

City of Rockingham

2016 Customer Satisfaction Survey



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Executive Summary

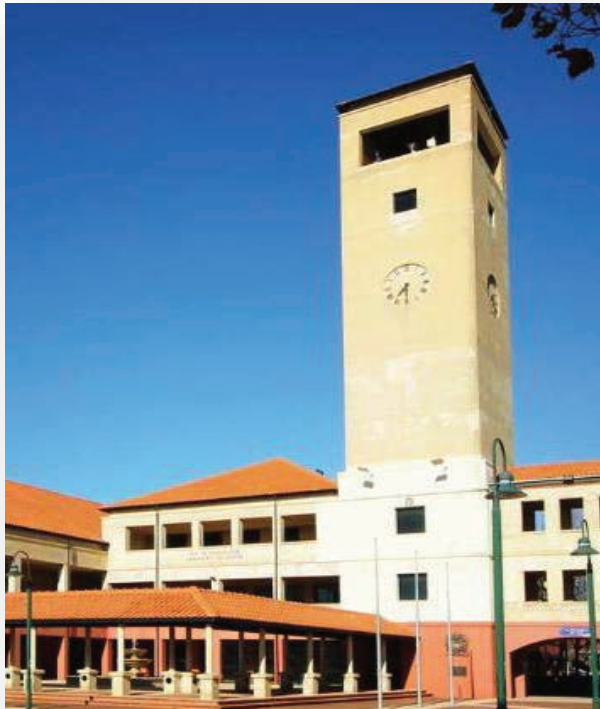


Executive Summary

Overall
Performance
Score*
(out of 5)

'09	'10	'11	'12	'13	'14	'15	'16
3.7	3.7	3.8	3.8	3.8	3.8	3.9	4.0

Overall performance continues to trend up. The average performance score has reached 4 out of 5.



Strengths

Relative strengths include rubbish and recycling, libraries, parks and gardens, and sporting facilities.

Over 80% of residents rate these services as “well” or “very well”.

Key Focus Areas

Key focus areas include attracting investment and supporting business, building approvals, youth programs and facilities, dog and cat management and public toilets.

Less than 60% of residents rate these services as “well” or “very well”.

*Average performance score is the average performance of all service areas measured in the Customer Satisfaction Survey

Communications Summary

The City's overall communications performance continues to trend upward. The percentage of respondents rating their interaction with the City as 'well' or 'very well' has increased from 74% in 2010 to 82% this year.

Resident behaviour

The primary channels for contacting the City continue to be phone (52%) and 'in person' (42%), followed by email (21%), the City's website (8%) then letter (8%). Just 1% of respondents had contact with the City via Facebook in the past 12 months.

Among those who contacted the City over the past 12 months, 82% said the City dealt with their interaction well or very well. Performance ratings were higher among those who contacted the City in person, followed by phone. Email and letter contact received the lowest ratings.

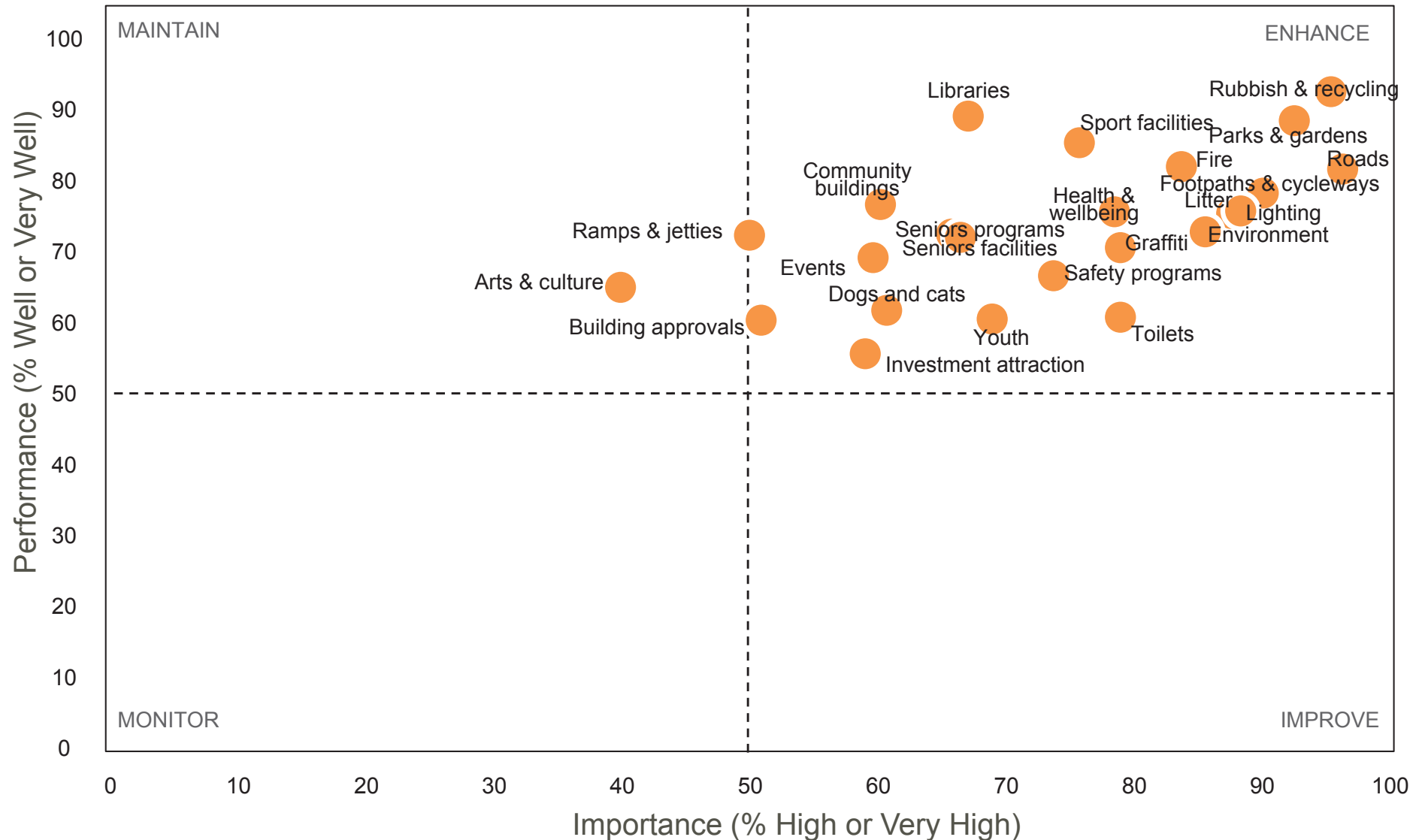


Resident preferences

When asked for future preferences, phone continues to be the preferred method for dealing with the City (41%), followed by email (31%) and in person (28%). It is important to note the gap between behaviour and preferences (with more people saying they would prefer to use email) and to understand how to address current issues (real and perceived) to enable more people to use email in future.

The City Chronicle continues to be the preferred way to receive City news (38%), followed by email newsletters (29%), newspaper (21%), City's website (17%) and social media (17%). Newspaper ratings continue to drop, down from 44% in 2011 to 21% in 2016.

Importance and Performance Matrix



Q. How importantly do you rate the service or facility? Q. How well does the City deliver the service or facility?

Base: All respondents who provided a valid response. Frequency (n = varies), Importance (n = varies), Performance (n = varies).

The Study



The Study

In October-November 2016, the City of Rockingham administered a Customer Satisfaction Survey.

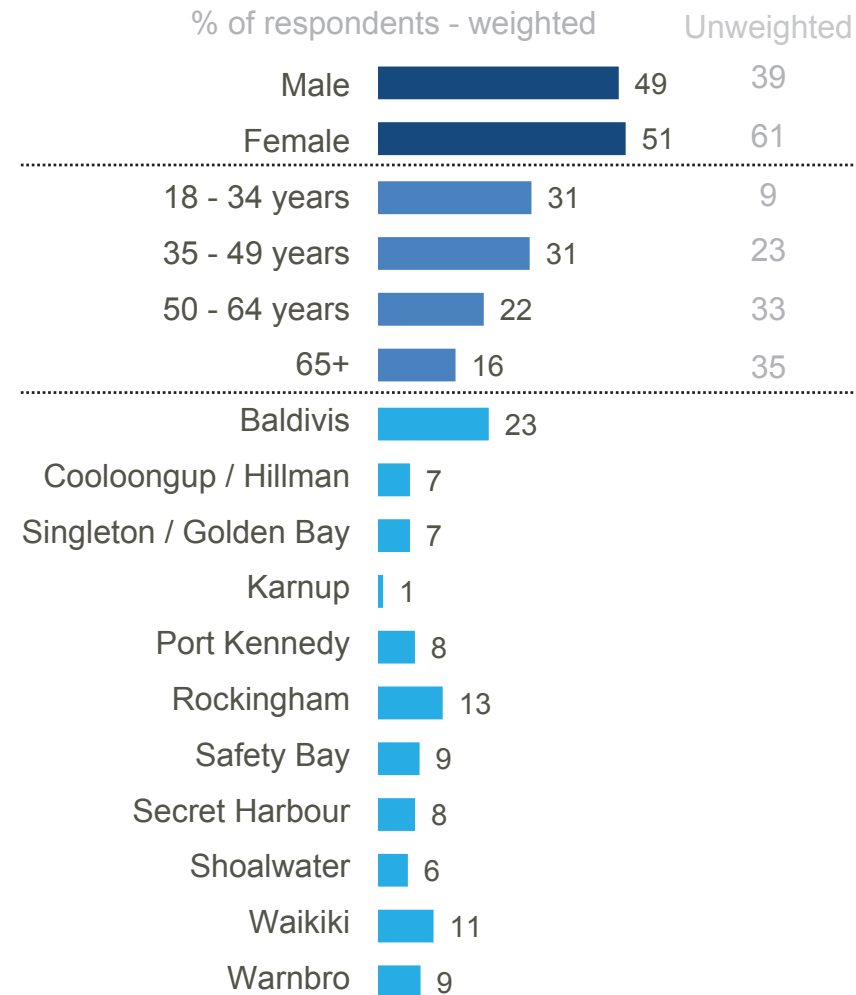
Purpose

To measure overall satisfaction with the City of Rockingham, evaluate community perceptions of selected services and facilities, determine performance gaps and areas to improve, and to identify how perceptions differ across the community.

Methodology

A self-completion survey was designed by the City of Rockingham and mailed out to 10,000 random households. Residents could complete the survey in hard copy or online using SurveyMonkey. More than 2,000 responses were provided to the City of Rockingham.

CATALYSE® Pty Ltd assisted with data entry, statistical analysis and reporting. As there was an age and gender bias with the final sample, results were weighted to represent the general population.



Statistical Confidence Levels

A total of 10,000 customer satisfaction surveys were sent by mail to randomly selected households in Rockingham. Residents could complete the survey in hard copy or online using SurveyMonkey.

A total of 2,004 responses were received. With this sample size of over 20%, the survey results are truly representative and statistically very reliable.

The City has achieved a 2.3% “sampling error” - more than half of the maximum 5% recommended by the Western Australian Auditor General.

In simple terms, only 400 responses would have been needed to achieve statistical rigour.

**Therefore the 2,004
responses confirm that:**

- The potential for error in the data is very low
- The data is a true reflection of the community's perception
- The outcomes can be used for decision-making



Questionnaire

The City of Rockingham

Customer Satisfaction Survey



This is your opportunity to tell us your views on the services and facilities the City of Rockingham delivers.

The information provided will help us to deliver quality services and facilities that suit our community's needs.

Just answer the questions in the short survey below and return using the reply paid envelope.

If you prefer you could submit your survey online at:
www.surveymonkey.com/ro/customer/satisfaction/survey

WIN A PRIZE IN THE DRAW!

You could win:

- \$1,000
- \$600
- A double Gold membership to the Aqua Jetty (valid for 12 months)
- A double Gold membership to the Aqua Jetty (valid for six months)
- A double Gold membership to the Aqua Jetty (valid for three months)

To enter, mail your completed survey using the reply paid envelope. Write your name, address and telephone number on the slip provided. You can now also submit your electronic survey online. Completed surveys (including electronic versions) together with your details are to reach us by **Friday 18 November 2016**. Winners will be contacted by telephone.

All information collected will be used for the purposes of the survey only and no reference will be made to any individual when the findings are interpreted.

About You

1. Please indicate your age range: (please tick one)

☐ 14 to 17 years ☐ 18 to 34 years ☐ 35 to 49 years
☐ 50 to 64 years ☐ 65 to 79 years ☐ 80+ years

2. Are you:

☐ Male ☐ Female

3. In which suburb do you live? (please tick one)

☐ Baldivis ☐ Port Kennedy ☐ Singleton
☐ Cooloongup ☐ Rockingham ☐ Waikiki
☐ Golden Bay ☐ Safety Bay ☐ Warnbro
☐ Hillman ☐ Secret Harbour
☐ Karnup ☐ Shoalwater

Communication with the City

4. Have you had contact with the City within the last 12 months?

☐ Yes ☐ No If no, please go to question 5

Was it: (please tick one)

☐ In person ☐ By phone ☐ By email
☐ Via the City's website ☐ By letter
☐ Social Media (Facebook/Twitter)

What was the reason for the contact?

In your opinion, how well did the City deal with your interaction? (please tick one)

☐ Very well ☐ Well ☐ Fairly ☐ Poorly ☐ Very poorly

Please continue the survey over the page ➡



www.rockingham.wa.gov.au

Services and Facilities



Service or Facility	Question 1 How often do you utilise the service or facility? 1 = Never 2 = Rarely 3 = Quite Often 4 = Often 5 = Very Often	Question 2 What importance do you place on the service or facility? 1 = Very Low 2 = Low 3 = Medium 4 = High 5 = Extremely High	Question 3 How well does the City deliver the service or facility? 1 = Very Poorly 2 = Poorly 3 = Fairly Well 4 = Well 5 = Very Well 6 = Unsure
Libraries	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Local roads	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Public toilets	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Footpaths and cycleways	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Parks, gardens and picnic areas (including foreshores)	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Reserves and local street lighting	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Boat ramps and jetties	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Sport and recreation centres and playing fields	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Community centres and public halls	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Litter management	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Graffiti vandalism management	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Rubbish collection and recycling	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Arts and cultural programs	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Festivals and events	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Building approvals	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Attracting investment and supporting business	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Caring for the environment	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Seniors programs	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Seniors facilities	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Youth programs and facilities	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Community safety programs	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Dog and cat management	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Fire management	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6
Community health and wellbeing	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6

Is there anything else you would like to tell us?

Would you like us to contact you regarding the matter?

Yes No

If yes, please provide contact details.

Phone: _____

Email: _____

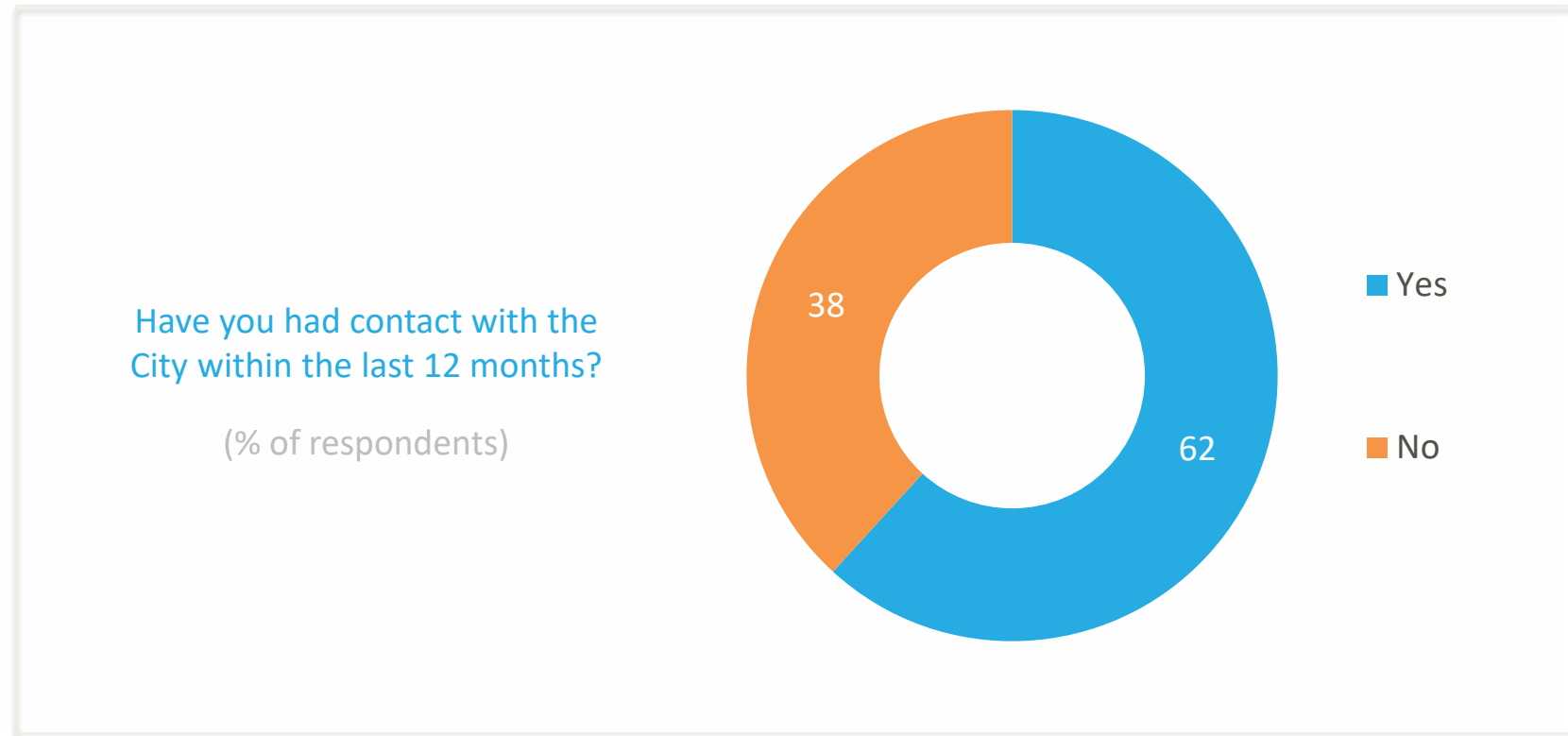
CONTACT DETAILS: PO Box 2142, Rockingham DC WA 6967 Phone: 9528 0333 Email: customer@rockingham.wa.gov.au

Communication with Council



Recent contact with the City of Rockingham

62% of respondents had contact with the City in the last year.







