal	63%	55%	7%
Community and cultural activities	68%	61%	7%
Support for people from multicultural backgrounds	72%	65%	7%
Safety in public areas	93%	86%	7%
Promoting sustainable lifestyles	79%	72%	7%
Keeping the community informed	86%	80%	6%
Public festivals and events	66%	61%	6%
Community centres and facilities	64%	58%	6%
Maintenance of sports fields	81%	75%	5%
Caring for the environment	91%	86%	4%
Financial management	83%	80%	3%
Maintenance of bushland areas	89%	86%	2%
Maintenance of street trees	80%	78%	2%
Planning & building permits	76%	74%	2%
Local footpaths	87%	86%	1%
Climate change actions	74%	73%	1%
Long term planning in the Willoughby City Council area	87%	86%	1%
Council providing quality customer service	80%	80%	0%
Condition of local roads	89%	89%	0%

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

3.2 Importance Compared to the Micromex Benchmark

Service/Facility	Willoughby City Council T2 box importance score	Micromex LGA Benchmark – Comparable Metro T2 box importance score	Variance
Balancing population growth with services and infrastructure	86%	86%	-1%
Opportunities to contribute to Council's decision-making process	69%	70%	-1%
Willoughby Leisure Centre programs and facilities	64%	65%	-1%
Elderly support services	73%	76%	-2%
Youth services	65%	67%	-3%
Cycleways	50%	52%	-3%
Waste and recycling collection services	91%	95%	-3%
Removal of illegally dumped rubbish	83%	87%	-4%
Traffic & parking on local roads	84%	88%	-5%
Leadership and advocacy in the Willoughby council area	68%	74%	-6%
Support for local business	77%	83%	-6%
Disability programs and support	71%	78%	-7%
Library services	66%	75%	-9%
Protection of heritage buildings and items	66%	76%	-10%
Art centres	50%	61%	-10%
Mall cleaning	73%	84%	-11%
Council's volunteers program	52%	66%	-15%
Attractive streetscapes in local centres	69%	86%	-17%
Council childcare services	56%	75%	-19%

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

2.2 Satisfaction Compared to the Micromex Benchmark

Service/Facility	Willoughby City Council T3 box satisfaction score	Micromex LGA Benchmark – Comparable Metro T3 box satisfaction score	Variance
Local footpaths	89%	72%	17%
Leadership and advocacy in the Willoughby council area	84%	71%	13%
Condition of local roads	86%	73%	13%
Promoting sustainable lifestyles	89%	76%	13%
Removal of illegally dumped rubbish	91%	81%	9%
Balancing population growth with services and infrastructure	79%	71%	9%
Support for people from multicultural backgrounds	92%	84%	8%
Graffiti removal	90%	82%	8%
Maintenance of street trees	82%	74%	8%
Long term planning in the Willoughby City Council area	78%	71%	8%
Community and cultural activities	93%	86%	7%
Maintenance of bushland areas	94%	87%	7%
Protection of heritage buildings and items	85%	78%	7%
Safety in public areas	96%	90%	6%
Art centres	92%	86%	5%
Youth services	88%	83%	5%
Opportunities to contribute to Council's decision-making process	70%	64%	5%
Climate change actions	78%	73%	5%
Financial management	87%	81%	5%
Mall cleaning	95%	91%	4%

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

2.2 Satisfaction Compared to the Micromex Benchmark

Service/Facility	Willoughby City Council T3 box satisfaction score	Micromex LGA Benchmark – Comparable Metro T3 box satisfaction score	Variance
Caring for the environment	92%	87%	4%
Planning & building permits	68%	64%	4%
Traffic & parking on local roads	73%	69%	4%
Disability programs and support	89%	85%	4%
Elderly support services	91%	88%	3%
Support for local business	89%	86%	3%
Cycleways	70%	67%	3%
Community centres and facilities	90%	89%	2%
Maintenance of parks	94%	93%	1%
Council providing quality customer service	86%	85%	1%
Public festivals and events	89%	89%	0%
Maintenance of sports fields	91%	91%	0%
Attractive streetscapes in local centres	89%	89%	0%
Library services	94%	95%	0%
Council's volunteers program	88%	89%	-1%
Keeping the community informed	79%	81%	-2%
Willoughby Leisure Centre programs and facilities	85%	88%	-3%
Waste and recycling collection services	89%	94%	-5%
Council childcare services	81%	91%	-10%

