



Northern Beaches Council

Community Research 2024

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Research Objectives

Northern Beaches Council commissioned Micromex Research to conduct a random telephone survey with residents living in the Northern Beaches local government area (LGA).

Objectives (Why?)

- Understand and identify community priorities for the Northern Beaches LGA
- Identify the community's overall level of satisfaction with Council performance, residents' satisfaction with the services and facilities, and their experience of contacting with Council
- Identify the community's level of agreement with statements regarding pride and connectedness in the area
- Explore residents' support for paying more to improve the level of services, facilities and infrastructure.

Sample (How?)

- Telephone survey (landline N=59 and mobile N=547) to N=606 residents
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.0%

Timing (When?)

- Implementation 20th – 27th August 2024

Methodology and Sample



Sample selection and error

A total of 606 resident interviews were completed. Respondents were selected by means of a computer based random selection process using Australian marketing lists.

A sample size of 606 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. This means that if the survey was replicated with a new universe of N=606 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.0%. For example, that an answer such as 'yes' (50%) to a question could vary from 46% to 54%.

Interviewing

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

Data analysis

The data within this report was analysed using Q Professional.

Within the report, **blue** and **red** font colours are used to identify statistically significant differences between groups, i.e., gender, age, etc.

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

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

Ratings questions

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

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

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

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

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

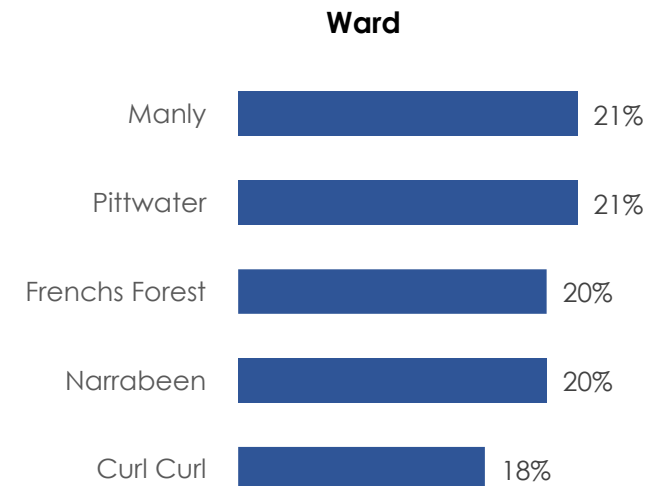
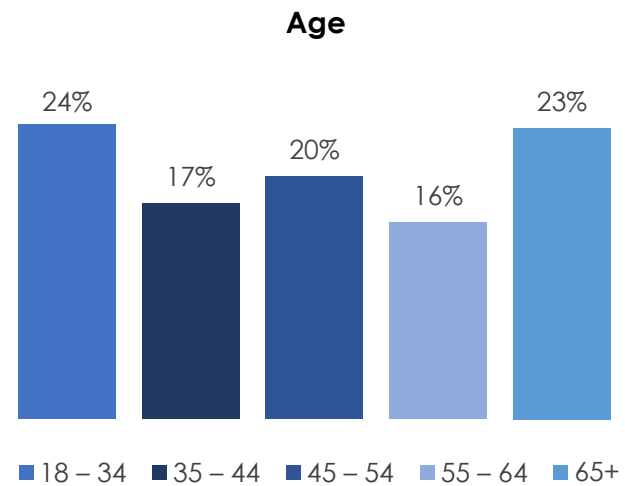
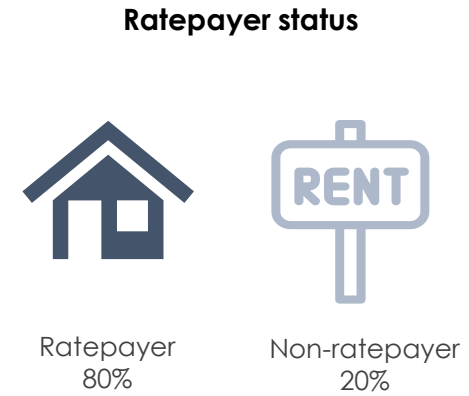
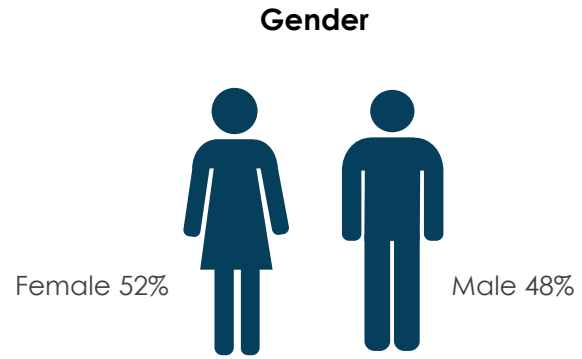
We refer to T3 Box Satisfaction in order to express moderate to high levels of satisfaction in a non-discretionary category. We only report T2 Box Importance in order to provide differentiation and allow us to demonstrate the hierarchy of community priorities.

Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from over 80 unique councils, more than 200 surveys and over 100,000 interviews since 2012.

Sample Profile

The sample was weighted by age and gender to reflect the 2021 ABS Census data for Northern Beaches Council area.



Summary Findings



Where are we now?

Despite the external stressors (e.g., flooding and economic recession) in recent years, residents' satisfaction with Council and their perceived quality of life have remained steady. 98% rated their quality of life as 'good' to 'excellent', and 86% are at least somewhat satisfied with the performance of Council. Additionally, 95% of residents agree that people on the Northern Beaches are generally proud of their area.

However, there is always room for improvement. Based on our open-ended question asking about top priorities for Council to focus on, roads, development and planning, and environment and sustainability are the top-of-mind areas in the eyes of residents. Further, based on our final regression model, Council's communication with residents accounts for more than 30% of the variation in overall satisfaction. Communication includes not only consultations and information provided by Council but also the quality of customer service.

Moving forward, Council may consider conducting more consultations and meetings with residents to discuss plans and initiatives about priority areas such as roads, development and planning, and environment and sustainability. Additionally, keeping a high-quality customer service is also a way to enhance overall satisfaction, as every interaction with residents presents an opportunity to improve Council's image.

Key Measures:



Overall satisfaction

Overall, 86% of residents are at least somewhat satisfied with the performance of Council over the last 12 months.



Satisfaction with the performance of Staff in dealing with the enquiries

78% of residents are at least somewhat satisfied with the performance of Staff in dealing with the enquiries.



Quality of Life in the LGA

98% of residents rate their quality of life as 'good' to 'excellent' in the Northern Beaches LGA.



Top 3 priority areas for Council to focus on

- Roads
- Development and planning
- Environment and sustainability



Satisfaction Scorecard

30 out of 43 (70%) received good performance satisfaction scores (at least 80% being at least somewhat satisfied).

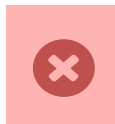
However, 5 out of 7 measures related to transport, technology and connectivity received lower satisfaction scores, especially for the 'condition of local roads'.



Good performance
(T3B sat score ≥80%)



Monitor
(T3B sat score 60%-79%)



Needs improvement
(T3B sat score <60%)

Community and Belonging	Good Governance, Participation and Partnerships	Housing, Places and Spaces
Provision of childcare services	Consultation with the community by Council	Food safety standards of retail food outlets
Facilities and services for youth		Companion animal management
Facilities and services for older people	Information on Council services	Condition of public toilets
Facilities and services for people with disabilities	Lobbying on behalf of the community	Parks and recreation areas
Community centres	Protection of the Environment	Sporting fields and amenities
Community events and festivals	Protecting native plants & animals	Warringah and Manly Aquatic Centres
Arts and cultural facilities	Restoring natural bushland	Managing development
Library services	Controlling feral animals	Vibrant Local Economy
Provision of lifeguards on beaches	Managing and protecting creeks, lagoons and waterways	Encouraging local industry and business
Environmental Sustainability	Management of local flooding	Keeping town centres and villages vibrant
Litter control and rubbish dumping	Environmental protection & regulation	Transport, Technology, and Connectivity
Cleaning of villages and town centres	Management of trees	Condition of local roads
Council operates in an environmentally friendly way	Trails and tracks	Footpaths
Environmental education programs and facilities	Maintenance of beaches, headlands and rock pools	Bike paths
Domestic waste collection service		Bus shelters
Household bulky items collections		Parking
		Traffic management
		Wharves and boat ramps



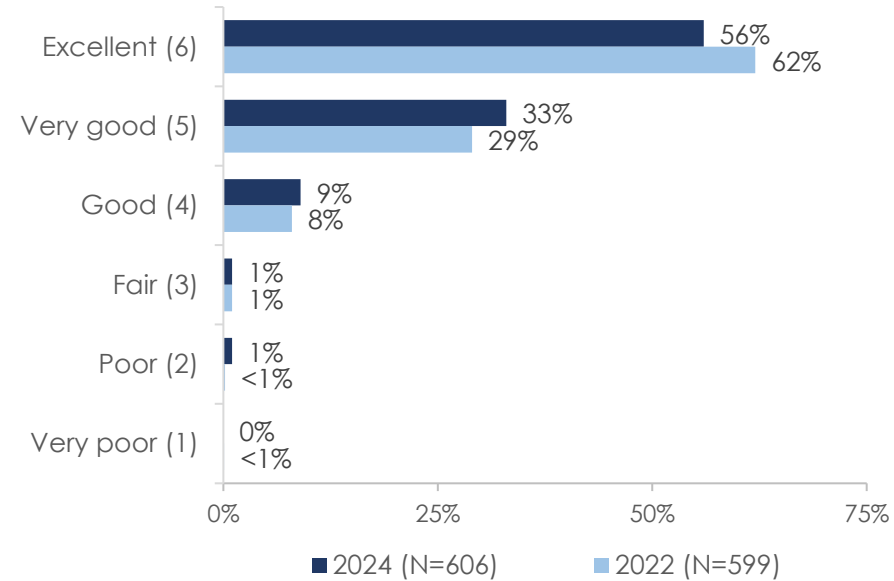
Section One

Community Pride and Connectedness

This section explores resident's quality of life and their agreement with connectedness.

Quality of Life – Summary

The vast majority of residents (98%) rated their quality of life living on the Northern Beaches as 'good' to 'excellent'. There were minimal differences across demographics, apart from those residing in Manly rating their quality of life significantly higher and those in Curl Curl significantly lower in comparison.



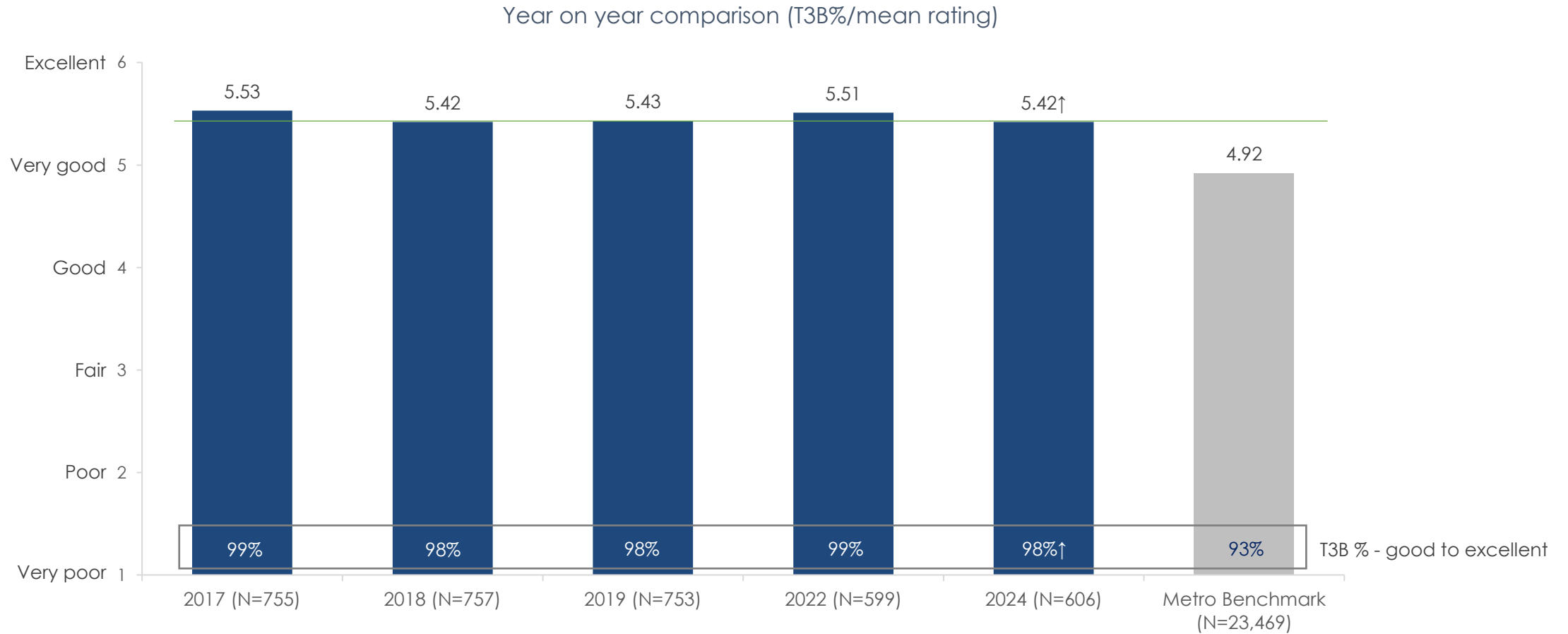
	Overall 2024	Overall 2022	Male	Female	18-34	35-44	45-54	55-64	65+	Ratepayer	Non-ratepayer
Top 3 Box %	98%	99%	98%	98%	99%	98%	99%	97%	97%	98%	98%
Mean ratings	5.42	5.51	5.47	5.37	5.38	5.44	5.49	5.39	5.40	5.44	5.35
Base	606	599	292	314	144	105	119	96	142	487	119