Q. Have you had contact with the City within that last 12 months? Base: All respondents who provided a valid response (n = 1789)

Method of contact

Phone continues to be the most popular method of contact, and appears to be increasing in popularity, up from 43% in 2014 to 52% this year. In person contact is the second most popular method, followed by email.

% of respondents

Base: people who have contacted City in past year

		2009	2010	2011	2012	2013	2014	2015	2016	Trend
Phone	 52	58	53	53	47	53	43	47	52	▲
In person	 42	44	37	39	38	38	51	43	42	=
Email	 21	9	9	14	13	17	15	22	21	=
City's website	 8	5	5	5	10	13	12	11	8	=
Letter	 8	7	7	12	13	11	7	9	8	=
Facebook	 1	NA	NA	NA	NA	0	3	2	1	=

Q. Have you had contact with the City within that last 12 months... Q. Was it (please tick one)?

Base: All respondents, excludes no response (n = 1086)

Method of contact | demographic profile

In person contact appears to be more popular among seniors, while email is more popular among younger adults (aged under 50 years). There were no major variances by gender. Variances by location are highlighted below.

% of respondents	Phone	In person	Email	City's website	Letter	Facebook
Male	49	44	23	7	9	0
Female	55	39	20	9	7	1
18 - 34 years	53	40	24	4	9	1
35 - 49 years	52	36	25	13	9	0
50 - 64 years	55	43	18	10	6	1
65+ years	42	59	11	2	6	1
Baldivis	59	33	24	7	10	0
Cooloongup/Hillman	37	62	14	3	6	0
Singleton/Golden Bay	51	25	36	9	13	0
Port Kennedy	55	86	9	9	0	0
Rockingham/East Rockingham	60	37	26	10	9	1
Safety Bay	42	50	13	11	7	1
Secret Harbour	54	39	28	5	8	3
Shoalwater	69	29	28	10	4	1
Waikiki	43	41	34	8	6	0
Warnbro	46	53	13	6	5	1

Q. Have you had contact with the City within the last 12 months... Q. Was it (please tick one)?

Base: respondents who have had contact with City over last 12 months and who provided a valid response (n = 1086)






Council performance by method of contact

When performance scores were compared by method of contact, in person contact received the most favourable ratings followed by phone contact. There is greatest room to improve contact by letter and email. Over the past 12 months, contact by phone and letter appears to have improved.

% of respondents

■ Very poorly ■ Poorly ■ Fairly ■ Well ■ Very well

% Well/Very well

		2009	2010	2011	2012	2013	2014	2015	2016	Trend
Overall		74	74	77	75	77	76	79	82	▲
In person		88	83	90	85	82	79	85	85	=
Phone		67	70	71	69	77	74	76	81	▲
Letter		52	61	53	69	84	72	65	78	▲
Email		67	47	76	72	69	72	72	74	=







Q. In your opinion, how well did the City deal with your interaction? (please tick one)

Base: Respondents who have had contact with City over last 12 months and who provided a valid response: Overall (n = 995);

Person (n = 421); Phone (n = 514); Email (n = 212); Letter (n = 75);

Preferred method of dealing with the City

Phone continues to be the most popular method for dealing with the City, followed by email and in person contact. While in person contact is most popular among seniors, phone is most popular among females and those aged 50-64 years. People aged under 50 years express equal preference for phone or email contact.

% of respondents			'11	'12	'13	'14	'15	'16	Trend		Phone	Email	In person
Phone		41	46	43	42	40	38	41	=				
Email		31	18	24	29	28	31	31	=				
In person		28	32	28	33	32	29	28	=				
City's website		12	7	12	14	11	11	12	=				
Letter		6	7	6	5	7	5	6	=				
Facebook / Twitter		2	NA	2	1	2	2	2	=				
										Male	37	32	30
										Female	44	31	27
										18 - 34 years	38	32	15
										35 - 49 years	41	42	23
										50 - 64 years	46	28	37
										65+ years	38	14	52







Q. What is your preferred way of dealing with the City? (please tick one)

Base: Those who provided a valid response (n = 1766)

Preferred method to find out about City news

The City Chronicle continues to be the preferred way to receive City news, followed by email newsletters, local newspaper, website and social media. There is very little support for monthly Council meetings. While seniors prefer the City Chronicle followed by the newspaper, 18-34 year olds prefer a combination of social media and the Chronicle. While the preference for the newspaper continues to decline, preference for the City Chronicle and social media is increasing.

% of respondents

			'11	'12	'13	'14	'15	'16	Trend		City Chronicle	eNews	News paper	Website	Social media
City Chronicle		38	17	23	34	36	36	38	▲	Male	37	29	23	20	13
Email newsletter		29	31	29	31	29	30	29	=	Female	38	28	19	14	21
Newspaper		21	44	38	32	27	24	21	▼	18 - 34 yrs	30	26	18	22	32
Website		17	13	13	16	16	13	17	=	35 - 49 yrs	32	35	18	19	19
Social media (Facebook/Twitter)		17	NA	7	8	9	11	17	▲	50 - 64 yrs	43	32	19	17	5
Monthly Council meetings		1	0	0	1	2	1	1	=	65+ yrs	57	18	34	4	1

Q. What would be your preferred method of finding out City news? (please tick one)

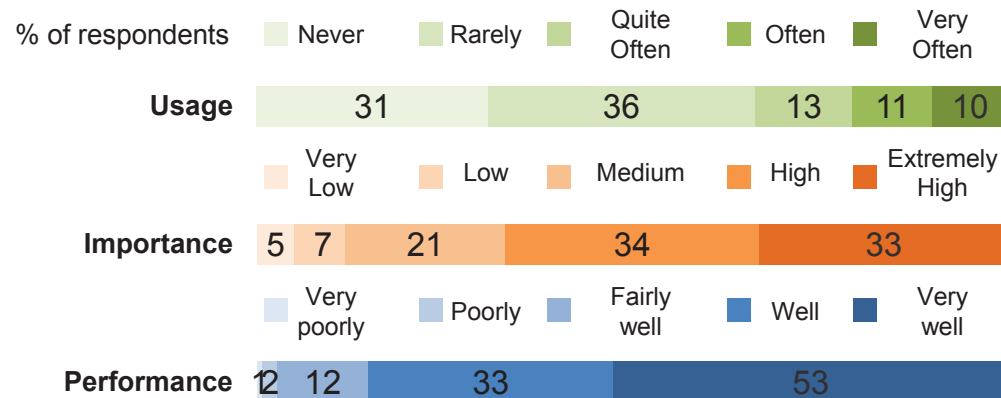
Base: Those who provided a valid response (n = 1772)

Services and Facilities

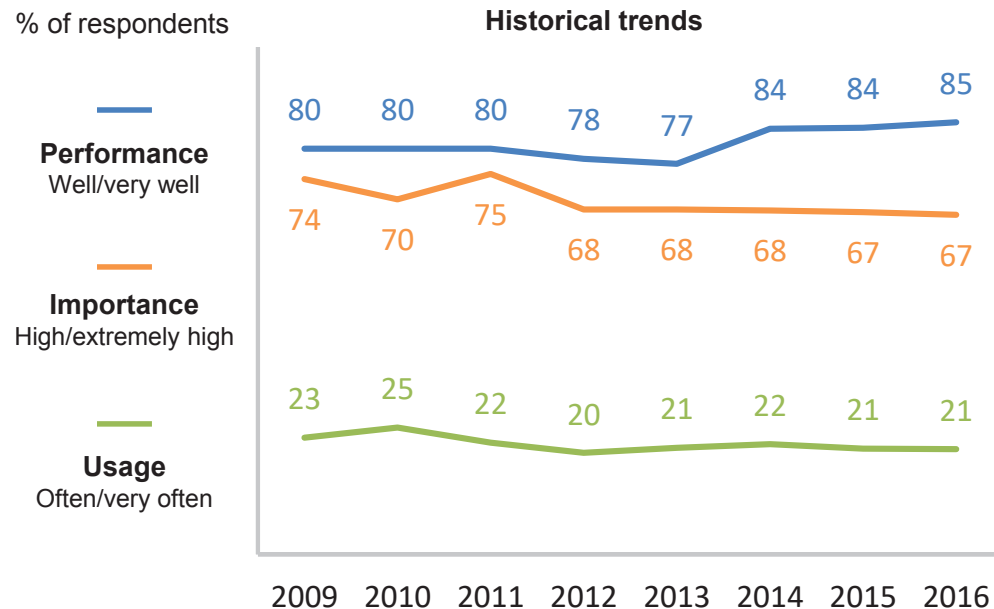
Usage, Importance and Performance Ratings



Libraries



- Frequent use by 21% (total Often/Very Often)
- Considered high importance by 67% (High/Extremely High)
- 85% perceive service is well performed (Well/Very Well)*
- Higher performance ratings in Baldivis and Shoalwater.
- Most room to improve in Singleton, Golden Bay, Port Kennedy and Secret Harbour.

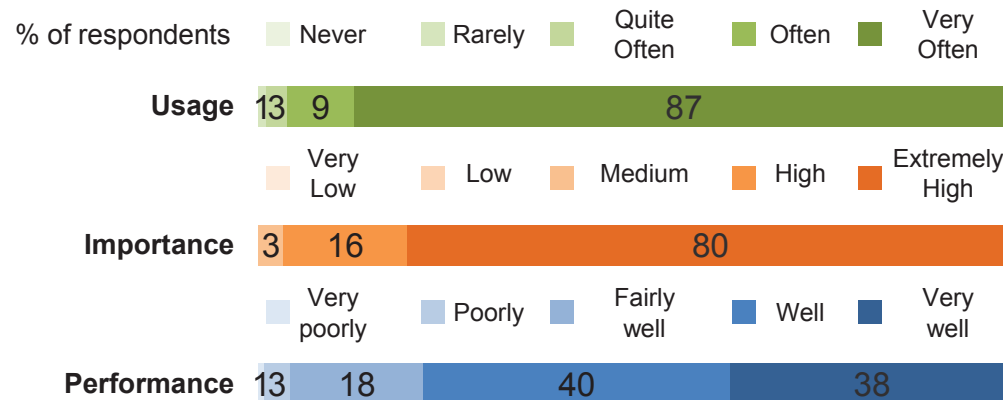


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	85	3
Male	82	4
Female	88	1
18 - 34 years	88	2
35 - 49 years	82	4
50 - 64 years	84	2
65+ years	86	3
Baldivis	94	1
Cooloongup/Hillman	83	3
Singleton/Golden Bay	70	14
Port Kennedy	76	9
Rockingham/East		
Rockingham	89	1
Safety Bay	84	2
Secret Harbour	74	5
Shoalwater	93	0
Waikiki	80	0
Warnbro	84	4

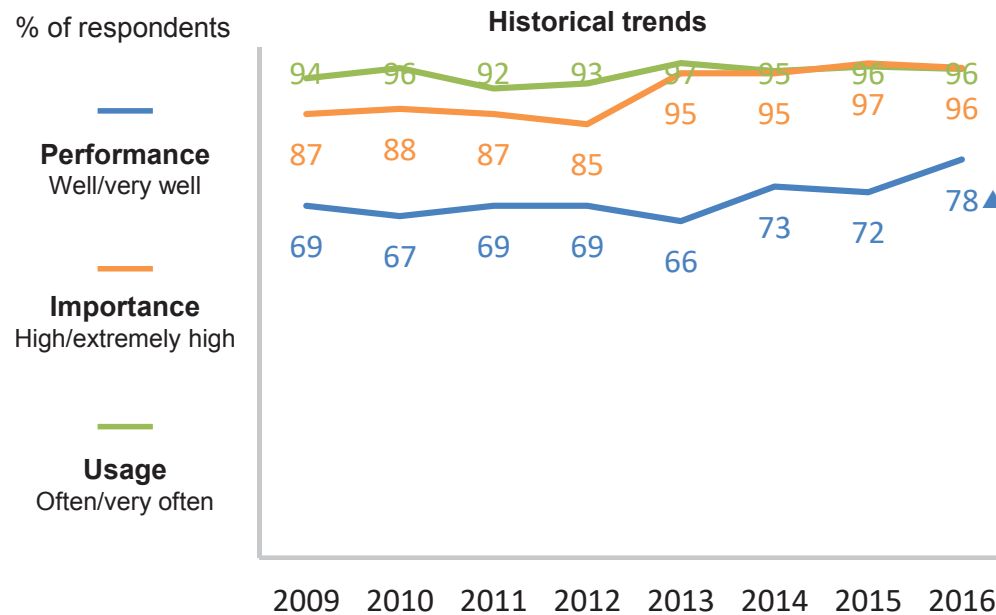
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1763), Importance (n = 1738), Performance (n = 1333).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Local Roads



- Frequent use by 96% (total Often/Very Often)
- Considered high importance by 96% (High/Extremely High)
- 78% perceive service is well performed (Well/Very Well)*
- Higher performance ratings among seniors and in Cooloongup and Hillman.
- Most room to improve among those aged 35-49 years and in Port Kennedy and Baldivis.

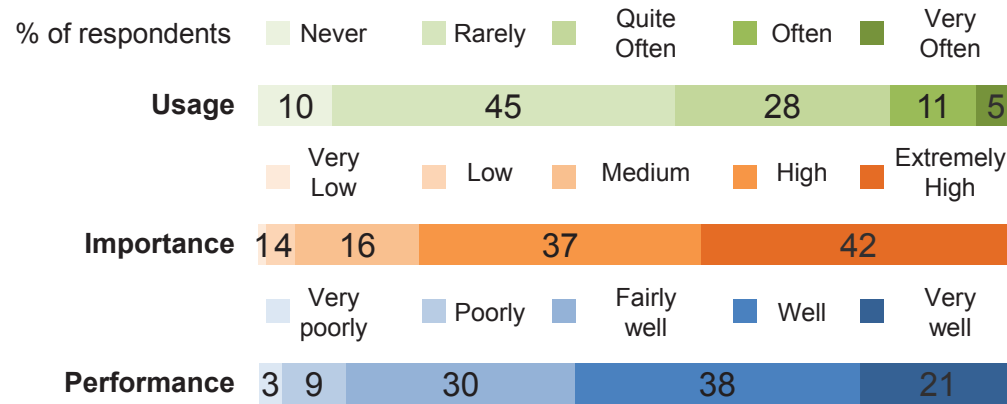


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	78	4
Male	79	5
Female	78	4
18 - 34 years	81	3
35 - 49 years	72	6
50 - 64 years	78	3
65+ years	85	4
Baldivis	72	7
Cooloongup/Hillman	88	1
Singleton/Golden Bay	78	3
Port Kennedy	71	7
Rockingham/East Rockingham	80	4
Safety Bay	85	2
Secret Harbour	82	2
Shoalwater	76	1
Waikiki	81	6
Warnbro	80	2

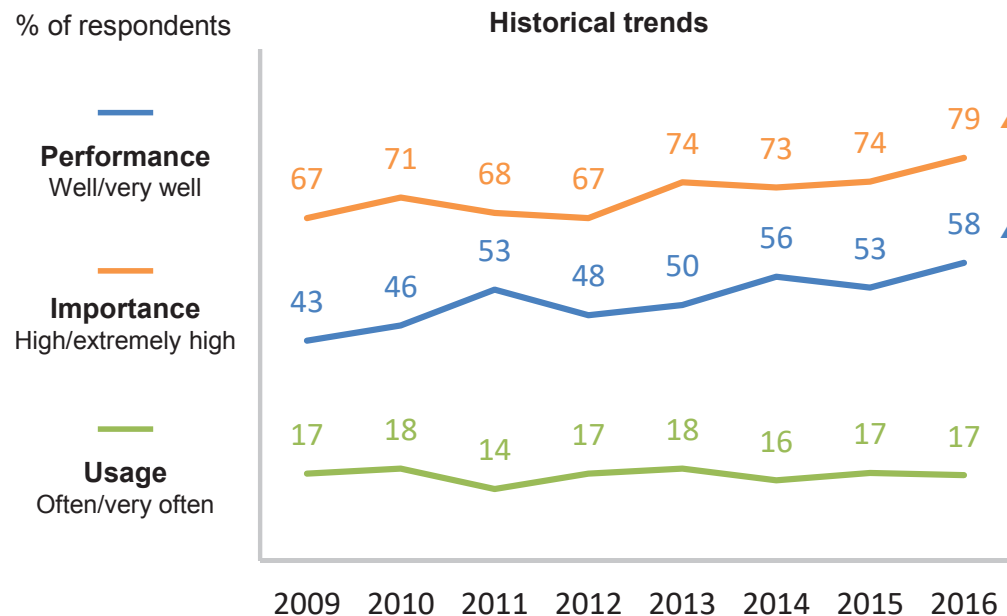
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1755), Importance (n = 1733), Performance (n = 1652).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Public toilets



- Frequent use by 16% (total Often/Very Often)
- Considered high importance by 79% (High/Extremely High)
- 58% perceive service is well performed (Well/Very Well)*
- Higher performance ratings among seniors.
- Most room to improve among younger adults.