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

Performance Gap Analysis

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

Performance Gap Ranking

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Traffic & parking on local roads	84%	73%	11%
Long term planning in the Willoughby City Council area	87%	78%	9%
Planning & building permits	76%	68%	8%
Keeping the community informed	86%	79%	7%
Balancing population growth with services and infrastructure	86%	79%	6%
Condition of local roads	89%	86%	3%
Waste and recycling collection services	91%	89%	3%
Maintenance of parks	94%	94%	0%
Opportunities to contribute to Council's decision-making process	69%	70%	-1%
Caring for the environment	91%	92%	-1%
Maintenance of street trees	80%	82%	-2%
Local footpaths	87%	89%	-2%
Safety in public areas	93%	96%	-3%
Financial management	83%	87%	-4%
Climate change actions	74%	78%	-5%
Maintenance of bushland areas	89%	94%	-5%
Council providing quality customer service	80%	86%	-5%
Removal of illegally dumped rubbish	83%	91%	-8%
Promoting sustainable lifestyles	79%	89%	-10%
Maintenance of sports fields	81%	91%	-10%

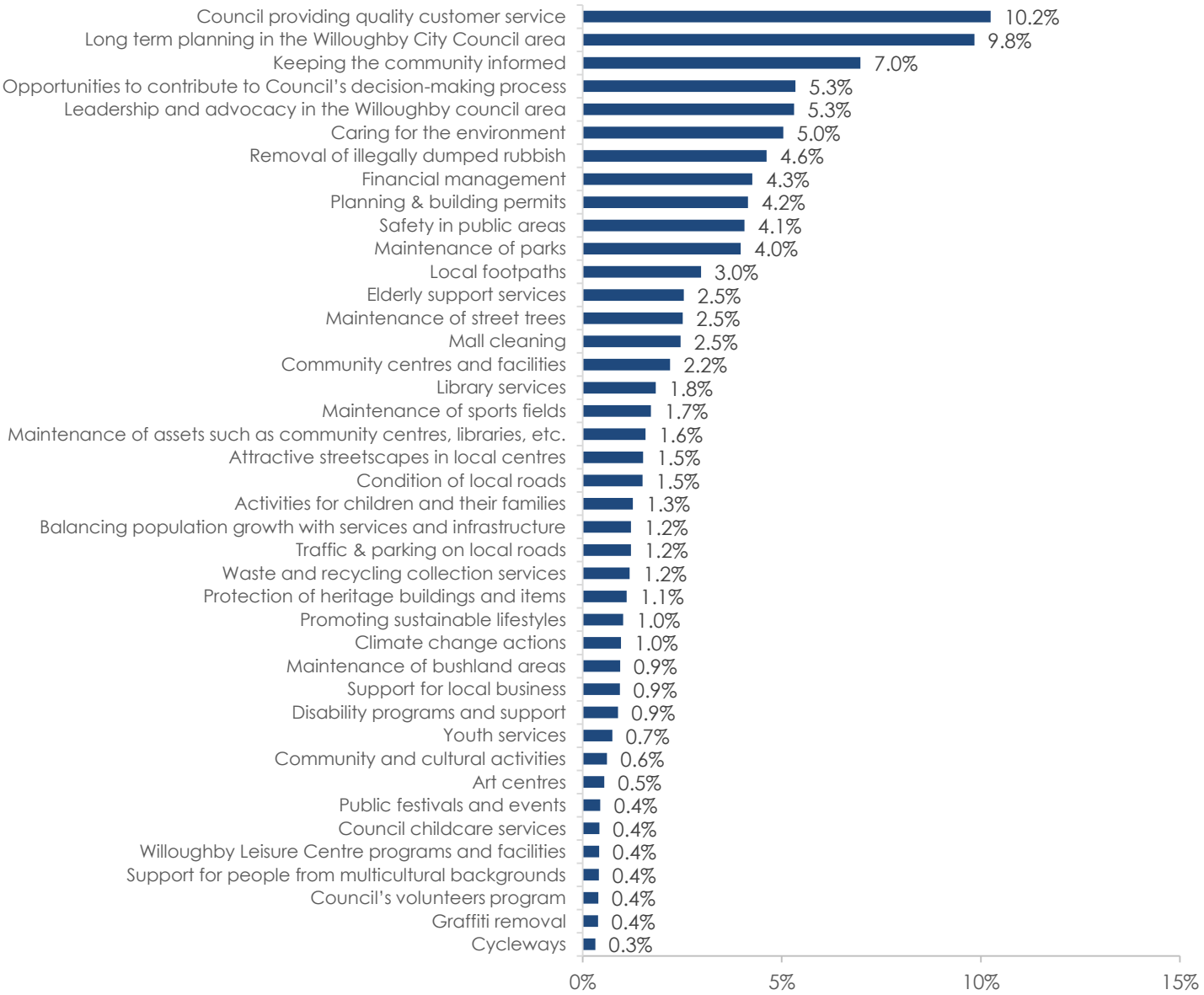
Performance Gap Analysis

Performance Gap Ranking Continued…

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Support for local business	77%	89%	-12%
Maintenance of assets such as community centres, libraries, etc.	84%	96%	-12%
Activities for children and their families	75%	92%	-16%
Leadership and advocacy in the Willoughby council area	68%	84%	-17%
Elderly support services	73%	91%	-18%
Disability programs and support	71%	89%	-18%
Protection of heritage buildings and items	66%	85%	-19%
Cycleways	50%	70%	-20%
Support for people from multicultural backgrounds	72%	92%	-20%
Attractive streetscapes in local centres	69%	89%	-20%
Willoughby Leisure Centre programs and facilities	64%	85%	-21%
Mall cleaning	73%	95%	-23%
Public festivals and events	66%	89%	-23%
Youth services	65%	88%	-23%
Council childcare services	56%	81%	-25%
Community and cultural activities	68%	93%	-26%
Community centres and facilities	64%	90%	-26%
Graffiti removal	63%	90%	-28%
Library services	66%	94%	-29%
Council's volunteers program	52%	88%	-36%
Art centres	50%	92%	-41%