	Manly	Pittwater	Frenchs Forest	Narrabeen	Curl Curl
Top 3 Box %	100%	97%	99%	100%	94%
Mean ratings	5.67	5.37	5.33	5.38	5.32
Base	129	127	123	118	109

Scale: 1 = very poor, 6 = excellent

Quality of Life – Trend and Benchmark Comparison

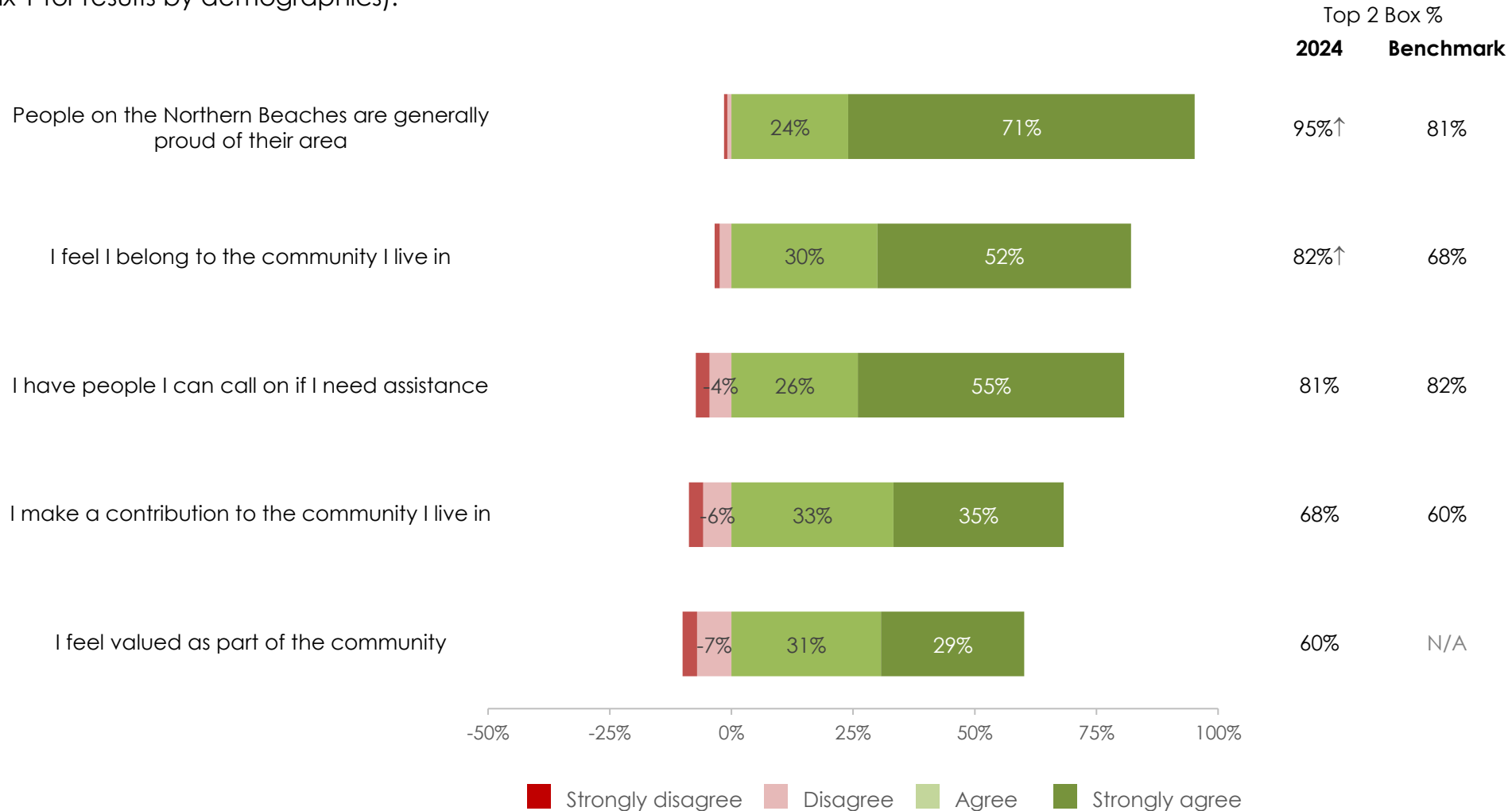
Ratings are slightly lower than in 2022, returning to 2019/2018 levels. Despite the slight drop, results are significantly higher than our Metro Benchmark.



Scale: 1 = very poor, 6 = excellent

Agreement with Connectedness Statements

A very high proportion of residents (95%) agree that 'people on the Northern Beaches are generally proud of their area', which is significantly higher than our Metro Benchmark. Noticeably, those located in Curl Curl are generally less likely to agree with these connectedness statements (see Appendix 1 for results by demographics).



Base: N = 606

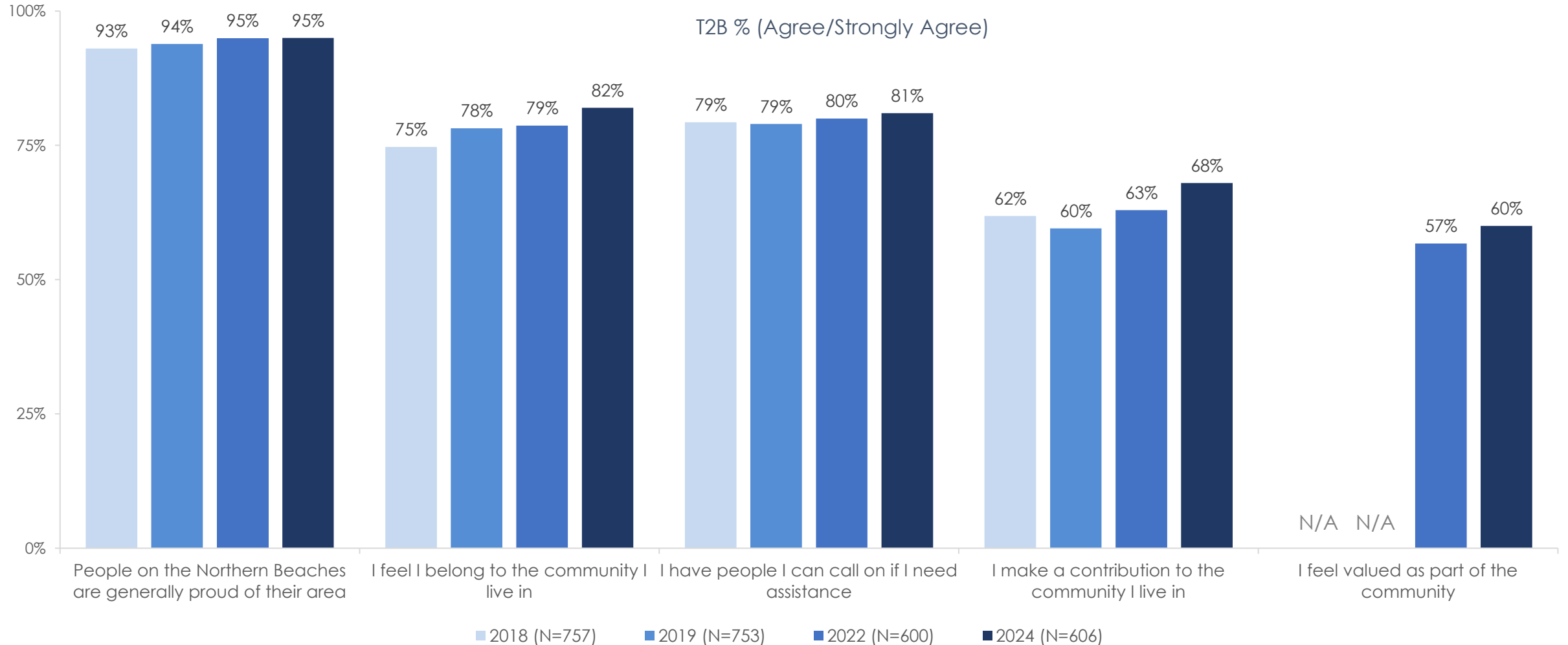
Note: Data labels of <4% have not been shown above

Q5a. I'm going to read out some statements and I'd like you to rate them on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree.

Please see Appendix 1 for results by demographics
 ↑↓ = A significantly higher/lower rating compared to benchmark

Agreement with Connectedness Statements

Agreement with connectedness measures shows a slight increasing trend across years, with 'I make a contribution to the community I live in' increasing by 5% from 2022.





Priorities and Performance

This section examines the top priority areas for Council to focus on and resident's overall satisfaction with Council. It also identifies resident's satisfaction with their contact with Council.

Section Two

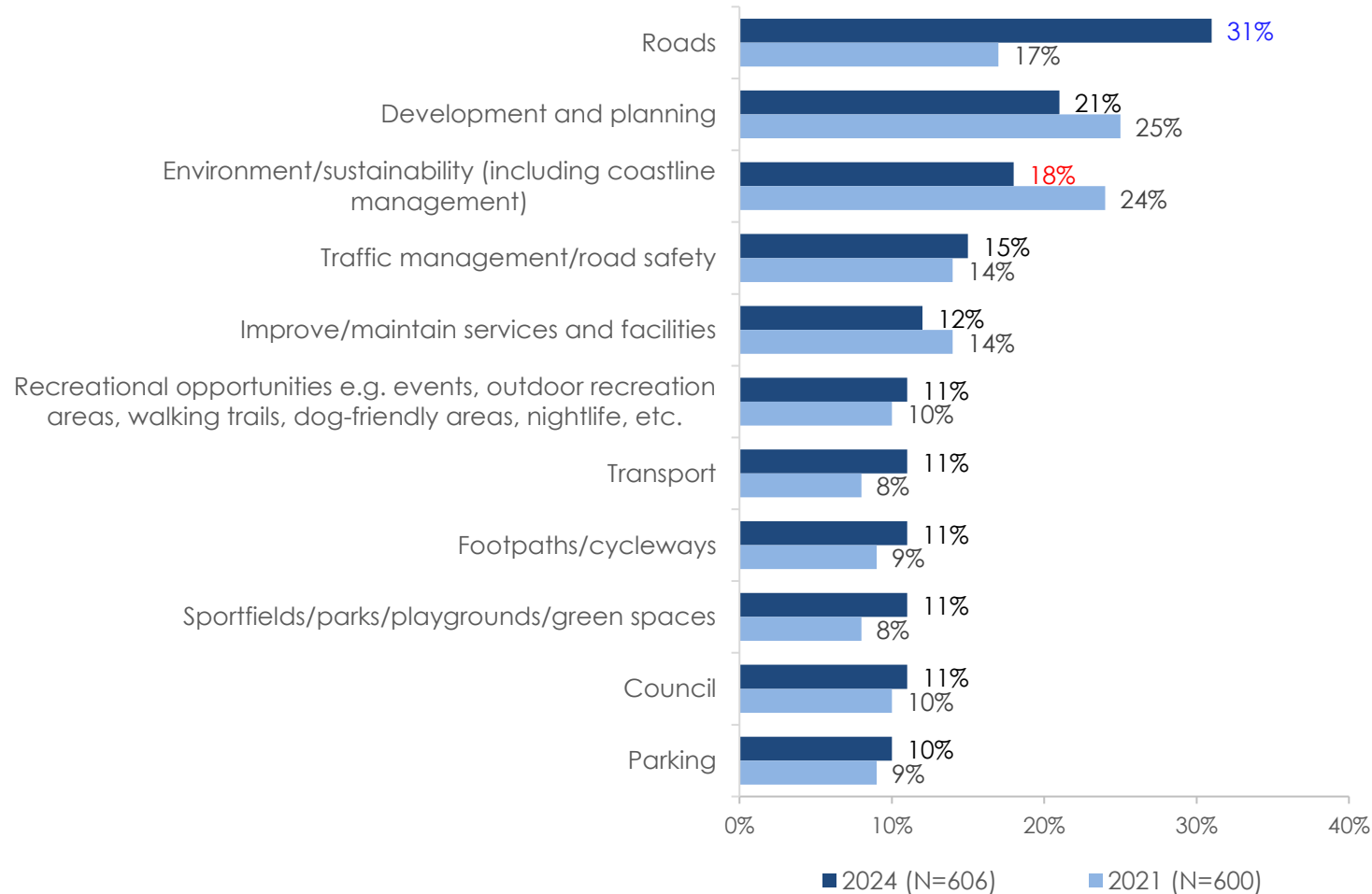
Summary: Priorities and Performance

- Top priority areas for Council to focus on:
 - Roads
 - Development and planning
 - Environment/sustainability
 - Traffic management/road safety
 - Improve/maintain services and facilities
- 86% of residents are at least somewhat satisfied with Council's performance in the last 12 months:
 - This result is on par with 2022 and our Metro Benchmark.
 - Residents of the Pittwater Ward are significantly less satisfied with Council's performance
- 45% of residents had contacted a Council staff member in the past 12 months:
 - 78% of them are at least somewhat satisfied with the performance of staff in dealing with their enquiries
 - Those located in Narrabeen are significantly more likely to be satisfied with the performance of staff in dealing with their enquiries



Top Priority Areas for Council to Focus On

Roads, development and planning, and environment/sustainability have remained top priority areas for the residents. However, roads has surpassed the other two areas and become the most commonly mentioned priority. This is not surprising given the persistent precipitation and flooding in the past two years.