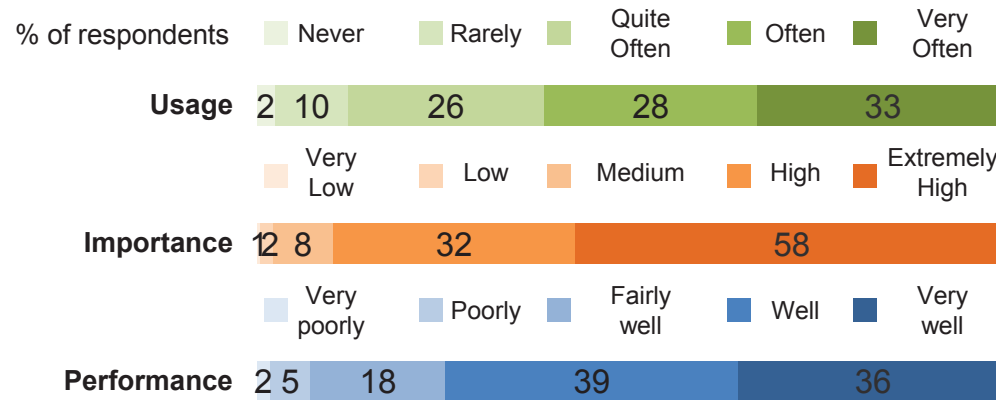


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	58	12
Male	60	11
Female	57	12
18 - 34 years	52	15
35 - 49 years	57	12
50 - 64 years	62	9
65+ years	68	6
Baldivis	55	14
Cooloongup/Hillman	59	16
Singleton/Golden Bay	54	7
Port Kennedy	63	7
Rockingham/East Rockingham	66	11
Safety Bay	66	11
Secret Harbour	54	9
Shoalwater	55	12
Waikiki	58	12
Warnbro	52	11

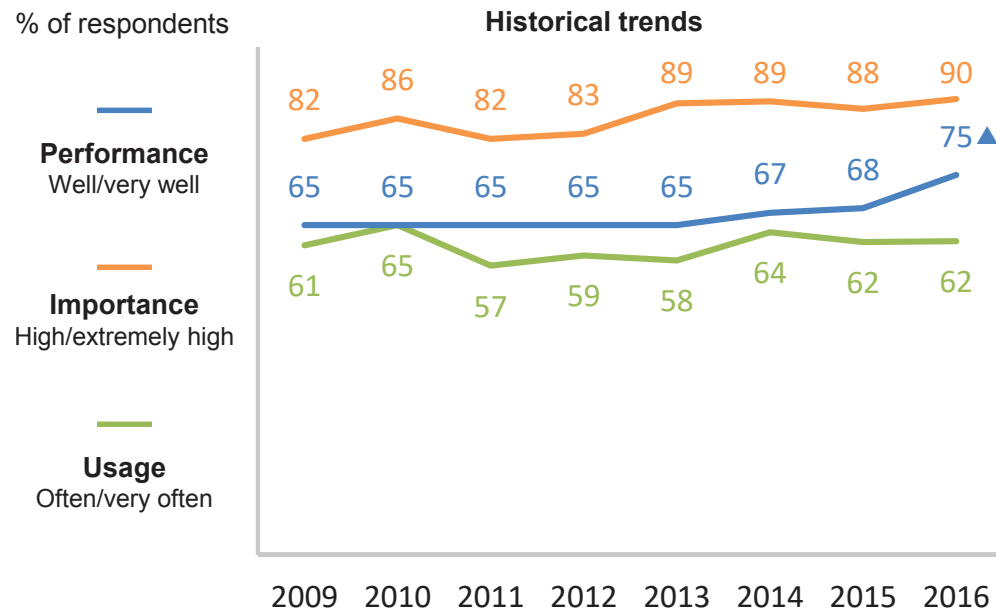
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1743), Importance (n = 1704), Performance (n = 1530).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Footpaths and cycleways



- Frequent use by 61% (total often/very often)
- Considered high importance by 90% (High/Extremely High)
- 75% perceive service is well performed (Well/Very Well)*
- Most room to improve in Secret Harbour.

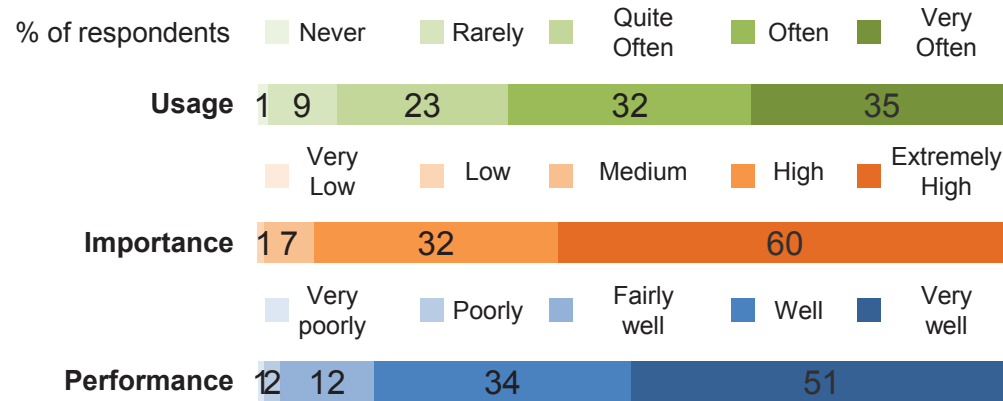


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	75	7
Male	75	7
Female	75	7
18 - 34 years	75	8
35 - 49 years	72	10
50 - 64 years	76	5
65+ years	78	4
Baldivis	74	9
Cooloongup/Hillman	80	2
Singleton/Golden Bay	73	4
Port Kennedy	79	5
Rockingham/East Rockingham	78	5
Safety Bay	77	9
Secret Harbour	68	13
Shoalwater	77	3
Waikiki	72	7
Warnbro	74	8

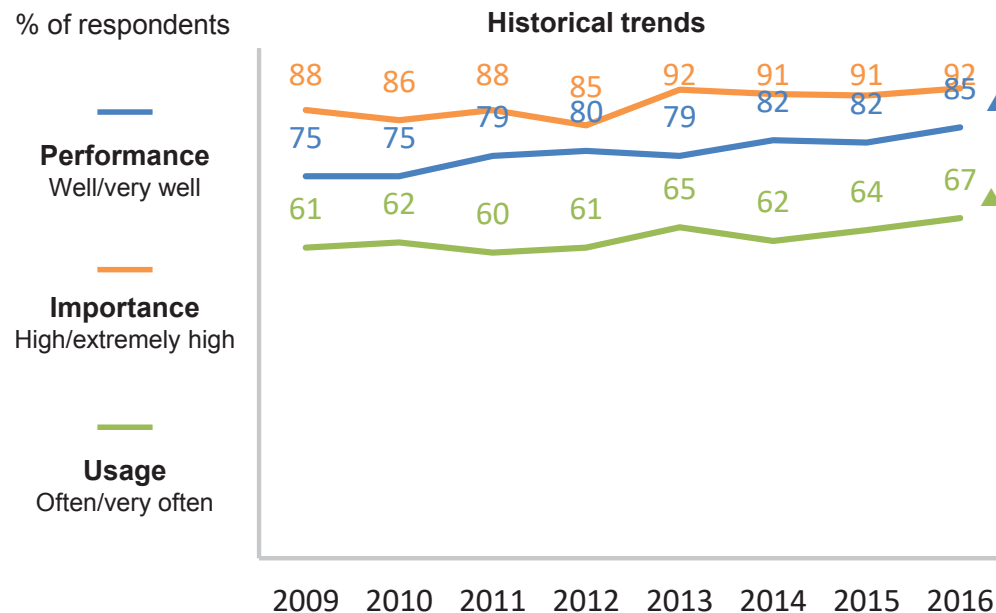
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1749), Importance (n = 1732), Performance (n = 1639).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Parks, gardens and picnic areas (incl. foreshores)



- Frequent use by 67% (total Often/Very Often)
- Considered high importance by 92% (High/Extremely High)
- 85% perceive service is well performed (Well/Very Well)*
- Higher performance ratings among seniors and in Cooloongup and Hillman.
- Most room to improve among those aged 35-49 years and in Singleton, Golden Bay and Secret Harbour.

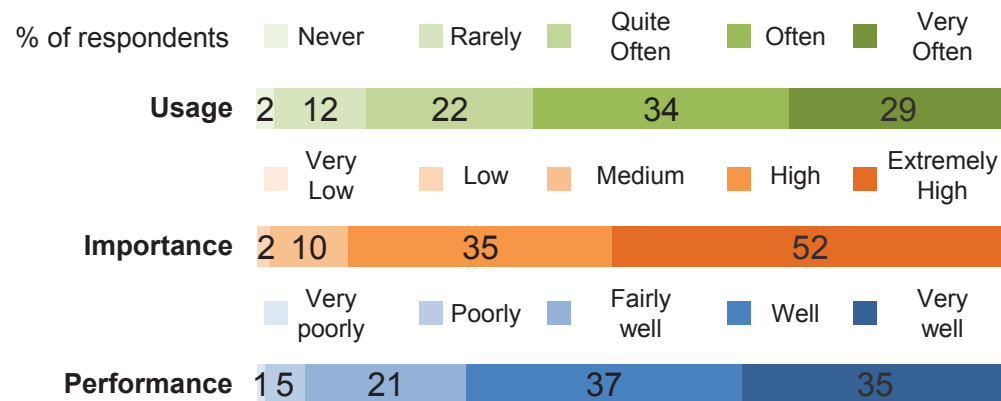


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	85	3
Male	83	4
Female	86	2
18 - 34 years	84	1
35 - 49 years	81	6
50 - 64 years	87	3
65+ years	91	1
Baldivis	88	2
Cooloongup/Hillman	90	1
Singleton/Golden Bay	76	2
Port Kennedy	83	8
Rockingham/East Rockingham	87	1
Safety Bay	85	4
Secret Harbour	78	8
Shoalwater	85	1
Waikiki	86	3
Warnbro	82	3

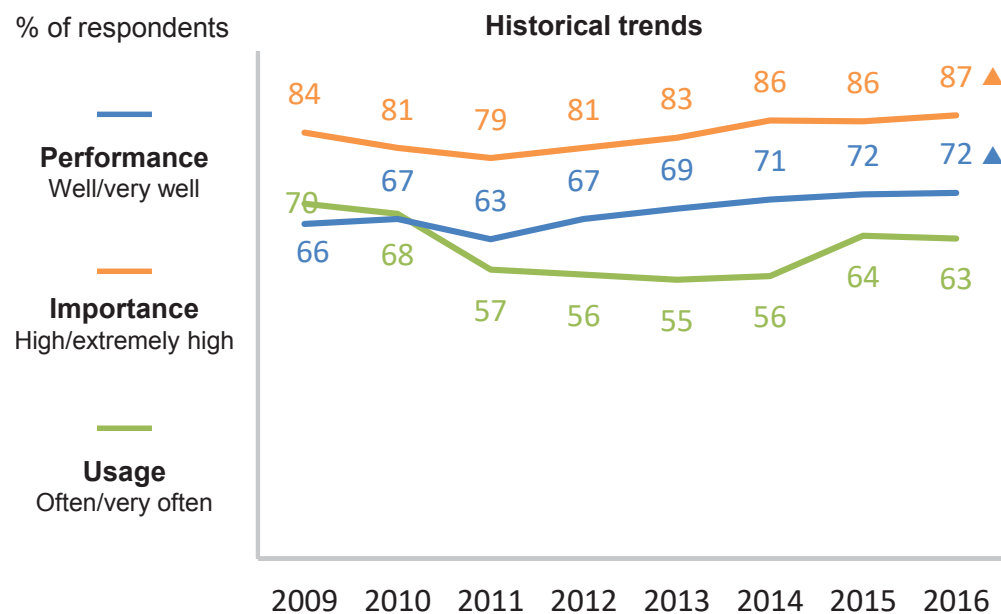
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1755), Importance (n = 1723), Performance (n = 1629).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Reserve and local street lighting



- Frequent use by 63% (total Often/Very Often)
- Considered high importance by 87% (High/Extremely High)
- 72% perceive service is well performed (Well/Very Well)*
- Higher performance ratings among seniors and in Cooloongup, Hillman and Shoalwater.
- Most room to improve among those aged 35-49 years and in Secret Harbour.

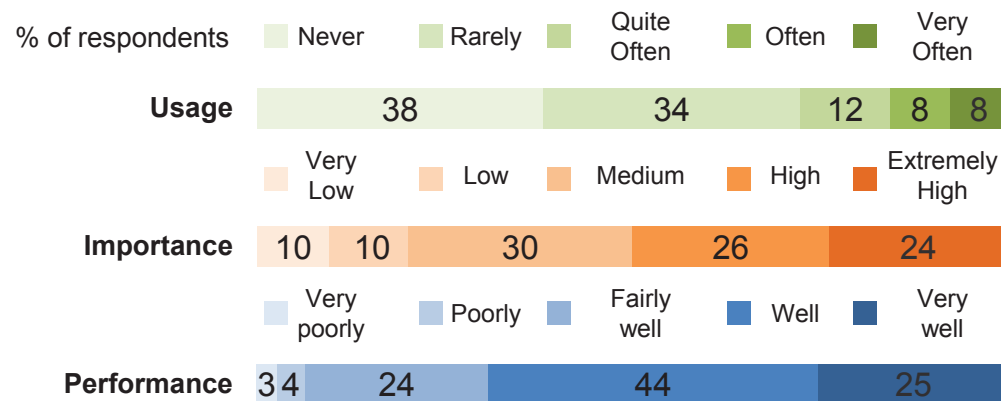


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	72	6
Male	72	7
Female	73	6
18 - 34 years	73	6
35 - 49 years	68	7
50 - 64 years	72	7
65+ years	81	5
Baldivis	78	4
Cooloongup/Hillman	81	6
Singleton/Golden Bay	64	9
Port Kennedy	77	8
Rockingham/East Rockingham	74	7
Safety Bay	76	5
Secret Harbour	58	7
Shoalwater	80	5
Waikiki	61	8
Warnbro	65	9

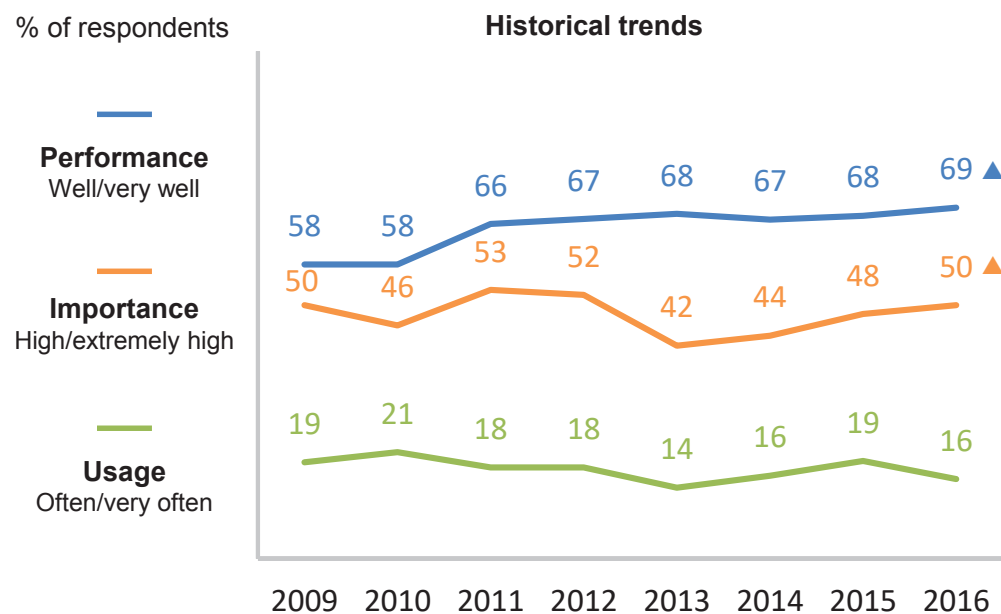
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1737), Importance (n = 1723), Performance (n = 1614).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Boat ramps and jetties



- Frequent use by 16% (total Often/Very Often)
- Considered high importance by 50% (High/Extremely High)
- 69% perceive service is well performed (Well/Very Well)*
- Slightly more room to improve in Coolongup, Hillman, Singleton and Golden Bay

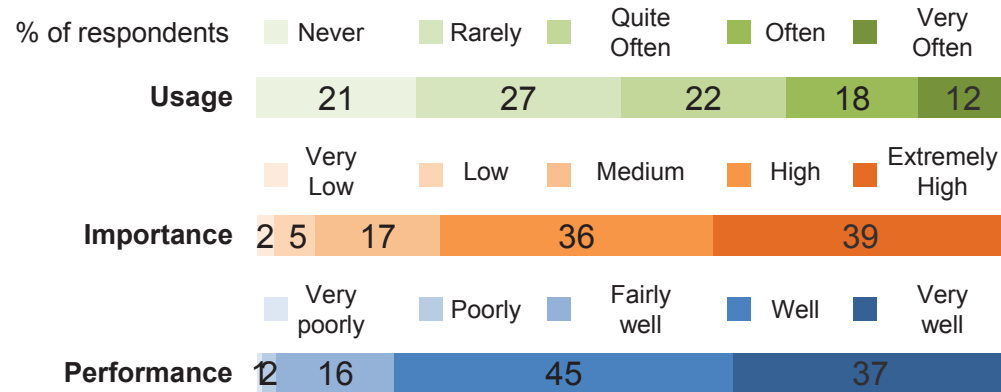


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	69	6
Male	68	9
Female	71	4
18 - 34 years	71	7
35 - 49 years	65	5
50 - 64 years	71	6
65+ years	70	7
Baldivis	70	9
Cooloongup/Hillman	66	12
Singleton/Golden Bay	64	12
Port Kennedy	70	3
Rockingham/East Rockingham	74	3
Safety Bay	65	8
Secret Harbour	67	4
Shoalwater	74	6
Waikiki	65	6
Warnbro	77	3

