

# City of Rockingham

## 2017 Customer Satisfaction Survey





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# Executive Summary

# Overall performance

Overall  
Performance  
Score\*  
(out of 5)

'09	'10	'11	'12	'13	'14	'15	'16	'17
3.7	3.7	3.8	3.8	3.8	3.8	3.9	4.0	4.0

Overall performance remained high and steady over the past 12 months. The average rating was 'well' (4 out of 5) on a 5 point scale from very poorly (1) to very well (5).



## Strengths

Libraries, parks, gardens and picnic areas, rubbish collection and recycling.

*Over 80% of residents rate these services as "well" or "very well".*

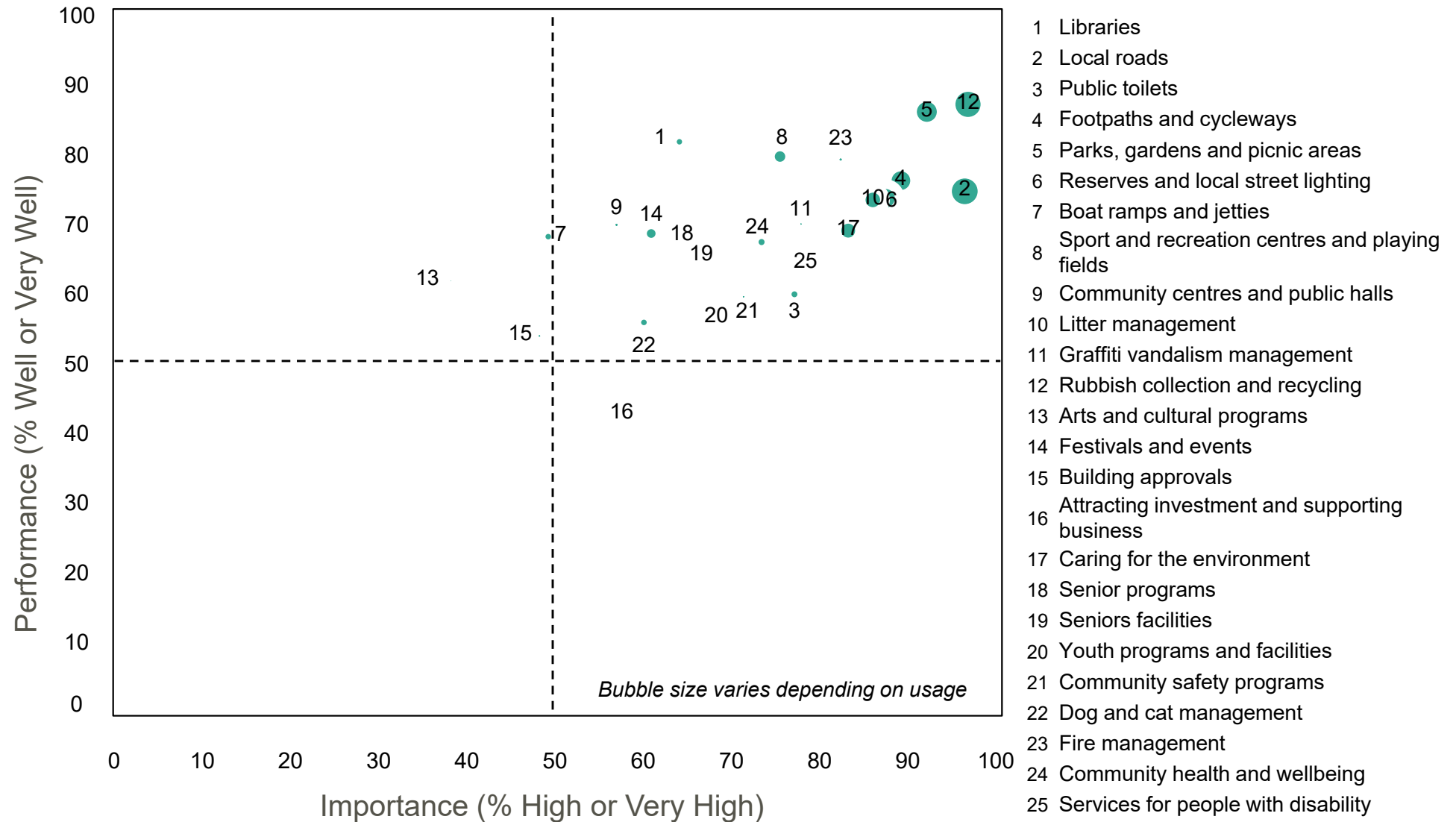
## Key Focus Areas

Building approvals, attracting investment and supporting business, youth programs and facilities, community safety programs and dog and cat management.

*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

# Performance Matrix | services and facilities



Q. How often do you utilise the service or facility? Q. What importance do you place on the service or facility? Q. How well does the City deliver the service or facility?  
 Base: All respondents who provided a valid response. Usage (n = varies), Importance (n = varies), Performance (n = varies).

# Communication

The City's communication performance remains steady with 78% of respondents rating their interaction with the City 'well' or 'very well'.

## Resident behaviour

The primary channels for contacting the City continue to be phone (52%) and 'in person' (39%), followed by email (24%), letter (9%), then the City's website (8%). Only 2% of respondents had contact with the City via social media in the past 12 months.

Among those who contacted the City over the past 12 months, 78% 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 (38%), followed by email (34%) and in person (28%).

The City Chronicle continues to be the preferred way to receive City news (33%). However, this preference has gradually declined while email newsletter popularity remains steady (31%). Social Media preferences have increased from 7% in 2012 to 19% in 2017. Conversely, newspaper popularity continues to drop, down from 44% in 2011 to 17% in 2017.



# The Study

# The Study

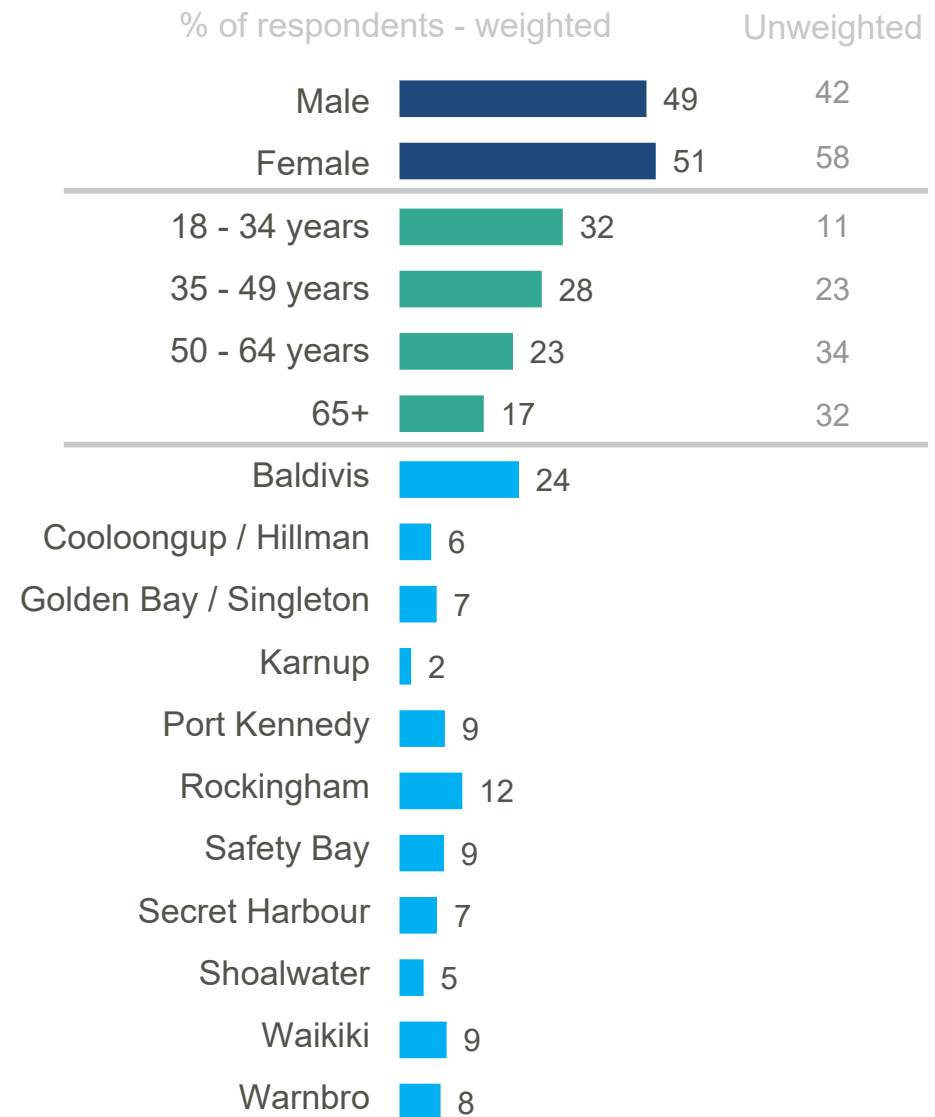
The 2017 Customer Satisfaction Survey was administered in October-November to:

- measure overall satisfaction
- evaluate selected services and facilities
- determine performance gaps

The survey was available for completion in hard copy or online. The City designed and mailed hard copies to all households, and programmed and hosted an online survey using SurveyMonkey.

1,967 responses were submitted to the City.

An independent service provider assisted with data entry, analysis and reporting. As there was an age and gender bias, results were weighted to represent the general population. This meant respondents who did not indicate their age and gender needed to be removed from the sample. Sampling precision is + / - 2.3% at the 95% confidence interval.





# 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 1,967 responses were received. With this sample size of over 19%, the survey results are truly representative and statistically very reliable.

The City has achieved a sampling error of just 2.3%, which is much better than the maximum of 5% recommended by the Western Australian Auditor general.

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

**Therefore the good response rate confirms 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.

Your input will help us to ensure that we are meeting the community's needs and expectations.

If you prefer you could submit your survey online at: [www.surveymonkey.com/r/corsatisfactionsurvey2017](http://www.surveymonkey.com/r/corsatisfactionsurvey2017)

### WIN A PRIZE IN THE DRAW!

You could win:

- \$1,000
- \$600
- Double Gold membership to the Aqua Jetty (12 months)
- Double Gold membership to the Aqua Jetty (six months)
- Double Gold membership to the Aqua Jetty (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 17 November 2017**. Winners will be contacted by telephone.\*

\*Terms and conditions apply.

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.

### Communication with the City

4. Have you had contact with the City within the past 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

### 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  
☐ Kamup ☐ Shoalwater

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

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

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

☐ Newspaper ☐ City Chronicle ☐ Website  
☐ Email newsletter ☐ Monthly Council Meetings  
☐ Social Media (Facebook/Twitter)  
☐ Other: (please specify below)

Please continue the survey over the page ➡



[www.rockingham.wa.gov.au](http://www.rockingham.wa.gov.au)



## Services and Facilities

### Service or Facility

For each service or facility listed below please circle the number that best expresses your views for each question.

### 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

Service or Facility	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	6
Libraries																
Local roads																
Public toilets																
Footpaths and cycleways																
Parks, gardens and picnic areas (including foreshores)																
Reserves and local street lighting																
Boat ramps and jetties																
Sport and recreation centres and playing fields																
Community centres and public halls																
Litter management																
Graffiti vandalism management																
Rubbish collection and recycling																
Arts and cultural programs																
Festivals and events																
Building approvals																
Attracting investment and supporting business																
Caring for the environment																
Seniors programs																
Seniors facilities																
Youth programs and facilities																
Community safety programs																
Dog and cat management																
Fire management																
Community health and wellbeing																
Services for people with disability																

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](mailto:customer@rockingham.wa.gov.au)

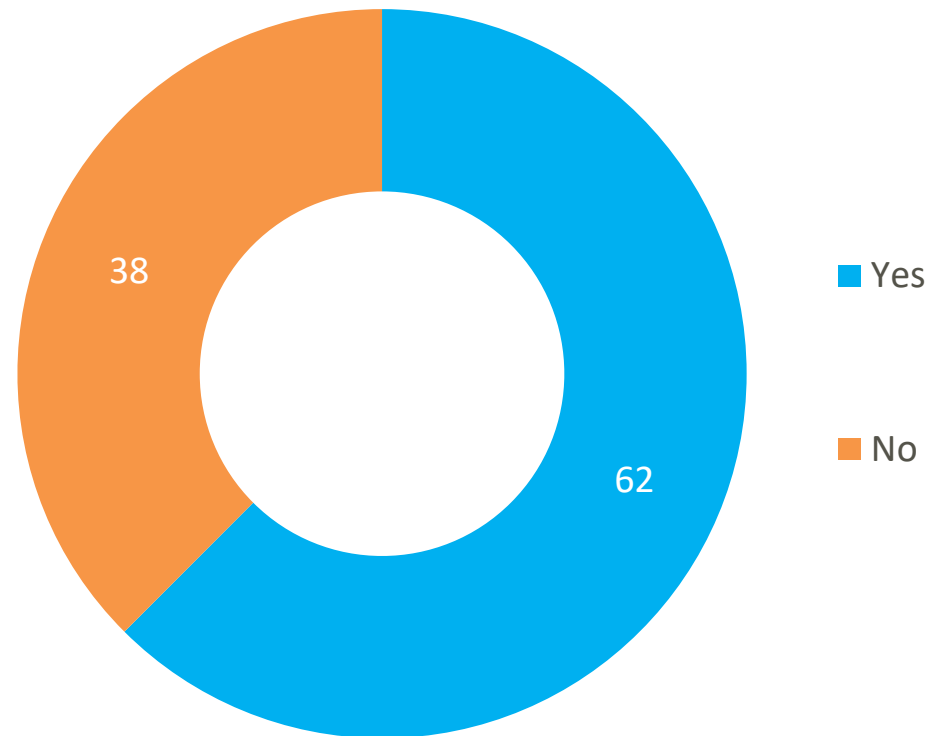
# Communication with the City

# Recent contact with the City

62% of respondents had contact with the City in the last 12 months, comparable with the results in 2016.

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

% of respondents







Q. Have you had contact with the City within that last 12 months? Base: All respondents, excludes no response (n = 1,833)

# Method of contact

Residents continue to use phone followed by in person interaction and email when they need to contact the City of Rockingham. Use of email has been increasing, while use of the website has been decreasing over the past five years.

% of respondents

		2009	2010	2011	2012	2013	2014	2015	2016	2017	Trend
Phone	 52	58	53	53	47	53	43	47	52	52	=
In person	 39	44	37	39	38	38	51	43	42	39	=
Email	 24	9	9	14	13	17	15	22	21	24	▲
Letter	 9	7	7	12	13	11	7	9	8	9	=
City's website	 8	5	5	5	10	13	12	11	8	8	▼
Social Media	 2	NA	NA	NA	NA	0	3	2	1	2	=

Q. Have you had contact with the City within that last 12 months... Q. Was it (please tick one)? Note: respondents provided multiple responses.

Base: Respondents who have had contact with City over last 12 months, excludes no response (n = 1,136)

# Method of contact

## demographic profile

Females were more likely than males to have contact with the City by phone. Males showed a greater tendency towards email. Phone contact was highest among those in Golden Bay / Singleton and lowest among people living in Coooloongup / Hillman who showed greatest tendency to visit the City in person.

% of respondents	Phone	In person	Email	Website	Letter	Social media
Male	48	43	30	9	11	3
Female	56	35	19	7	7	1
18 - 34 years	47	40	28	5	13	3
35 - 49 years	55	35	24	12	8	3
50 - 64 years	55	39	24	10	8	2
65+ years	50	45	17	4	5	1
Baldivis	55	31	32	6	14	1
Coooloongup / Hillman	31	55	31	5	21	0
Golden Bay / Singleton	63	38	27	4	7	0
Port Kennedy	51	46	21	11	10	1
Rockingham	51	41	18	11	6	1
Safety Bay	53	51	24	8	5	7
Secret Harbour	54	33	20	9	4	2
Shoalwater	43	47	20	12	3	3
Waikiki	51	37	14	9	4	4
Warnbro	51	44	24	5	10	3

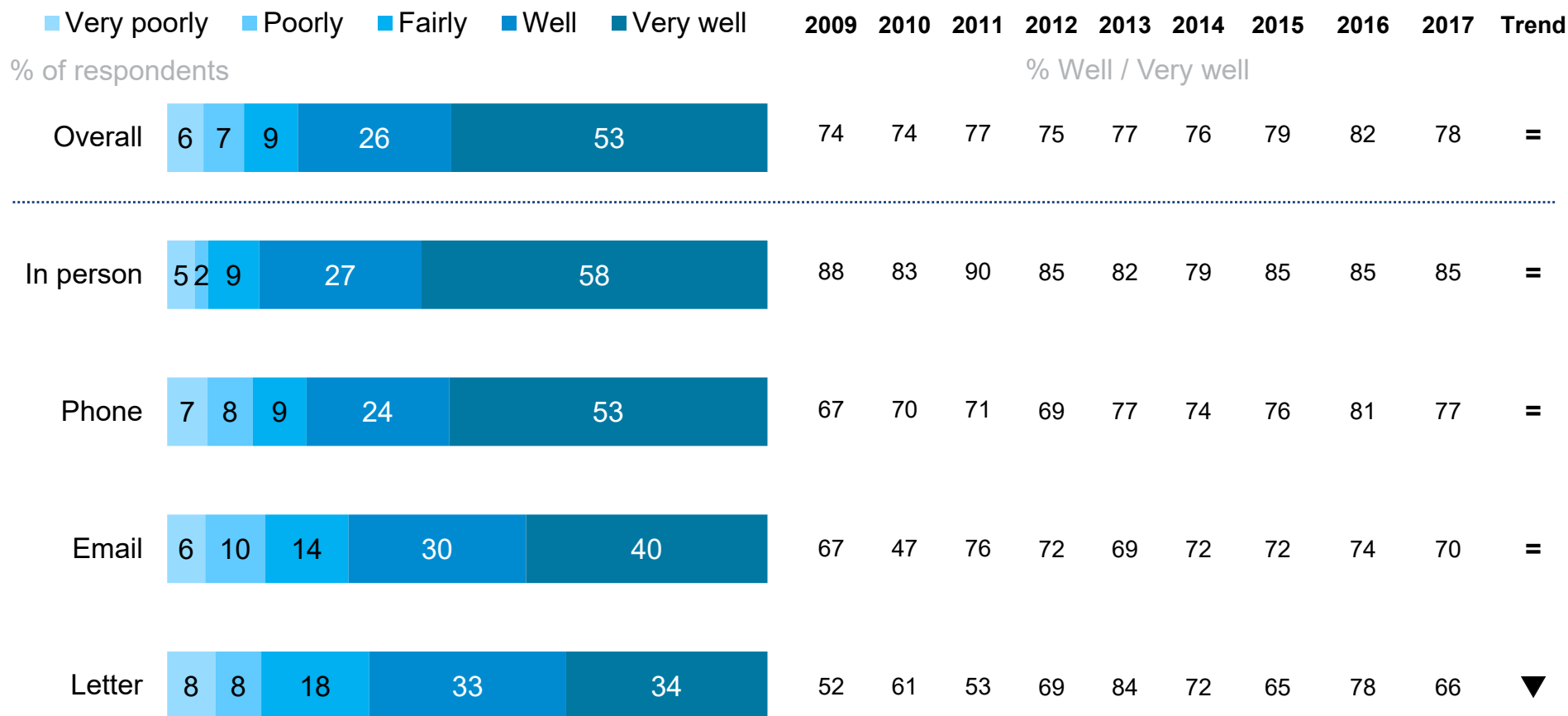
Q. Have you had contact with the City within that last 12 months... Q. Was it (please tick one)? Note: respondents provided multiple responses.

Base: Respondents who have had contact with City over last 12 months, excludes no response (n = 1,136)

# Council performance

## by method of contact

Overall, perceptions of customer service remain steady. Perceptions of interaction with the City by letter have declined over the past 12 months. However, historical analysis suggest that this trend tends to fluctuate.



Q. In your opinion, how well did the City deal with your interaction?

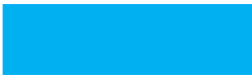





Base: Respondents who have had contact with City over last 12 months, excludes no response.

Overall (n = 1044); Person (n = 411); Phone (n = 531); Email (n = 251); Letter (n = 98).

# Preferred method of dealing with the City

Phone contact continues to be the preferred method of dealing with the City, followed closely by email and in person contact. Preference towards email continues to gradually increase.

% of respondents

		2011	2012	2013	2014	2015	2016	2017	Trend
Phone	 38	46	43	42	40	38	41	38	=
Email	 34	18	24	29	28	31	31	34	▲
In person	 28	32	28	33	32	29	28	28	=
City's website	 9	7	12	14	11	11	12	9	=
Letter	 7	7	6	5	7	5	6	7	=
Social Media	 2	NA	2	1	2	2	2	2	=

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

Base: Those who provided a valid response (n = 1825)



# Preferred method of dealing with the City

Phone contact is generally preferred by females and residents in Golden Bay / Singleton and Secret Harbour. Conversely, Cooloongup / Hillman and Safety Bay residents opt for in person dealings. Seniors also prefer in person contact compared with younger adults who are more likely to choose email contact with the City.