Example Verbatim Comments:

“Road works with proper fixes instead of quick fixes”

“Road maintenance after rain”

“Reducing overpopulation”

“Restriction on development”

“Preserving natural beauty (e.g., headlands, beaches, flora and fauna)”

“Pedestrian safety - fisher road has no pedestrian crossings, and the speed limit should be only 40km/h”

“Maintaining facilities in Manly”

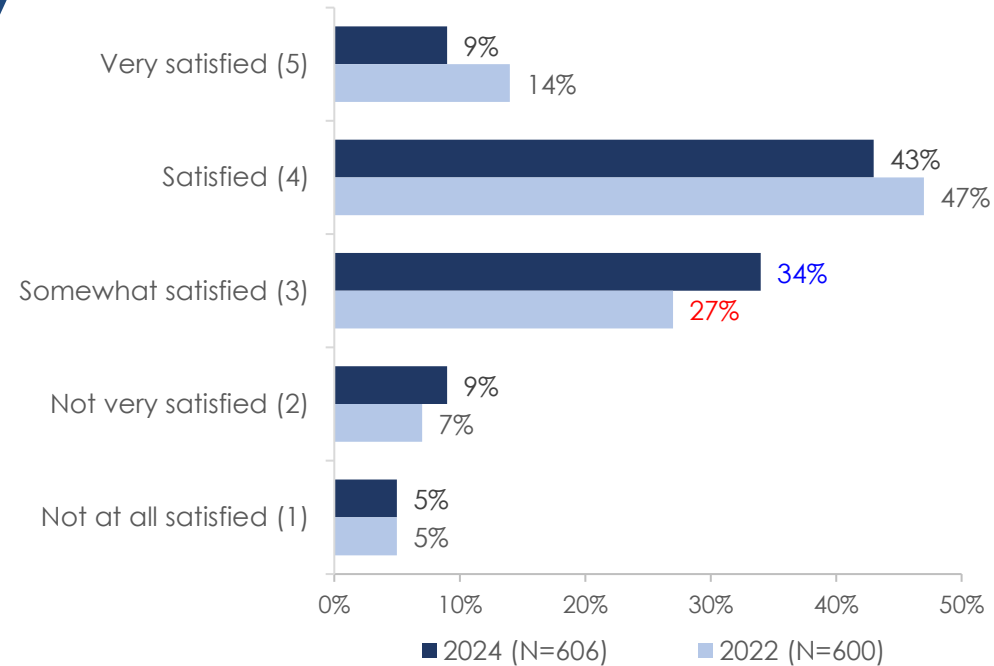
Base: N = 606

Please see Appendix 1 for full list of responses and results by Ward

Overall Satisfaction – Summary

86% of residents are at least somewhat satisfied with the overall performance of Council over the past 12 months, with a significantly greater proportion of residents shifting from satisfied/very satisfied to somewhat satisfied.

Residents of the Pittwater Ward are significantly less satisfied with Council's performance.



	Overall 2024	Overall 2022	Male	Female	18-34	35-44	45-54	55-64	65+	Ratepayer	Non-ratepayer
Top 3 Box %	86%	88%	85%	86%	89%	90%	85%	78%	86%	84%	91%
Mean ratings	3.40	3.58	3.37	3.43	3.35	3.59	3.38	3.17	3.48	3.39	3.44
Base	606	600	292	314	144	105	119	96	142	487	119

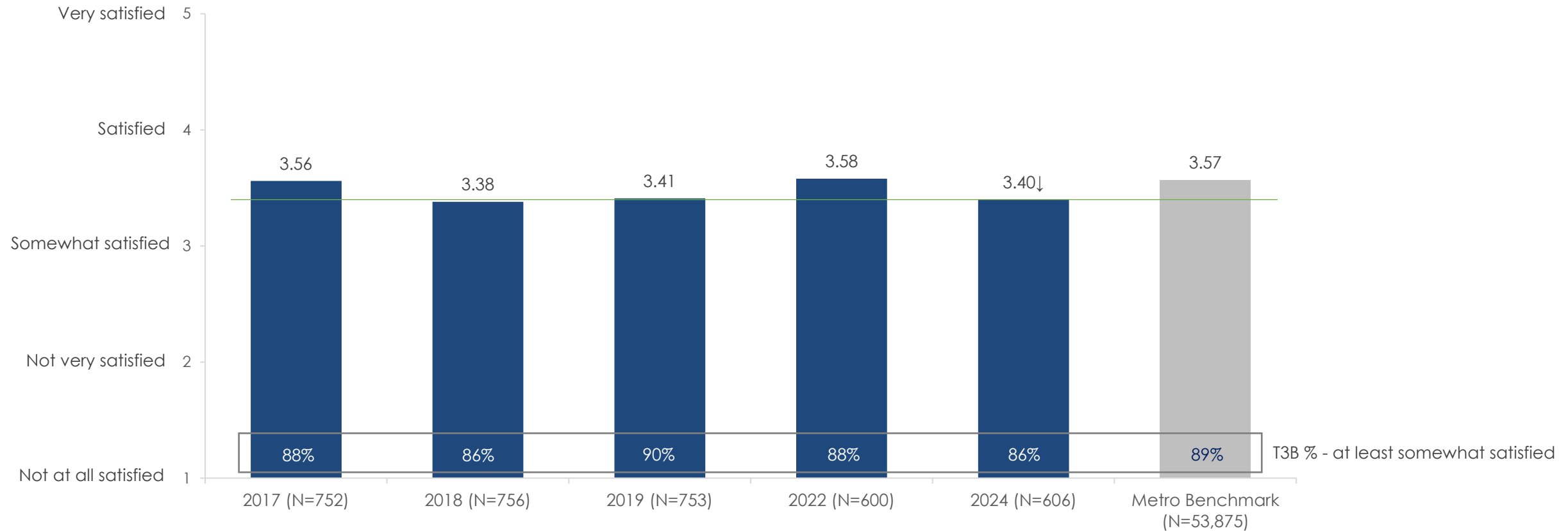
	Manly	Pittwater	Frenchs Forest	Narrabeen	Curl Curl
Top 3 Box %	84%	75%	91%	89%	90%
Mean ratings	3.40	3.12	3.54	3.44	3.53
Base	129	127	123	118	109

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

A significantly higher/lower percentage/rating (by year/group) 17

Overall Satisfaction – Trend and Benchmark Comparison

Looking below at trend data from 2017, we can see satisfaction levels have returned to those seen in 2019 and 2018. Results are significantly below our Metro norms, although the top 3 box distribution is on par (86% vs 89%).



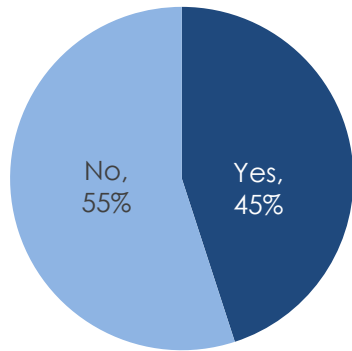
Scale: 1 = not at all satisfied, 5 = very satisfied

↑↓ = A significantly higher/lower rating (compared to the benchmark)

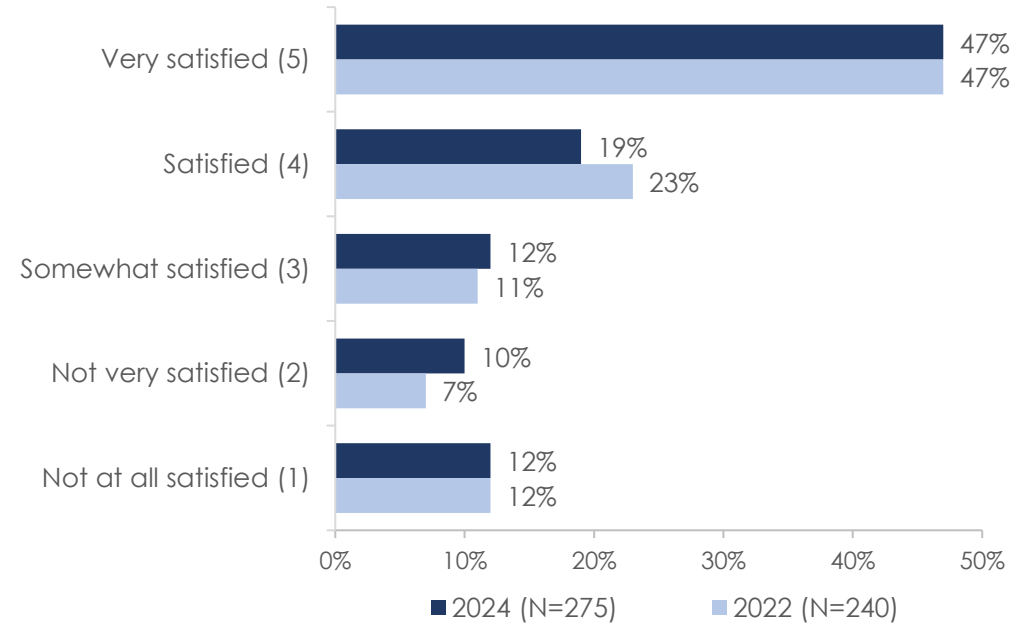
Contact with Staff

45% of residents had contacted a Council staff member in the past 12 months. 78% of them are at least somewhat satisfied with the performance of staff in dealing with their enquiries. Those living in Narrabeen are more likely to be satisfied.

Further, by cross-analysing with overall satisfaction, we can see that those who are at least somewhat satisfied with Council's contacts are significantly more likely to be satisfied with the overall performance of Council.



	2024	2022	2019	2018	2017
Yes %	45%	40%	53%	51%	52%
Base	606	600	753	757	756



Satisfaction by year	2024	2022	2019	2018	2017
Top 3 Box %	78%	81%	83%	84%	84%
Mean rating	3.78	3.85	3.83	3.91	3.88
Base	275	240	401	390	392

Satisfaction with the performance of staff in dealing with enquiry (Q3b) by satisfaction with the overall performance of Council (Q4)

	Very satisfied / satisfied	Somewhat satisfied	Not at all satisfied / not very satisfied
Top 3 Box %	94%	75%	39%
Mean rating	4.50	3.47	2.38
Base	138	86	51

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

Please see Appendix 1 for results by demographics

Q3a. Have you had contact with a Council staff member in the past 12 months?

Q3b. How satisfied were you with the performance of staff in dealing with your enquiry?



Summary of Council Services/Facilities

This section summarises the importance and satisfaction ratings for the 43 services and facilities. In this section we explore trends to past research and comparative norms.

Section Three

Summary: Council Services/Facilities

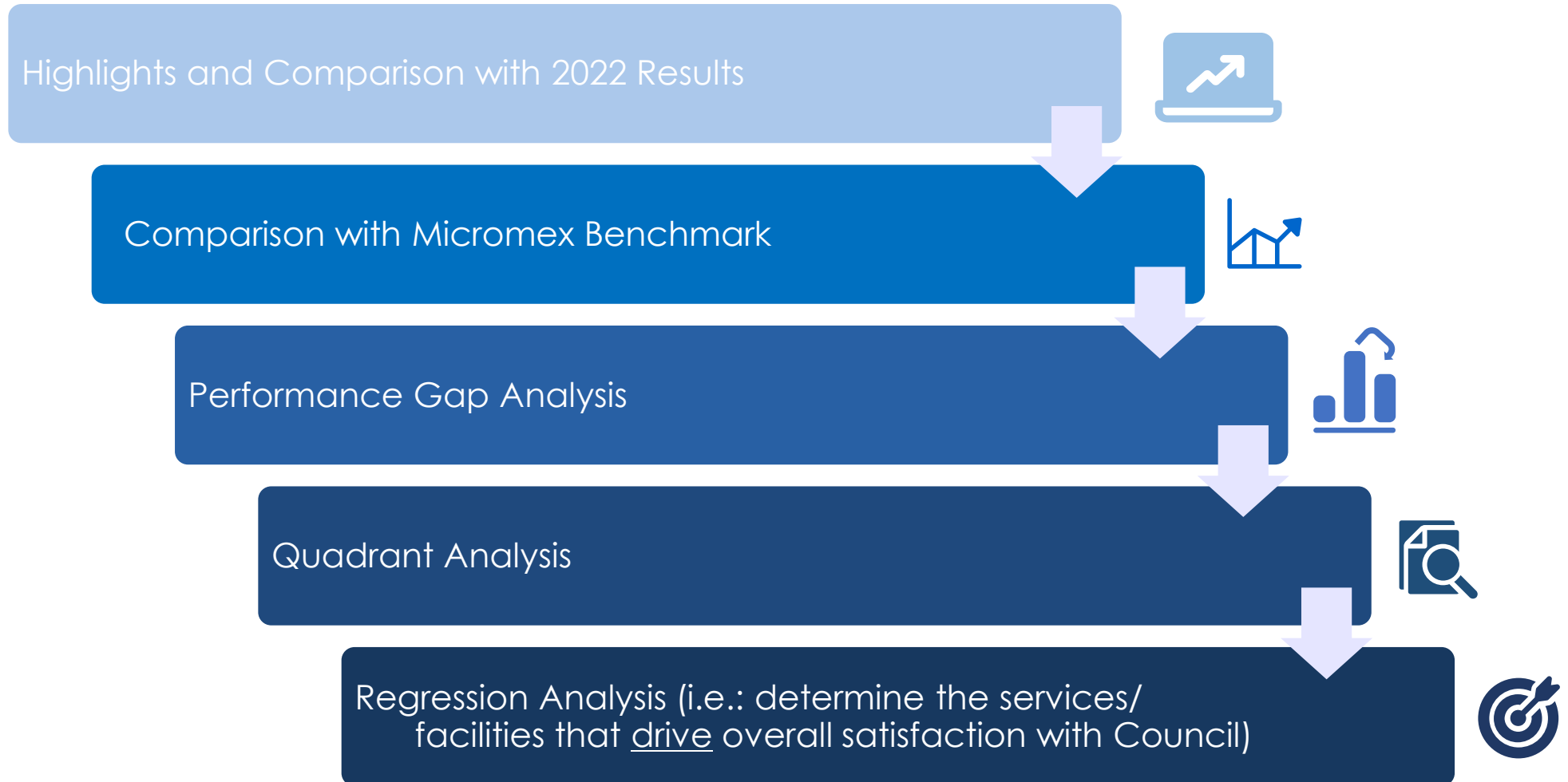
- Largest gaps in performance (importance score minus satisfaction score):
 - Condition of local roads
 - Footpaths
 - Parking
 - Management of local flooding
 - Condition of public toilets
- Compared to the Metro Benchmark, areas that are less satisfactory to the Northern Beaches residents include:
 - Condition of local roads
 - Management of local flooding
 - Footpaths
 - Bike paths
 - Encouraging local industry and business
- Largest drivers of overall satisfaction include:
 - Consultation with the community by Council
 - Domestic waste collection service
 - Parking
 - Parks and recreation areas
 - Information on Council services
- Further, after creating a second model, it was found that satisfaction with the performance of staff in dealing with the enquiries is also a very important driver of overall satisfaction