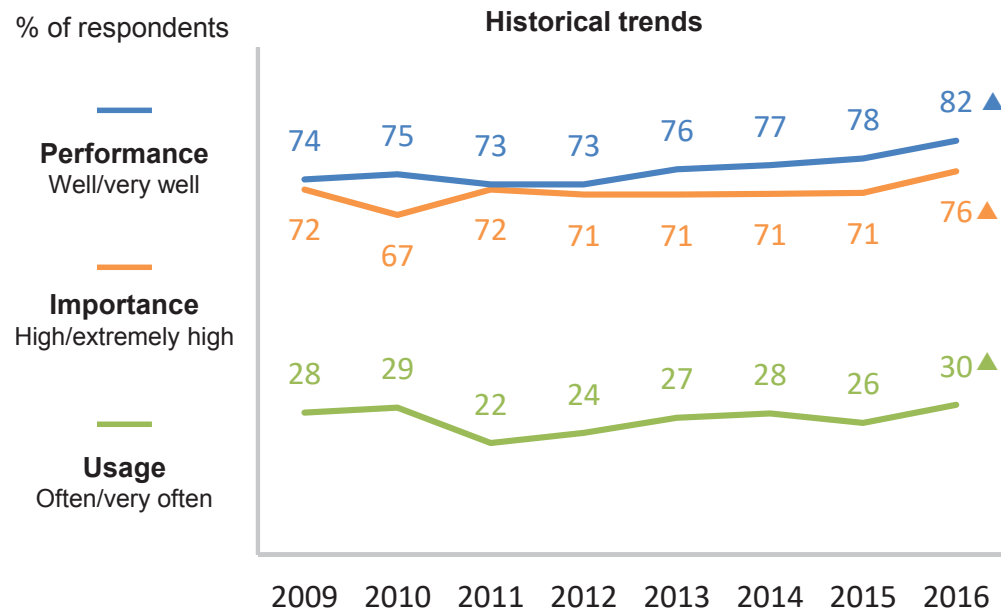
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1748), Importance (n = 1690), Performance (n = 1234).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Sporting and recreation centres and playing fields



- Frequent use by 30% (total Often/Very Often)
- Considered high importance by 75% (High/Extremely High)
- 82% perceive service is well performed (Well/Very Well)*
- Higher performance ratings in Coolongup, Hillman, Singleton and Golden Bay.
- Most room to improve among those aged 35-49 years and in Safety Bay, Baldivis and Secret Harbour.

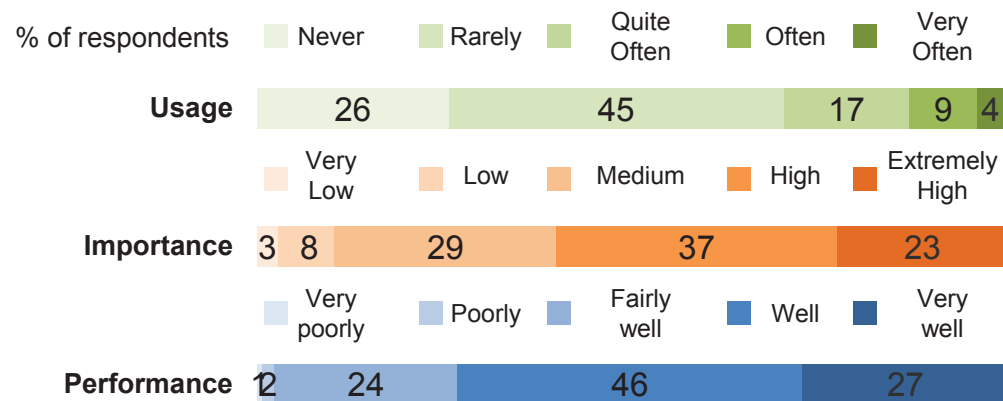


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	82	3
Male	83	2
Female	81	3
18 - 34 years	83	2
35 - 49 years	77	4
50 - 64 years	85	2
65+ years	85	2
Baldivis	78	5
Cooloongup/Hillman	88	3
Singleton/Golden Bay	89	3
Port Kennedy	81	2
Rockingham/East Rockingham	84	3
Safety Bay	76	1
Secret Harbour	79	2
Shoalwater	84	0
Waikiki	81	1
Warnbro	85	2

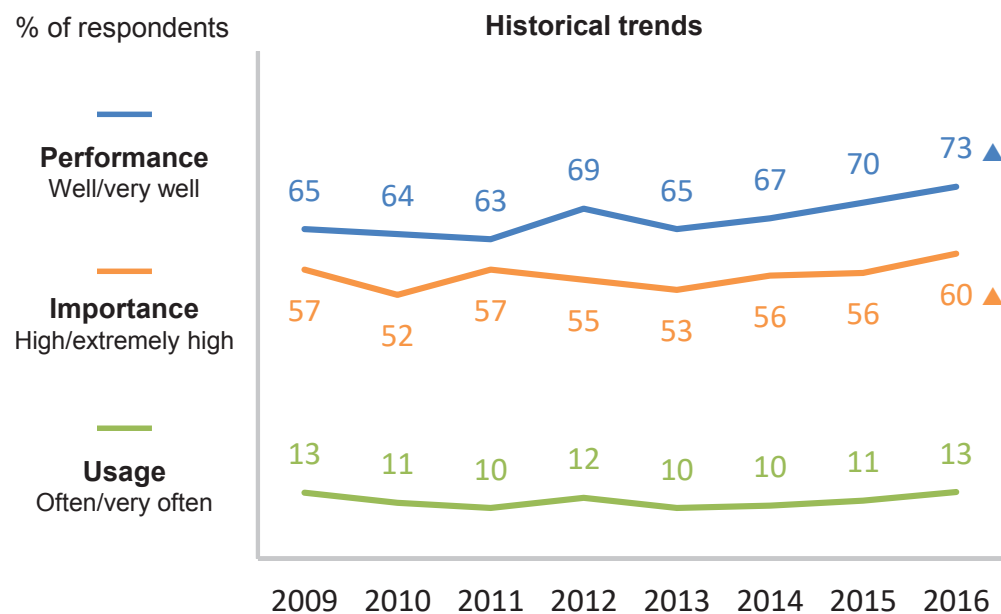
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1746), Importance (n = 1696), Performance (n = 1435).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Community centres and public halls



- Frequent use by 13% (total Often/Very Often)
- Considered high importance by 60% (High/Extremely High)
- 73% perceive service is well performed (Well/Very Well)*
- Higher performance ratings among seniors and in Rockingham and East Rockingham.
- Most room to improve among younger adults and in Cooloongup, Hillman and Secret Harbour.

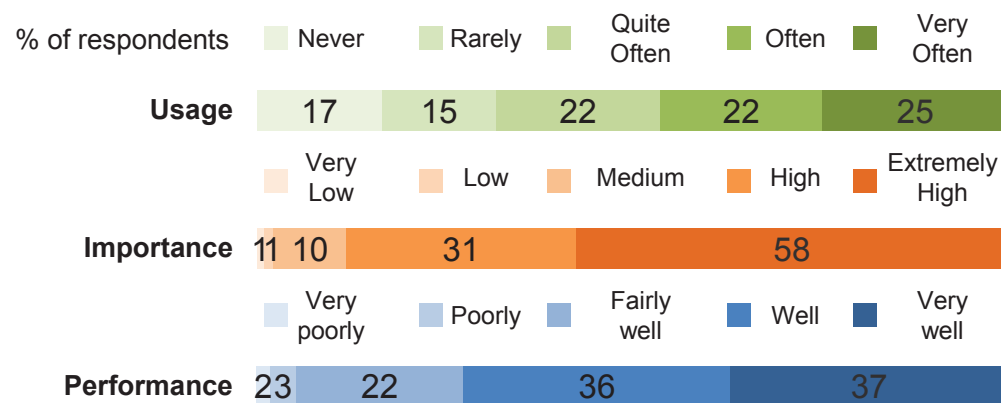


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	73	2
Male	72	2
Female	75	3
18 - 34 years	69	2
35 - 49 years	71	3
50 - 64 years	76	2
65+ years	82	2
Baldivis	75	3
Cooloongup/Hillman	65	3
Singleton/Golden Bay	74	3
Port Kennedy	74	5
Rockingham/East Rockingham	84	0
Safety Bay	72	2
Secret Harbour	66	2
Shoalwater	71	3
Waikiki	73	0
Warnbro	71	3

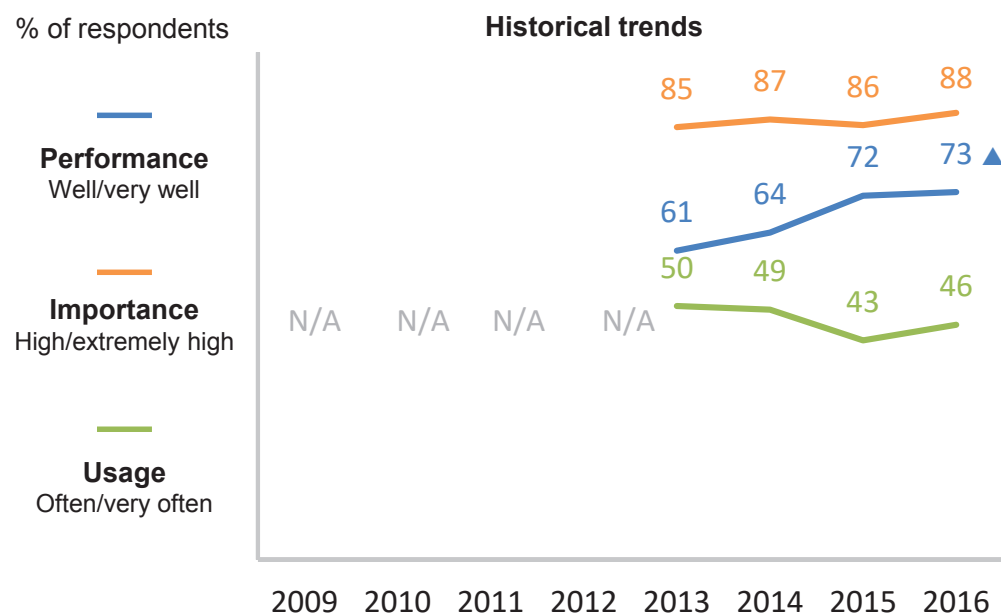
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1744), Importance (n = 1704), Performance (n = 1283).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Litter management



- Frequent use by 47% (total Often/Very Often)
- Considered high importance by 89% (High/Extremely High)
- 73% perceive service is well performed (Well/Very Well)*
- Most room to improve among younger adults and in Baldivis and Secret Harbour.

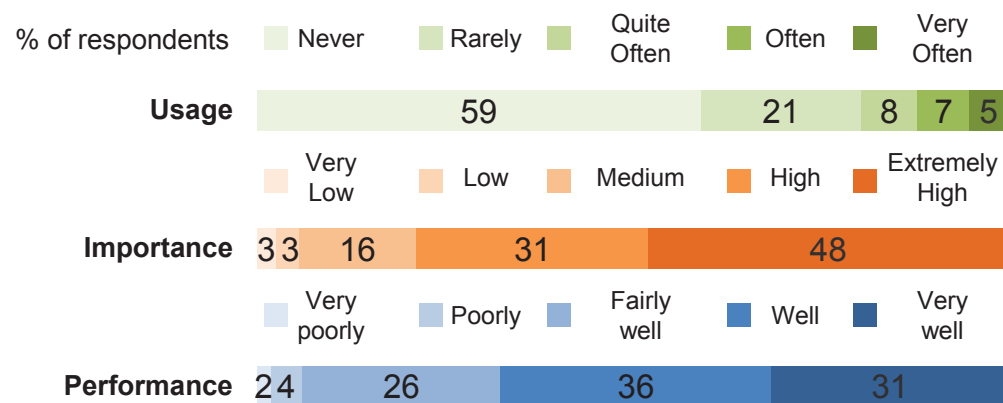


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	72	5
Male	70	7
Female	75	4
18 - 34 years	68	4
35 - 49 years	75	6
50 - 64 years	72	7
65+ years	78	4
Baldivis	68	7
Cooloongup/Hillman	79	4
Singleton/Golden Bay	68	7
Port Kennedy	78	4
Rockingham/East Rockingham	78	3
Safety Bay	77	6
Secret Harbour	67	5
Shoalwater	73	3
Waikiki	69	6
Warnbro	78	6

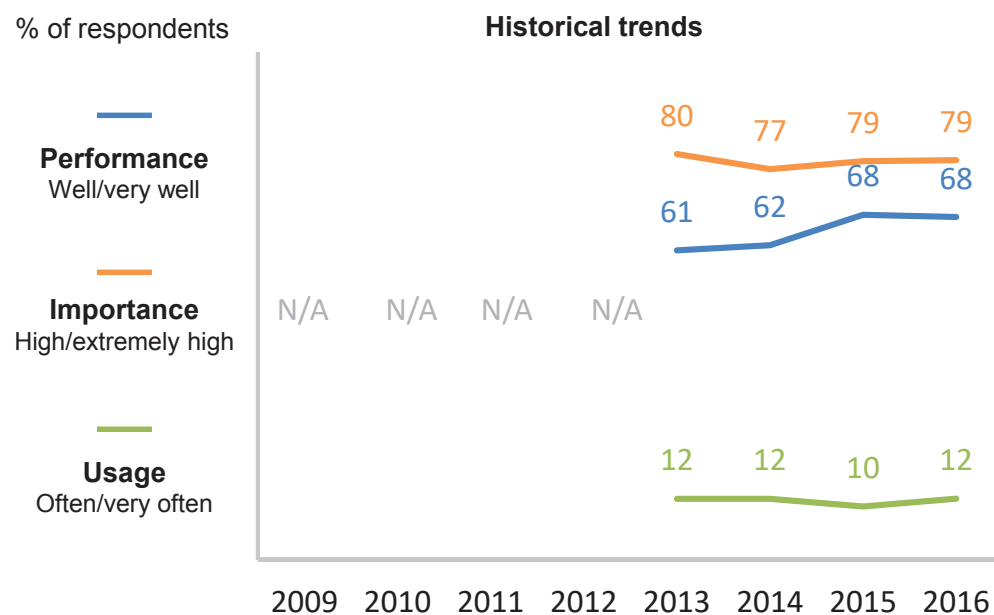
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1700), Importance (n = 1716), Performance (n = 1566).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Graffiti vandalism management



- Frequent use by 12% (total Often/Very Often)
- Considered high importance by 79% (High/Extremely High)
- 68% perceive service is well performed (Well/Very Well)*
- Higher performance ratings among seniors and in Cooloongup and Hillman.
- Most room to improve in Safety Bay and Waikiki.

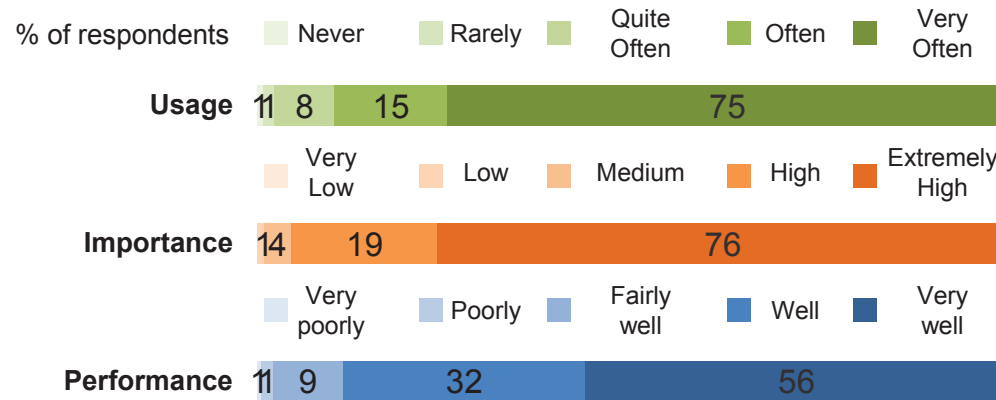


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	68	6
Male	68	6
Female	67	6
18 - 34 years	65	5
35 - 49 years	66	7
50 - 64 years	69	7
65+ years	75	5
Baldivis	67	4
Cooloongup/Hillman	75	2
Singleton/Golden Bay	70	6
Port Kennedy	64	10
Rockingham/East Rockingham	66	6
Safety Bay	62	4
Secret Harbour	69	4
Shoalwater	76	6
Waikiki	61	11
Warnbro	71	8

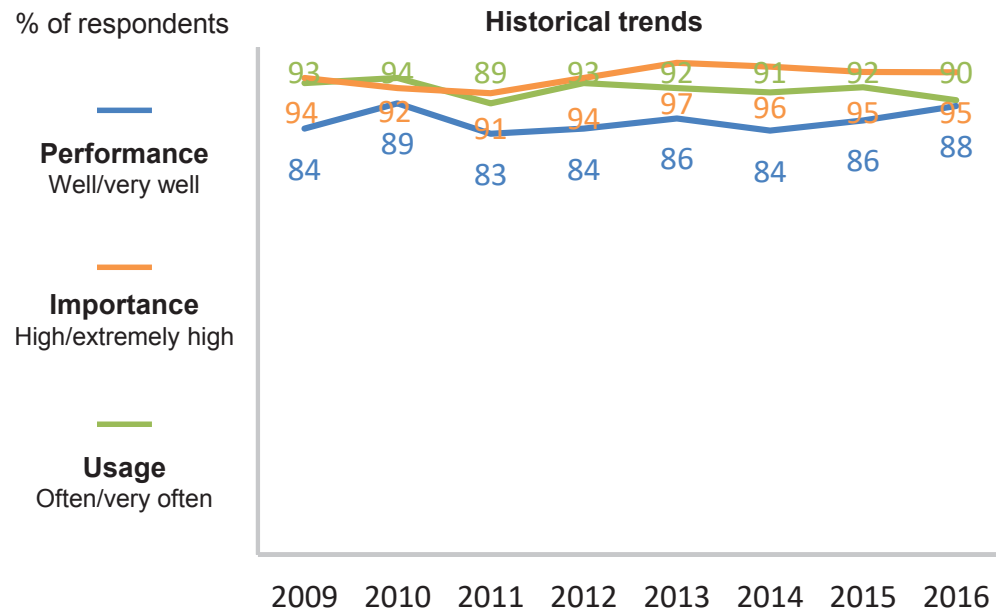
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1651), Importance (n = 1684), Performance (n = 1347).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Rubbish collection and recycling



- Frequent use by 90% (total Often/Very Often)
- Considered high importance by 95% (High/Extremely High)
- 88% perceive service is well performed (Well/Very Well)*
- Higher performance ratings among seniors and in Singleton, Golden Bay and Warnbro.
- Most room to improve in Waikiki.