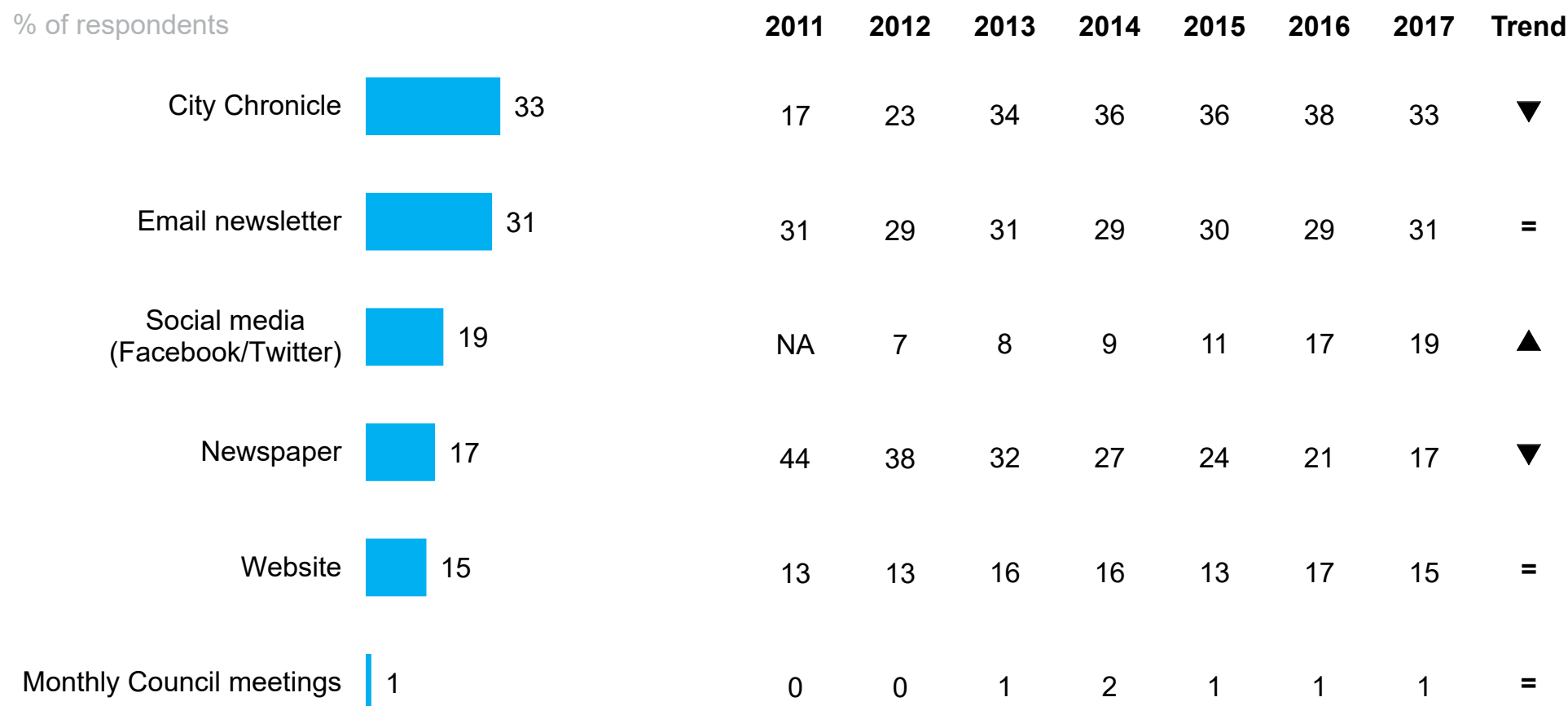
% of respondents	Phone	In person	Email	Website	Letter	Social media
Male	33	30	35	8	7	2
Female	43	25	34	11	7	1
18 - 34 years	35	18	40	10	10	2
35 - 49 years	40	26	39	13	5	2
50 - 64 years	43	32	31	9	5	1
65+ years	36	45	21	3	6	1
Baldivis	37	23	43	11	6	2
Cooloongup / Hillman	28	44	33	7	8	2
Golden Bay / Singleton	50	17	35	9	5	1
Port Kennedy	42	23	27	8	11	1
Rockingham	33	34	29	11	9	3
Safety Bay	35	40	34	8	4	4
Secret Harbour	46	7	41	8	4	1
Shoalwater	31	28	37	15	5	1
Waikiki	41	32	26	6	7	0
Warnbro	35	35	32	9	7	2

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

Base: Those who provided a valid response (n = 1825)

# Preferred method to find out about City news

The City Chronicle remains the preferred method of finding out about City news followed by enews. Social media has seen a gradual rise over time as a source of City news. Conversely, preferences towards print newspaper are showing steady decline.



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

Base: Those who provided a valid response (n = 1828)

# Preferred method to find out about City news

Print publications, both the City Chronicle and newspaper, are the preferred source of information for seniors. Rockingham residents appear more likely than other suburbs to read the newspaper for City news while those in Shoalwater appear most likely to rely on City Chronicle. Social media use is highest among young people and those living in Secret Harbour.

% of respondents	Newspaper	City Chronicle	Website	eNews	Council meetings	Social media
Male	18	31	16	32	2	17
Female	15	34	14	30	0	21
18 - 34 years	11	22	17	26	2	32
35 - 49 years	16	29	18	39	1	20
50 - 64 years	17	40	14	33	1	10
65+ years	29	50	6	24	1	2
Baldivis	10	28	16	38	3	24
Cooloongup / Hillman	24	36	13	31	1	20
Golden Bay / Singleton	10	29	19	38	0	21
Port Kennedy	17	27	14	27	1	26
Rockingham	26	37	12	28	1	9
Safety Bay	18	37	12	28	0	13
Secret Harbour	10	30	19	26	1	29
Shoalwater	17	47	7	19	2	14
Waikiki	23	36	14	23	0	19
Warnbro	19	35	19	32	2	14

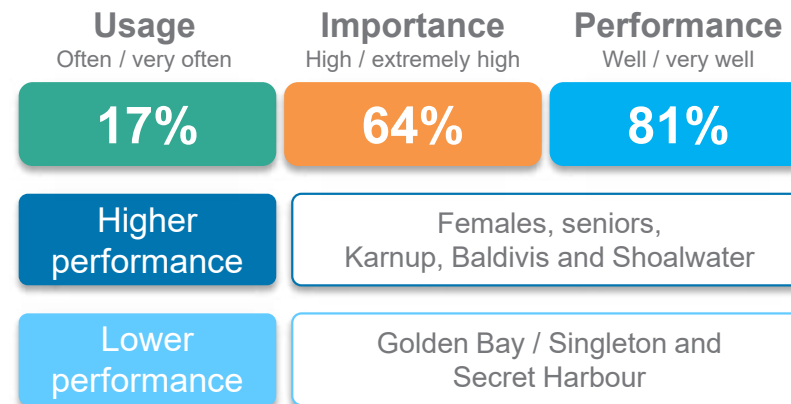
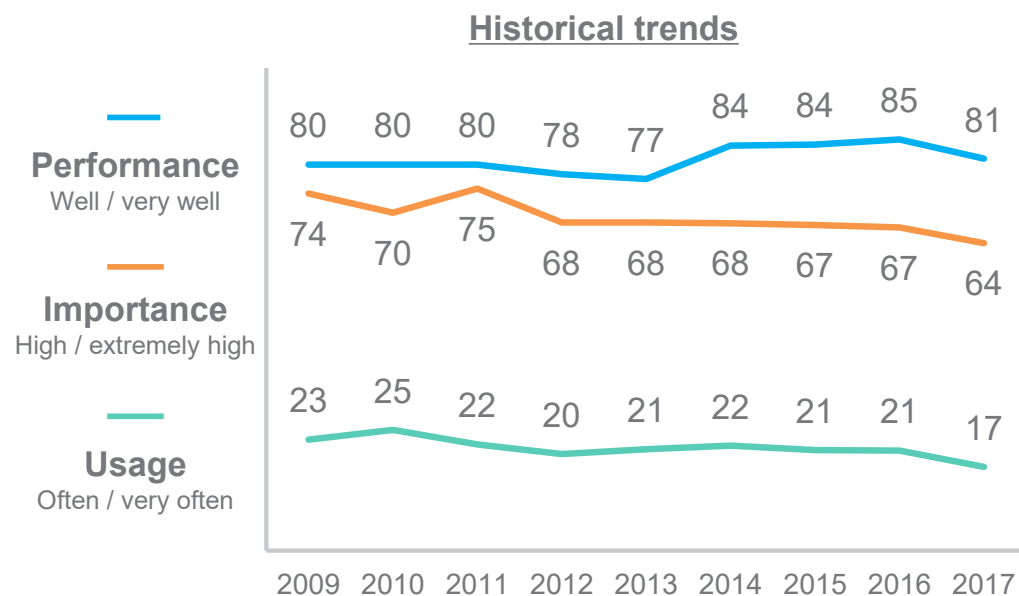
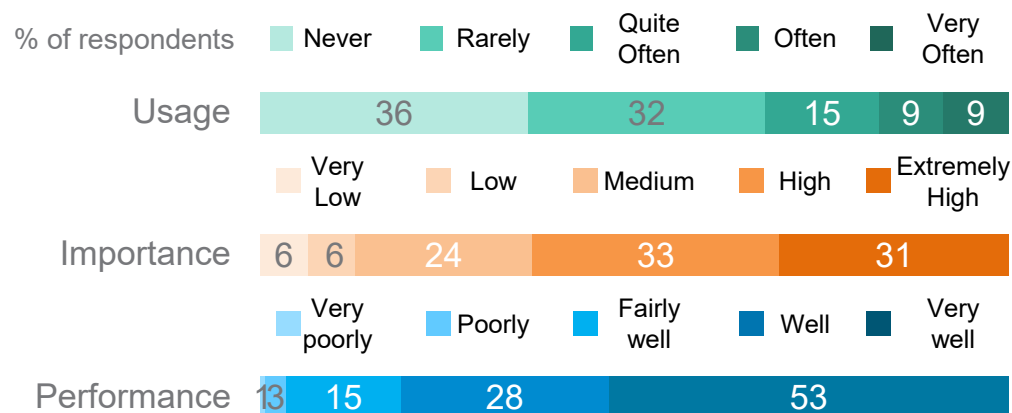
Q. What would be your preferred method of finding out City news? (please tick one)

Base: Those who provided a valid response (n = 1828)

# Services and Facilities

Usage, Importance and Performance Ratings

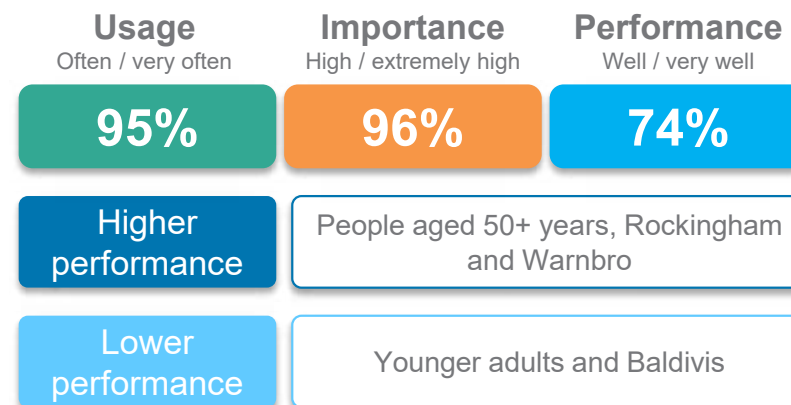
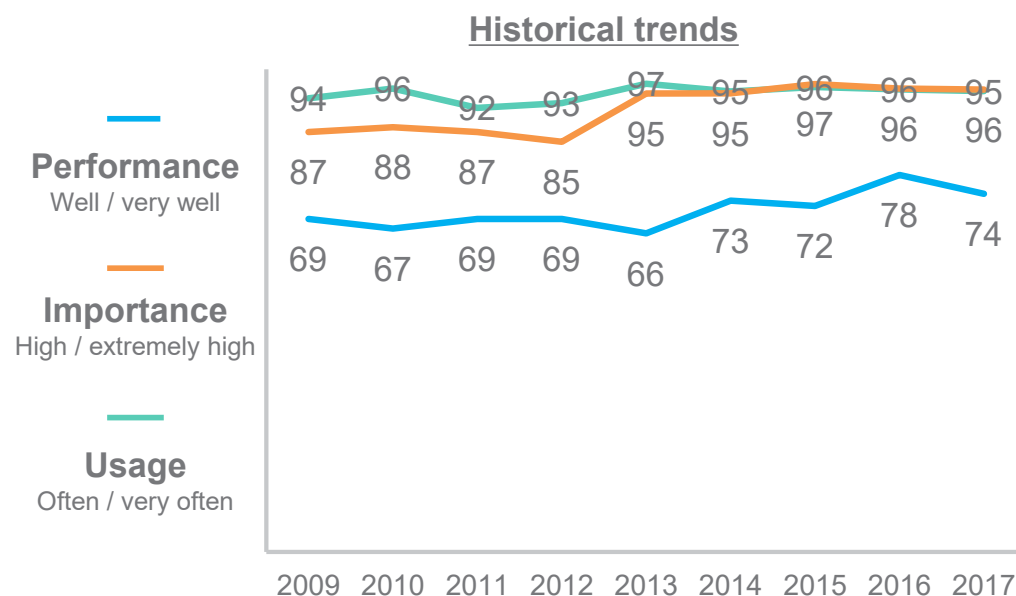
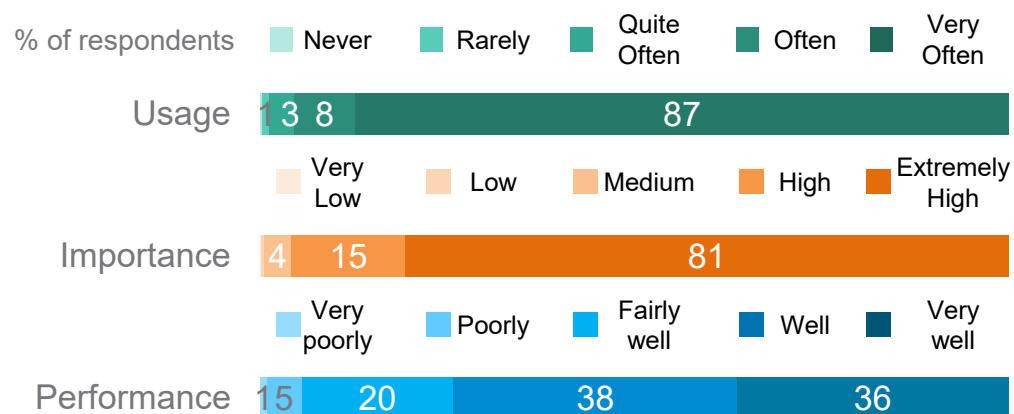
# Libraries



% of respondents	Well / very well	Poor / very poor
Male	76	5
Female	86	2
18 - 34 years	75	5
35 - 49 years	83	4
50 - 64 years	83	1
65+ years	88	3
Baldivis	91	1
Cooloongup / Hillman	76	8
Golden Bay / Singleton	62	8
Karnup	95	2
Port Kennedy	80	3
Rockingham	84	2
Safety Bay	75	6
Secret Harbour	64	7
Shoalwater	90	1
Waikiki	73	6
Warnbro	84	2

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1795), Importance (n = 1760), Performance (n = 1328).

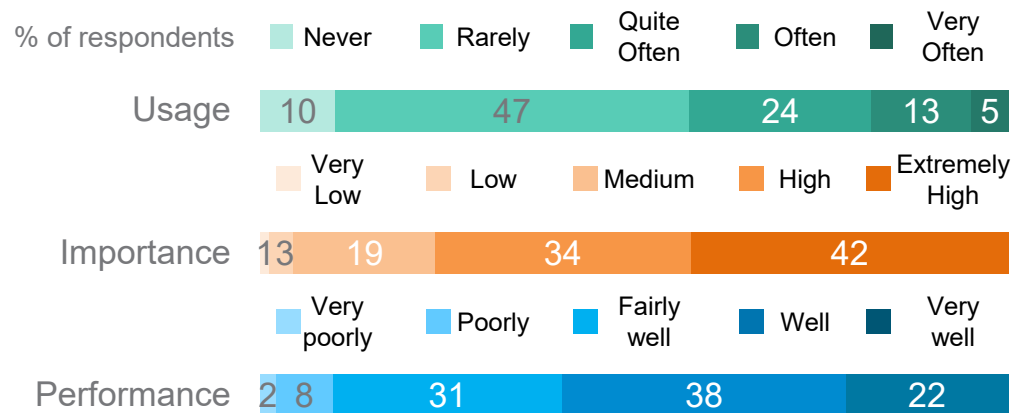
# Local roads



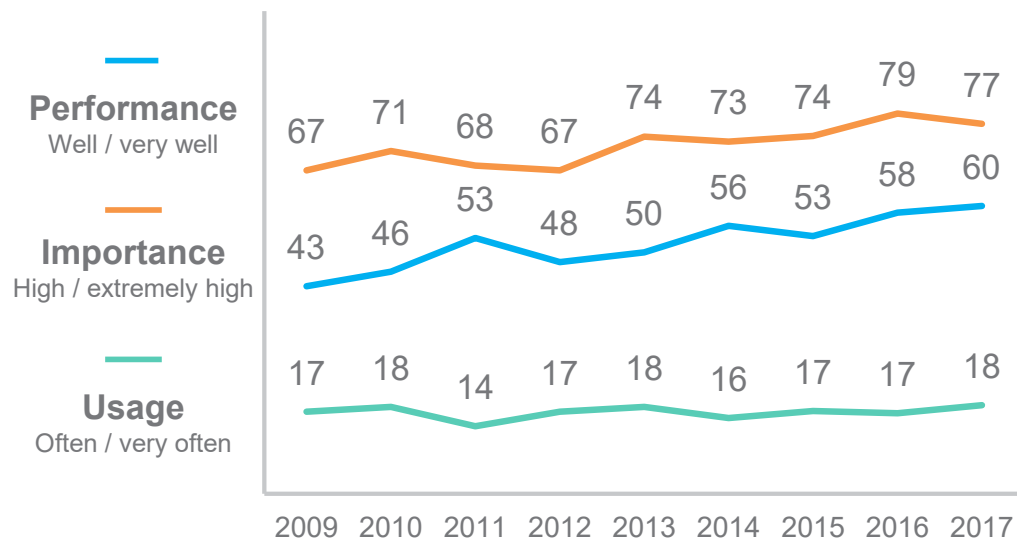
% of respondents	Well / very well	Poor / very poor
Male	72	6
Female	76	5
18 - 34 years	68	7
35 - 49 years	71	7
50 - 64 years	80	4
65+ years	86	3
Baldivis	64	11
Cooloongup / Hillman	74	4
Golden Bay / Singleton	78	5
Karnup	77	1
Port Kennedy	74	6
Rockingham	80	4
Safety Bay	75	4
Secret Harbour	75	5
Shoalwater	78	1
Waikiki	78	4
Warnbro	83	2

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1785), Importance (n = 1776), Performance (n = 1705).