Council Services and Facilities

A major component of the 2024 Community Survey was to assess perceived Importance of, and Satisfaction with 43 Council-provided services and facilities – the equivalent of 86 separate questions!

We have utilised the following techniques to summarise and analyse these 86 questions:



Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

The analysis below identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.

Importance

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

Higher importance	T2 Box	Mean rating
Maintenance of beaches, headlands and rock pools	96%	4.72
Condition of local roads	95%	4.74
Domestic waste collection service	94%	4.73
Parks and recreation areas	94%	4.65
Litter control and rubbish dumping	93%	4.66

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

Lower importance	T2 Box	Mean rating
Provision of childcare services	32%	2.45
Wharves and boat ramps	48%	3.29
Arts and cultural facilities	50%	3.38
Community centres	51%	3.41
Facilities and services for youth	52%	3.35

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

Satisfaction

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

Higher satisfaction	T3 Box	Mean rating
Provision of lifeguards on beaches	99%	4.55
Library services	97%	4.24
Maintenance of beaches, headlands and rock pools	95%	4.00
Food safety standards of retail food outlets	95%	3.93
Warringah and Manly Aquatic Centres	93%	4.08
Parks and recreation areas	93%	3.86

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

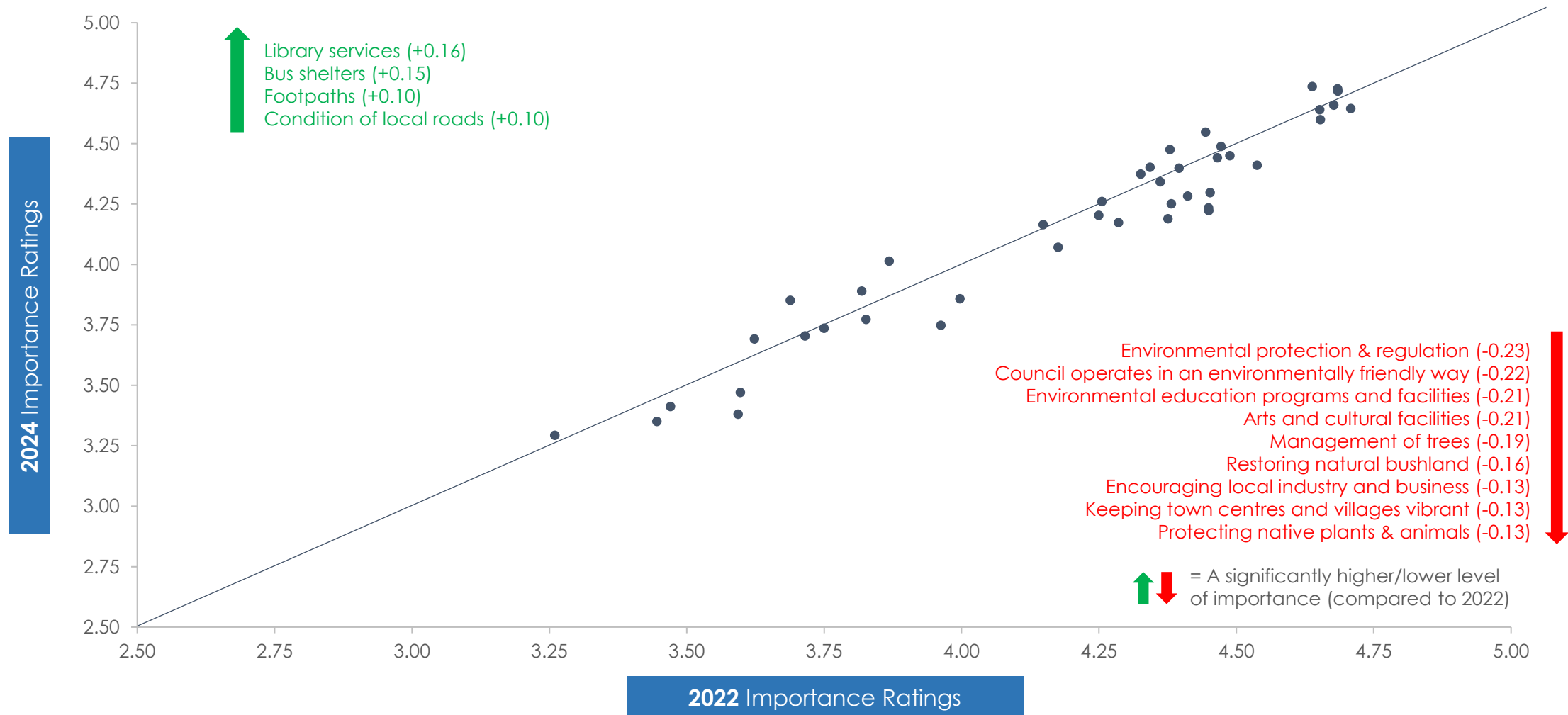
Lower satisfaction	T3 Box	Mean rating
Condition of local roads	47%	2.40
Parking	66%	2.86
Bike paths	66%	2.97
Managing development	67%	2.88
Footpaths	67%	2.91

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

Services and Facilities – Importance: Comparison by Year

The below chart compares the mean importance ratings for 2024 vs 2022.

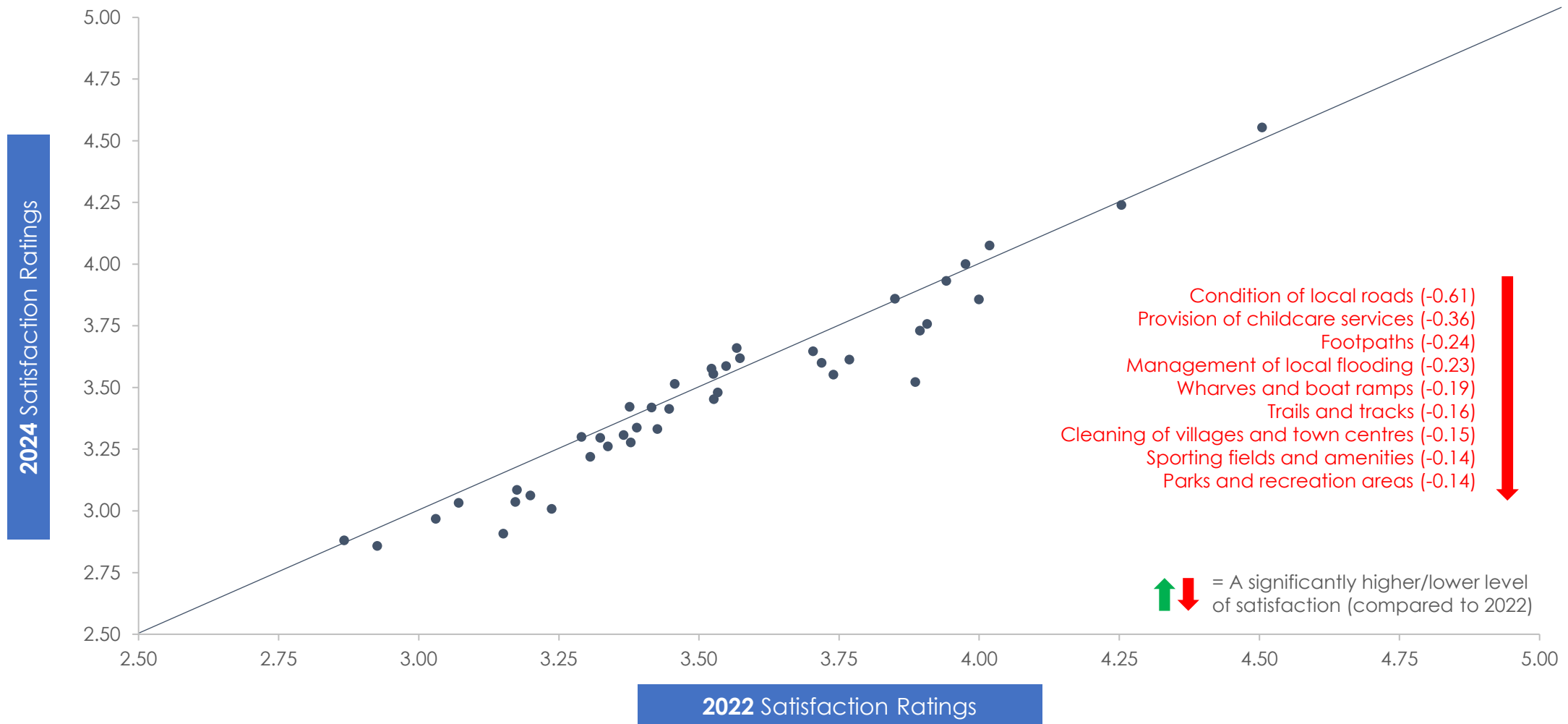
Importance significantly increased for 4 of the 43 comparable services and facilities, there were also significant decreases in importance for 9 of the 43 services and facilities.



Services and Facilities – Satisfaction: Comparison by Year

The below chart compares the mean satisfaction ratings for 2024 vs 2022.

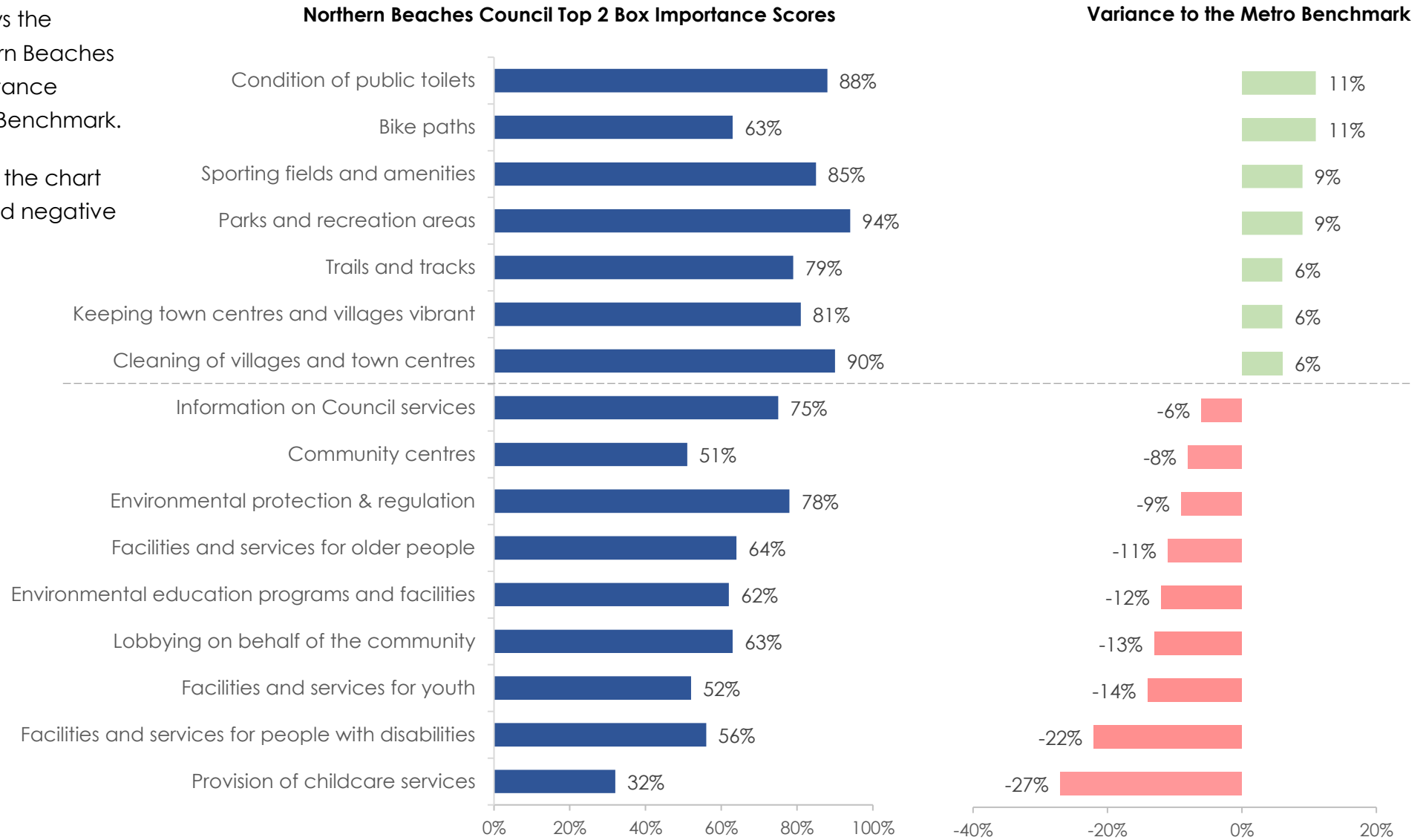
Satisfaction significantly decreased for 9 of the 43 comparable services and facilities.