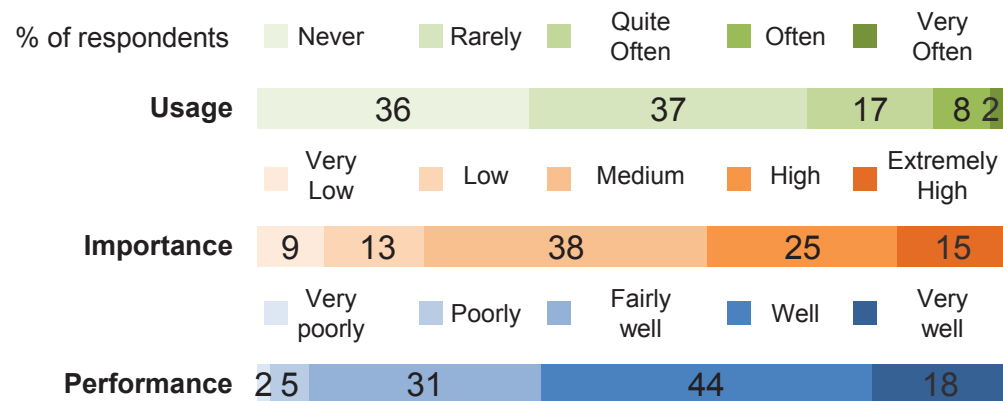


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	88	2
Male	87	2
Female	90	3
18 - 34 years	90	2
35 - 49 years	85	3
50 - 64 years	88	3
65+ years	94	0
Baldivis	91	2
Cooloongup/Hillman	88	0
Singleton/Golden Bay	92	1
Port Kennedy	86	3
Rockingham/East Rockingham	88	3
Safety Bay	91	2
Secret Harbour	87	5
Shoalwater	85	1
Waikiki	83	3
Warnbro	92	3

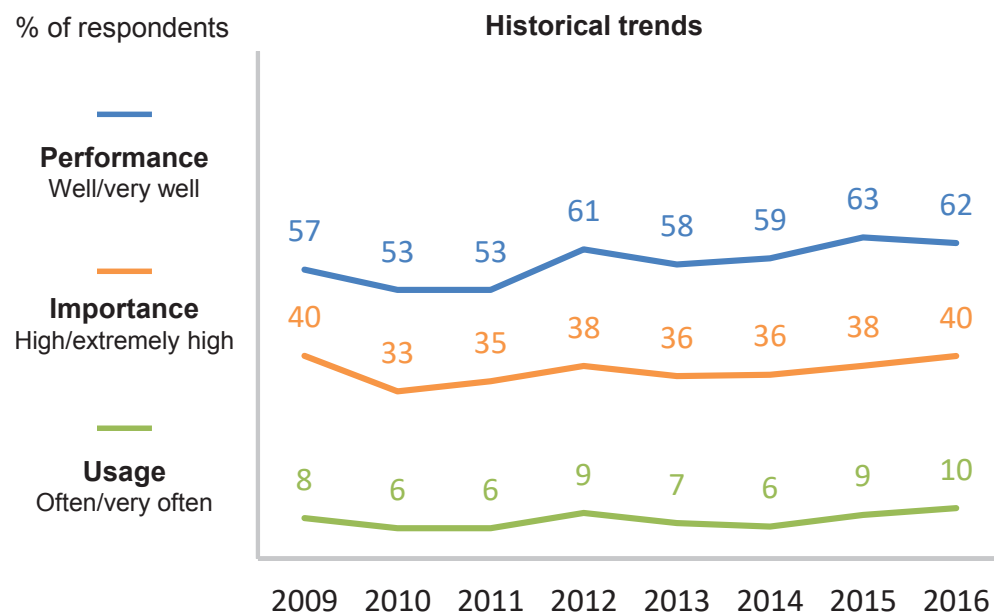
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1751), Importance (n = 1731), Performance (n = 1628).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Arts and cultural programs



- Frequent use by 10% (total Often/Very Often)
- Considered high importance by 40% (High/Extremely High)
- 62% perceive service is well performed (Well/Very Well)*
- Higher performance ratings among seniors and in Rockingham, East Rockingham and Waikiki.
- Most room to improve among younger adults, and in Safety Bay, Shoalwater and Baldivis.

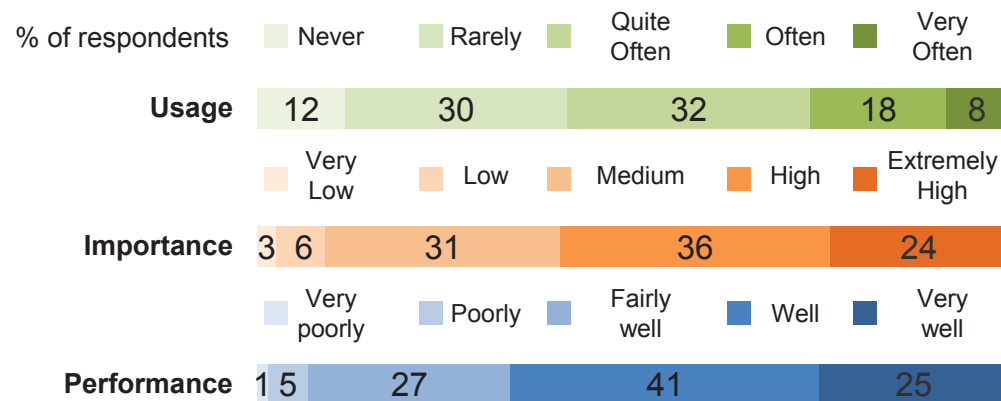


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	62	7
Male	59	6
Female	65	8
18 - 34 years	54	9
35 - 49 years	64	9
50 - 64 years	65	4
65+ years	69	3
Baldivis	54	5
Cooloongup/Hillman	63	5
Singleton/Golden Bay	55	8
Port Kennedy	67	8
Rockingham/East Rockingham	72	2
Safety Bay	64	14
Secret Harbour	65	6
Shoalwater	60	12
Waikiki	73	7
Warnbro	57	10

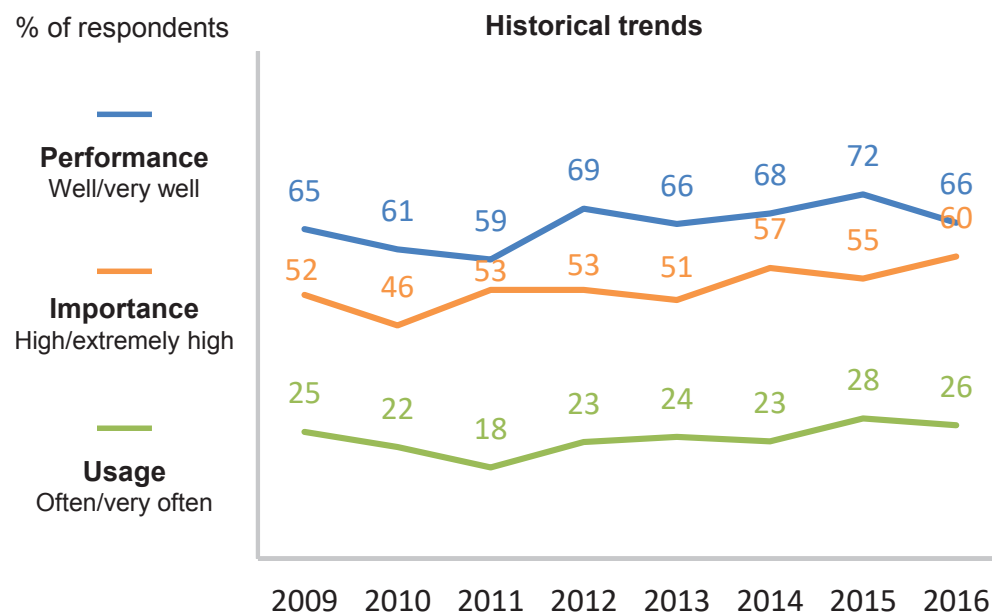
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1737), Importance (n = 1689), Performance (n = 1071).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Festivals and events



- Frequent use by 26% (total Often/Very Often)
- Considered high importance by 60% (High/Extremely High)
- 66% perceive service is well performed (Well/Very Well)*
- Higher performance ratings among seniors and in Secret Harbour.
- Most room to improve among younger adults and in Coolongup, Hillman, Safety Bay and Waikiki.

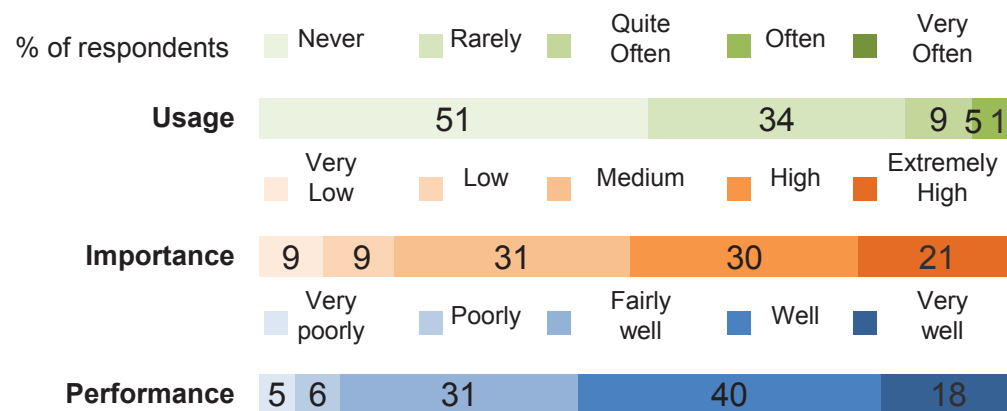


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	66	7
Male	65	8
Female	68	6
18 - 34 years	60	8
35 - 49 years	65	9
50 - 64 years	71	4
65+ years	75	4
Baldivis	69	3
Cooloongup/Hillman	53	5
Singleton/Golden Bay	60	3
Port Kennedy	70	6
Rockingham/East Rockingham	66	5
Safety Bay	64	12
Secret Harbour	75	9
Shoalwater	69	8
Waikiki	65	14
Warnbro	69	5

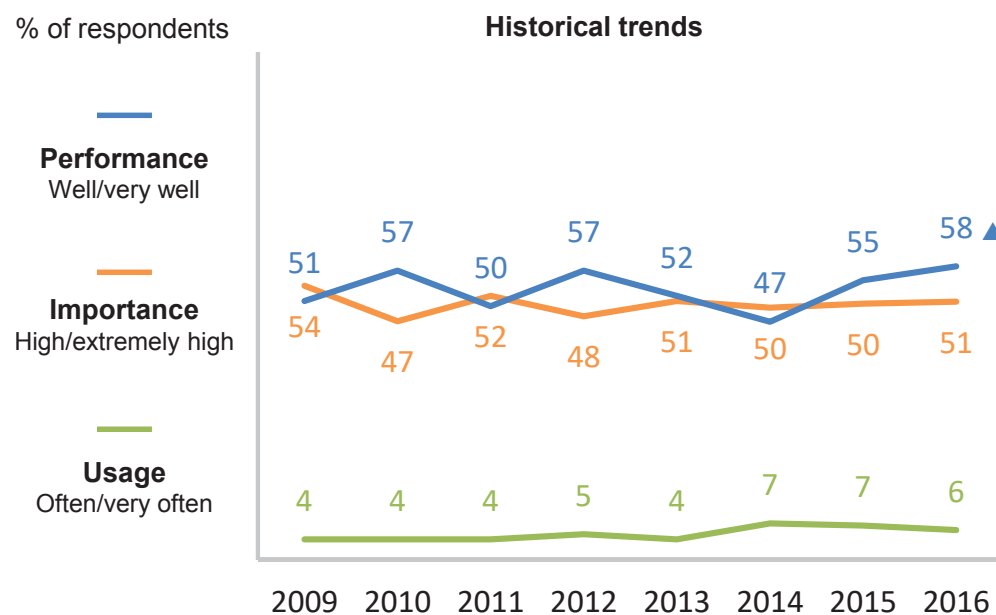
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1743), Importance (n = 1706), Performance (n = 1408).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Building approvals



- Frequent use by 6% (total Often/Very Often)
- Considered high importance by 51% (High/Extremely High)
- 58% perceive service is well performed (Well/Very Well)*
- Higher performance ratings among seniors and in Warnbro.
- Most room to improve among those aged 35-49 years and in Secret Harbour.

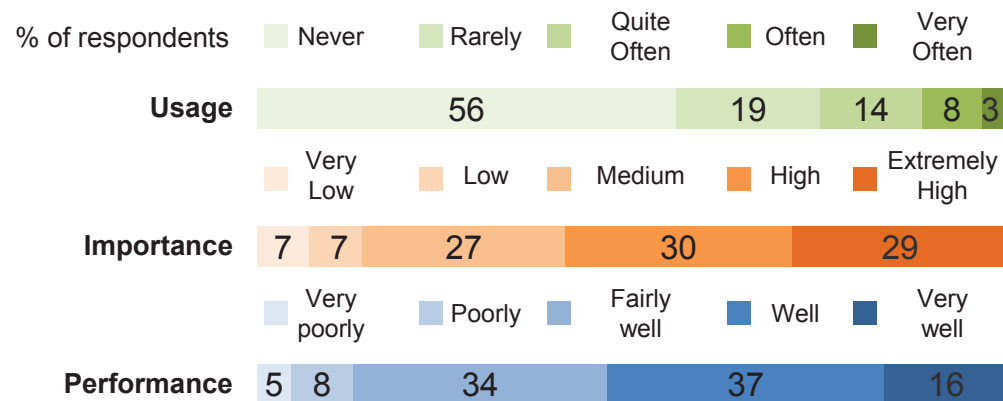


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	58	11
Male	58	11
Female	58	11
18 - 34 years	60	8
35 - 49 years	53	13
50 - 64 years	60	12
65+ years	63	12
Baldivis	58	10
Cooloongup/Hillman	53	7
Singleton/Golden Bay	63	8
Port Kennedy	58	10
Rockingham/East Rockingham	54	11
Safety Bay	62	13
Secret Harbour	51	5
Shoalwater	60	13
Waikiki	60	13
Warnbro	67	12

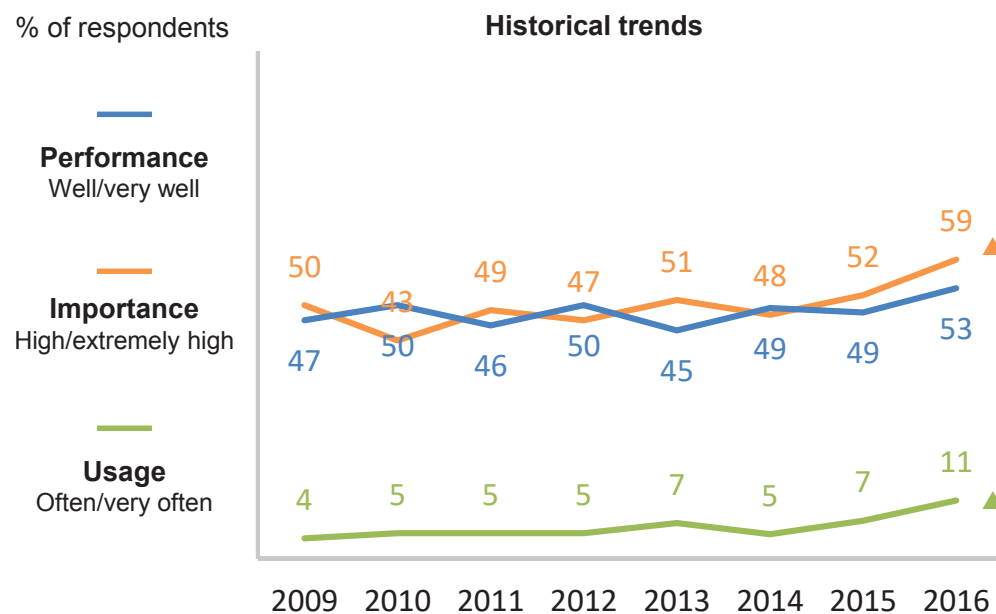
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1723), Importance (n = 1655), Performance (n = 924).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Attracting investment and supporting business



- Frequent use by 11% (total Often/Very Often)
- Considered high importance by 59% (High/Extremely High)
- 53% perceive service is well performed (Well/Very Well)*
- Most room to improve among those aged 35-64 years and in Safety Bay, Warnbro, Singleton and Golden Bay.