# Public toilets



## Historical trends



## Usage

Often / very often

18%

Higher performance

Lower performance

## Importance

High / extremely high

77%

People aged 50+ years, Shoalwater and Secret Harbour

## Performance

Well / very well

60%

People aged 18-49 years and Baldivis

## % of respondents

## Well / very well

## Poor / very poor

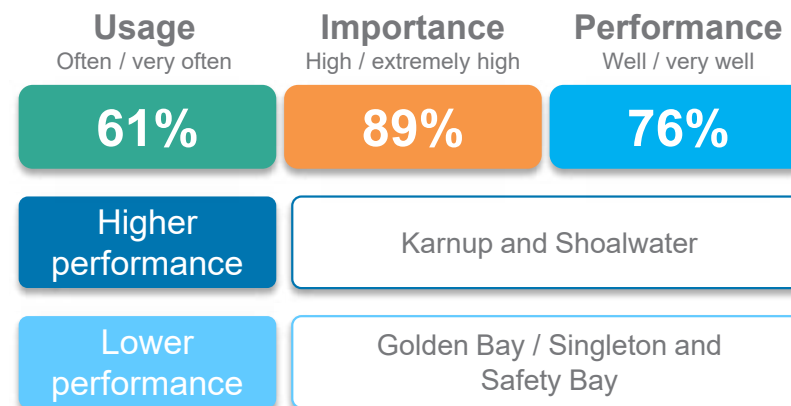
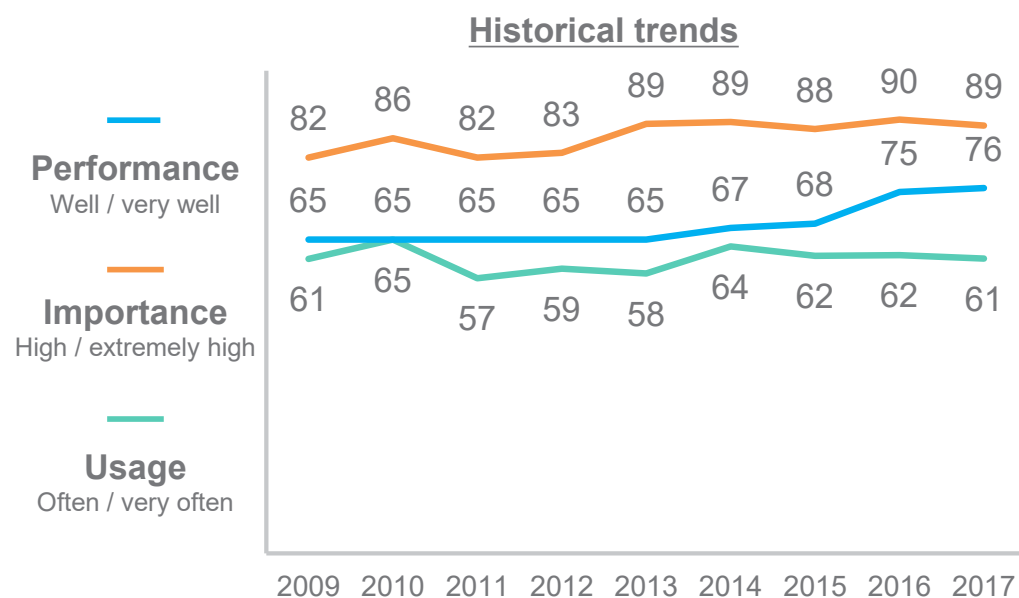
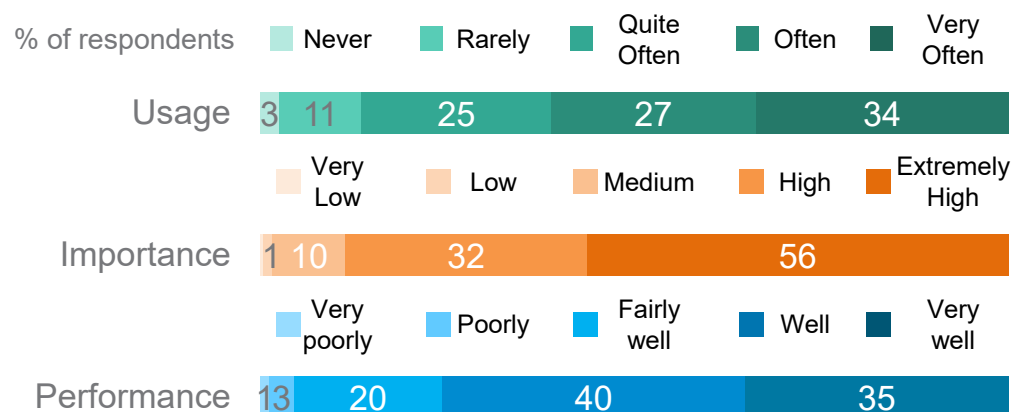
Male	62	9
Female	57	11
18 - 34 years	54	9
35 - 49 years	56	13
50 - 64 years	67	7
65+ years	67	8
Baldivis	53	14
Cooloongup / Hillman	56	8
Golden Bay / Singleton	60	13
Karnup	54	7
Port Kennedy	60	5
Rockingham	61	11
Safety Bay	67	8
Secret Harbour	57	6
Shoalwater	76	3
Waikiki	64	12
Warnbro	61	6

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1775), Importance (n = 1758), Performance (n = 1571).

# Footpaths and cycleways

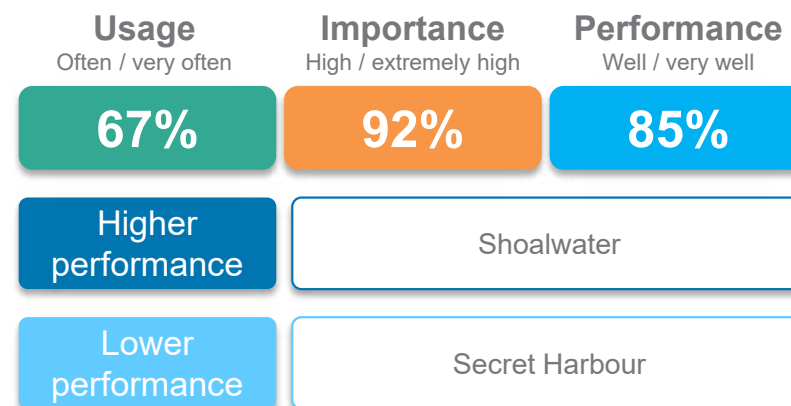
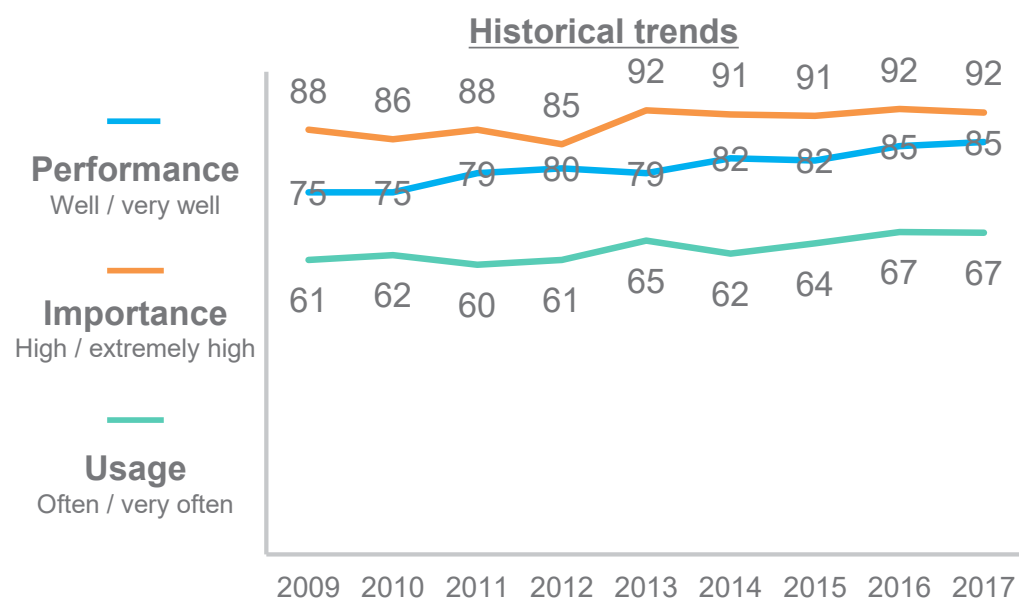
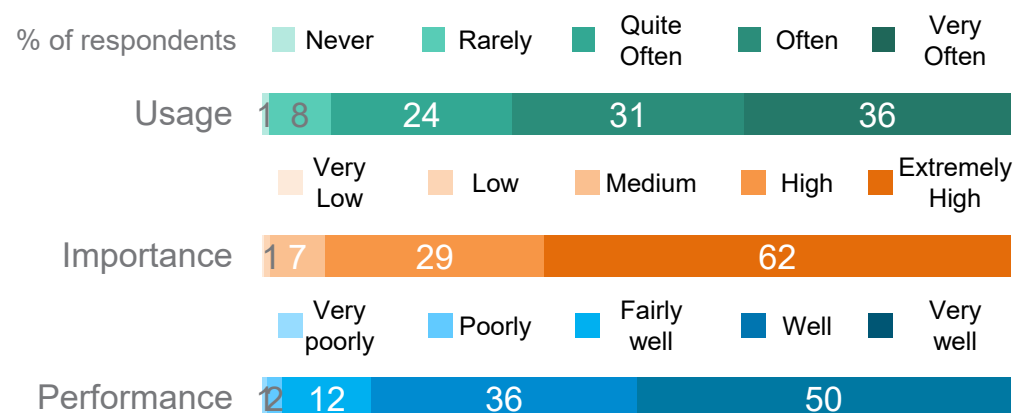


% of respondents	Well / very well	Poor / very poor
Male	77	5
Female	75	4
18 - 34 years	76	3
35 - 49 years	73	5
50 - 64 years	77	6
65+ years	78	5
Baldivis	76	3
Cooloongup / Hillman	72	2
Golden Bay / Singleton	70	10
Karnup	90	3
Port Kennedy	75	3
Rockingham	74	5
Safety Bay	70	4
Secret Harbour	77	5
Shoalwater	91	1
Waikiki	75	6
Warnbro	81	6

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1781), Importance (n = 1762), Performance (n = 1692).



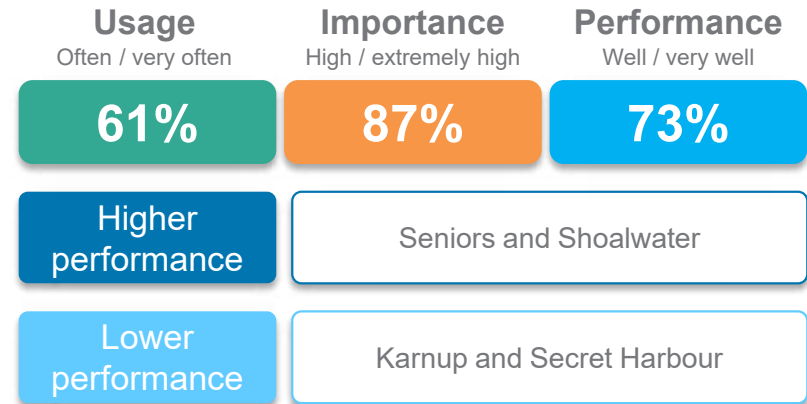
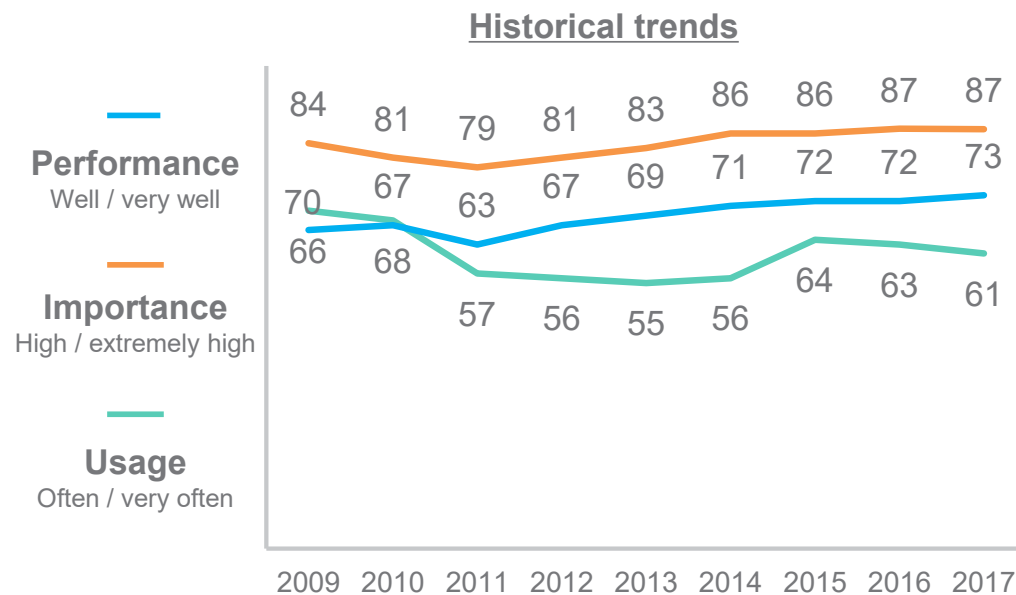
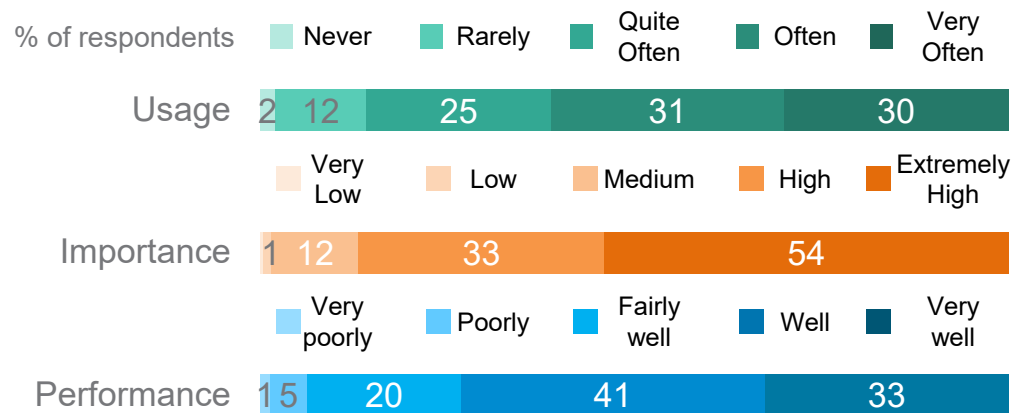
# Parks, gardens and picnic areas (including foreshores)



% of respondents	Well / very well	Poor / very poor
Male	85	3
Female	86	2
18 - 34 years	85	2
35 - 49 years	83	4
50 - 64 years	87	2
65+ years	88	1
Baldivis	86	3
Cooloongup / Hillman	84	4
Golden Bay / Singleton	83	3
Karnup	87	1
Port Kennedy	86	2
Rockingham	88	1
Safety Bay	79	3
Secret Harbour	72	7
Shoalwater	99	0
Waikiki	89	1
Warnbro	89	4

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1789), Importance (n = 1765), Performance (n = 1694).

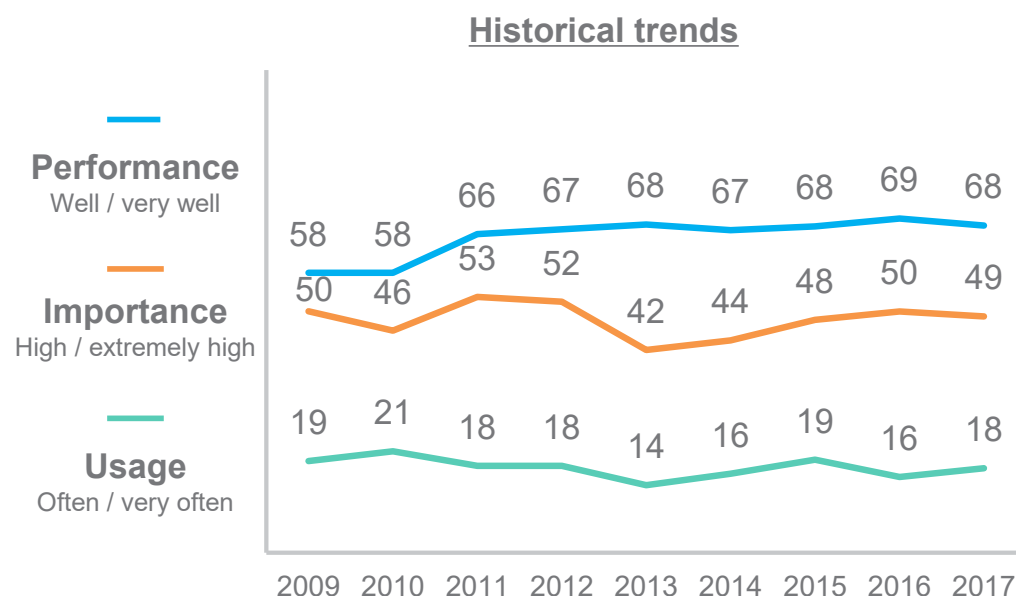
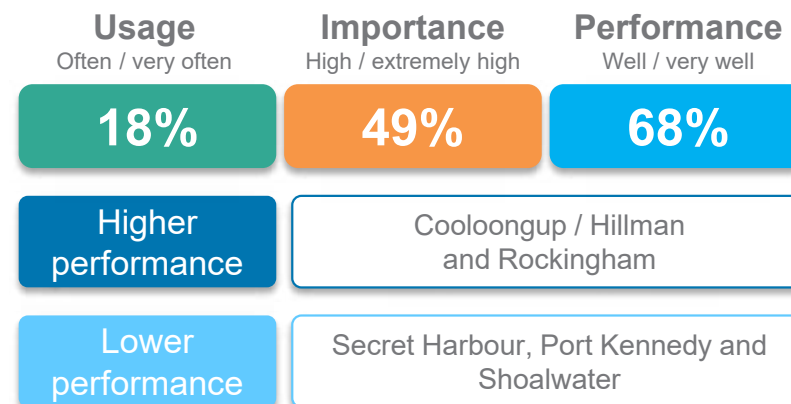
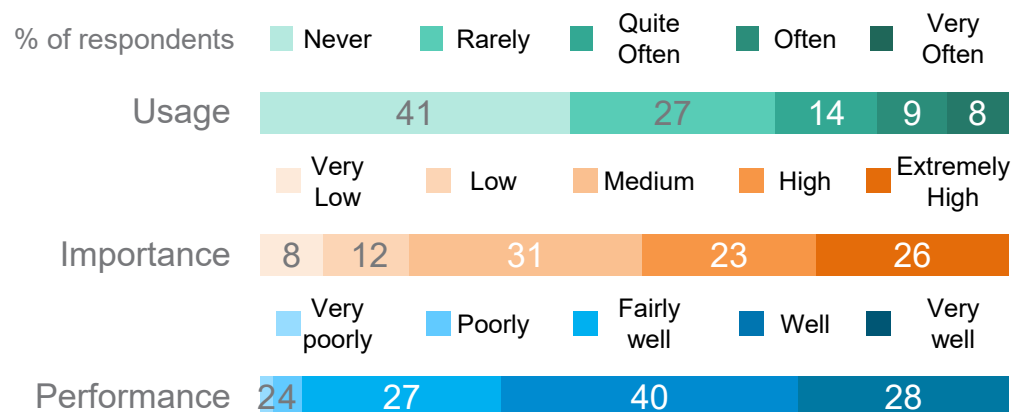
# Reserves and local street lighting



% of respondents	Well / very well	Poor / very poor
Male	74	8
Female	72	5
18 - 34 years	68	6
35 - 49 years	73	8
50 - 64 years	77	6
65+ years	80	5
Baldivis	74	3
Cooloongup / Hillman	83	4
Golden Bay / Singleton	76	7
Karnup	36	34
Port Kennedy	74	8
Rockingham	75	5
Safety Bay	73	9
Secret Harbour	62	8
Shoalwater	91	0
Waikiki	67	9
Warnbro	74	5

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1777), Importance (n = 1755), Performance (n = 1685).

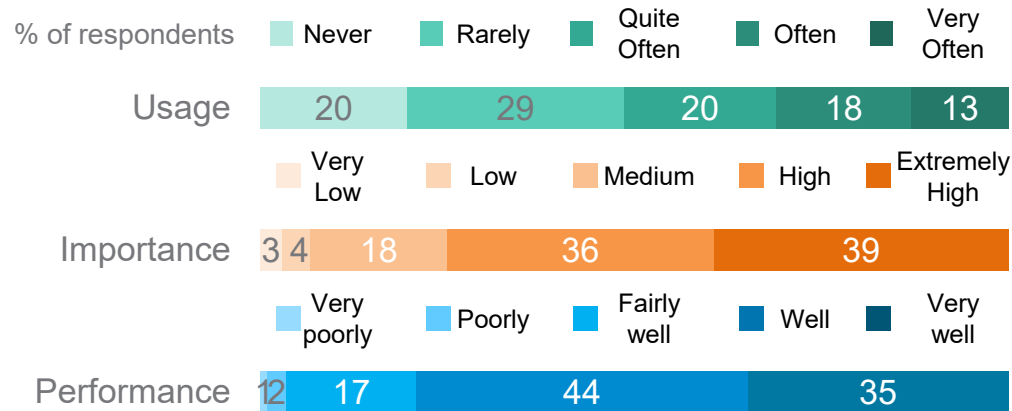
# Boat ramps and jetties



% of respondents	Well / very well	Poor / very poor
Male	68	7
Female	68	3
18 - 34 years	68	3
35 - 49 years	67	6
50 - 64 years	71	7
65+ years	64	9
Baldivis	64	5
Cooloongup / Hillman	77	1
Golden Bay / Singleton	66	4
Karnup	75	5
Port Kennedy	59	5
Rockingham	77	5
Safety Bay	71	6
Secret Harbour	56	5
Shoalwater	64	13
Waikiki	71	8
Warnbro	67	5

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1782), Importance (n = 1732), Performance (n = 1185).