Summary Importance Comparison to the Micromex Benchmark

The chart to the right shows the variance between Northern Beaches Council's top 2 box importance scores and the Micromex Benchmark.

Services/facilities shown in the chart highlight larger positive and negative gaps.

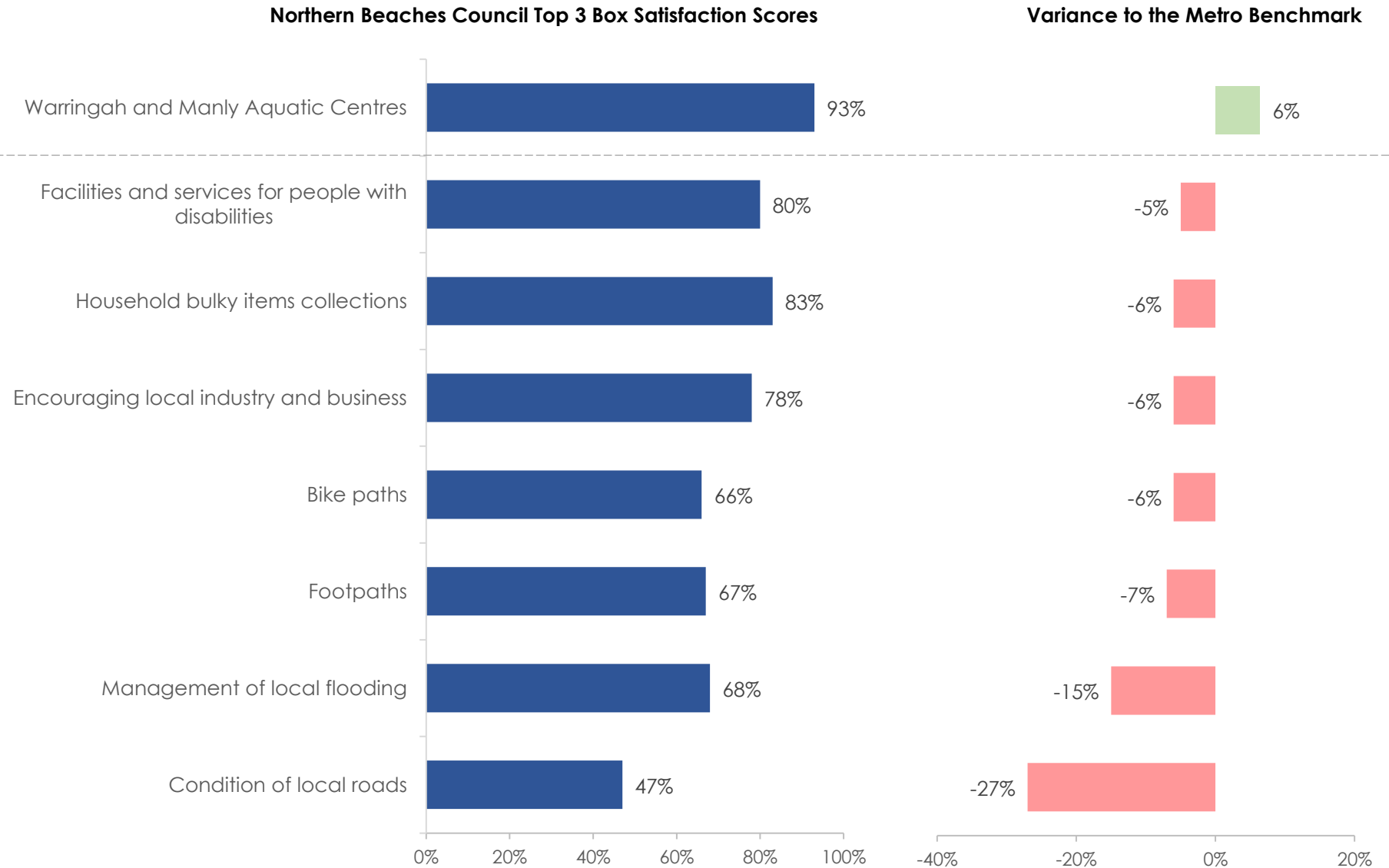


Note: Only services/facilities with a variance of +/- 6% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
 Top 2 box = important/very important

Summary Satisfaction Comparison to the Micromex Benchmark

The chart to the right shows the variance between Northern Beaches Council's top 3 box satisfaction scores and the Micromex Benchmark.

Services/facilities shown in the chart to the right highlight larger positive and negative gaps.



Note: Only services/facilities with a variance of +/- 5% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
 Top 3 box = at least somewhat satisfied

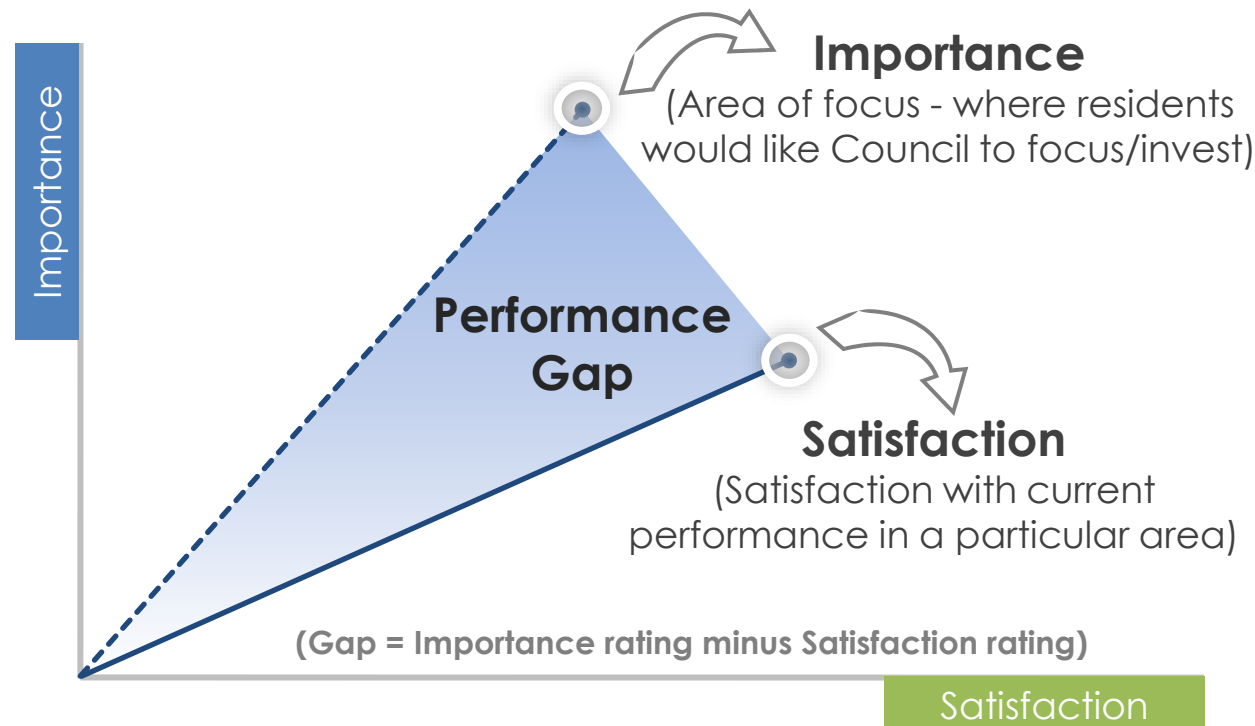
Performance Gap Analysis

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

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

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

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



Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as high in importance, whilst resident satisfaction for all of these areas is between 47% and 72%. Connectivity (e.g., roads, footpaths and parking) received the largest performance gap.

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Transport, Technology, and Connectivity	Condition of local roads	95%	47%	48%
Transport, Technology, and Connectivity	Footpaths	90%	67%	23%
Transport, Technology, and Connectivity	Parking	86%	66%	20%
Protection of the Environment	Management of local flooding	85%	68%	17%
Housing, Places and Spaces	Condition of public toilets	88%	72%	16%
Transport, Technology, and Connectivity	Traffic management	83%	70%	13%
Housing, Places and Spaces	Managing development	79%	67%	12%

Note: Performance gap is the first step in the process, we now need to identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level. This is when we undertake step 2 of the analysis.

Quadrant Analysis

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

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

On average, Northern Beaches Council residents rated services/facilities importance and satisfaction on par with our Metro Benchmark.

	Northern Beaches Council	Micromex Comparable Metro Benchmark
Average Importance	76%	77%
Average Satisfaction	82%	83%

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

Explaining the 4 quadrants (overleaf)

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

Attributes in the top left quadrant, **IMPROVE**, such as 'condition of local roads ' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

Attributes in the bottom left quadrant, **NICHE**, such as 'facilities and services for youth', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

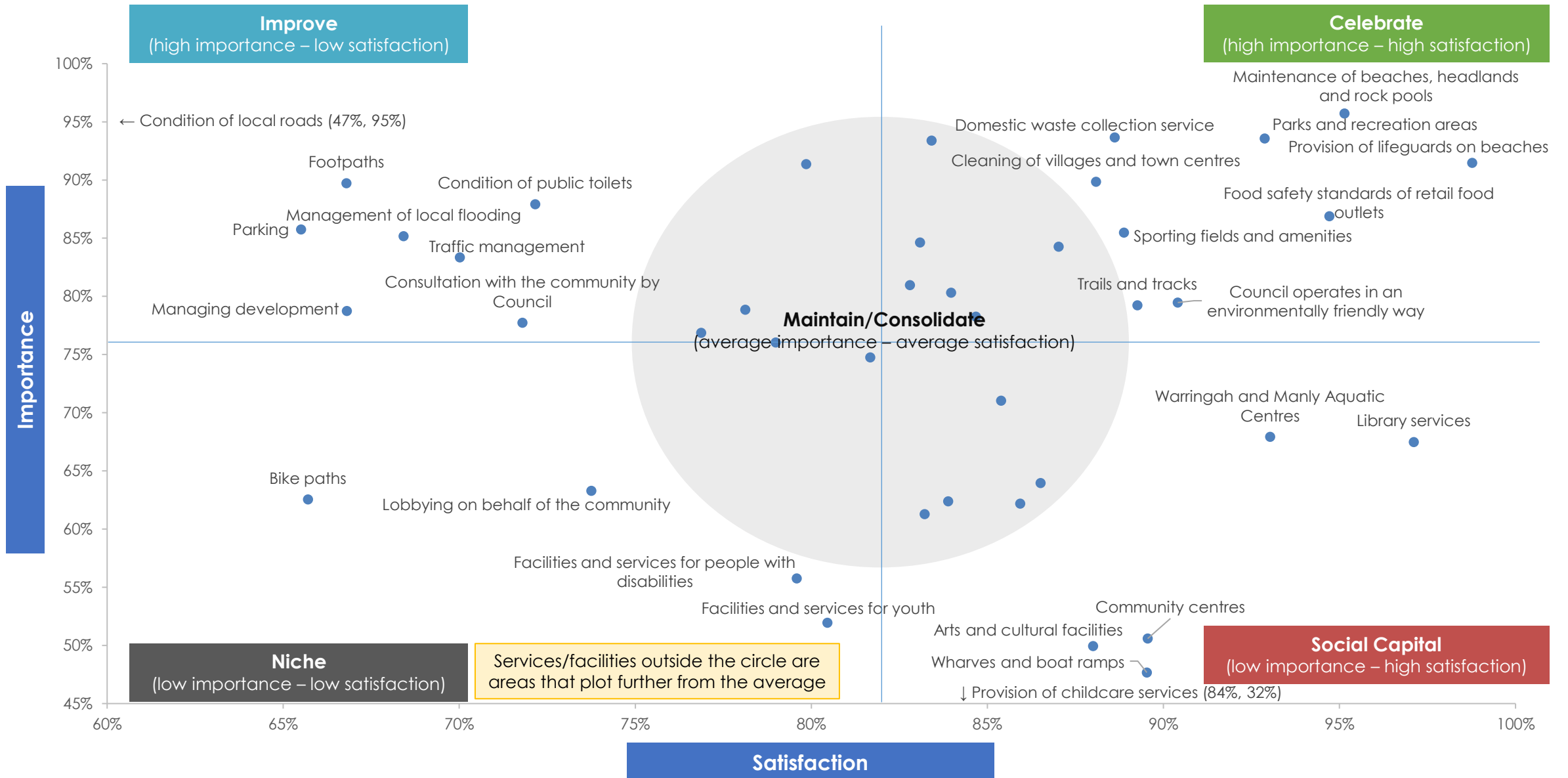
Finally, attributes in the bottom right quadrant, **SOCIAL CAPITAL**, such as 'provision of childcare services', are core strengths, but in relative terms they are considered less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services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