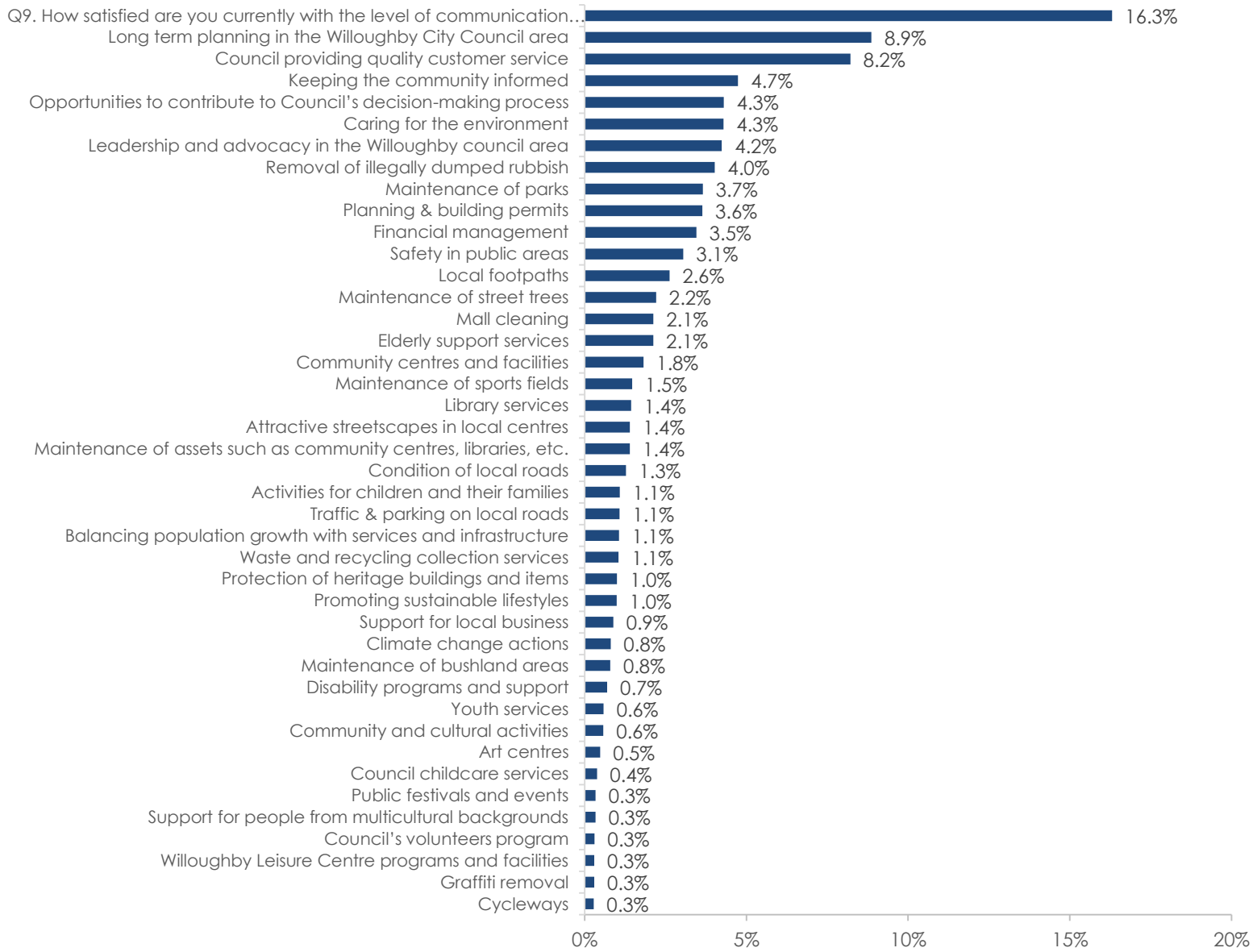
Influence on Overall Satisfaction

The chart below summarises the influence of the 41 facilities/services on overall satisfaction with Council's performance, based on the Advanced Regression analysis:



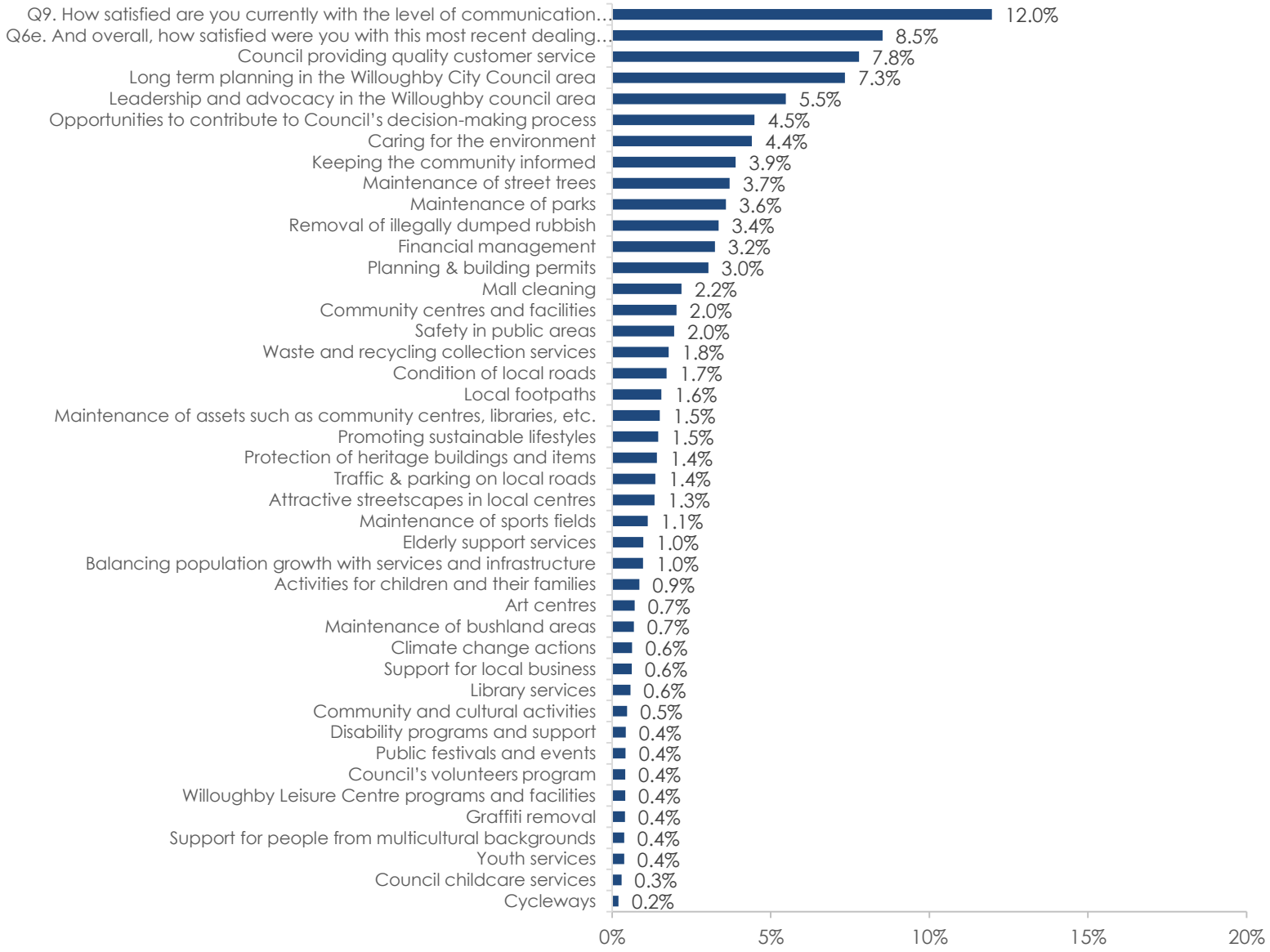
Influence on Overall Satisfaction

Re-run of previous slide with the inclusion of Q9 (satisfaction with level of communication)



Influence on Overall Satisfaction

Re-run of regression with the inclusion of Q9 (satisfaction with level of communication) and Q6e (satisfaction with most recent contact). **This is only for those who have had a recent contact (N=396)**



Appendix B:
Further Demographics & Background & Methodology

Demographics

Q18b (If yes on 18a), which language(s)?

	N = 162
Mandarin	28%
Cantonese	14%
Japanese	6%
Hindi	5%
Italian	5%
Armenian	3%
Korean	2%
Other	48%

S6. In which suburb do you live?

	N = 609
Chatswood	25%
Northbridge	15%
Artarmon	13%
Willoughby	12%
Naremburn	6%
Lane Cove North	4%
Willoughby East	4%
Castlecrag	4%
Roseville*	4%
Willoughby North	3%
Castle Cove	3%
Chatswood West	3%
Middle Cove	3%
St Leonards	1%

Q18b (If yes on 18a), which language (other specified)?