# Sport and recreation centres and playing fields



## Usage

Often / very often

31%

Higher performance

Lower performance

## Importance

High / extremely high

75%

Shoalwater, Cooloongup / Hillman and Port Kennedy

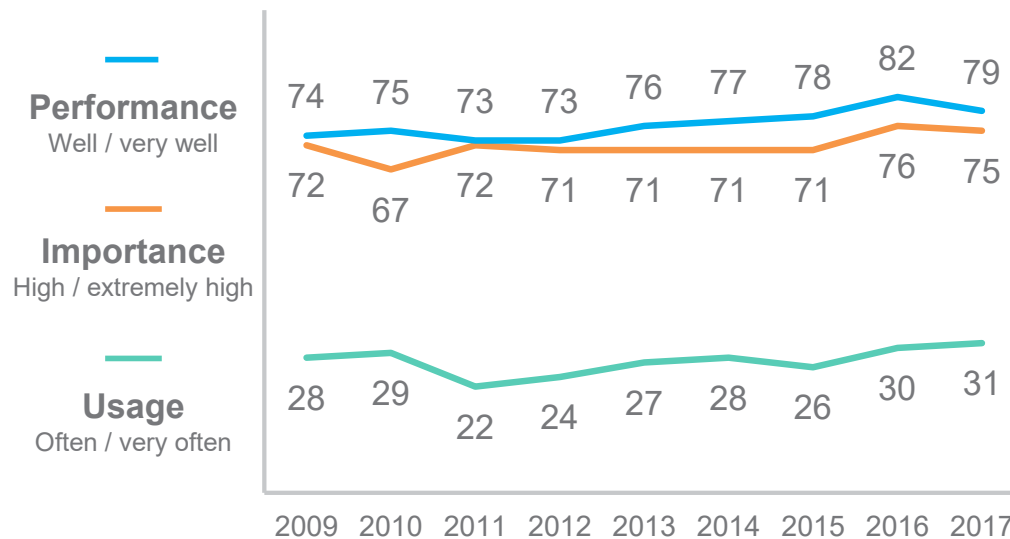
## Performance

Well / very well

79%

Karnup and Secret Harbour

## Historical trends



## % of respondents

## Well / very well

## Poor / very poor

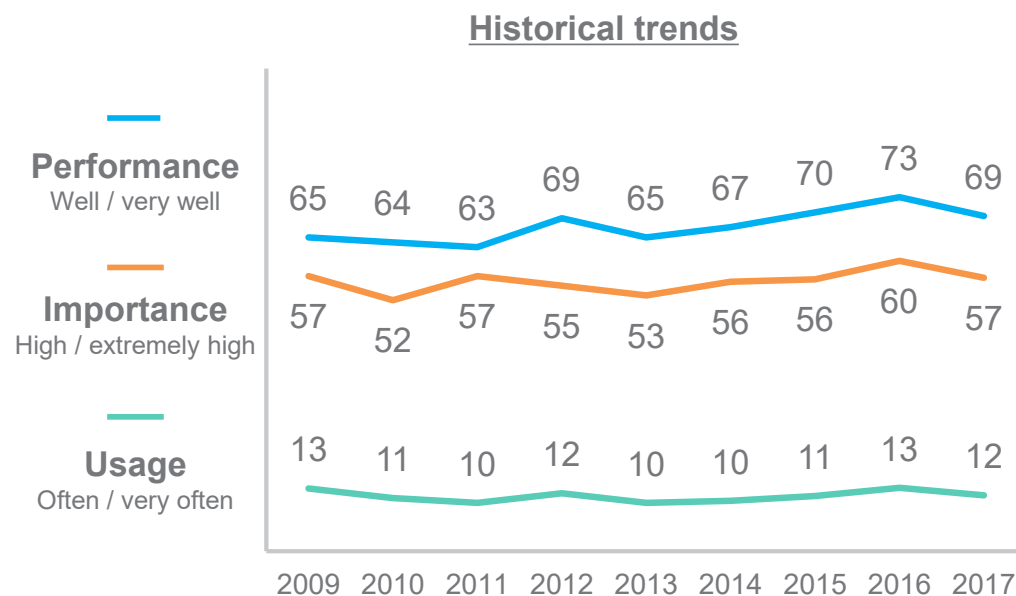
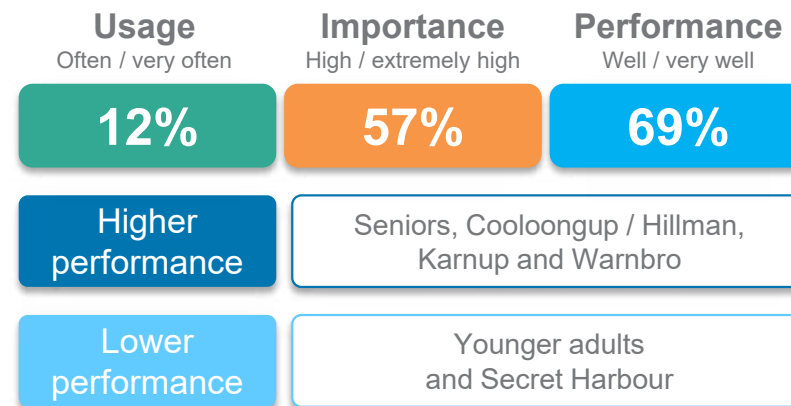
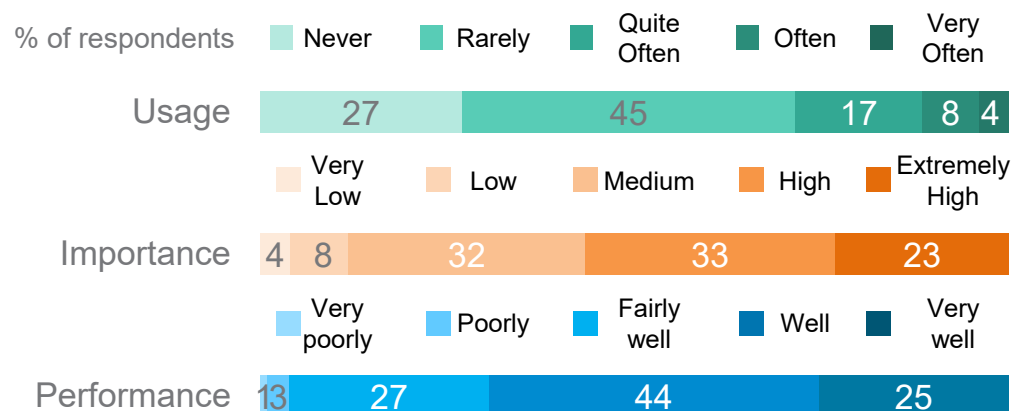
Male	81	4
Female	77	2
18 - 34 years	75	3
35 - 49 years	79	5
50 - 64 years	84	2
65+ years	81	3
Baldivis	76	5
Cooloongup / Hillman	87	1
Golden Bay / Singleton	81	1
Karnup	69	19
Port Kennedy	87	5
Rockingham	81	3
Safety Bay	74	2
Secret Harbour	71	3
Shoalwater	92	1
Waikiki	77	3
Warnbro	84	2

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1775), Importance (n = 1751), Performance (n = 1481).

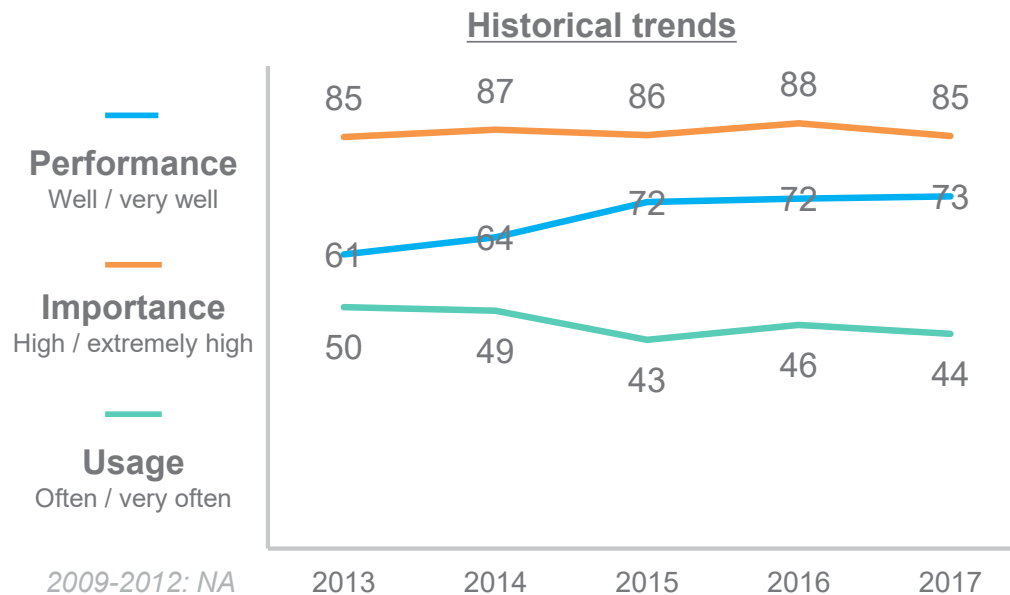
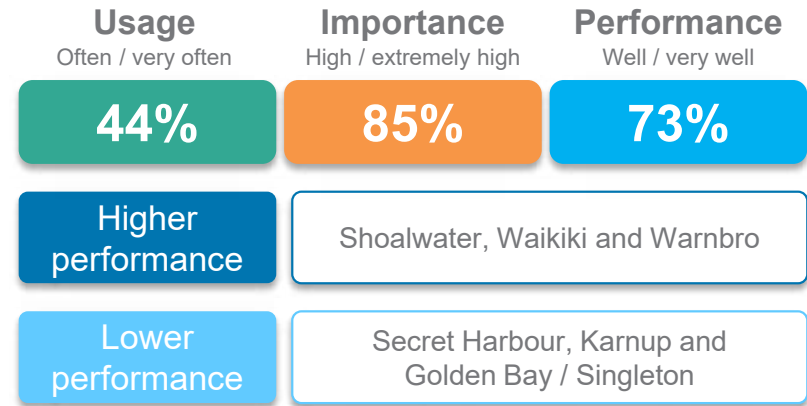
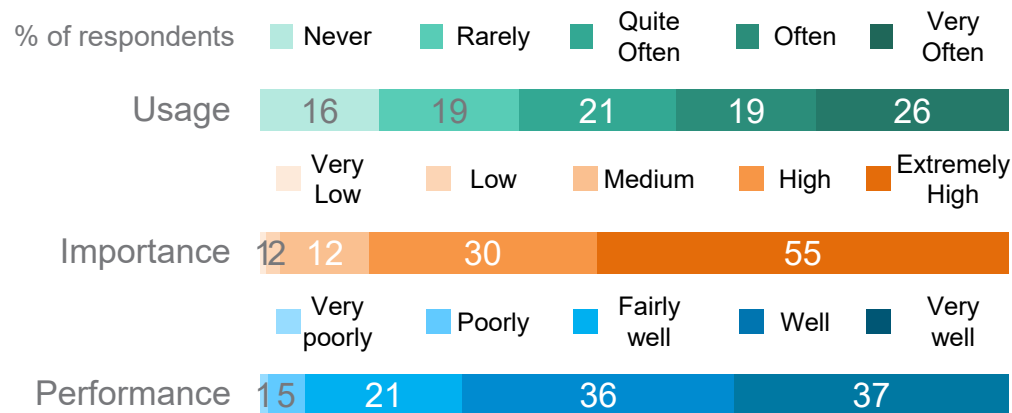
# Community centres and public halls



% of respondents	Well / very well	Poor / very poor
Male	66	3
Female	73	4
18 - 34 years	61	4
35 - 49 years	70	5
50 - 64 years	76	3
65+ years	77	4
Baldivis	67	4
Cooloongup / Hillman	77	1
Golden Bay / Singleton	68	1
Karnup	79	2
Port Kennedy	66	2
Rockingham	70	5
Safety Bay	68	5
Secret Harbour	61	8
Shoalwater	67	6
Waikiki	72	5
Warnbro	77	3

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1782), Importance (n = 1752), Performance (n = 1289).

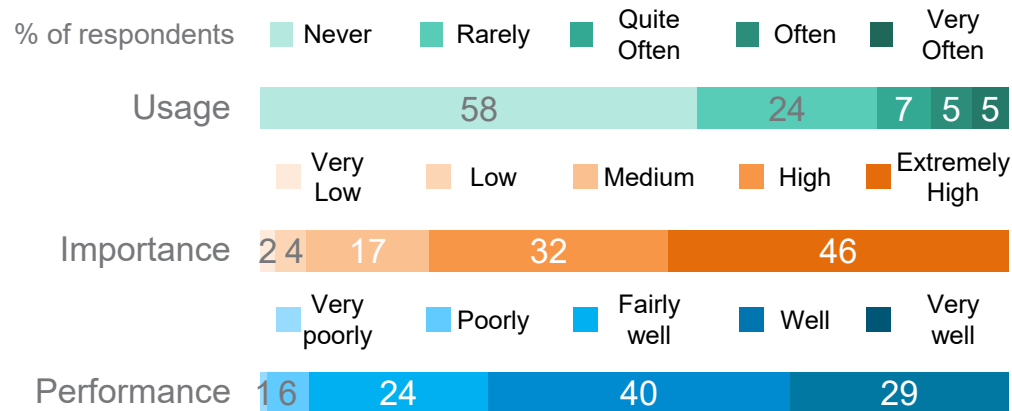
# Litter management



% of respondents	Well / very well	Poor / very poor
Male	72	8
Female	75	4
18 - 34 years	69	8
35 - 49 years	72	5
50 - 64 years	77	6
65+ years	77	4
Baldivis	73	8
Cooloongup / Hillman	74	6
Golden Bay / Singleton	63	5
Karnup	65	22
Port Kennedy	69	5
Rockingham	72	3
Safety Bay	73	7
Secret Harbour	59	10
Shoalwater	92	1
Waikiki	82	2
Warnbro	79	5

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1752), Importance (n = 1759), Performance (n = 1609).

# Graffiti vandalism management



## Usage

Often / very often

10%

Higher performance

Lower performance

## Importance

High / extremely high

77%

Shoalwater

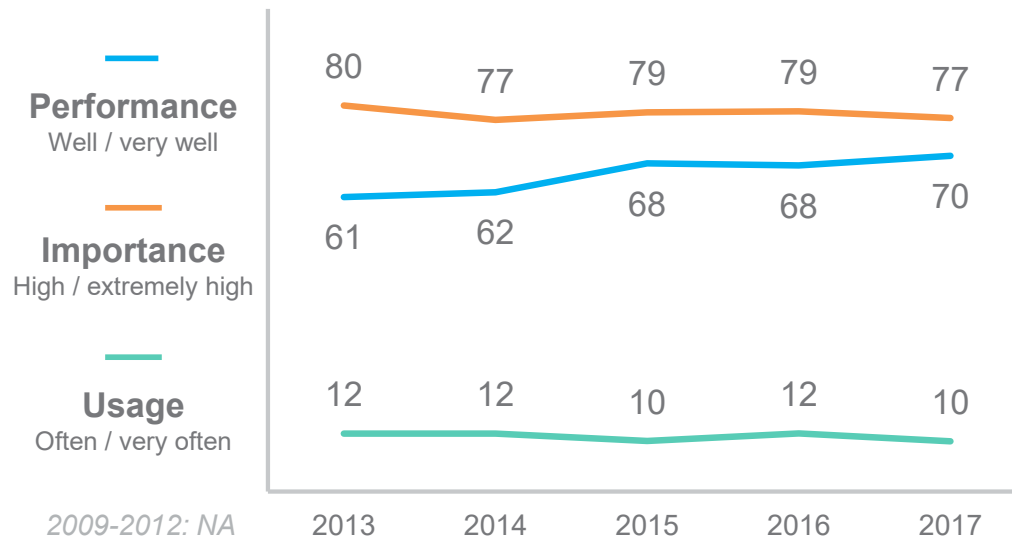
Baldivis and Secret Harbour

## Performance

Well / very well

70%

## Historical trends



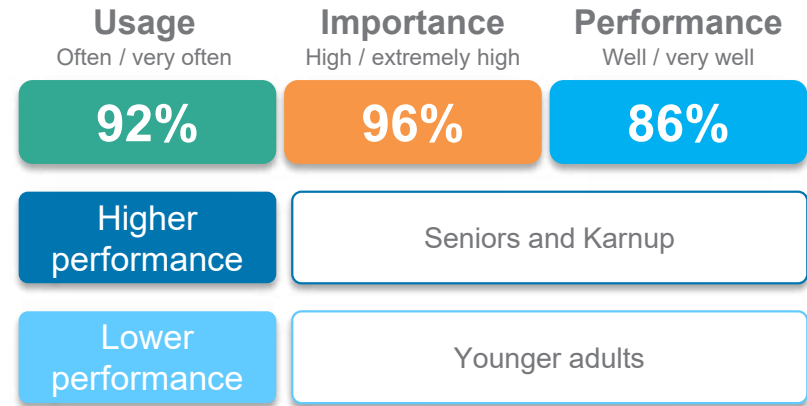
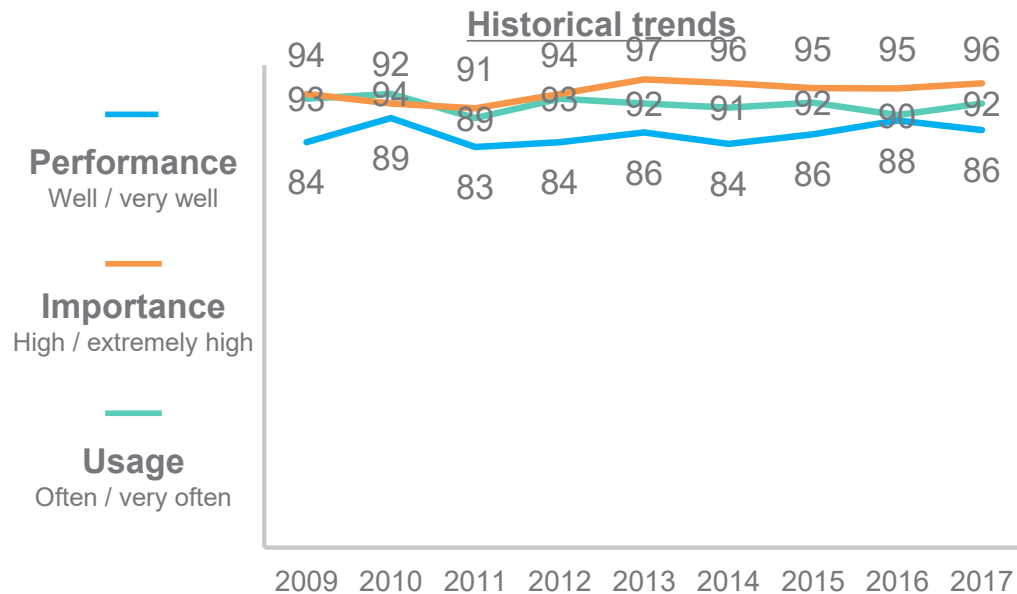
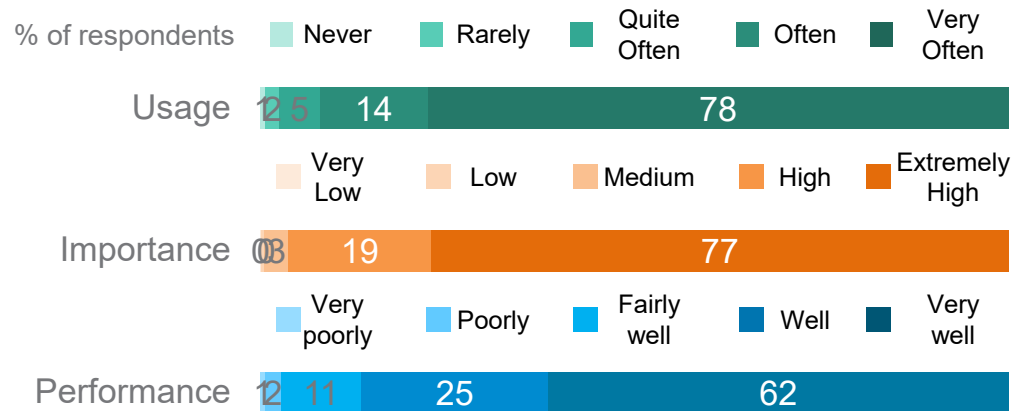
% of respondents	Well / very well	Poor / very poor
Male	67	8
Female	72	5
18 - 34 years	67	7
35 - 49 years	66	7
50 - 64 years	75	5
65+ years	74	6
Baldivis	65	9
Cooloongup / Hillman	73	7
Golden Bay / Singleton	72	5
Karnup	70	3
Port Kennedy	75	5
Rockingham	66	5
Safety Bay	70	2
Secret Harbour	68	11
Shoalwater	82	3
Waikiki	67	8
Warnbro	72	5

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1733), Performance (n = 1367).