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

Quadrant Analysis – Mapping Priority Against Delivery

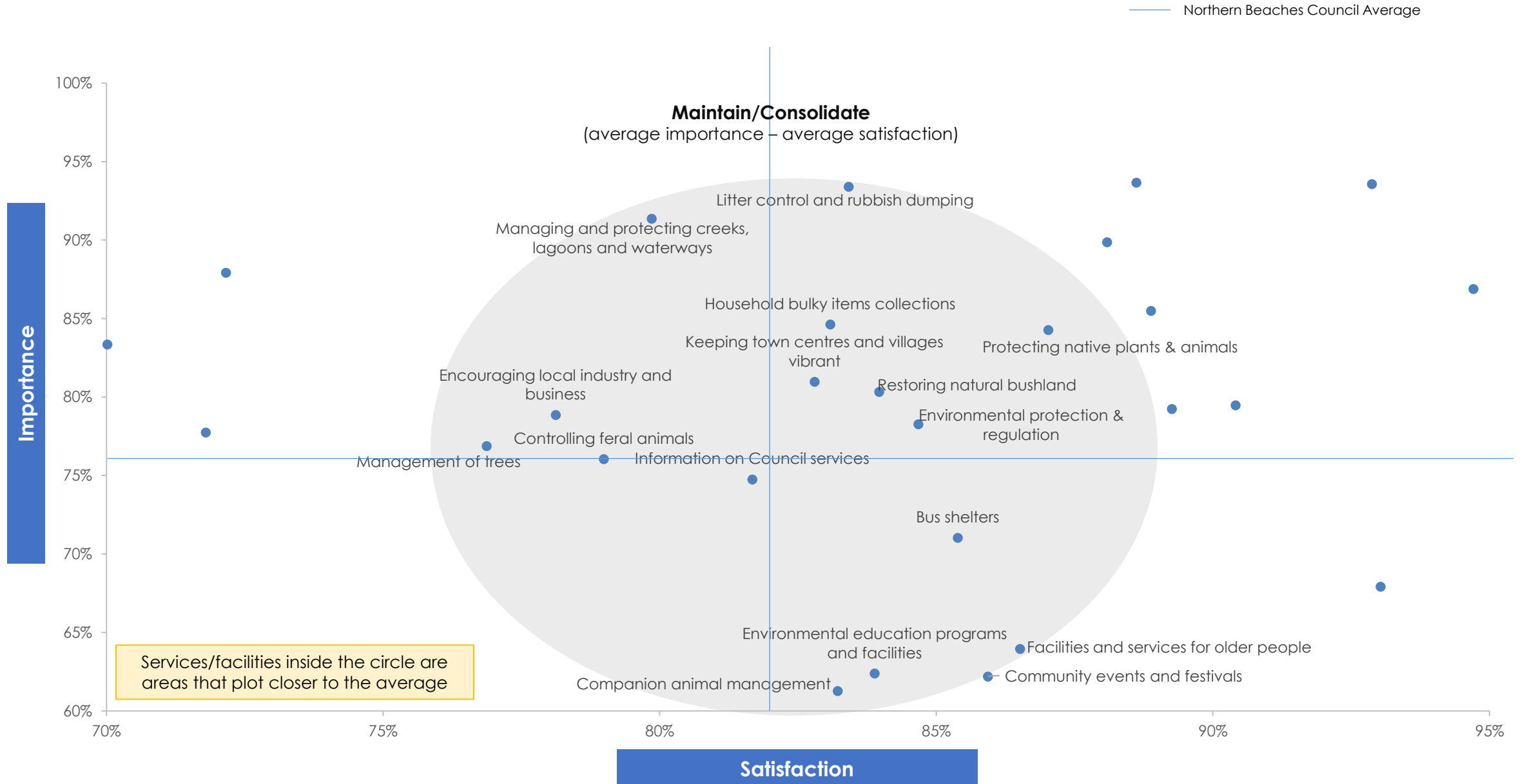
The chart below shows the satisfaction (T3B%) with service/facilities measures plotted against importance (T2B%).

— Northern Beaches Council Average



Quadrant Analysis – Mapping Priority Against Delivery

Following on the previous slide, the chart below shows the measures in the 'maintain/consolidate' area.



Regression Analysis

The outcomes identified in stated importance/satisfaction analysis often tend to be obvious and challenging. No matter how much focus a council dedicates to 'condition of local roads', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

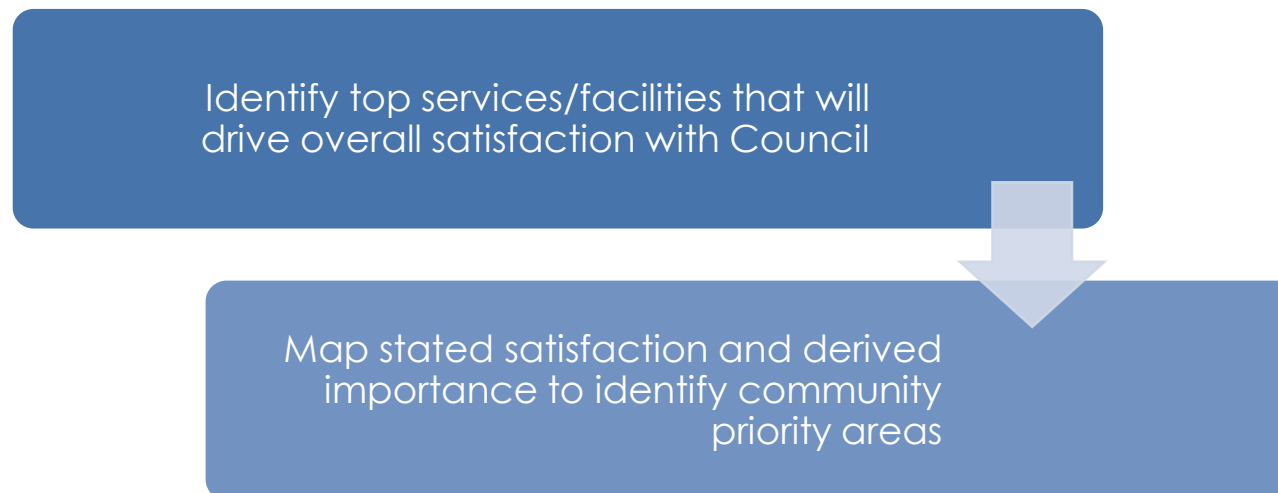
Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance. Therefore, in order to identify how Northern Beaches Council can actively drive overall community satisfaction, we conducted further analysis.

Explanation of Analysis

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

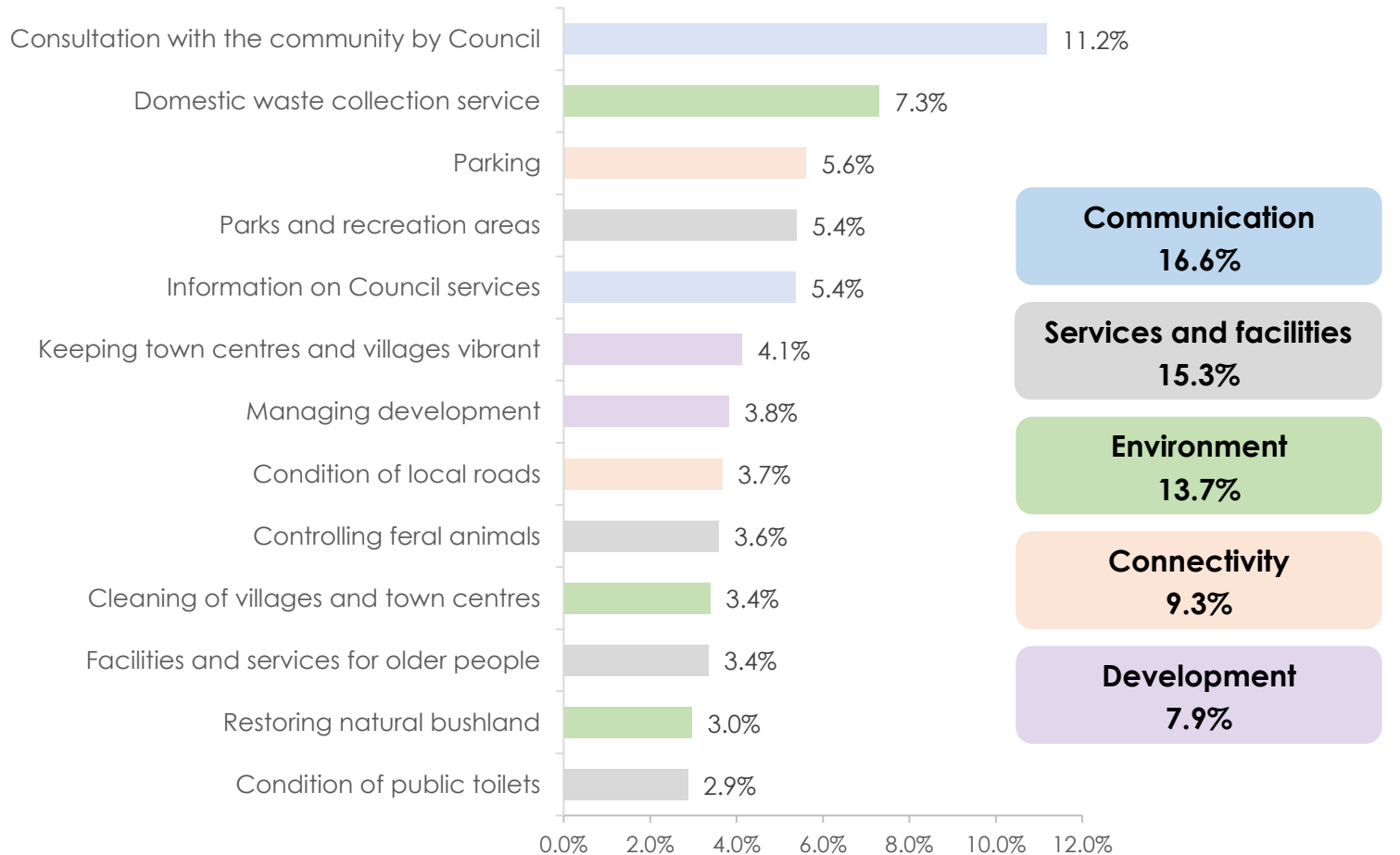
What Does This Mean?

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



Key Drivers of Overall Satisfaction with Council

The score assigned to each area is not a measure of performance, rather, it indicates the percentage of influence each measure contributes to overall satisfaction with the performance of Council. All services/facilities are important – but if Council can increase satisfaction in these key driver areas, they will likely see an improvement in overall satisfaction.



