

City of Rockingham Happiness

THE CITY'S OVERALL HAPPINESS SCORE IS

27

To put this in context, two of Australia's top banks scores are -15 and -3 respectively, while Apple and Toyota are rated at 47 and 33 respectively. Ikea's rating is currently at -9.

In early 2017 the City of Rockingham launched Rock Port – a secure online community engagement portal. A key feature of Rock Port is the Happiness Index, a widely used tool which measures the degree to which an individual would recommend the services or products of a brand to another person. It is the first time that such a tool has been used for local government and provides an innovative way of measuring the community's level of satisfaction with living in the City.

Through Rock Port, community members can give a score on how likely they are to recommend living in the City to a friend or family member. Rating is done on a scale of 0 to 10, with 0 being not at all likely and 10 being extremely likely. Respondents can also select up to six reasons, indicating why they have chosen this rating.

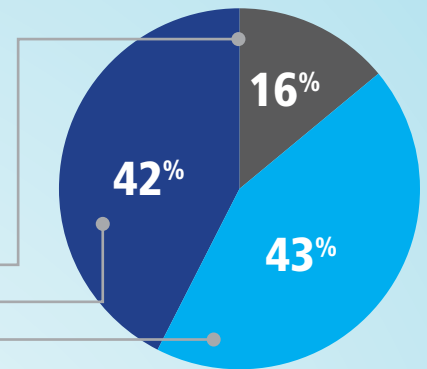
The results for the 12 months from February 2017 to January 2018 are now available.

Of the City's respondents, 43% are promoters, 16% are detractors, and the remaining 42% are passives:

Promoters are community members who have responded with a 9-10 score. They are deemed to be happy and enthusiastic about living in the City.

Passives are community members who have responded with a score of 7-8 and could become promoters if they believed the City improved.

Detractors are community members who have responded with a score of 6 or lower and are deemed to be unhappy.

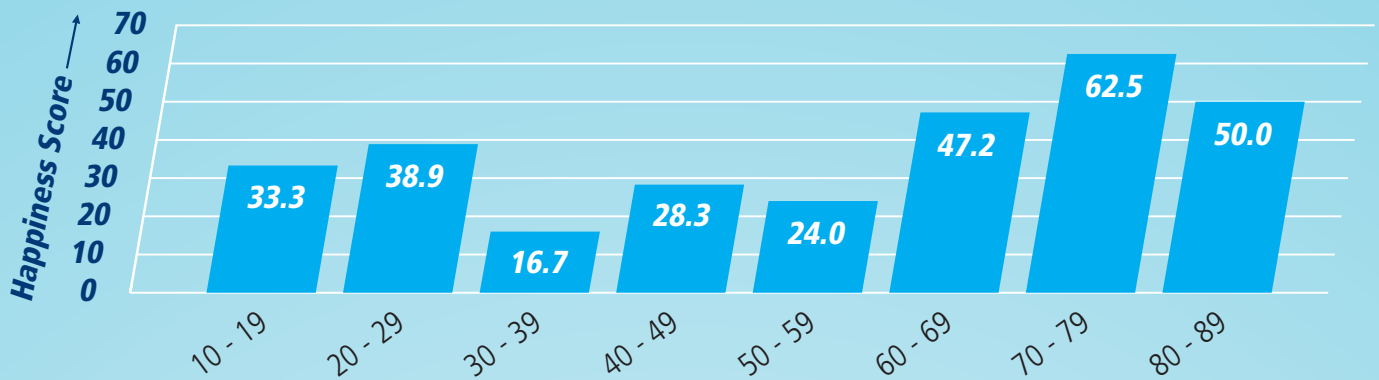


The overall happiness rating is determined by subtracting the percentage of detractors from the percentage of promoters.



Happiness Index Score - By Age

The Happiness Index ratings given by various age groups can be summarised as follows:



Reasons selected by detractors and promoters



The main reasons why **PROMOTERS** are very likely to recommend the City to family or friends include:

- attractiveness of surroundings
- cleanliness of the City
- pride in living here
- confidence about the area's future
- dining and entertainment.



The main reasons why **DETRACTORS** felt they would not recommend the City to family or friends are their concerns about:

- feeling of safety
- public transport
- employment
- confidence about the area's future
- pride in living here.

Rock Port – connect anywhere anytime

With Rock Port you can share your thoughts, suggest ideas and be involved in the City's strategy development process. You can also rate your happiness with living in Rockingham on the Happiness Index, opt-in to receive newsletters such as the City Chronicle electronically, and link your accounts to pay your rates online.



Sign up at
cityrockport.com.au