# Rubbish collection and recycling

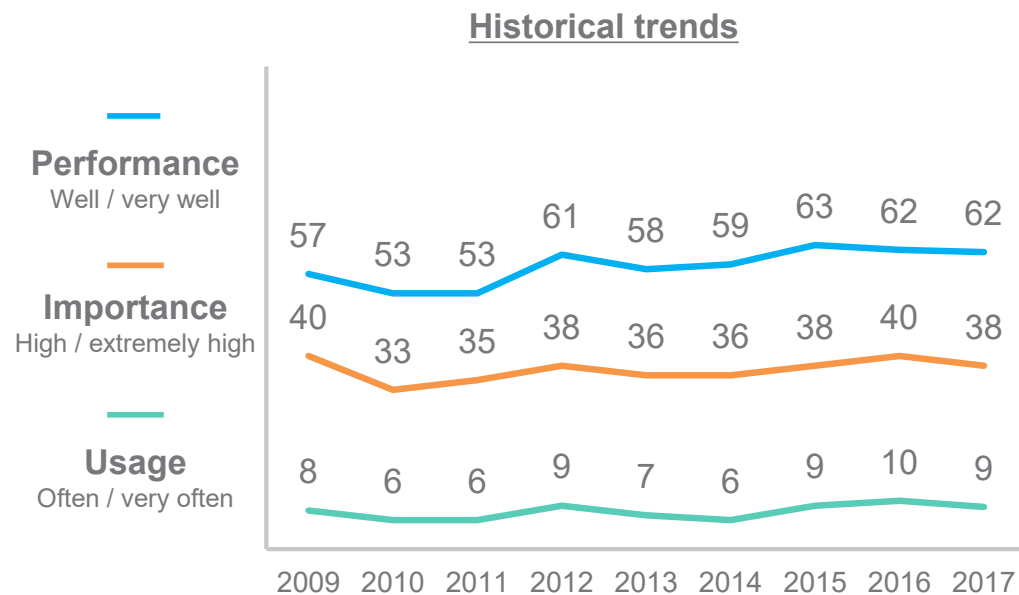
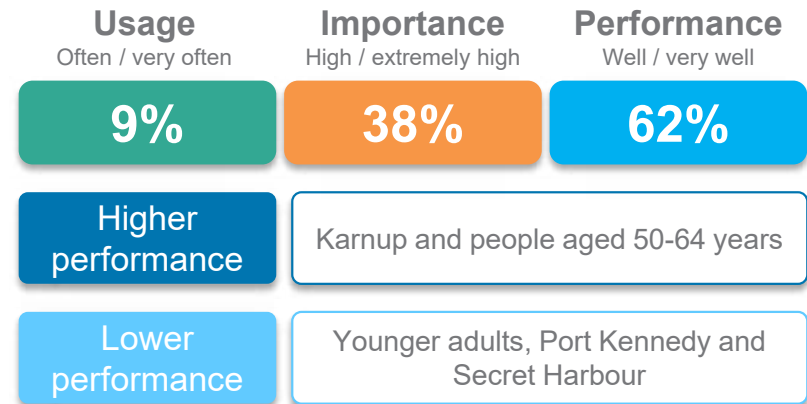
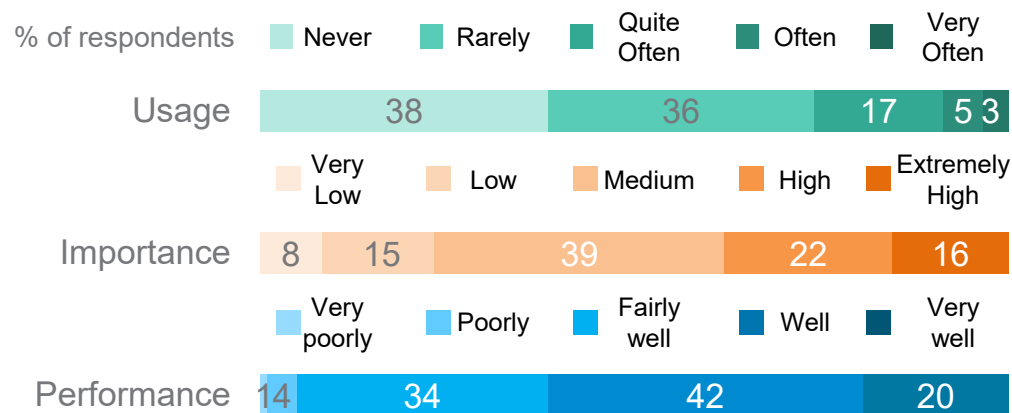


% of respondents	Well / very well	Poor / very poor
Male	85	4
Female	88	2
18 - 34 years	80	3
35 - 49 years	85	3
50 - 64 years	92	2
65+ years	94	2
Baldivis	83	4
Cooloongup / Hillman	86	7
Golden Bay / Singleton	83	2
Karnup	100	0
Port Kennedy	89	1
Rockingham	89	4
Safety Bay	89	1
Secret Harbour	80	5
Shoalwater	84	2
Waikiki	88	1
Warnbro	91	0

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1784), Importance (n = 1771), Performance (n = 1665).



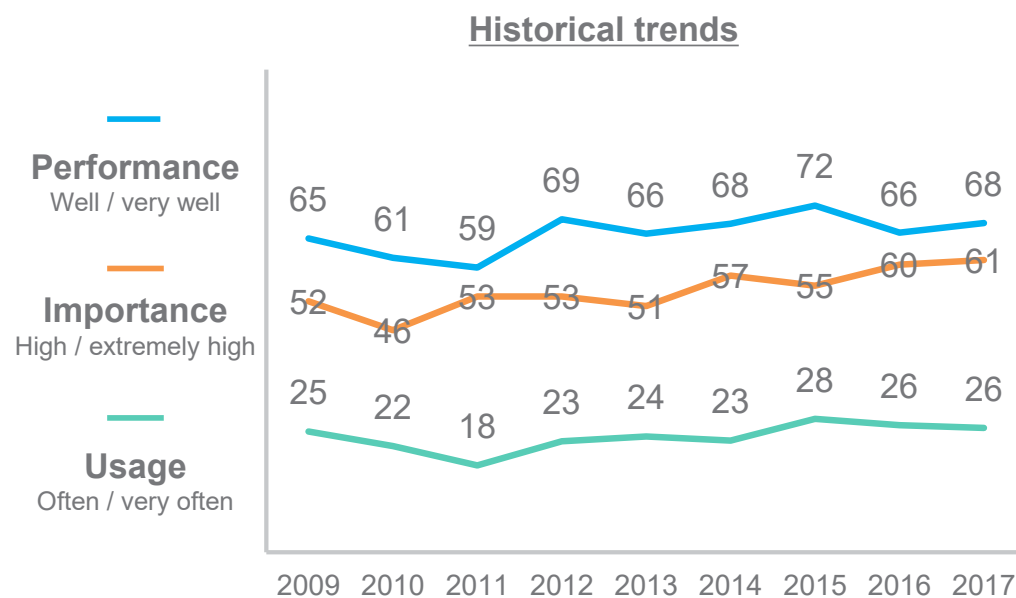
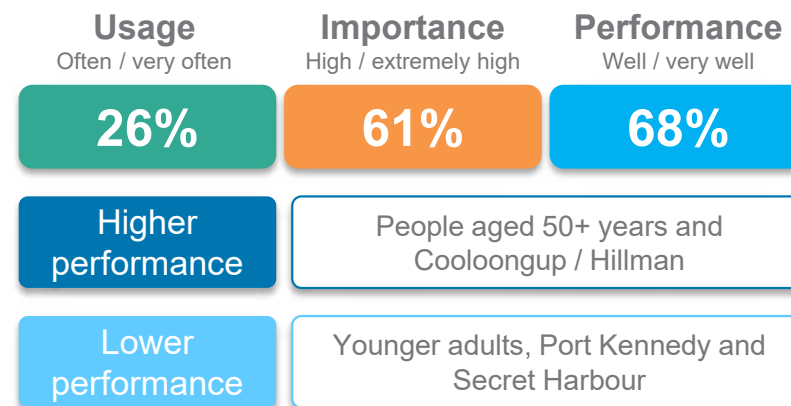
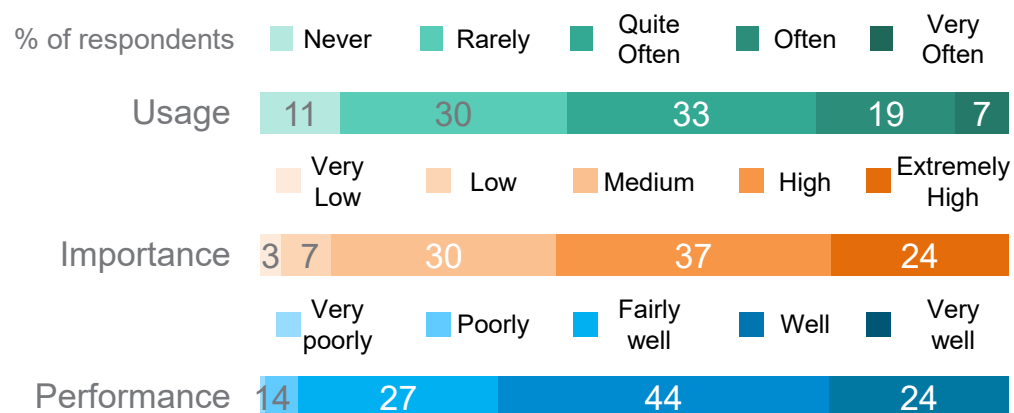
# Arts and cultural programs



% of respondents	Well / very well	Poor / very poor
Male	58	6
Female	65	4
18 - 34 years	51	5
35 - 49 years	61	6
50 - 64 years	70	4
65+ years	68	6
Baldivis	57	4
Cooloongup / Hillman	67	6
Golden Bay / Singleton	67	5
Karnup	82	3
Port Kennedy	52	10
Rockingham	68	5
Safety Bay	65	4
Secret Harbour	44	7
Shoalwater	71	3
Waikiki	64	4
Warnbro	61	4

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1775), Importance (n = 1730), Performance (n = 1050).

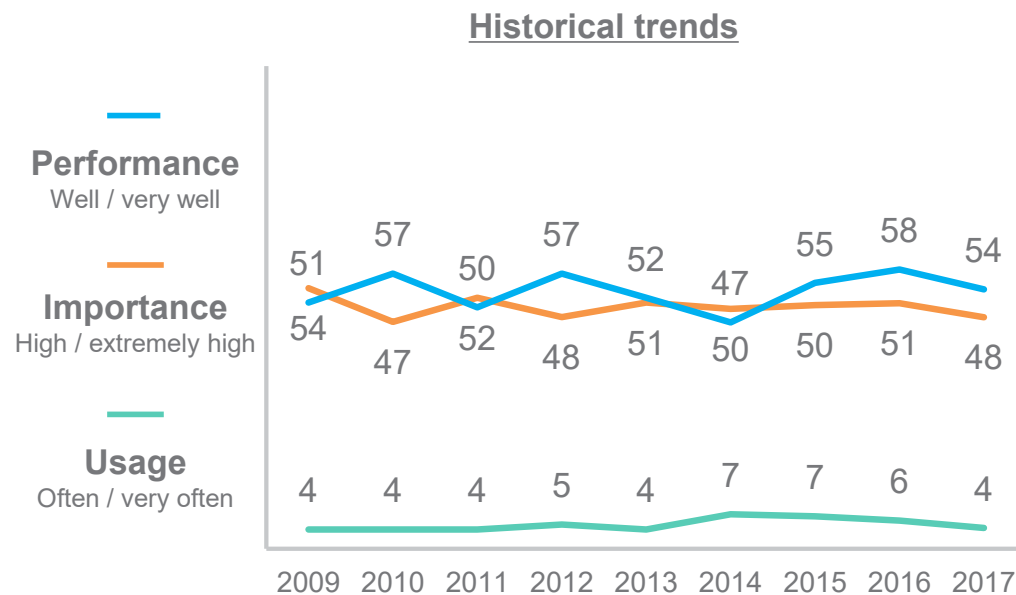
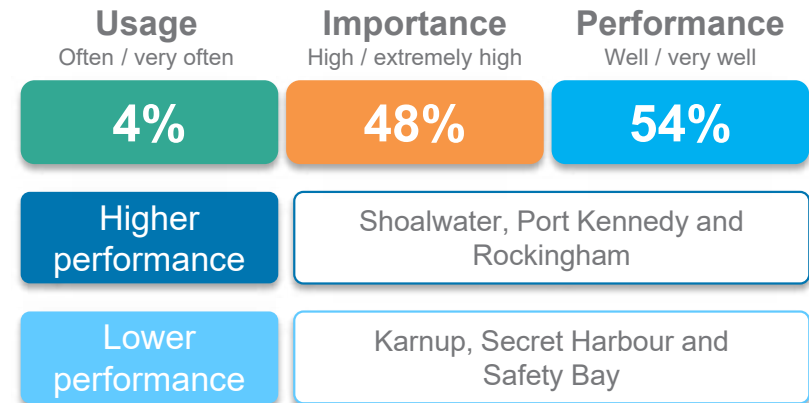
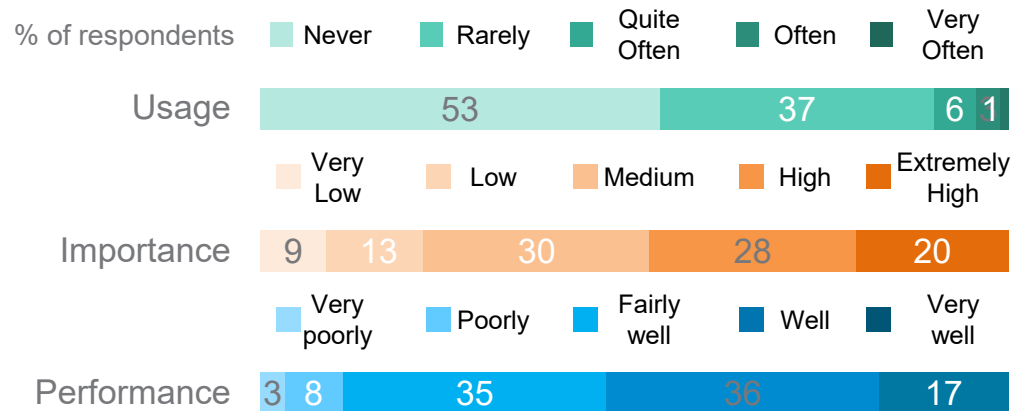
# Festivals and events



% of respondents	Well / very well	Poor / very poor
Male	64	6
Female	72	4
18 - 34 years	60	5
35 - 49 years	70	7
50 - 64 years	74	4
65+ years	74	4
Baldivis	67	3
Cooloongup / Hillman	84	4
Golden Bay / Singleton	71	6
Karnup	74	2
Port Kennedy	65	13
Rockingham	71	3
Safety Bay	66	4
Secret Harbour	57	10
Shoalwater	72	2
Waikiki	65	7
Warnbro	70	2

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1783), Importance (n = 1751), Performance (n = 1431).

# Building approvals



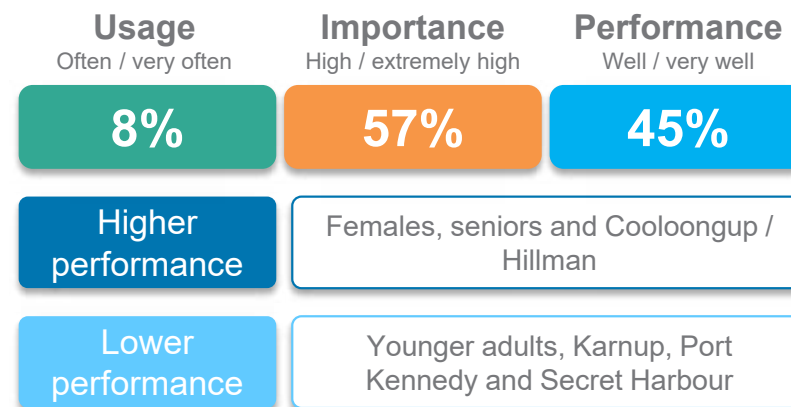
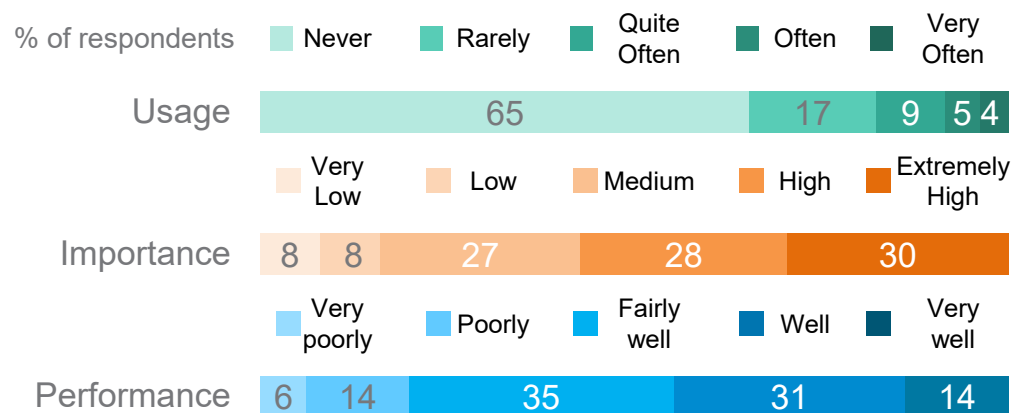
% of respondents	Well / very well	Poor / very poor
Male	53	11
Female	55	11
18 - 34 years	49	11
35 - 49 years	53	11
50 - 64 years	56	9
65+ years	59	15
Baldivis	51	11
Cooloongup / Hillman	49	9
Golden Bay / Singleton	53	15
Karnup	54	46
Port Kennedy	62	5
Rockingham	62	12
Safety Bay	47	15
Secret Harbour	46	6
Shoalwater	65	11
Waikiki	53	6
Warnbro	51	12

Q. How often do you utilise the service or facility? Q. What importance do you place on the service or facility?

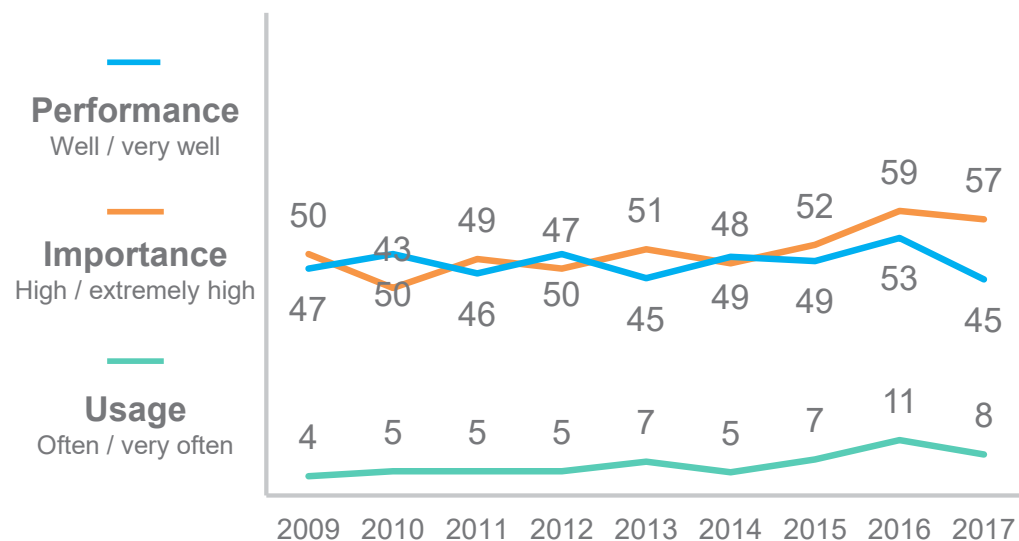
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.

Base: Usage (n = 1754), Importance (n = 1702), Performance (n = 814).