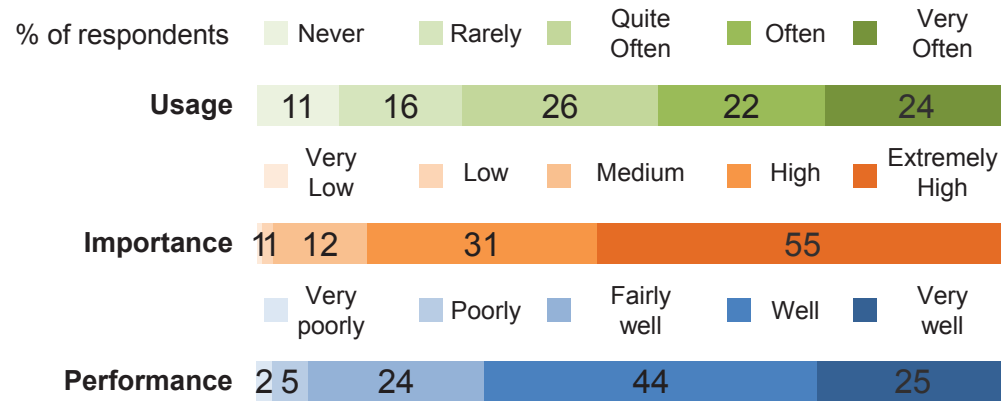


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	53	13
Male	52	14
Female	55	12
18 - 34 years	55	8
35 - 49 years	51	16
50 - 64 years	50	17
65+ years	59	10
Baldivis	61	7
Cooloongup/Hillman	62	13
Singleton/Golden Bay	41	10
Port Kennedy	56	14
Rockingham/East Rockingham	50	13
Safety Bay	47	27
Secret Harbour	57	14
Shoalwater	53	13
Waikiki	57	13
Warnbro	42	17

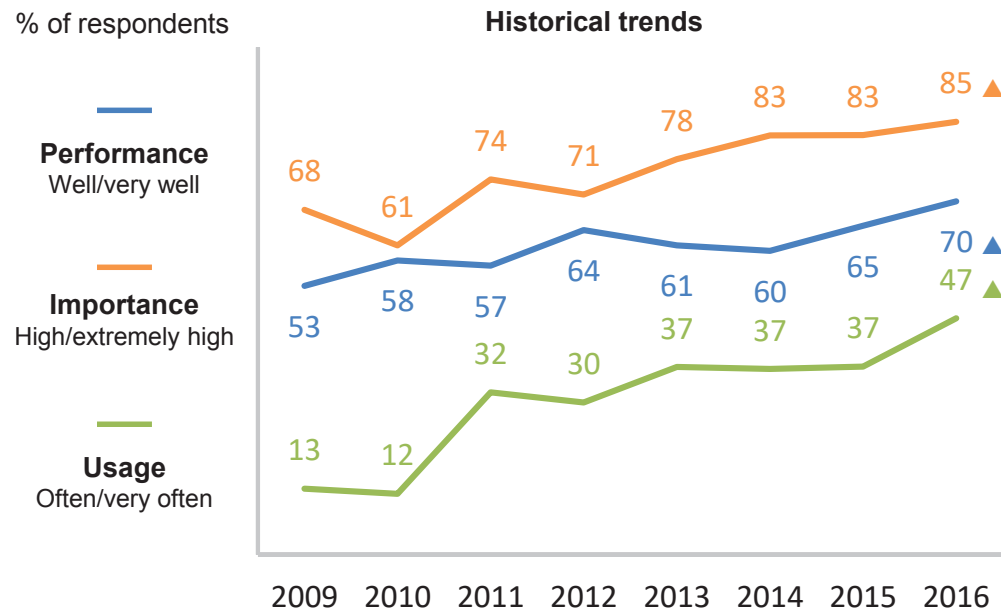
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1696), Importance (n = 1639), Performance (n = 864).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Caring for the environment



- Frequent use by 46% (total Often/Very Often)
- Considered high importance by 86% (High/Extremely High)
- 70% perceive service is well performed (Well/Very Well)*
- Higher performance ratings among seniors and in Cooloongup and Hillman.
- Most room to improve among younger adults and in Singleton and Golden Bay.

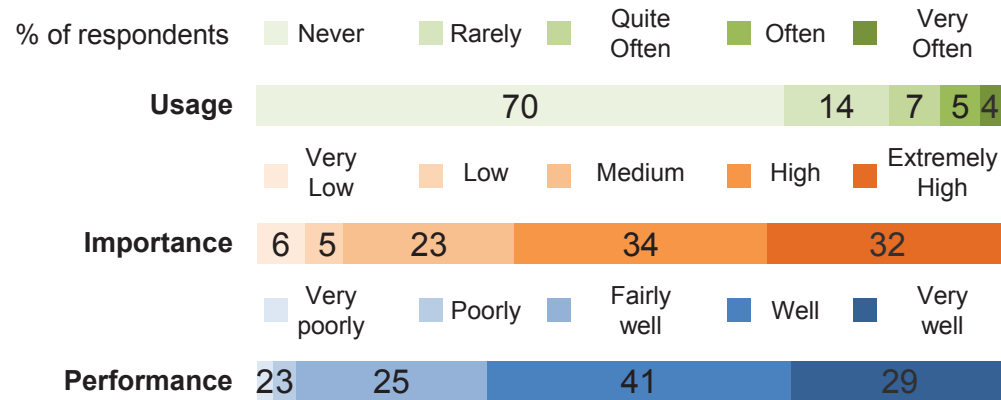


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	70	7
Male	69	8
Female	70	6
18 - 34 years	65	8
35 - 49 years	71	7
50 - 64 years	69	7
65+ years	77	5
Baldivis	70	7
Cooloongup/Hillman	82	5
Singleton/Golden Bay	59	11
Port Kennedy	74	7
Rockingham/East Rockingham	69	8
Safety Bay	74	8
Secret Harbour	64	1
Shoalwater	69	9
Waikiki	70	7
Warnbro	69	4

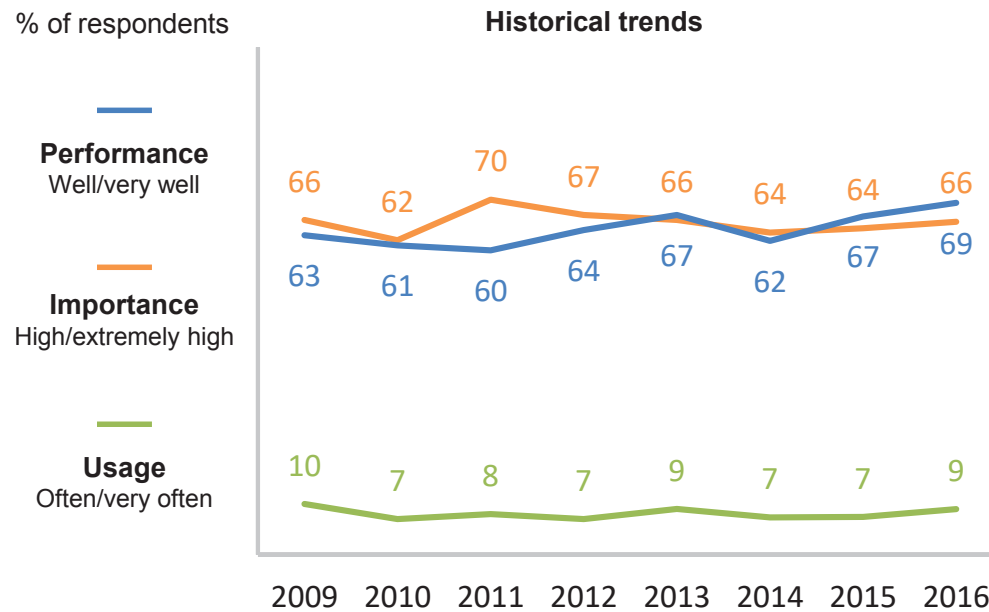
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1696), Importance (n = 1698), Performance (n = 1373).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Seniors programs



- Frequent use by 9% (total Often/Very Often)
- Considered high importance by 66% (High/Extremely High)
- 69% perceive service is well performed (Well/Very Well)*
- Higher performance ratings among seniors.
- Most room to improve in Baldivis and Safety Bay.

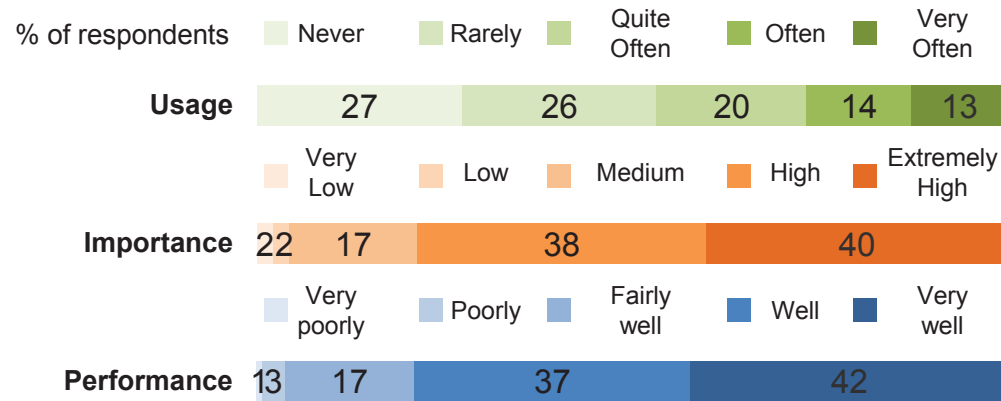


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	69	5
Male	69	4
Female	70	6
18 - 34 years	68	5
35 - 49 years	65	7
50 - 64 years	67	5
65+ years	79	4
Baldivis	63	7
Cooloongup/Hillman	73	6
Singleton/Golden Bay	66	1
Port Kennedy	72	4
Rockingham/East Rockingham	71	3
Safety Bay	68	11
Secret Harbour	69	4
Shoalwater	69	1
Waikiki	71	6
Warnbro	76	7

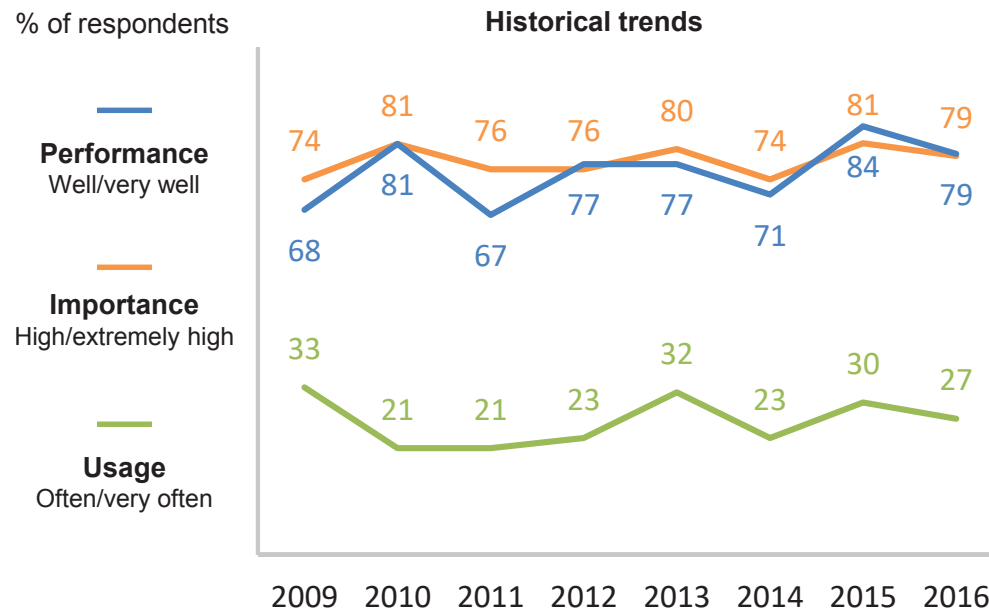
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1731), Importance (n = 1676), Performance (n = 837).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Seniors programs | among seniors only (aged 65+)

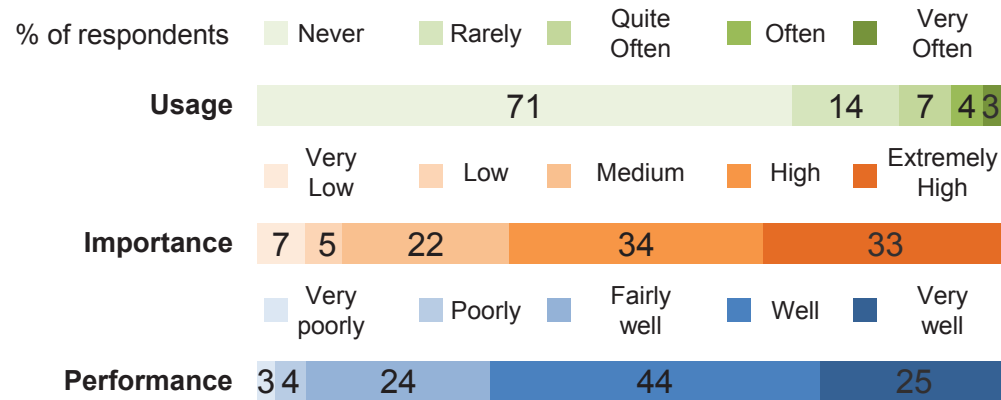


- Frequent use by 27% (total Often/Very Often)
- Considered high importance by 78% (High/Extremely High)
- 79% perceive service is well performed (Well/Very Well)*
- Seniors rate usage, importance and performance higher than the general community.

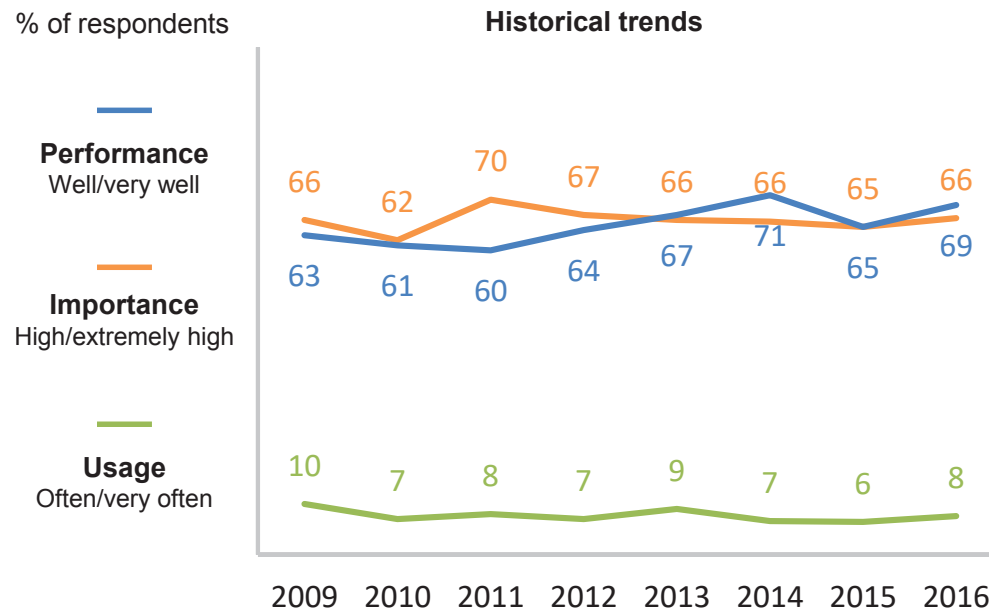


Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 263), Importance (n = 249), Performance (n = 193).

Seniors facilities



- Frequent use by 7% (total Often/Very Often)
- Considered high importance by 67% (High/Extremely High)
- 69% perceive service is well performed (Well/Very Well)*
- Higher performance ratings among seniors and in Warnbro.
- Most room to improve among those aged 35-49 years and in Baldivis.