	Count
French	13
German	8
Greek	8
Arabic	6
Croatian	6
Spanish	4
Polish	3
Russian	3
Togalog	3
Dutch	2
Filipino	2
Malay	2
Welsh	2
Afrikaans	1
Bengali	1
Czechoslovak	1
Farsi	1
Fijian	1
Finnish	1
Gaelic	1
Gugardi	1
Japanese	1
Macedonian	1
Nepalese	1
Norwegian	1
Phillipino	1
Swedish	1
Urdu	1
Vietnamese	1
Zulu	1

Background & Methodology

Sample selection and error

A total of 609 resident interviews were completed. 427 of the 609 respondents were chosen by means of a computer based random selection process using the electronic White Pages, Australian marketing lists, SamplePages and List Brokers. 109 were sourced though Micromex's own panel. 40 respondents were 'number harvested' via face-to-face intercept at two locations in the LGA: Northbridge Plaza (Outside on main street) and The Concourse (along Victoria Ave). 33 of the number harvested respondents were from numbers collected in 2019.

A sample size of 609 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. This means that if the survey was replicated with a new universe of N=609 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.0%.

For the survey under discussion the greatest margin of error is 4.0%. 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 2021 ABS Census data for Willoughby City Council.

Interviewing

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

Prequalification

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

Data analysis

The data within this report was analysed using Q Professional.

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

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

Background & Methodology

Ratings questions

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

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

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

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

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

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

Percentages

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

Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from 75 unique councils, more than 175 surveys and over 93,000 interviews since 2012.

Councils Used to Create the Micromex Metro Benchmark

The Metro Benchmark was composed from the Council areas listed below, those councils highlighted in green are those that make up the 'Comparable Metro' benchmark	
Auburn City Council	City of Ryde
Bayside Council	Lane Cove Council
Blacktown City Council	Liverpool City Council
Burwood Council	Marrickville Council
Campbelltown City Council	Northern Beaches Council
Canterbury-Bankstown Council	Penrith City Council
City of Canada Bay Council	Randwick City Council
Cumberland City Council	Rockdale Council
Fairfield City Council	Sutherland Shire Council
Georges River Council	The Hills Shire Council
Holroyd Council	Warringah Council
Inner West Council	Waverley Council
Ku-ring-gai Council	Woollahra Municipal Council
City of Playford	Willoughby City Council

All results use the 'Comparable Metro' Benchmark, except for Quality Of Life (due to low sample).

Appendix C: Questionnaire

Willoughby City Council
Community Satisfaction Survey
November 2022

Good morning/afternoon/evening, my name is _____ from Micromex Research and we are conducting a survey on behalf of Willoughby City Council about your experiences living in this area. The survey will take about 15 minutes.

S1. For demographic purposes we firstly ask for those aged 18-34 as they are more difficult to get hold of. Is there anyone in your household in that age group?

O Yes **(Go to S4)**
O No

S2. We are also looking for any males over the age of 34. Are there any males over 34 in your household?

O Yes **(Go to S4)**
O No

S3. We encourage everyone 18 years and over to participate, would you be willing to assist with this please?

O Yes
O No **(Terminate)**

S4. Can I please confirm that you do live in the Willoughby City Council area?

O Yes
O No **(Terminate)**

S5. Do you or anyone else in your household work for Willoughby City Council or are a Councillor?

O Yes **(Terminate)**
O No

S6. In which suburb do you live?

Middle Harbour

O Castle Cove
O Chatswood*
O Middle Cove
O Roseville*
O Willoughby North*
O Willoughby East

Naremburn

O Artarmon
O Naremburn*
O St Leonards
O Willoughby*

Sailors Bay

O Castlecrag
O Chatswood*
O Naremburn*
O Northbridge
O Willoughby*
O Willoughby North*

West Ward

O Chatswood*
O Chatswood West
O Lane Cove North
O Roseville*

Crosses ward

Section A – Values & Priorities

Q1. Overall, how would you rate the quality of life you have living in the Willoughby City Council area?
Prompt

O Excellent
O Very good
O Good
O Fair
O Poor
O Very poor

Q2. Thinking generally about living in the Willoughby City Council area, what do you feel is the best thing about living here?

.....

Q3. In the next 10 years is there anything you would change or would like to see changed in the Willoughby City Council area?

.....