# Attracting investment and supporting business



## Historical trends



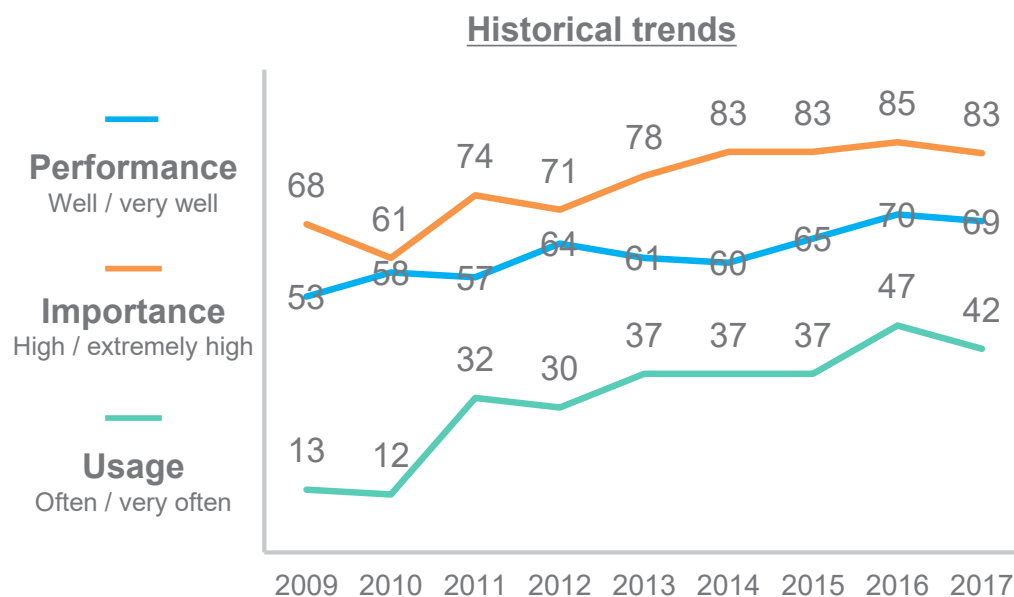
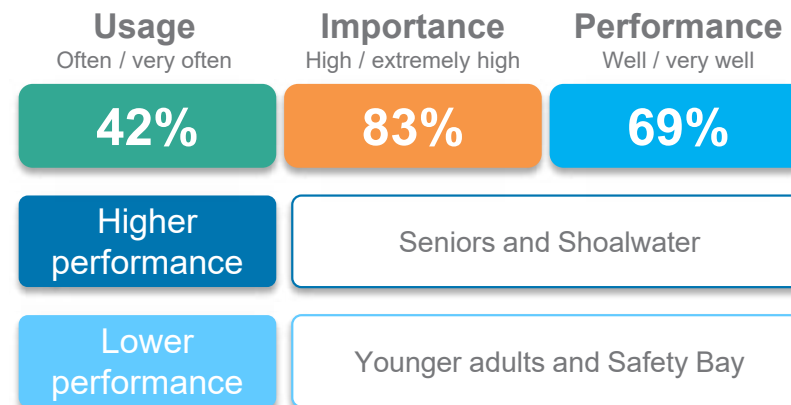
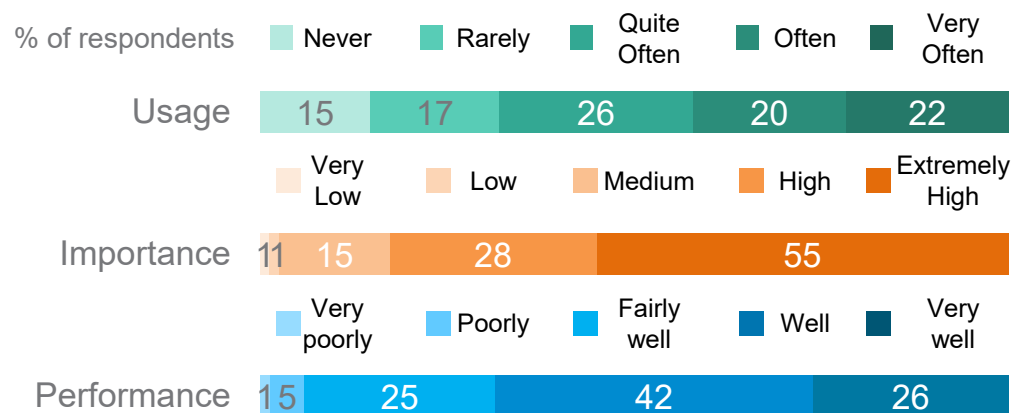
% of respondents	Well / very well	Poor / very poor
Male	39	24
Female	52	14
18 - 34 years	33	20
35 - 49 years	48	22
50 - 64 years	49	20
65+ years	53	15
Baldivis	46	23
Cooloongup / Hillman	56	8
Golden Bay / Singleton	41	27
Karnup	36	49
Port Kennedy	37	24
Rockingham	49	19
Safety Bay	44	17
Secret Harbour	32	7
Shoalwater	53	21
Waikiki	45	12
Warnbro	47	28

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1715), Importance (n = 1682), Performance (n = 745).

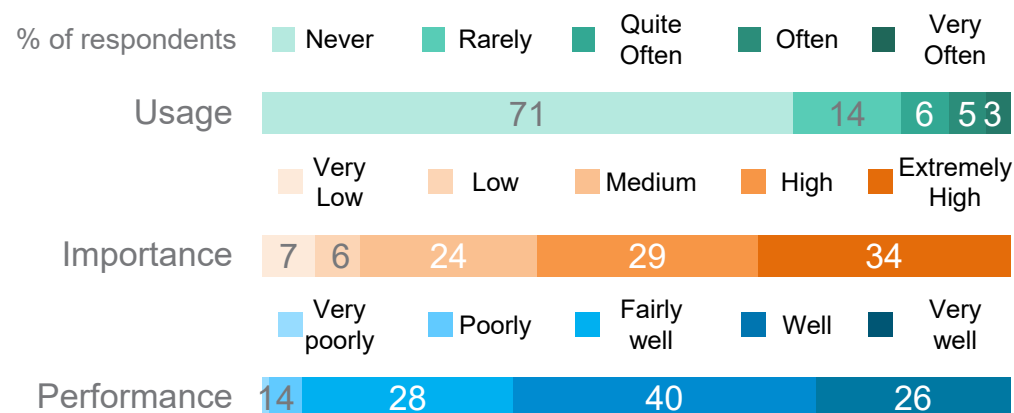
# Caring for the environment



% of respondents	Well / very well	Poor / very poor
Male	67	6
Female	71	6
18 - 34 years	63	3
35 - 49 years	65	7
50 - 64 years	73	9
65+ years	79	5
Baldivis	69	5
Cooloongup / Hillman	73	4
Golden Bay / Singleton	64	9
Karnup	63	1
Port Kennedy	69	2
Rockingham	66	7
Safety Bay	64	11
Secret Harbour	64	5
Shoalwater	77	5
Waikiki	74	4
Warnbro	71	7

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1728), Importance (n = 1733), Performance (n = 1389).

# Seniors programs



## Usage

Often / very often

8%

Higher performance

Lower performance

## Importance

High / extremely high

63%

Seniors, Karnup, Shoalwater and Waikiki

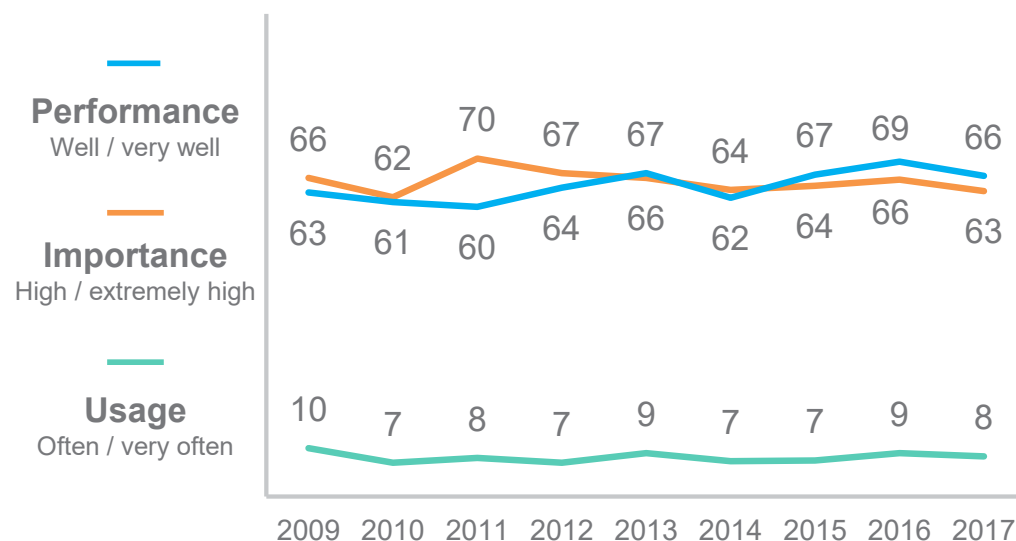
## Performance

Well / very well

66%

Younger adults, Cooloongup / Hillman, Golden Bay / Singleton

## Historical trends



% of respondents	Well / very well	Poor / very poor
Male	63	7
Female	71	4
18 - 34 years	55	7
35 - 49 years	61	6
50 - 64 years	69	5
65+ years	77	3
Baldivis	65	3
Cooloongup / Hillman	65	18
Golden Bay / Singleton	40	11
Karnup	88	0
Port Kennedy	57	3
Rockingham	75	8
Safety Bay	60	3
Secret Harbour	63	4
Shoalwater	81	3
Waikiki	77	3
Warnbro	65	3

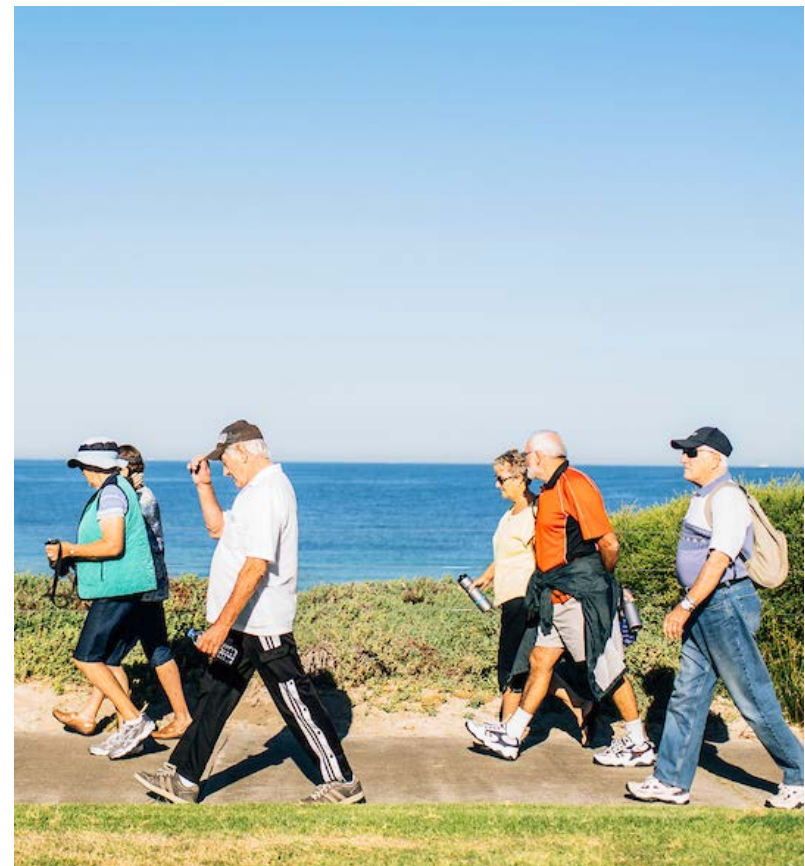
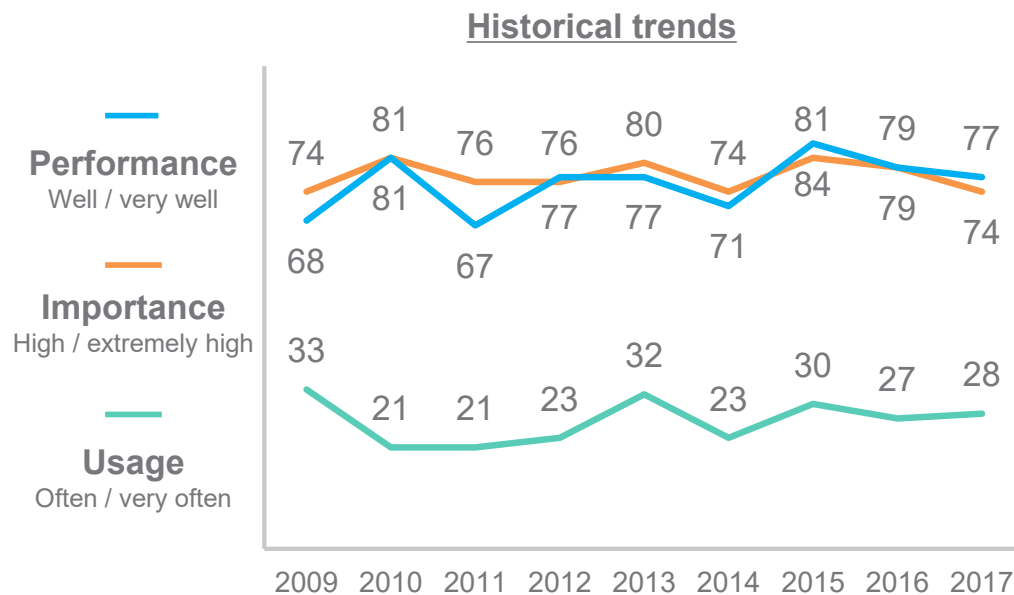
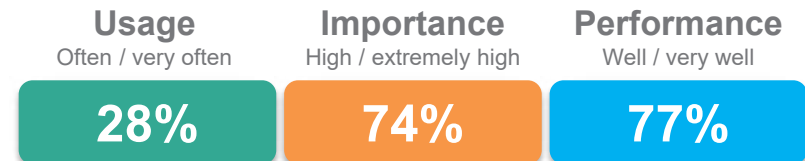
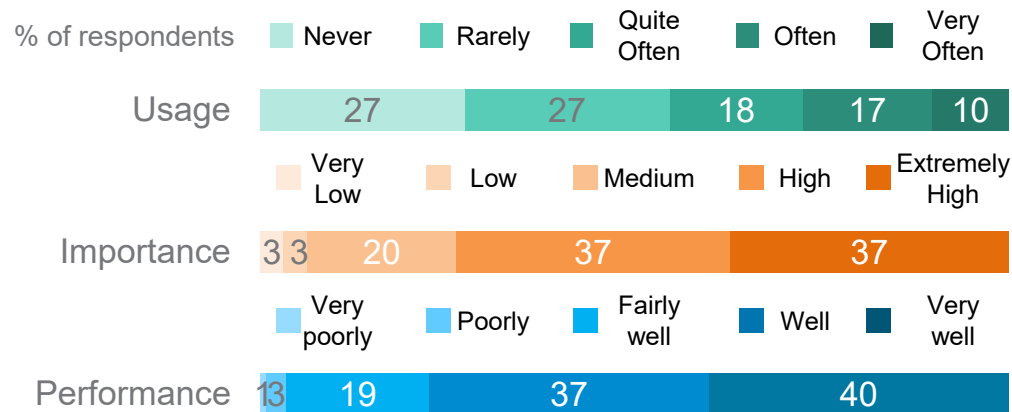
Q. How often do you utilise the service or facility? Q. What importance do you place on the service or facility?

Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.

Base: Usage (n = 1771), Importance (n = 1727), Performance (n = 746).

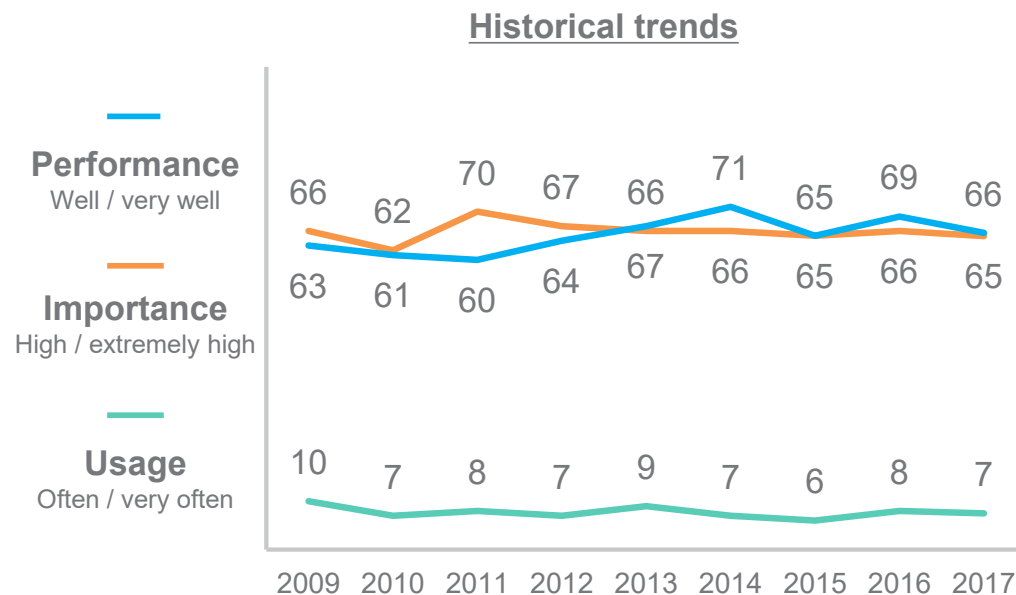
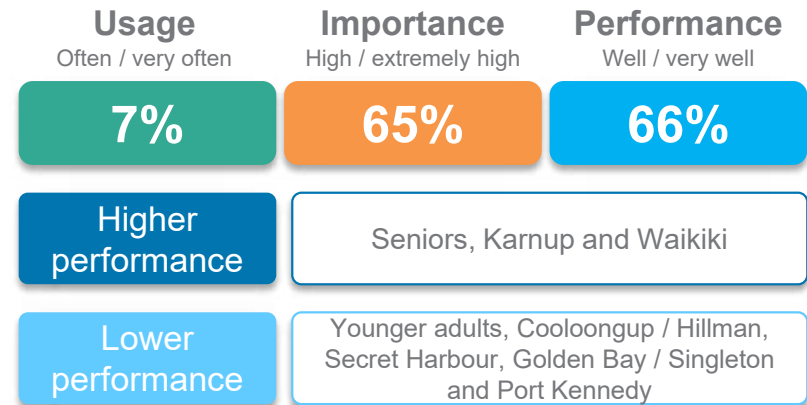
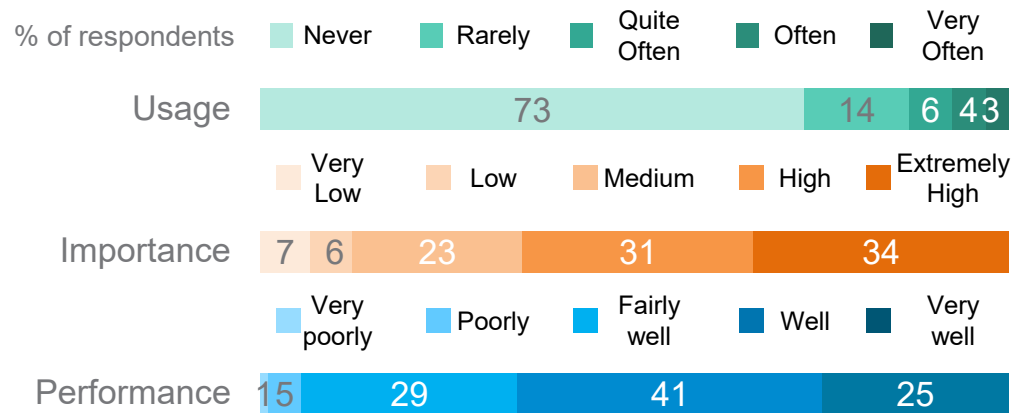
# Seniors programs

among seniors only (aged 65+)



Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 286), Importance (n = 267), Performance (n = 197). Image source: [www.rockingham.wa.gov.au](http://www.rockingham.wa.gov.au)

# Seniors facilities



% of respondents	Well / very well	Poor / very poor
Male	63	7
Female	69	4
18 - 34 years	51	7
35 - 49 years	61	6
50 - 64 years	70	5
65+ years	77	3
Baldivis	66	2
Cooloongup / Hillman	64	20
Golden Bay / Singleton	52	7
Karnup	88	0
Port Kennedy	52	11
Rockingham	71	5
Safety Bay	64	5
Secret Harbour	48	4
Shoalwater	74	2
Waikiki	76	2
Warnbro	69	3

Q. How often do you utilise the service or facility? Q. What importance do you place on the service or facility?

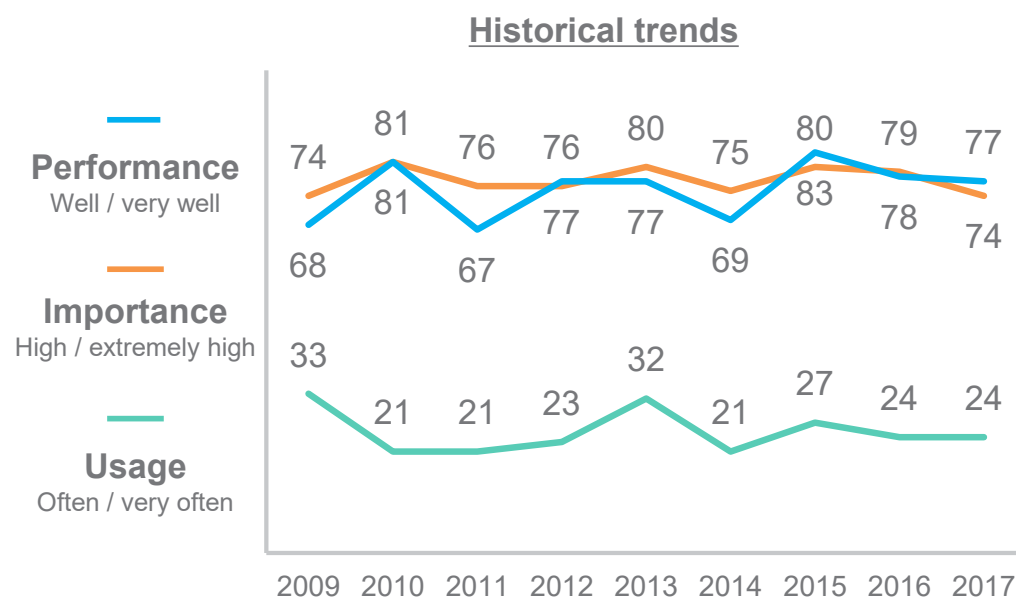
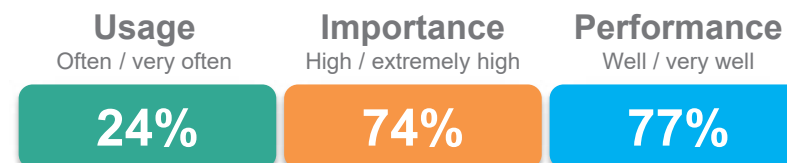
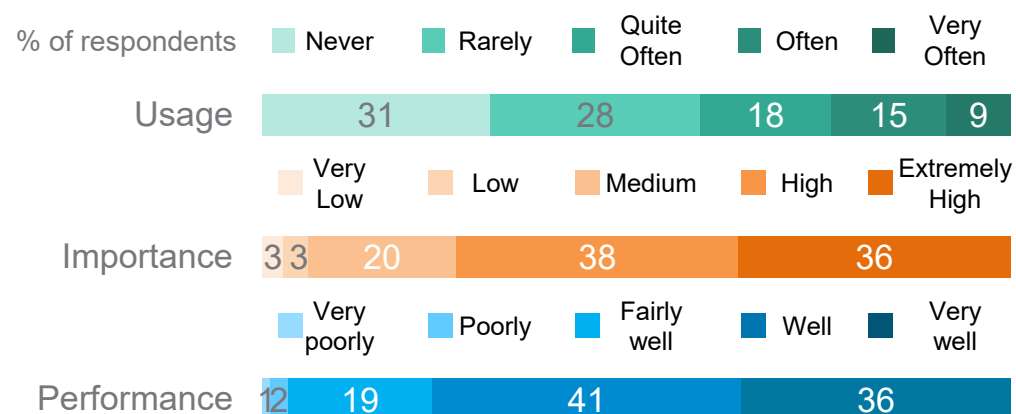
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.