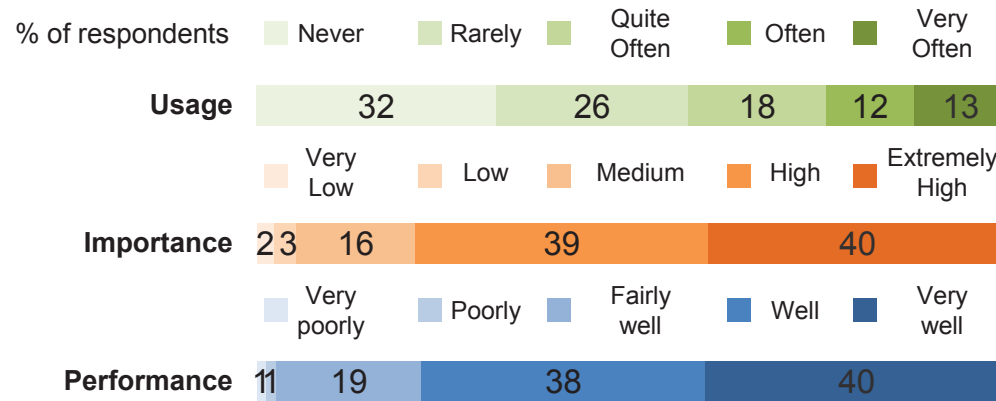


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	69	7
Male	68	6
Female	69	7
18 - 34 years	69	5
35 - 49 years	63	12
50 - 64 years	67	6
65+ years	78	3
Baldivis	61	8
Cooloongup/Hillman	74	5
Singleton/Golden Bay	67	0
Port Kennedy	71	4
Rockingham/East Rockingham	72	6
Safety Bay	68	10
Secret Harbour	65	4
Shoalwater	71	10
Waikiki	69	7
Warnbro	78	7

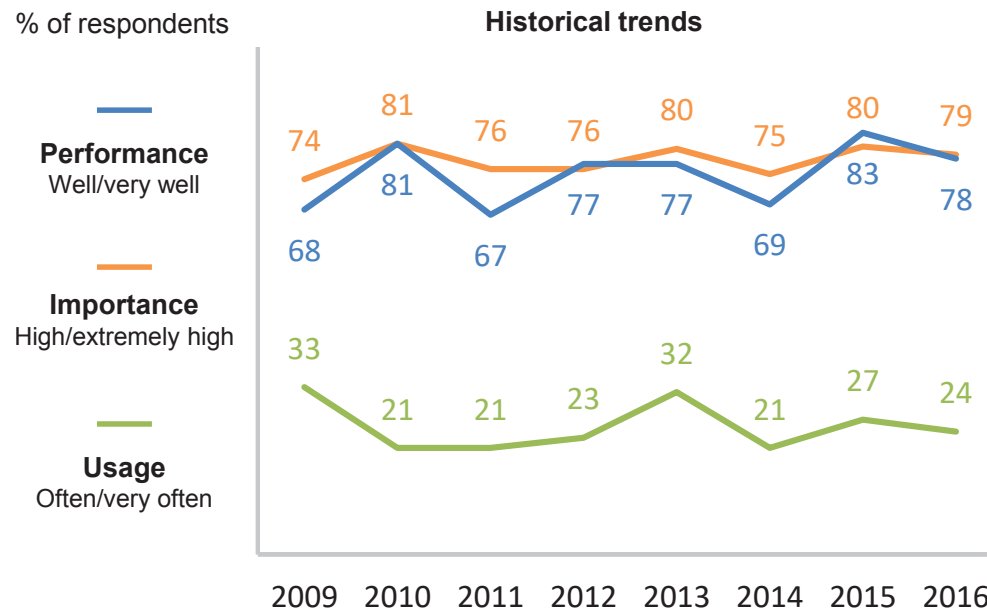
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1723), Importance (n = 1671), Performance (n = 807).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Seniors facilities | among seniors only (aged 65+)



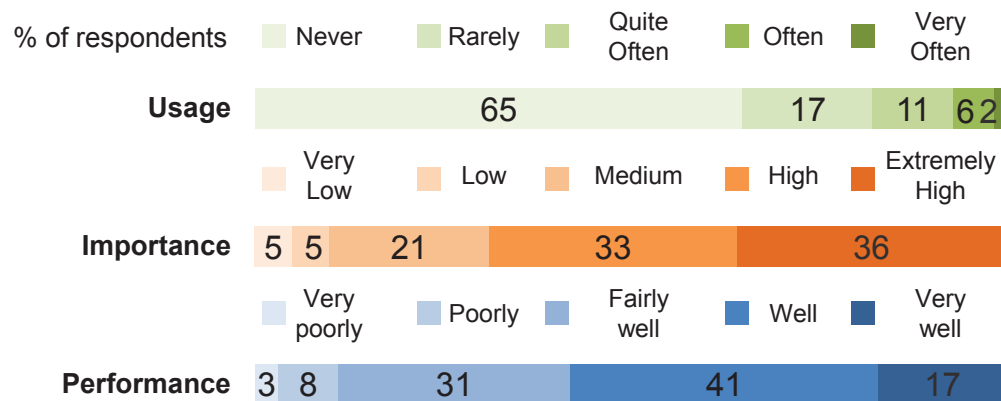
- Frequent use by 25% (total Often/Very Often)
- Considered high importance by 79% (High/Extremely High)
- 78% perceive service is well performed (Well/Very Well)*
- Seniors rate usage, importance and performance higher than the general community.



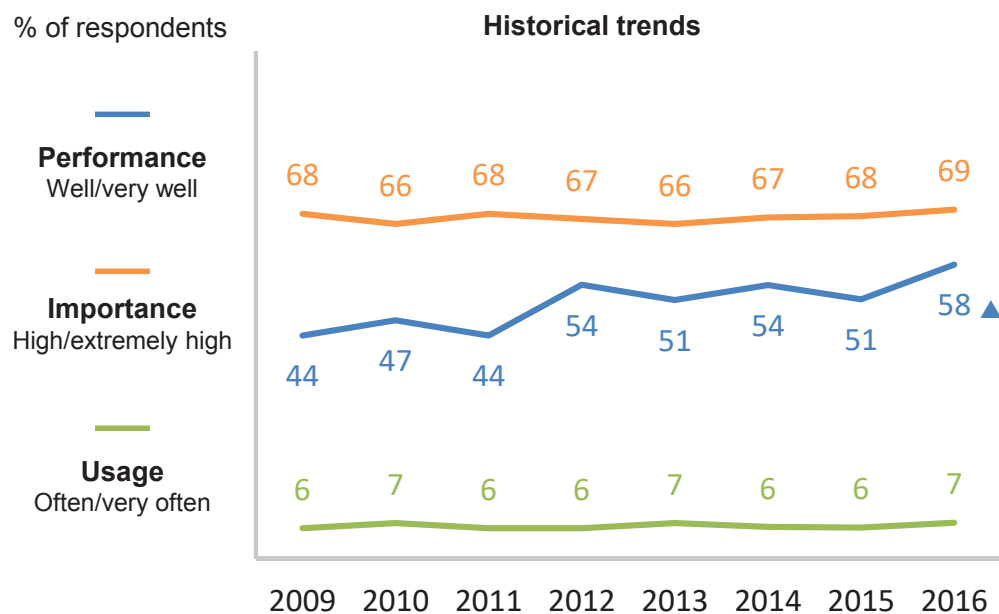
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 260), Importance (n = 248), Performance (n = 187).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Youth programs and facilities



- Frequent use by 8% (total Often/Very Often)
- Considered high importance by 69% (High/Extremely High)
- 58% perceive service is well performed (Well/Very Well)*
- Higher performance ratings among seniors and in Singleton and Golden Bay.
- Most room to improve among those aged 35-49 years and in Waikiki.

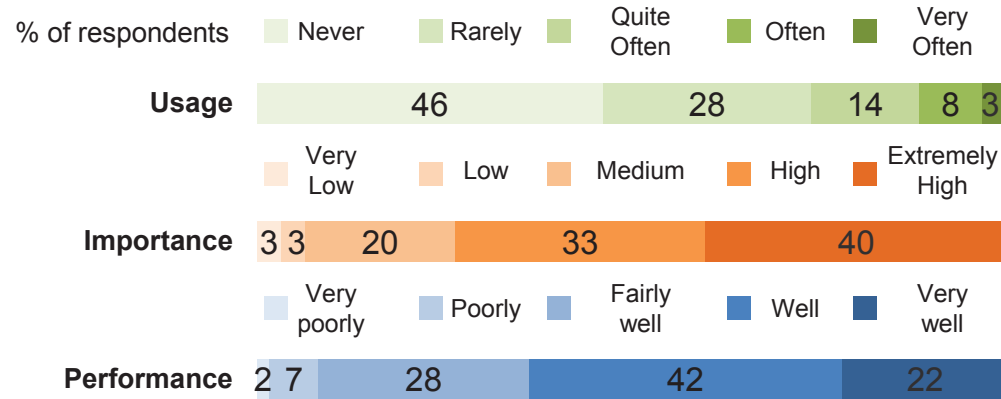


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	58	11
Male	59	12
Female	57	10
18 - 34 years	57	10
35 - 49 years	53	15
50 - 64 years	62	10
65+ years	67	7
Baldivis	58	14
Cooloongup/Hillman	57	7
Singleton/Golden Bay	67	6
Port Kennedy	64	13
Rockingham/East Rockingham	58	10
Safety Bay	56	11
Secret Harbour	53	9
Shoalwater	56	4
Waikiki	51	16
Warnbro	63	13

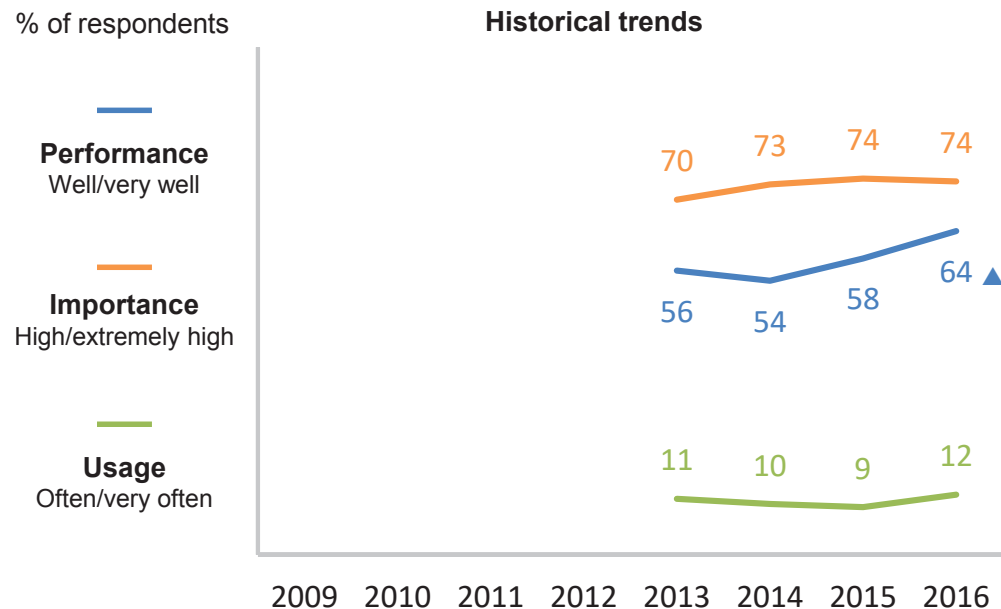
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1719), Importance (n = 1674), Performance (n = 900).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Community safety programs



- Frequent use by 11% (total Often/Very Often)
- Considered high importance by 73% (High/Extremely High)
- 64% perceive service is well performed (Well/Very Well)*
- Higher performance ratings among seniors and in Shoalwater.
- Most room to improve among younger adults and in Baldivis, Cooloongup, Hillman, Rockingham and East Rockingham.

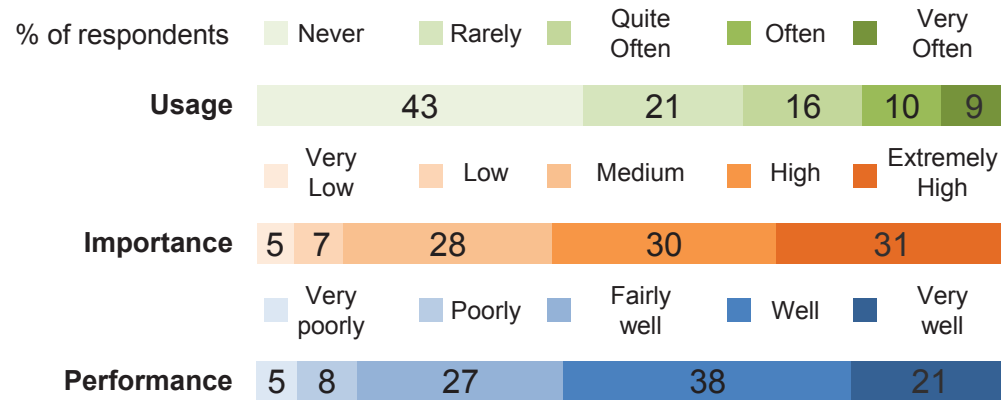


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	64	8
Male	65	9
Female	63	8
18 - 34 years	61	6
35 - 49 years	60	12
50 - 64 years	66	9
65+ years	73	4
Baldivis	61	8
Cooloongup/Hillman	61	7
Singleton/Golden Bay	63	7
Port Kennedy	67	10
Rockingham/East Rockingham	61	9
Safety Bay	63	8
Secret Harbour	69	11
Shoalwater	73	1
Waikiki	68	7
Warnbro	63	6

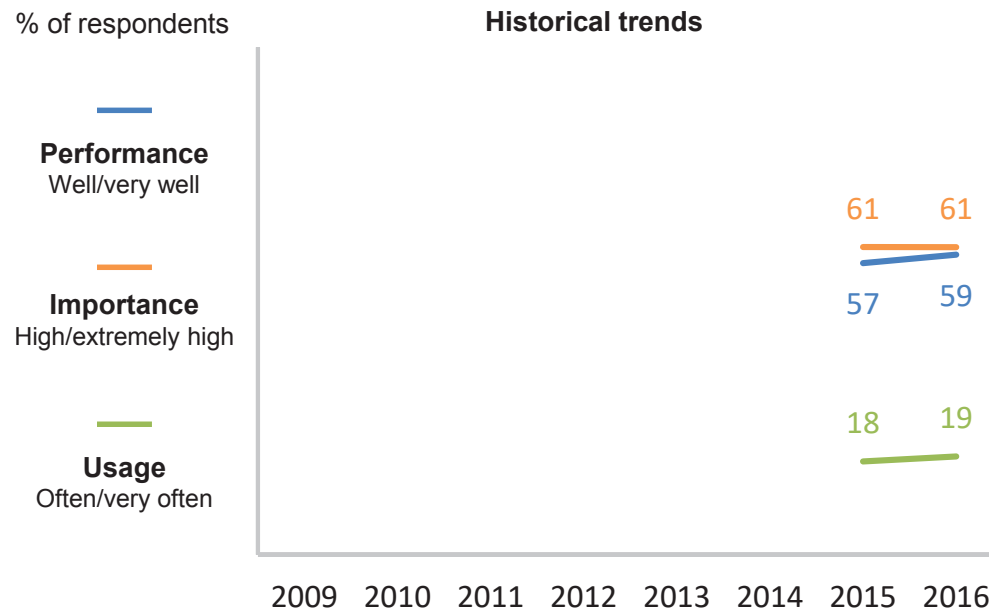
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1710), Importance (n = 1674), Performance (n = 970).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Dog and cat management



- Frequent use by 19% (total Often/Very Often)
- Considered high importance by 61% (High/Extremely High)
- 59% perceive service is well performed (Well/Very Well)*
- Higher performance ratings in Warnbro.
- Most room to improve in Shoalwater.

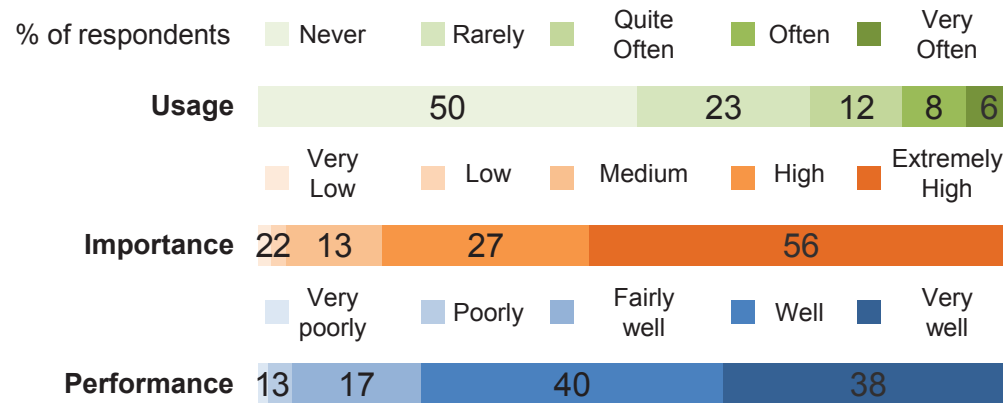


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	59	13
Male	60	14
Female	59	13
18 - 34 years	59	12
35 - 49 years	61	13
50 - 64 years	57	12
65+ years	58	19
Baldivis	57	15
Cooloongup/Hillman	56	15
Singleton/Golden Bay	64	9
Port Kennedy	64	16
Rockingham/East Rockingham	62	10
Safety Bay	57	17
Secret Harbour	66	11
Shoalwater	46	6
Waikiki	58	12
Warnbro	69	14

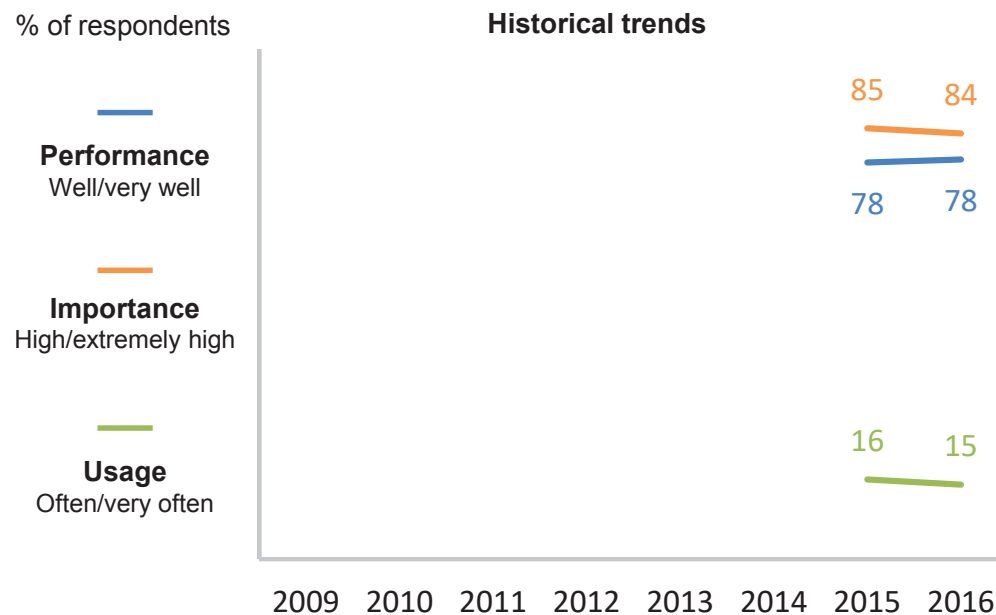
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
NB : 2015 = Dog Management Base: Usage (n = 1715), Importance (n = 1687), Performance (n = 1096).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Fire management



- Frequent use by 14% (total Often/Very Often)
- Considered high importance by 84% (High/Extremely High)*
- 78% perceive service is well performed (Well/Very Well)*
- Higher performance ratings in Cooloongup, Hillman and Warnbro.
- Most room to improve in Port Kennedy and Shoalwater.