Section B – Importance of and satisfaction with Council services

Q4. In this section I will read out different Council services and facilities. For each of these could you please indicate that which best describes your opinion of the importance of the service/facility to you, and in the second part, the level of satisfaction with the performance of that service. The scale is from 1 to 5, where 1 is low importance and low satisfaction, and 5 is high importance high satisfaction.

Part A – A City that is green

	Importance					Satisfaction					
	Low				High	Low				High	
	1	2	3	4	5	1	2	3	4	5	DK
Promoting sustainable lifestyles	O	O	O	O	O	O	O	O	O	O	O
Waste and recycling collection services	O	O	O	O	O	O	O	O	O	O	O
Removal of illegally dumped rubbish	O	O	O	O	O	O	O	O	O	O	O
Caring for the environment	O	O	O	O	O	O	O	O	O	O	O
Maintenance of street trees	O	O	O	O	O	O	O	O	O	O	O
Climate change actions	O	O	O	O	O	O	O	O	O	O	O

Part B – A City that is connected and inclusive

	Importance Low 1	2	3	4	High 5	Satisfaction Low 1	2	3	4	High 5	DK
Cycleways	O	O	O	O	O	O	O	O	O	O	O
Local footpaths	O	O	O	O	O	O	O	O	O	O	O
Library services	O	O	O	O	O	O	O	O	O	O	O
Traffic & parking on local roads	O	O	O	O	O	O	O	O	O	O	O
Condition of local roads	O	O	O	O	O	O	O	O	O	O	O
Protection of heritage buildings and items	O	O	O	O	O	O	O	O	O	O	O
Disability programs and support	O	O	O	O	O	O	O	O	O	O	O
Youth services	O	O	O	O	O	O	O	O	O	O	O
Support for people from multicultural backgrounds	O	O	O	O	O	O	O	O	O	O	O
Activities for children and their families	O	O	O	O	O	O	O	O	O	O	O
Council's volunteers program	O	O	O	O	O	O	O	O	O	O	O
Council childcare services	O	O	O	O	O	O	O	O	O	O	O
Elderly support services	O	O	O	O	O	O	O	O	O	O	O
Community and cultural activities	O	O	O	O	O	O	O	O	O	O	O

Part C – A City that is liveable

	Importance Low 1	2	3	4	High 5	Satisfaction Low 1	2	3	4	High 5	DK
Community centres and facilities	O	O	O	O	O	O	O	O	O	O	O
Safety in public areas	O	O	O	O	O	O	O	O	O	O	O
Mall cleaning	O	O	O	O	O	O	O	O	O	O	O
Graffiti removal	O	O	O	O	O	O	O	O	O	O	O
Maintenance of parks	O	O	O	O	O	O	O	O	O	O	O
Maintenance of sports fields	O	O	O	O	O	O	O	O	O	O	O
Maintenance of bushland areas	O	O	O	O	O	O	O	O	O	O	O
Balancing population growth with services and infrastructure	O	O	O	O	O	O	O	O	O	O	O
Willoughby Leisure Centre programs and facilities	O	O	O	O	O	O	O	O	O	O	O

Part D – A City that is prosperous and vibrant

	Importance Low 1	2	3	4	High 5	Satisfaction Low 1	2	3	4	High 5	DK
Support for local business	O	O	O	O	O	O	O	O	O	O	O
Art centres	O	O	O	O	O	O	O	O	O	O	O
Attractive streetscapes in local centres	O	O	O	O	O	O	O	O	O	O	O
Planning & building permits	O	O	O	O	O	O	O	O	O	O	O
Public festivals and events	O	O	O	O	O	O	O	O	O	O	O

Part E – A City that is effective and accountable

	Importance Low 1	2	3	4	High 5	Satisfaction Low 1	2	3	4	High 5	DK
Opportunities to contribute to Council's decision-making process	O	O	O	O	O	O	O	O	O	O	O
Keeping the community informed	O	O	O	O	O	O	O	O	O	O	O
Financial management	O	O	O	O	O	O	O	O	O	O	O
Leadership and advocacy in the Willoughby council area	O	O	O	O	O	O	O	O	O	O	O
Long term planning in the Willoughby City Council area	O	O	O	O	O	O	O	O	O	O	O
Council providing quality customer service	O	O	O	O	O	O	O	O	O	O	O
Maintenance of assets such as community centres, libraries, etc.	O	O	O	O	O	O	O	O	O	O	O