Base: Usage (n = 1759), Importance (n = 1720), Performance (n = 734).



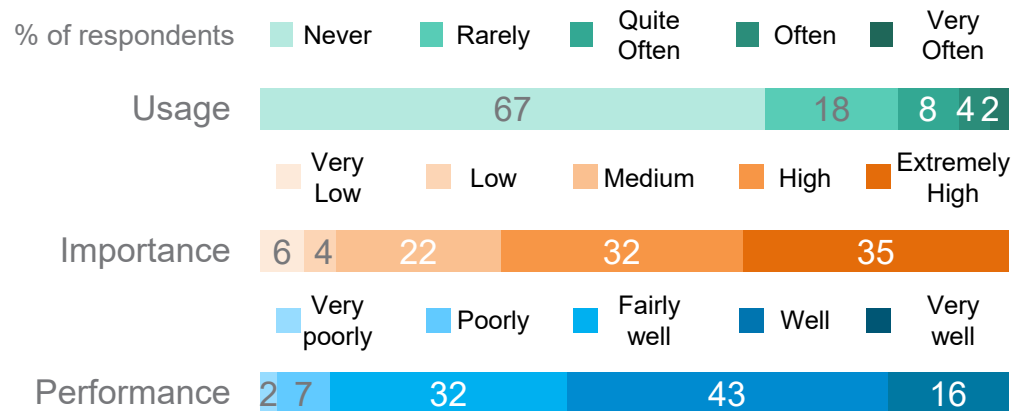
# Seniors facilities

among seniors only (aged 65+)



Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 282), Importance (n = 263), Performance (n = 190). Image source: [www.rockingham.wa.gov.au](http://www.rockingham.wa.gov.au)

# Youth programs and facilities



## Usage

Often / very often

7%

## Importance

High / extremely high

68%

## Performance

Well / very well

59%

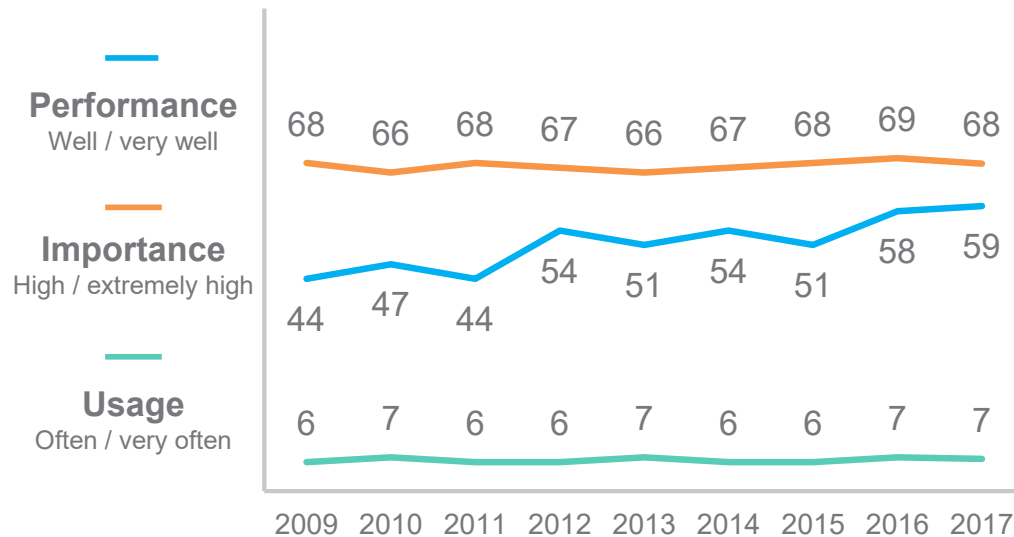
Higher performance

Karnup, Shoalwater and Warnbro

Lower performance

Port Kennedy, Secret Harbour and Golden Bay / Singleton

## Historical trends



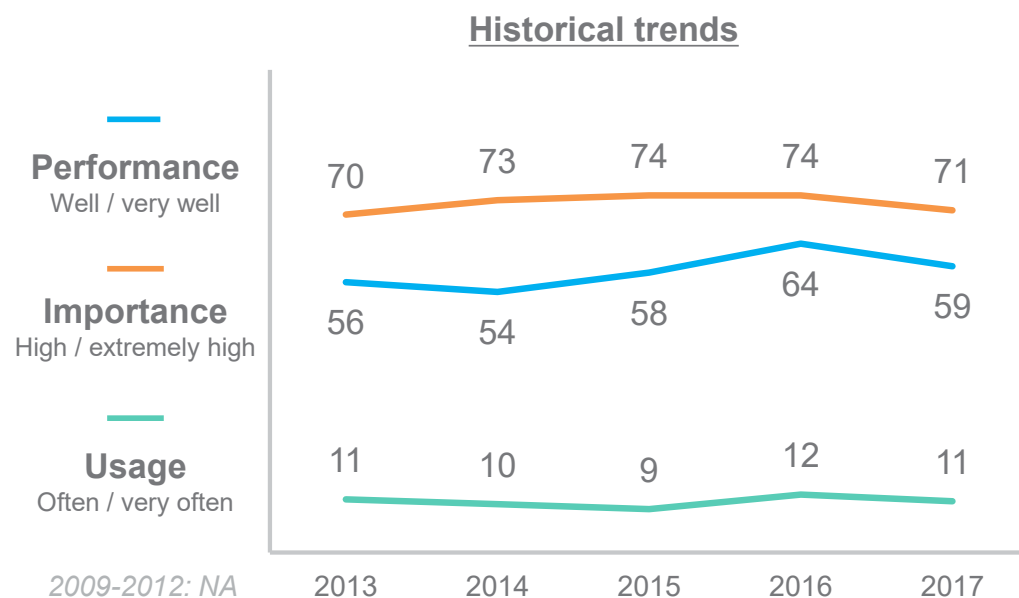
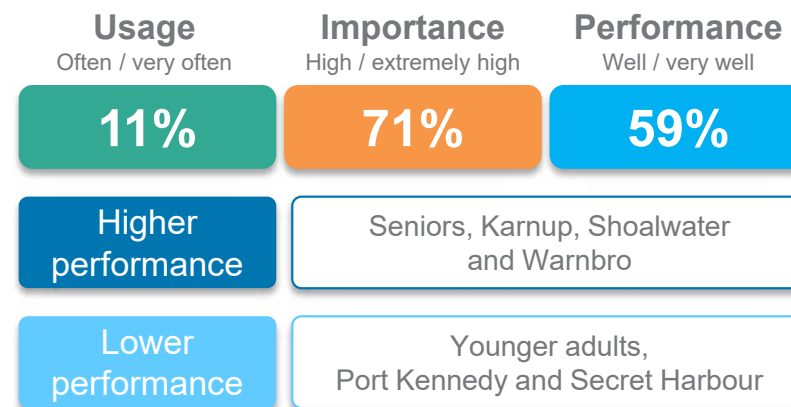
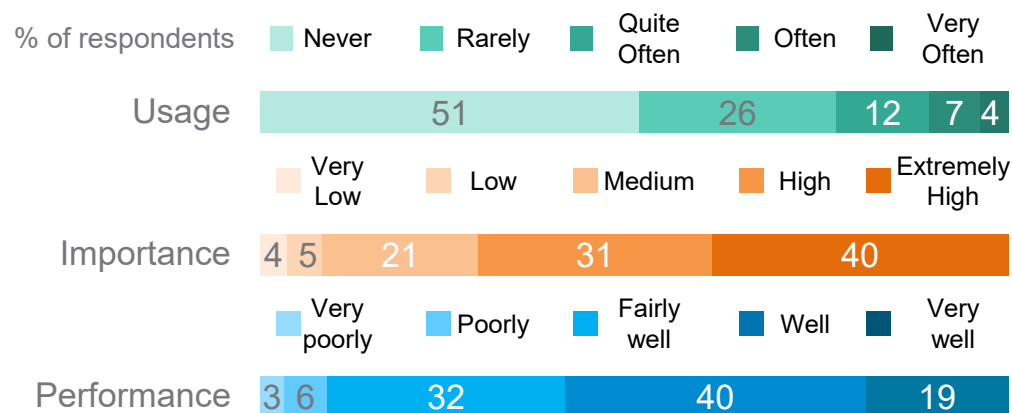
% of respondents	Well / very well	Poor / very poor
Male	55	11
Female	63	8
18 - 34 years	54	9
35 - 49 years	59	10
50 - 64 years	61	9
65+ years	66	9
Baldivis	58	11
Cooloongup / Hillman	62	7
Golden Bay / Singleton	51	4
Karnup	82	3
Port Kennedy	39	18
Rockingham	64	10
Safety Bay	62	6
Secret Harbour	47	13
Shoalwater	77	5
Waikiki	64	8
Warnbro	71	6

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1765), Importance (n = 1711), Performance (n = 856).

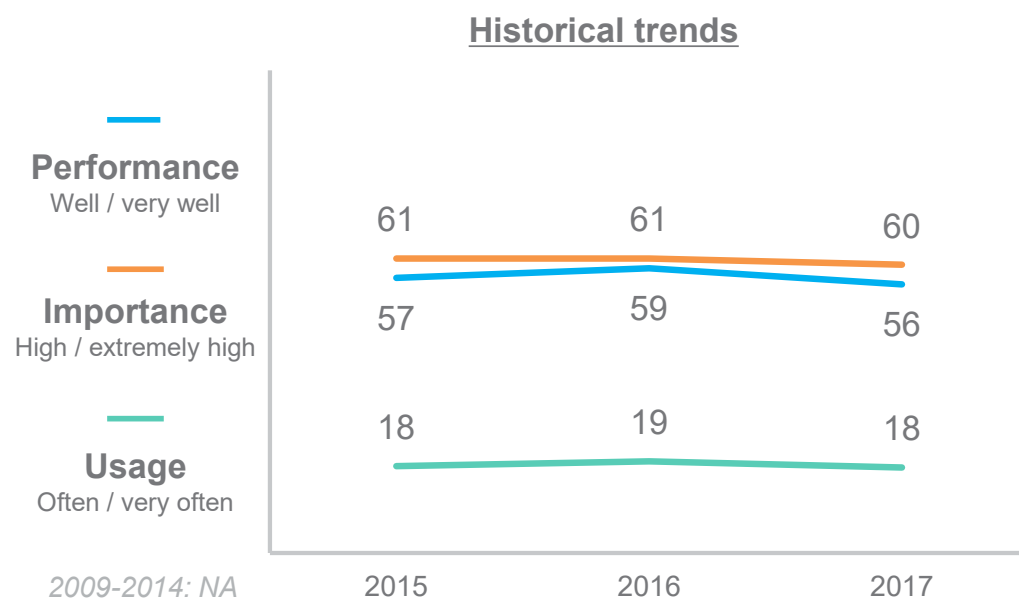
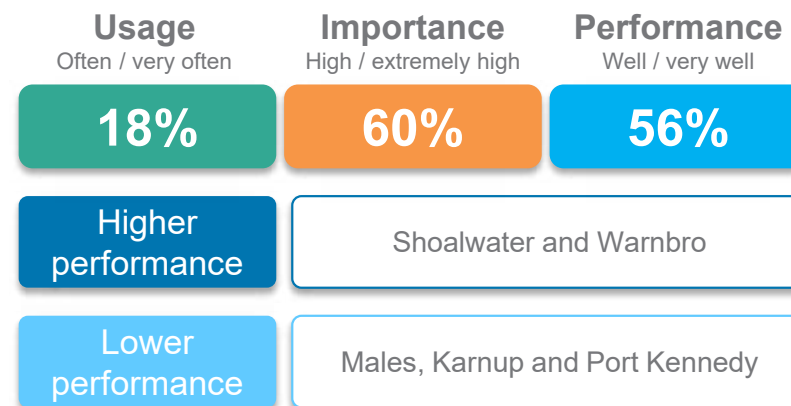
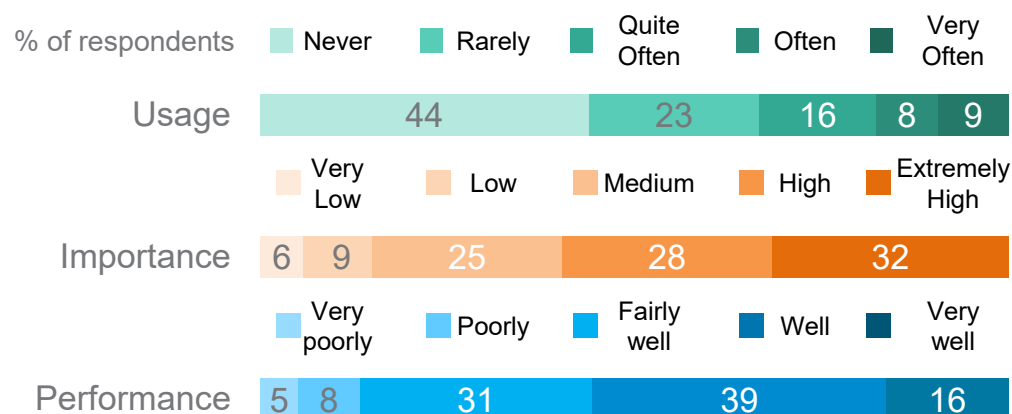
# Community safety programs



% of respondents	Well / very well	Poor / very poor
Male	58	10
Female	62	8
18 - 34 years	50	10
35 - 49 years	60	9
50 - 64 years	63	9
65+ years	71	6
Baldivis	56	7
Cooloongup / Hillman	63	16
Golden Bay / Singleton	55	13
Karnup	74	5
Port Kennedy	44	12
Rockingham	64	12
Safety Bay	61	13
Secret Harbour	46	8
Shoalwater	72	6
Waikiki	61	2
Warnbro	74	5

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1745), Importance (n = 1715), Performance (n = 997).

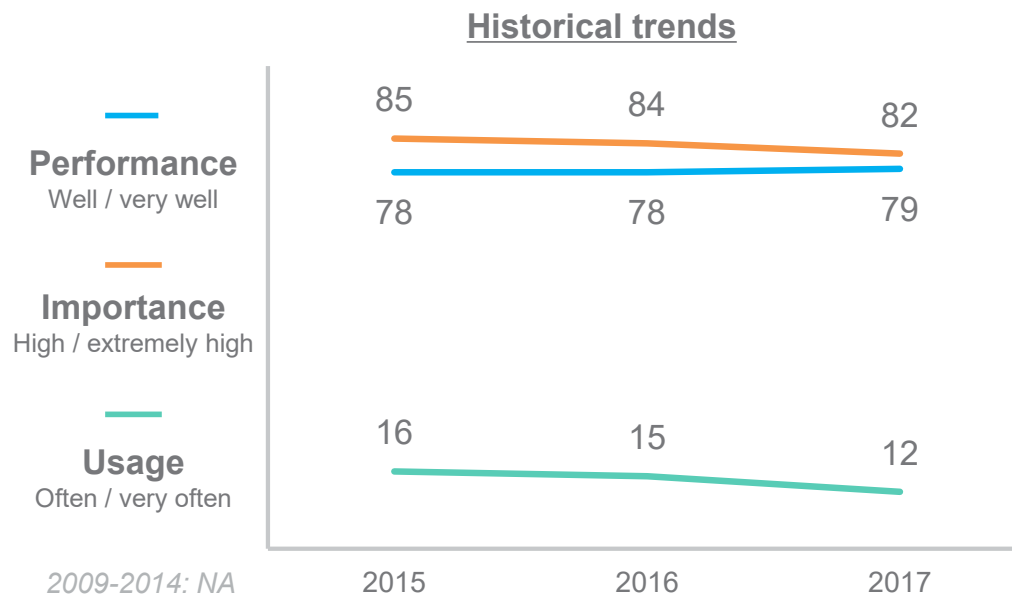
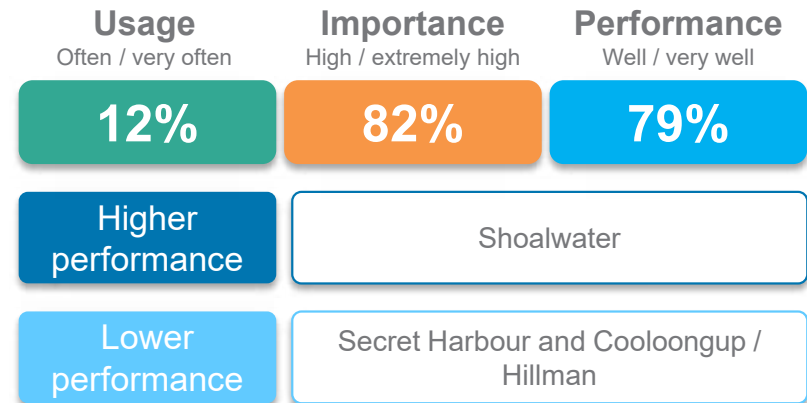
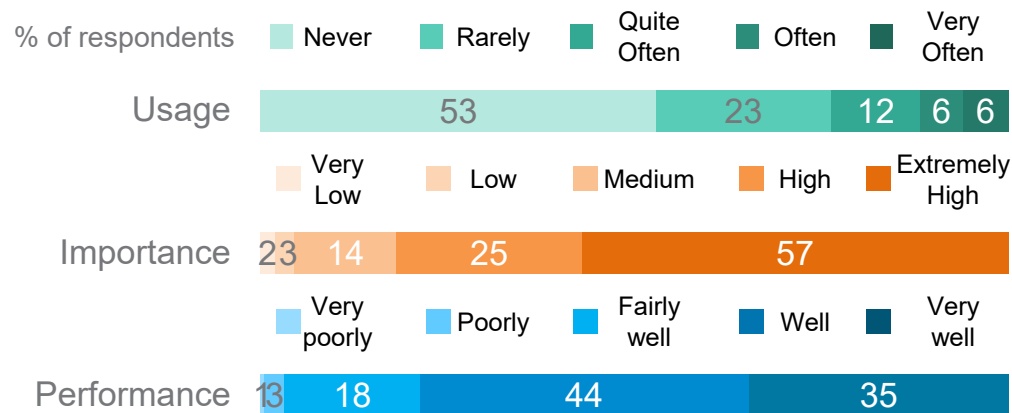
# Dog and cat management



% of respondents	Well / very well	Poor / very poor
Male	49	16
Female	62	10
18 - 34 years	51	11
35 - 49 years	56	12
50 - 64 years	59	17
65+ years	60	15
Baldivis	55	13
Cooloongup / Hillman	58	14
Golden Bay / Singleton	52	17
Karnup	29	13
Port Kennedy	35	23
Rockingham	60	14
Safety Bay	59	9
Secret Harbour	56	14
Shoalwater	70	9
Waikiki	58	6
Warnbro	68	14

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1756), Importance (n = 1736), Performance (n = 1139).