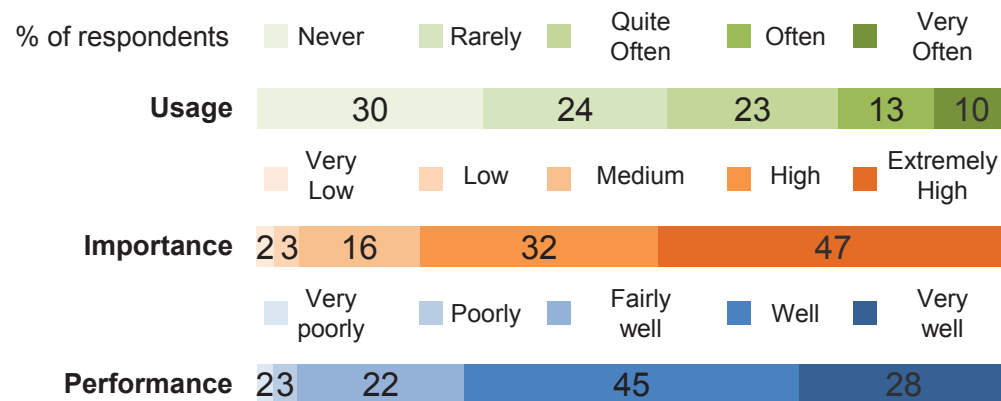


% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	78	5
Male	77	5
Female	81	5
18 - 34 years	77	4
35 - 49 years	77	7
50 - 64 years	78	2
65+ years	84	4
Baldivis	79	4
Cooloongup/Hillman	86	5
Singleton/Golden Bay	84	1
Port Kennedy	74	12
Rockingham/East Rockingham	78	3
Safety Bay	77	7
Secret Harbour	83	4
Shoalwater	72	4
Waikiki	76	3
Warnbro	87	3

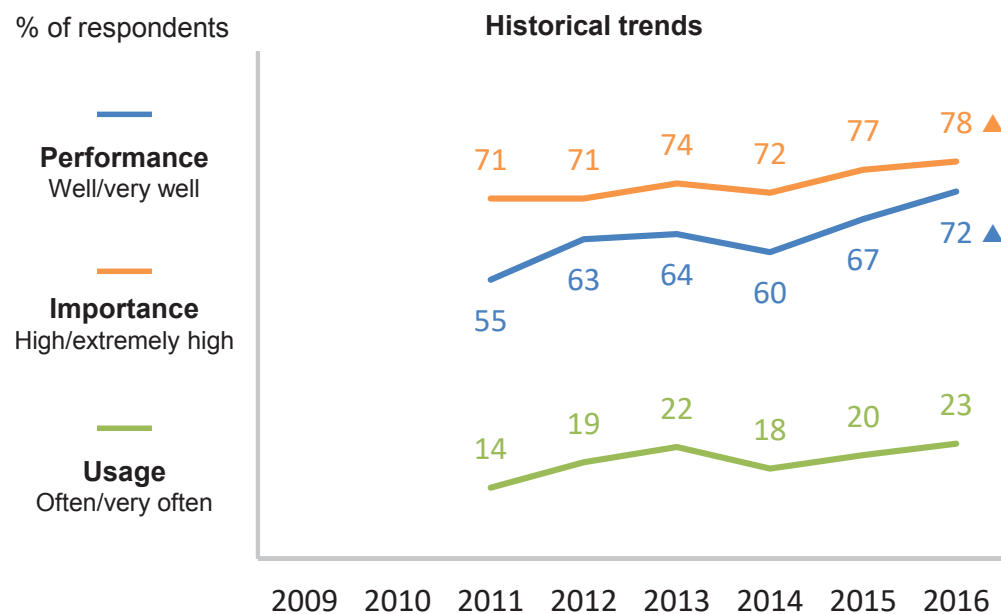
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1704), Importance (n = 1683), Performance (n = 1095).

* For overall scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Community health and wellbeing



- Frequent use by 23% (total Often/Very Often)
- Considered high importance by 79% (High/Extremely High)
- 72% perceive service is well performed (Well/Very Well)*
- Higher performance ratings among seniors and in Cooloongup and Hillman.
- Most room to improve among those aged 50-64 years and in Port Kennedy and Shoalwater.



% of respondents	Well/very well	Poor/very poor
ALL RESPONDENTS	72	5
Male	71	5
Female	73	6
18 - 34 years	72	6
35 - 49 years	70	6
50 - 64 years	68	5
65+ years	84	2
Baldivis	73	4
Cooloongup/Hillman	83	5
Singleton/Golden Bay	72	1
Port Kennedy	68	5
Rockingham/East Rockingham	72	5
Safety Bay	70	7
Secret Harbour	73	5
Shoalwater	75	11
Waikiki	73	6
Warnbro	72	6

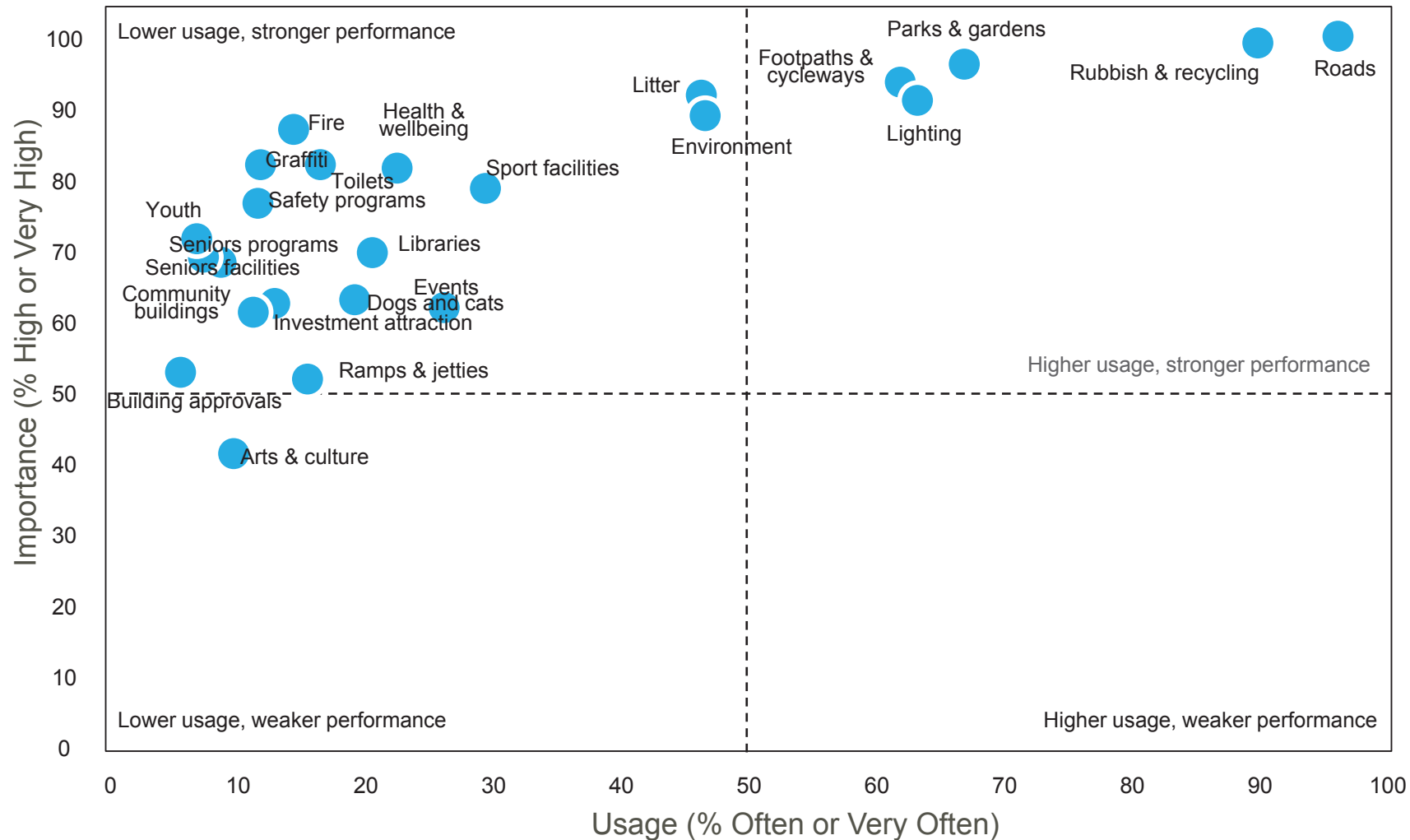
Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.
Base: Usage (n = 1716), Importance (n = 1695), Performance (n = 1109).

* For overall performance scores, where the sum of the parts = +/-1% this is due to rounding errors to 0 decimal places.

Usage, Importance and Performance Matrices



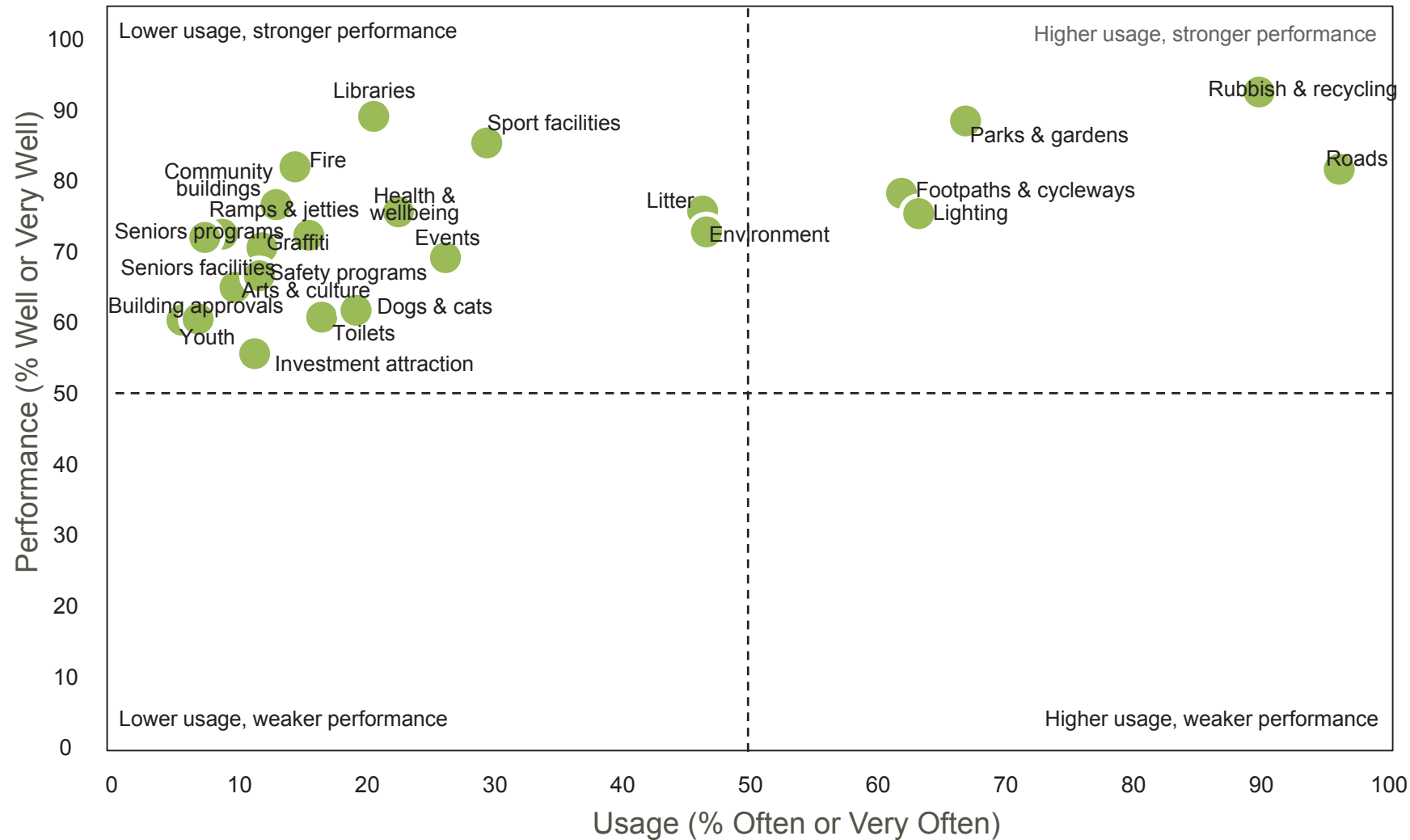
Usage and Importance Matrix



Q. How often do you utilise the service or facility? Q. How importantly do you rate the service or facility?

Base: All respondents who provided a valid response. Base: Frequency (n = varies), Importance (n = varies), Performance (n = varies).

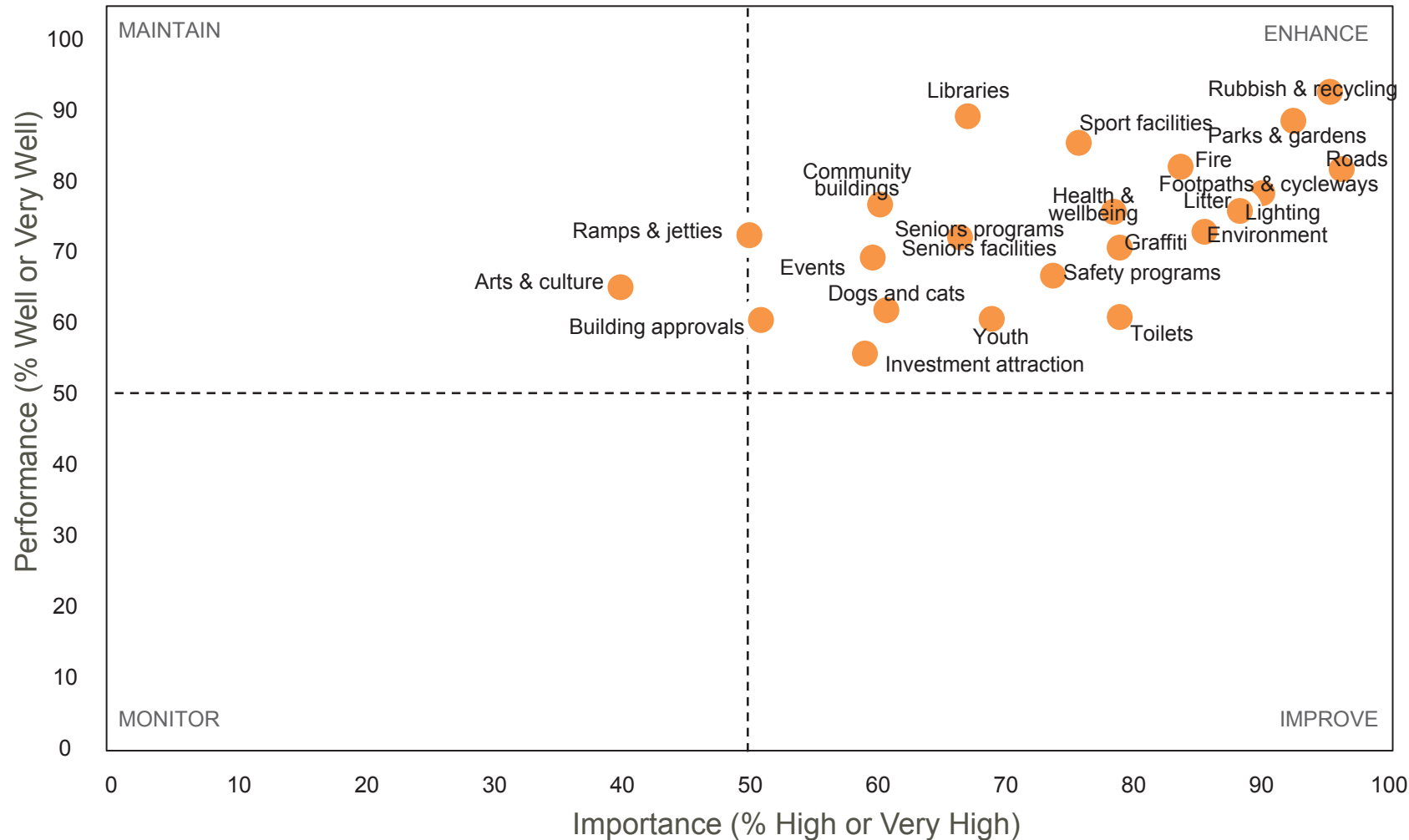
Usage and Performance Matrix



Q. How often do you utilise the service or facility? Q. How well does the City deliver the service or facility?

Base: All respondents who provided a valid response. Frequency (n = varies), Importance (n = varies), Performance (n = varies).

Importance and Performance Matrix



Q. How importantly do you rate the service or facility? Q. How well does the City deliver the service or facility?
Base: All respondents who provided a valid response. Frequency (n = varies), Importance (n = varies), Performance (n = varies).

Thank you