Section C – Contact with Council

Q5. In the last 12 months, how many times, if any, have you contacted or sought information from Willoughby Council for any reason? *Do NOT Prompt*

- O Not at all **(Go to Q7)**
- O Once
- O Twice
- O Three times
- O Four times
- O Five times
- O Six times
- O Seven times
- O Eight times
- O Nine times
- O Ten times
- O 11 times
- O 12 times
- O 13 + times
- O Can't say **(Go to Q7)**

Q6a. On the <u>most recent occasion</u> that you contacted or sought information from Council, were you… *Prompt* (SR)

- O Only seeking Information or advice from Council
- O Requiring Council to take action on a particular issue
- O Using a Council-provided service, such as paying rates online

Q6b. **On that most recent occasion, what was the nature of (the information/advice you were seeking) / (the issue you needed Council to take action on) / (the Council service you used)? *Do NOT Prompt* (SR)**
Interviewer Note: Probe fully – if in doubt, record verbatims in 'Other'

- O Payment for services (rates, permits, etc.)
- O Waste/rubbish
- O Trees
- O Storm damage
- O Development application
- O Maintenance of roads, footpaths, etc.
- O Obtaining advice/information
- O Booking a council facility
- O Illegal dumping
- O Making a complaint
- O Building and parking permits
- O Infringements
- O Community initiative/program
- O Other (please specify) .....

Q6c. **When you contacted Council about [insert from Q6b], what method or methods did you use? *Prompt* (MR)**

- O Telephone
- O Visited Council
- O Letter in the post
- O Email
- O Via Council's social media
- O Councils website
- O Other (please specify) .....

Q6d. **Overall, how easy was it for you to (find the information or advice you were seeking) / (inform Council about the issue you needed them to take action on) / (use the Council-provided service)? *Prompt***

- O Very easy
- O Easy
- O Somewhat easy
- O Not very easy
- O Not at all easy

Q6e. **And overall, how satisfied were you with this most recent dealing with Council? *Prompt***

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

Q6f. **How, if at all, could Willoughby Council improve the way (it provides information or advice) / (you deal with them when you have an issue you need them to take action on) / (it provides its services)?**

.....

Section D – Council performance

Q7 **Overall, for the last 12 months, how satisfied are you with the performance of Willoughby Council, not just on one or two issues but across all responsibility areas? *Prompt***

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

Q8. **How, if at all, could Willoughby Council improve its performance?**

.....

Q9 **How satisfied are you currently with the level of communication you have experienced from Willoughby Council? *Prompt***

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

Section F – Demographic and Profiling questions

Q10. Please stop me when I read out your age group. *Prompt*

- O 18-34
- O 35-49
- O 50-64
- O 65 years and over

Q11. Which of the following best describes the home where you are currently living? *Prompt*

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

Q12. How long have you lived in the Council area? *Prompt*

- O Under a year
- O 1 – 3 years
- O 4 – 6 years
- O 7 – 10 years
- O 11- 20 years
- O More than 20 years

Q13. What is your gender? *Do not prompt*

- O Male
- O Female
- O Other/indeterminate
- O Prefer not to say

Q14a. Do you speak any language(s) other than English at home?

- O Yes
- O No **(Go to Q19)**

Q14b. Which language(s)?

- O Mandarin
- O Cantonese
- O Korean
- O Japanese
- O Armenian
- O Hindi
- O Italian
- O Other (please specify).....

Q15. Do you or anyone in your household identify as having a disability?

- O Yes
- O No

Q16. Are you the parent or guardian of any children under the age of 18 years that live with you at least some of the time?

- O Yes
- O No

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