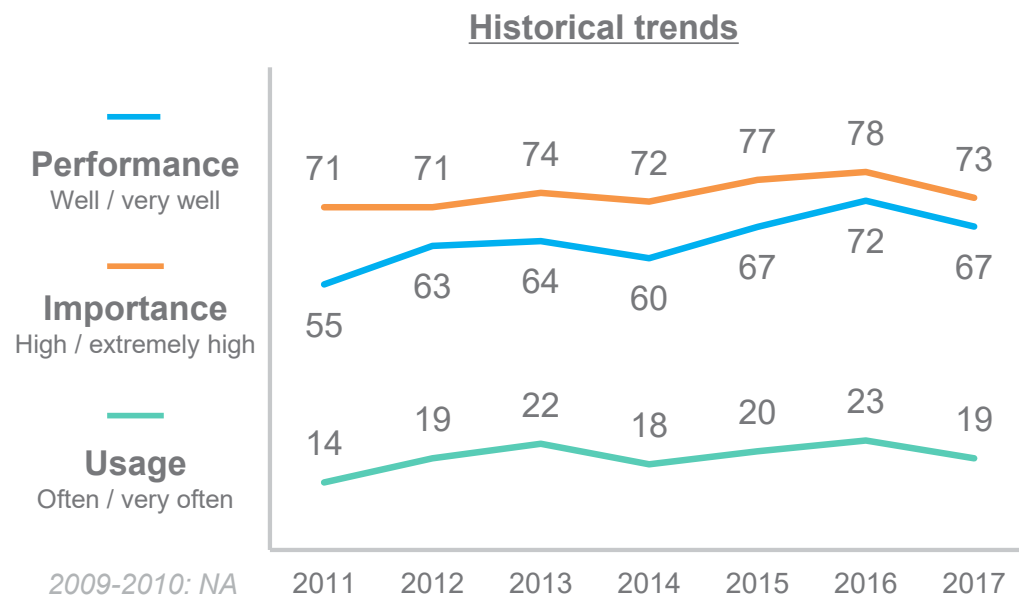
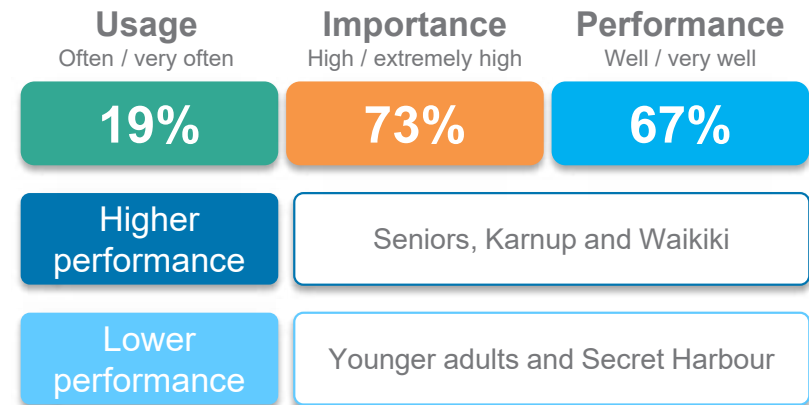
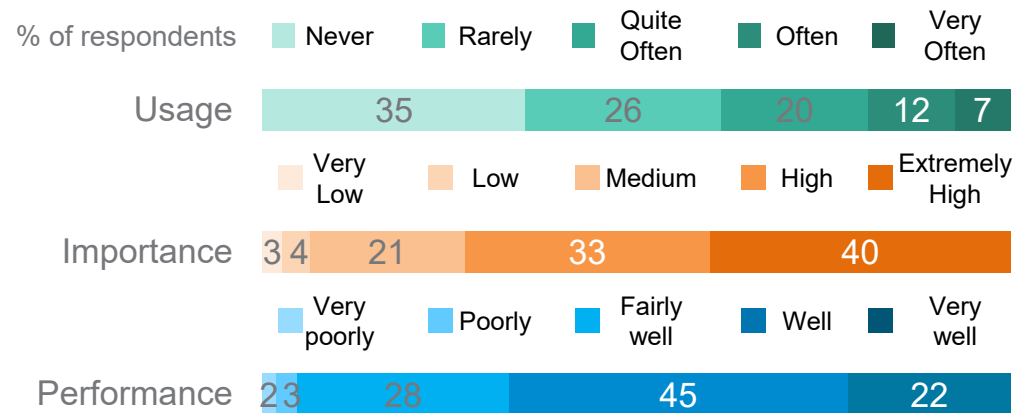
# Fire management



% of respondents	Well / very well	Poor / very poor
Male	78	4
Female	80	2
18 - 34 years	74	3
35 - 49 years	78	4
50 - 64 years	82	4
65+ years	83	3
Baldivis	82	3
Cooloongup / Hillman	80	11
Golden Bay / Singleton	75	3
Karnup	76	2
Port Kennedy	75	1
Rockingham	80	5
Safety Bay	76	2
Secret Harbour	58	4
Shoalwater	89	2
Waikiki	85	1
Warnbro	84	3

Q. How often do you utilise the service or facility? Q. What importance do you place on 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 = 1740), Importance (n = 1730), Performance (n = 1094).

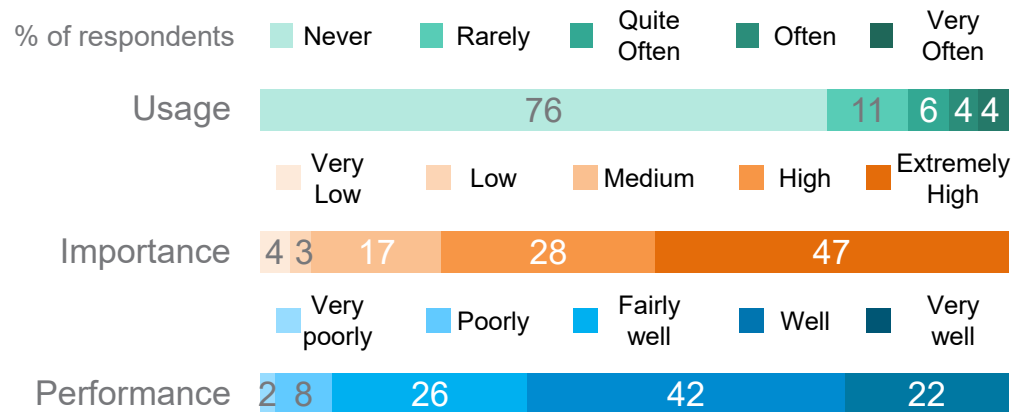
# Community health and wellbeing



% of respondents	Well / very well	Poor / very poor
Male	64	4
Female	70	5
18 - 34 years	59	4
35 - 49 years	67	7
50 - 64 years	72	4
65+ years	77	3
Baldivis	64	7
Cooloongup / Hillman	68	3
Golden Bay / Singleton	69	4
Karnup	85	2
Port Kennedy	60	3
Rockingham	72	6
Safety Bay	70	3
Secret Harbour	44	3
Shoalwater	72	2
Waikiki	78	3
Warnbro	73	4

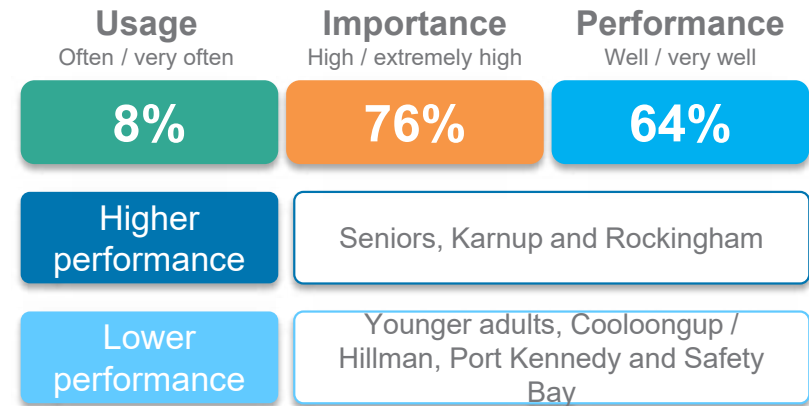
Q. How often do you utilise the service or facility? Q. What importance do you place on the service or facility?  
 Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.  
 Base: Usage (n = 1747), Importance (n = 1740), Performance (n = 1120).

# Services for people with disability



## Historical trends

Not Available



% of respondents	Well / very well	Poor / very poor
Male	61	12
Female	68	7
18 - 34 years	52	15
35 - 49 years	66	8
50 - 64 years	67	9
65+ years	75	5
Baldivis	61	9
Cooloongup / Hillman	56	25
Golden Bay / Singleton	68	7
Karnup	87	13
Port Kennedy	46	13
Rockingham	75	10
Safety Bay	58	9
Secret Harbour	70	1
Shoalwater	70	6
Waikiki	71	6
Warnbro	70	6

Q. How often do you utilise the service or facility? Q. What importance do you place on the service or facility?

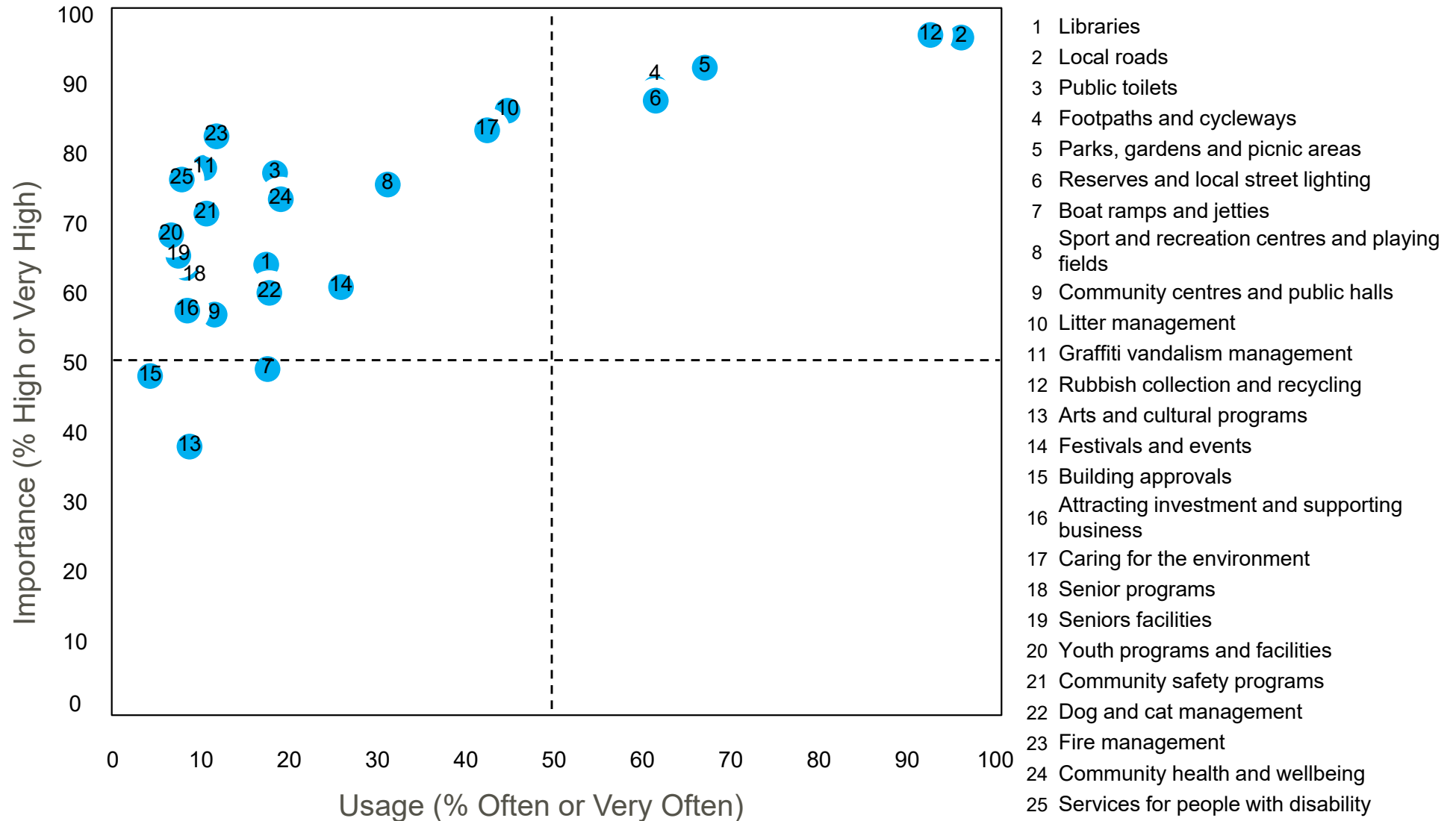
Q. How well does the City deliver the service or facility? Base: All respondents who provided a valid response.

Base: Usage (n = 1756), Importance (n = 1721), Performance (n = 758).

# Usage, Importance and Performance Matrices



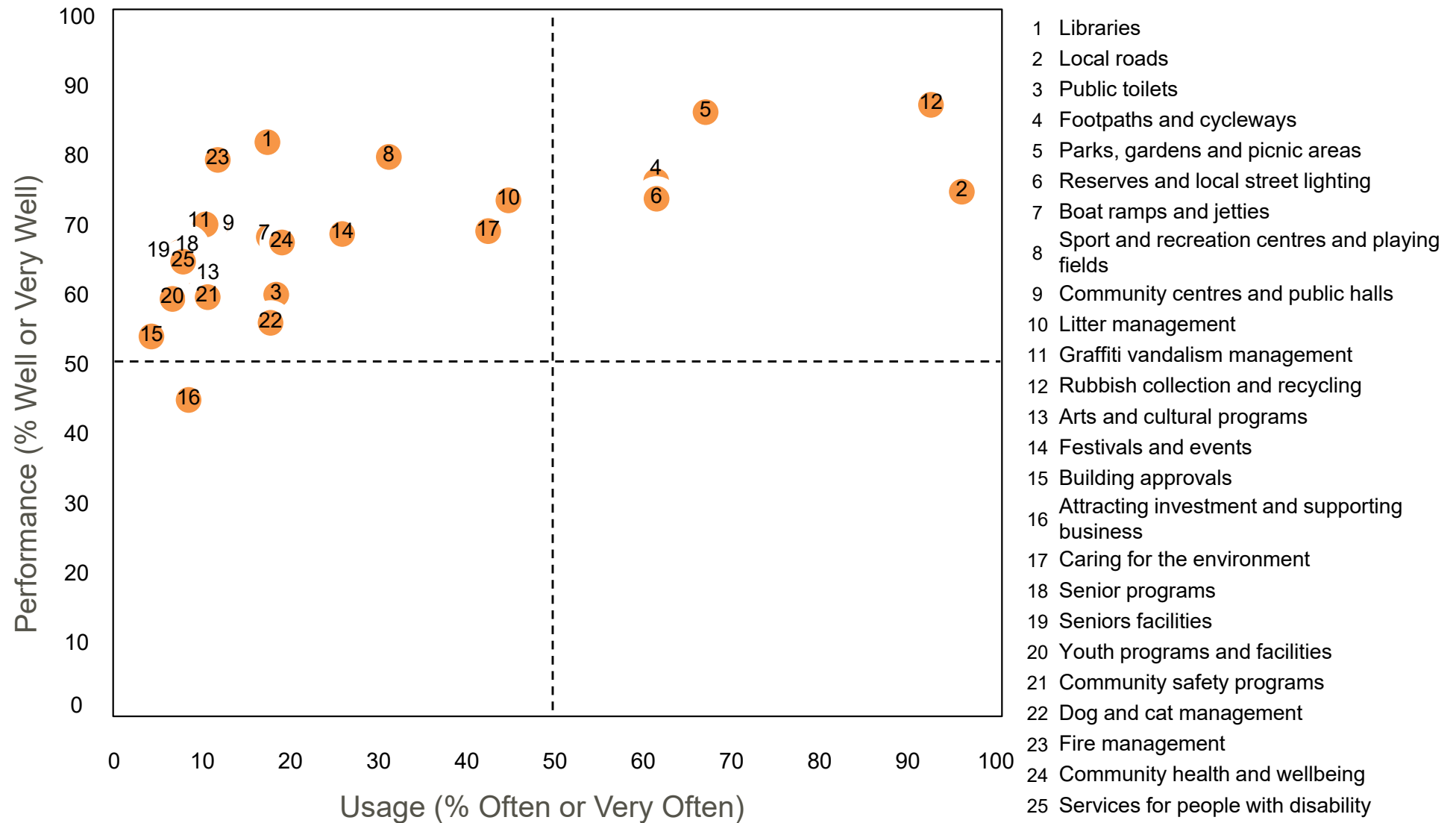
# Usage x Importance



Q. How often do you utilise the service or facility? Q. What importance do you place on the service or facility?

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

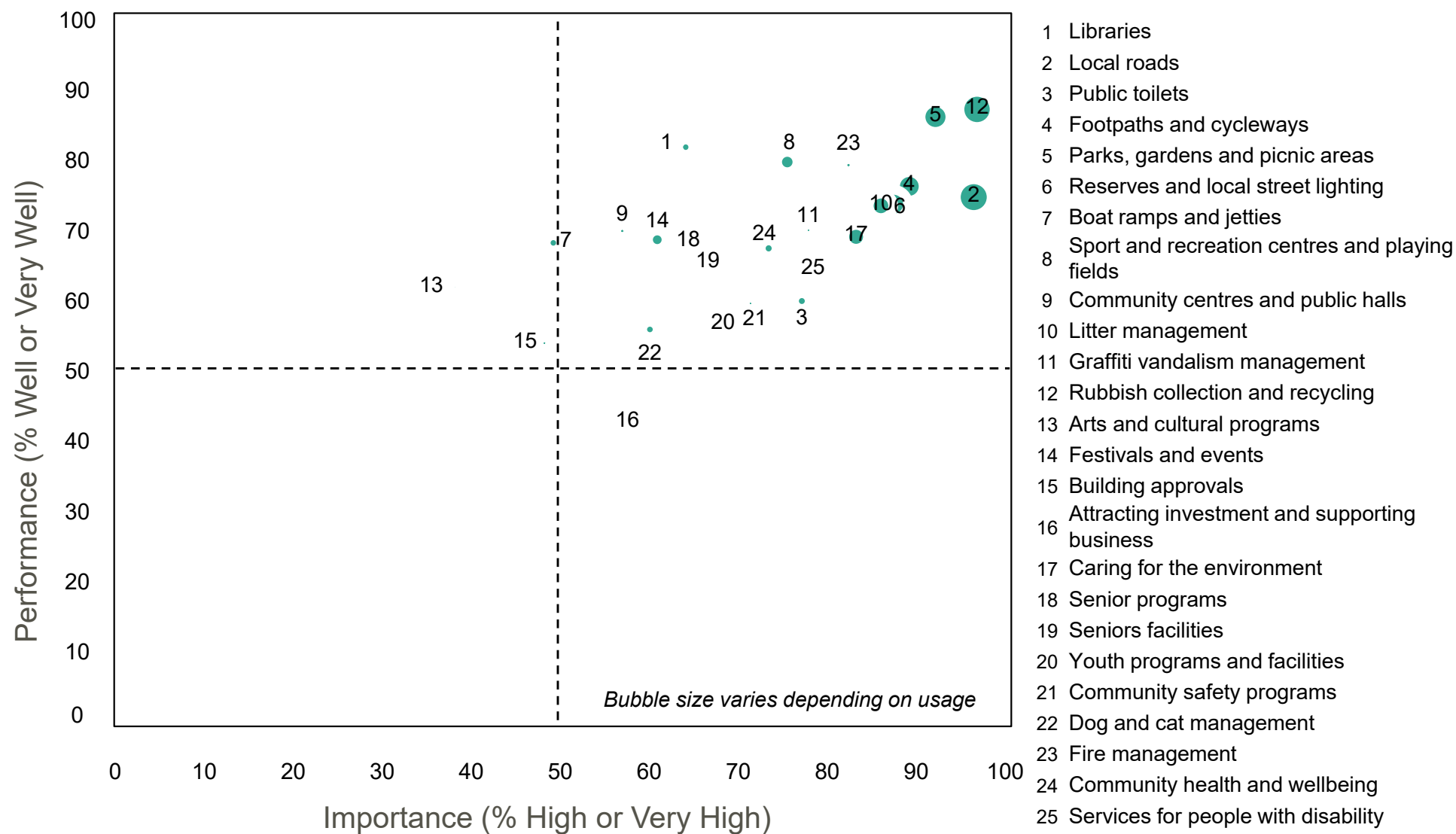
# Usage x Performance



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. Usage (n = varies), Performance (n = varies).

# Usage x Importance x Performance



Q. How often do you utilise the service or facility? Q. What importance do you place on the service or facility? Q. How well does the City deliver the service or facility?  
 Base: All respondents who provided a valid response. Usage (n = varies), Importance (n = varies), Performance (n = varies).