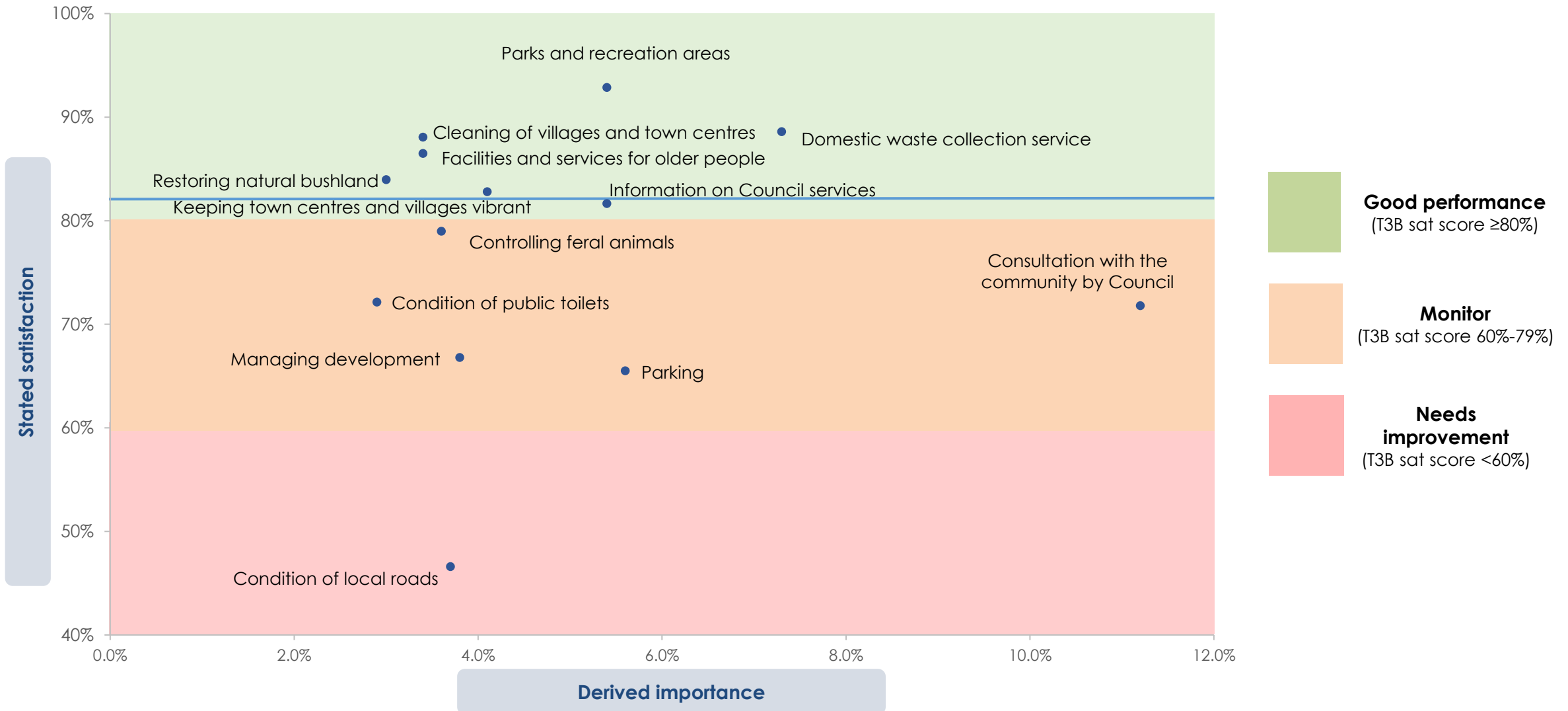
These top 13 services/facilities (so 30% of the 43 services/facilities) account for over 60% of the variation in overall satisfaction.

Investigating the measures separately, consultation with the community by Council is the most vital driver of overall satisfaction, followed by domestic waste collection service.

After summarising them into thematical groups, communication is the most important driver category.

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

The below chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (regression result) to identify the level of contribution of each measure. Any services/facilities below the blue line could potentially be benchmarked to target in future research to elevate satisfaction levels in these areas.

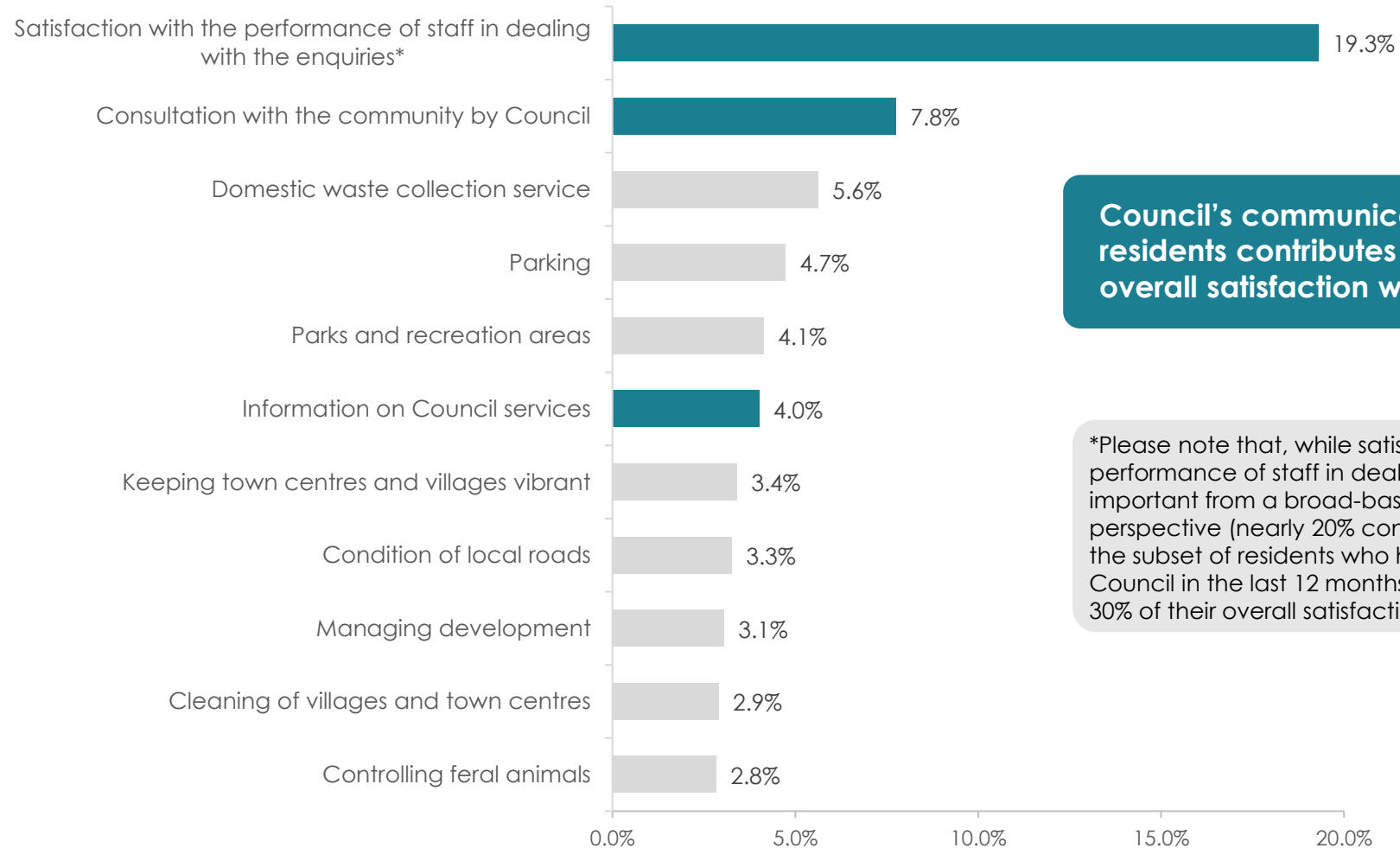


Note: Blue line represents the average top 3 box (at least somewhat satisfied) of all 43 measures

Key Drivers of Overall Satisfaction with Council – Expanded Model

The previous regression model is based on the 43 services/facilities tested (Q1). The results of this slide show an expanded model of the key drivers contributing to overall satisfaction with Council. This analysis includes 1 additional measure (model now totalling 44 measures) from:

Q3b. How satisfied were you with the performance of staff in dealing with your enquiry?



Council's communication with residents contributes to over 30% of overall satisfaction with Council.

*Please note that, while satisfaction with the performance of staff in dealing with enquiries is important from a broad-based community perspective (nearly 20% contribution), if we filter to the subset of residents who had contacted Council in the last 12 months, it accounts for nearly 30% of their overall satisfaction perceptions.

R² value = 0.46

Dependent Variable: Q4. How would you rate the overall performance of Council as an organisation over the past 12 months?



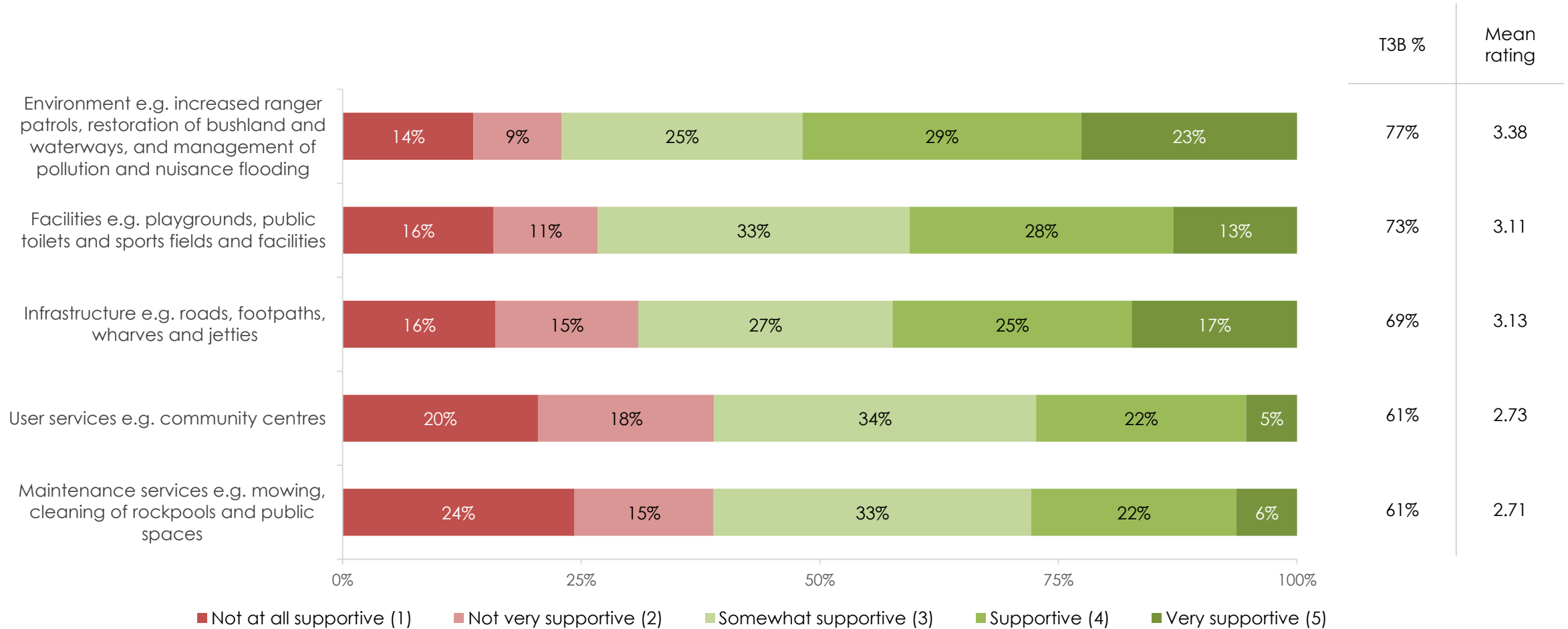
Support Improvement

This section displays resident's support to pay more to improve services, facilities, and infrastructure.

Section Four

Level of Support to Pay More for Improvement

Over 60% of residents are at least somewhat supportive of paying more for services, facilities and infrastructure.



Base: N = 606

Q6. Thinking of the level of services, facilities, and infrastructure in your local area. On a scale of 1 to 5, where 1 is not at all supportive and 5 is very supportive, how supportive would you be to pay more to support improved:

Level of Support to Pay More for Improvement

Males and younger residents (18-34) are significantly more likely to support paying more for environmental improvements, while older residents (65+) are significantly more likely to support paying more for improvements in user services.

T3B% (At least somewhat supportive)	Overall	Male	Female	18-34	35-44	45-54	55-64	65+	Ratepayer	Non-ratepayer	Manly	Pittwater	Frenchs Forest	Narrabeen	Curl Curl
Environment	77%	82%	73%	93%	74%	71%	70%	73%	77%	77%	80%	70%	79%	74%	83%
Facilities	73%	77%	70%	75%	83%	73%	65%	71%	74%	71%	77%	69%	75%	74%	70%
Infrastructure	69%	72%	66%	75%	75%	62%	64%	68%	70%	67%	71%	57%	70%	72%	76%
User services	61%	61%	61%	56%	65%	56%	56%	72%	62%	58%	65%	59%	66%	57%	58%
Maintenance services	61%	63%	59%	64%	64%	55%	53%	66%	61%	63%	66%	56%	54%	63%	69%
Base	606	292	314	144	105	119	96	142	487	119	129	127	123	118	109



Additional Analyses

Appendix 1

Agreement with Connectedness Statements

T2B% (Strongly agree + agree)	Overall	Male	Female	18-34	35-44	45-54	55-64	65+	Ratepayer	Non-ratepayer
People on the Northern Beaches are generally proud of their area	95%	95%	94%	98%	96%	97%	88%	92%	94%	98%
I feel I belong to the community I live in	82%	82%	81%	81%	82%	84%	78%	83%	83%	75%
I have people I can call on if I need assistance	81%	81%	81%	83%	83%	83%	74%	82%	81%	81%
I make a contribution to the community I live in	68%	71%	65%	70%	77%	73%	67%	55%	67%	69%
I feel valued as part of the community	60%	57%	64%	58%	67%	59%	52%	63%	61%	58%
Base	606	292	314	144	105	119	96	142	487	119

Agreement with Connectedness Statements

T2B% (Strongly agree + agree)	Overall	Manly	Pittwater	Frenchs Forest	Narrabeen	Curl Curl
People on the Northern Beaches are generally proud of their area	95%	97%	89%	95%	96%	96%
I have people I can call on if I need assistance	82%	87%	82%	82%	82%	75%
I feel I belong to the community I live in	81%	81%	83%	86%	85%	69%
I make a contribution to the community I live in	68%	70%	68%	71%	75%	54%
I feel valued as part of the community	60%	60%	60%	68%	60%	50%
Base	606	129	127	123	118	109

