

City of Rockingham Happiness Index



How happy are we?

There are nearly 140,000 people living in the City of Rockingham. We need to know how they feel about living here - where they think we are kicking goals, and where they think we aren't. So, we adopted a system widely used by many of the world's top companies. In business, it's called the Net Promoter Score. But to us, it's simply our Happiness Index. It works like this:

We asked people to score how happy they were to be living in the City of Rockingham, from 10 (very happy) to 1 (very unhappy).

The numbers get converted to percentages, and the detractors get subtracted from the promoters to find the overall score.

This means that a happiness index score can range from 100 to -100 (even zero).



Anyone who scored us 9 or 10 is a
PROMOTER
(very happy with living here).



Anyone who scored us 7 or 8 is
PASSIVE
(neither happy nor unhappy).



Anyone who scored us 6 or lower is a
DETRACTOR
(not happy).



Our scores



Is it a good score?

A score above 20 is considered favourable. So, our current score of 24.6 means we are doing well, but we can do better. And that's the whole point of asking – so we can see where we have room for improvement.

Why people gave the score they did.

As well as choosing a score, respondents also chose their six top reasons for giving that score.

Reasons for **HAPPINESS**

- Attractiveness of surroundings
- City cleanliness
- Pride in living here
- Confidence about the area's future
- Dining and entertainment
- Sport and healthy activity

Reasons for **UNHAPPINESS**

- Feeling of safety
- Confidence about the area's future
- Dining and entertainment
- Employment
- Pride in living here
- Public transport

By identifying areas of concern we can ensure they are included in our long-term strategy, key focus areas and overall service delivery.

Give us your score

We appreciate our residents taking the time to provide their rating. If you haven't done it yet, please sign up for Rock Port at cityrockport.com.au and follow the prompts. We'd love to hear what you think. Anyone with a Rock Port account can enter their score anytime they want, so it's a continually changing number. But every six months we take a snapshot of the results to share with our community.

Whether you're happy, unhappy, or a bit of both, your feedback helps make the City of Rockingham a better place to live for everyone.



Give us your score and help us kick more goals for our community.