Top Priority Areas for Council to Focus On

Priority Area	2024 (N=606)	2022 (N=600)	Priority Area	2024 (N=606)	2022 (N=600)
Roads	31%	17%	Affordable housing/living costs	5%	2%
Development and planning	21%	25%	Tree maintenance/management	4%	4%
Environment/sustainability	18%	24%	Flood management/drainage	4%	3%
Traffic management/road safety	15%	14%	Safety of the area	2%	1%
Improve/maintain services and facilities	12%	14%	Education/schools	2%	1%
Recreational opportunities e.g. events, outdoor recreation areas, walking trails, dog-friendly areas, nightlife, etc.	11%	10%	Aged services/facilities	2%	1%
Transport	11%	8%	Animal control	2%	2%
Footpaths/cycleways	11%	9%	Disability access/services/facilities	1%	3%
Sportfields/parks/playgrounds/green spaces	11%	8%	Community support/services	1%	6%
Council	11%	10%	Continue doing what they are currently doing	1%	1%
Parking	10%	9%	Beach safety	1%	<1%
Waste management and collection/litter control	9%	7%	Utilities e.g. sewerage, water, etc.	1%	1%
Maintenance of the area	8%	6%	Rules/regulation/enforcement	1%	1%
Supporting local business	7%	9%	Technology infrastructure	<1%	1%
Village atmosphere/town centres/vibrancy	6%	4%	Other	1%	<1%
Youth services/facilities	6%	5%	Don't know/nothing	3%	3%

Top Priority Areas for Council to Focus On

Priority Area	Overall	Manly	Pittwater	Frenchs Forest	Narrabeen	Curl Curl
Roads	31%	28%	34%	29%	36%	28%
Development and planning	21%	19%	22%	21%	23%	20%
Environment/sustainability	18%	19%	17%	15%	23%	18%
Traffic management/road safety	15%	13%	10%	12%	19%	22%
Improve/maintain services and facilities	12%	11%	12%	9%	17%	11%
Recreational opportunities e.g. events, outdoor recreation areas, walking trails, dog-friendly areas, nightlife, etc.	11%	11%	13%	7%	6%	19%
Transport	11%	16%	10%	12%	11%	7%
Footpaths/cycleways	11%	11%	12%	13%	9%	11%
Sportfields/parks/playgrounds/green spaces	11%	11%	10%	12%	11%	9%
Council	11%	11%	15%	10%	11%	5%
Parking	10%	12%	9%	12%	6%	12%
Waste management and collection/litter control	9%	11%	8%	11%	7%	6%
Maintenance of the area	8%	8%	6%	12%	8%	8%
Supporting local business	7%	8%	6%	6%	5%	7%
Village atmosphere/town centres/vibrancy	6%	9%	6%	3%	3%	7%
Youth services/facilities	6%	4%	8%	5%	4%	7%
Affordable housing/living costs	5%	4%	5%	8%	3%	7%
Base	606	129	127	123	118	109

Note: Only overall responses of 5% or more are shown above

Q2. Thinking about the Northern Beaches and the key challenges for the area, what do you think Council's priority should be over the next four years?

A significantly higher/lower percentage (by Ward) 44

Contact with Council

Q3a. Have you had contact with a Council staff member in the past 12 months?

	Overall	Male	Female	18-34	35-44	45-54	55-64	65+	Ratepayer	Non-ratepayer
Yes %	45%	46%	45%	34%	45%	49%	57%	46%	47%	37%
Base	606	292	314	144	105	119	96	142	487	119

	Manly	Pittwater	Frenchs Forest	Narrabeen	Curl Curl
Yes %	51%	54%	38%	42%	41%
Base	129	127	123	118	109

Q3b. (If yes), How satisfied were you with the performance of staff in dealing with your enquiry?

	Overall	Male	Female	18-34	35-44	45-54	55-64	65+	Ratepayer	Non-ratepayer
Top 3 Box %	78%	77%	78%	78%	84%	83%	72%	72%	77%	80%
Mean ratings	3.78	3.63	3.93	3.69	4.06	3.85	3.64	3.71	3.77	3.83
Base	275	135	140	49	47	58	55	65	231	44

	Manly	Pittwater	Frenchs Forest	Narrabeen	Curl Curl
Top 3 Box %	77%	73%	73%	92%	75%
Mean ratings	3.77	3.55	3.69	4.10	3.89
Base	66	69	46	50	44

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

Comparison to Previous Research

Service/Facility	Importance		Satisfaction		Service/Facility	Importance		Satisfaction	
	2024	2022	2024	2022		2024	2022	2024	2022
Provision of childcare services	2.45	2.63	3.52	3.89	Sporting fields and amenities	4.40	4.34	3.76	3.91
Facilities and services for youth	3.35	3.45	3.30	3.29	Warringah and Manly Aquatic Centres	3.89	3.82	4.08	4.02
Facilities and services for older people	3.69	3.62	3.41	3.45	Managing development	4.26	4.26	2.88	2.87
Facilities and services for people with disabilities	3.47	3.60	3.26	3.34	Protecting native plants & animals	4.41	4.54	3.59	3.55
Community centres	3.41	3.47	3.65	3.70	Restoring natural bushland	4.30	4.45	3.45	3.53
Community events and festivals	3.70	3.71	3.58	3.52	Controlling feral animals	4.17	4.29	3.34	3.39
Arts and cultural facilities	3.38	3.59	3.51	3.46	Managing and protecting creeks, lagoons and waterways	4.60	4.65	3.31	3.37
Library services	3.85	3.69	4.24	4.25	Management of local flooding	4.40	4.40	3.01	3.24
Provision of lifeguards on beaches	4.64	4.65	4.55	4.50	Environmental protection & regulation	4.22	4.45	3.42	3.42
Litter control and rubbish dumping	4.66	4.68	3.48	3.53	Management of trees	4.19	4.38	3.30	3.32
Cleaning of villages and town centres	4.44	4.47	3.61	3.77	Trails and tracks	4.20	4.25	3.73	3.89
Council operates in an environmentally friendly way	4.23	4.45	3.56	3.53	Maintenance of beaches, headlands and rock pools	4.72	4.68	4.00	3.98
Environmental education programs and facilities	3.75	3.96	3.42	3.38	Condition of local roads	4.74	4.64	2.40	3.01
Domestic waste collection service	4.73	4.68	3.86	3.85	Footpaths	4.55	4.44	2.91	3.15
Household bulky items collections	4.37	4.33	3.66	3.57	Bike paths	3.74	3.75	2.97	3.03
Consultation with the community by Council	4.16	4.15	3.04	3.17	Bus shelters	4.01	3.87	3.60	3.72
Information on Council services	4.07	4.18	3.33	3.43	Parking	4.48	4.38	2.86	2.93
Lobbying on behalf of the community	3.86	4.00	3.06	3.20	Traffic management	4.34	4.36	3.03	3.07
Food safety standards of retail food outlets	4.45	4.49	3.93	3.94	Wharves and boat ramps	3.29	3.26	3.55	3.74
Companion animal management	3.77	3.83	3.62	3.57	Encouraging local industry and business	4.25	4.38	3.22	3.31
Condition of public toilets	4.49	4.47	3.09	3.17	Keeping town centres and villages vibrant	4.28	4.41	3.28	3.38
Parks and recreation areas	4.65	4.71	3.86	4.00					

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

Importance Compared to the Micromex Benchmark

Service/Facility	Northern Beaches Council T2 box importance score	Micromex LGA Benchmark – Metro T2 box importance score	Variance
Condition of public toilets	88%	77%	11%
Bike paths	63%	52%	11%
Sporting fields and amenities	85%	76%	9%
Parks and recreation areas	94%	85%	9%
Trails and tracks	79%	73%	6%
Keeping town centres and villages vibrant	81%	75%	6%
Cleaning of villages and town centres	90%	84%	6%
Management of local flooding	85%	80%	5%
Maintenance of beaches, headlands and rock pools	96%	91%	5%
Condition of local roads	95%	90%	5%
Bus shelters	71%	67%	4%
Litter control and rubbish dumping	93%	89%	4%
Parking	86%	82%	4%
Footpaths	90%	86%	4%
Managing and protecting creeks, lagoons and waterways	91%	88%	3%
Warringah and Manly Aquatic Centres	68%	65%	3%
Community events and festivals	62%	61%	1%
Food safety standards of retail food outlets	87%	86%	1%
Management of trees	77%	77%	0%
Household bulky items collections	85%	85%	0%
Protecting native plants & animals	84%	85%	-1%

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

Note: T2 = important/very important 47

Importance Compared to the Micromex Benchmark

Service/Facility	Northern Beaches Council T2 box importance score	Micromex LGA Benchmark – Metro T2 box importance score	Variance
Domestic waste collection service	94%	95%	-1%
Consultation with the community by Council	78%	79%	-1%
Wharves and boat ramps	48%	50%	-2%
Arts and cultural facilities	50%	52%	-2%
Provision of lifeguards on beaches	91%	94%	-3%
Managing development	79%	82%	-3%
Encouraging local industry and business	79%	82%	-3%
Library services	67%	71%	-4%
Traffic management	83%	88%	-5%
Restoring natural bushland	80%	85%	-5%
Companion animal management	61%	66%	-5%
Information on Council services	75%	81%	-6%
Community centres	51%	59%	-8%
Environmental protection & regulation	78%	87%	-9%
Facilities and services for older people	64%	75%	-11%
Environmental education programs and facilities	62%	74%	-12%
Lobbying on behalf of the community	63%	76%	-13%
Facilities and services for youth	52%	66%	-14%
Facilities and services for people with disabilities	56%	78%	-22%
Provision of childcare services	32%	59%	-27%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant

▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.

2 measures could not be compared to the Metro Benchmark ('Controlling feral animals' and 'Council operates in an environmentally friendly way')

Note: T2 = important/very important 48

Satisfaction Compared to the Micromex Benchmark

Service/Facility	Northern Beaches Council T3 box satisfaction score	Micromex LGA Benchmark – Metro T3 box satisfaction score	Variance
Warringah and Manly Aquatic Centres	93%	87%	6%
Environmental education programs and facilities	84%	80%	4%
Food safety standards of retail food outlets	95%	91%	4%
Litter control and rubbish dumping	83%	80%	3%
Condition of public toilets	72%	69%	3%
Library services	97%	94%	3%
Trails and tracks	89%	87%	2%
Parks and recreation areas	93%	91%	2%
Arts and cultural facilities	88%	86%	2%
Parking	66%	64%	2%
Keeping town centres and villages vibrant	83%	81%	2%
Information on Council services	82%	80%	2%
Wharves and boat ramps	90%	88%	2%
Maintenance of beaches, headlands and rock pools	95%	94%	1%
Provision of lifeguards on beaches	99%	98%	1%
Management of trees	77%	76%	1%
Bus shelters	85%	85%	0%
Lobbying on behalf of the community	74%	74%	0%
Cleaning of villages and town centres	88%	88%	0%
Community centres	90%	90%	0%
Facilities and services for older people	87%	87%	0%

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

Note: T3 = at least somewhat satisfied 49

Satisfaction Compared to the Micromex Benchmark

Service/Facility	Northern Beaches Council T3 box satisfaction score	Micromex LGA Benchmark – Metro T3 box satisfaction score	Variance
Protecting native plants & animals	87%	88%	-1%
Consultation with the community by Council	72%	73%	-1%
Traffic management	70%	72%	-2%
Sporting fields and amenities	89%	91%	-2%
Environmental protection & regulation	85%	87%	-2%
Facilities and services for youth	80%	83%	-3%
Managing development	67%	70%	-3%
Managing and protecting creeks, lagoons and waterways	80%	83%	-3%
Companion animal management	83%	87%	-4%
Restoring natural bushland	84%	88%	-4%
Provision of childcare services	84%	88%	-4%
Domestic waste collection service	89%	93%	-4%
Community events and festivals	86%	90%	-4%
Facilities and services for people with disabilities	80%	85%	-5%
Household bulky items collections	83%	89%	-6%
Encouraging local industry and business	78%	84%	-6%
Bike paths	66%	72%	-6%
Footpaths	67%	74%	-7%
Management of local flooding	68%	83%	-15%
Condition of local roads	47%	74%	-27%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant

▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.

2 measures could not be compared to the Metro Benchmark ('Controlling feral animals' and 'Council operates in an environmentally friendly way')

Note: T3 = at least somewhat satisfied 50

Performance Gap Analysis

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

Performance Gap Ranking

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Condition of local roads	95%	47%	48%
Footpaths	90%	67%	23%
Parking	86%	66%	20%
Management of local flooding	85%	68%	17%
Condition of public toilets	88%	72%	16%
Traffic management	83%	70%	13%
Managing development	79%	67%	12%
Managing and protecting creeks, lagoons and waterways	91%	80%	11%
Litter control and rubbish dumping	93%	83%	10%
Consultation with the community by Council	78%	72%	6%
Domestic waste collection service	94%	89%	5%
Cleaning of villages and town centres	90%	88%	2%
Household bulky items collections	85%	83%	2%
Encouraging local industry and business	79%	78%	1%
Parks and recreation areas	94%	93%	1%
Maintenance of beaches, headlands and rock pools	96%	95%	1%
Management of trees	77%	77%	0%
Keeping town centres and villages vibrant	81%	83%	-2%
Protecting native plants & animals	84%	87%	-3%
Controlling feral animals	76%	79%	-3%
Bike paths	63%	66%	-3%
Sporting fields and amenities	85%	89%	-4%

Note: T2 = important/very important
T3 = at least somewhat satisfied

Performance Gap Analysis

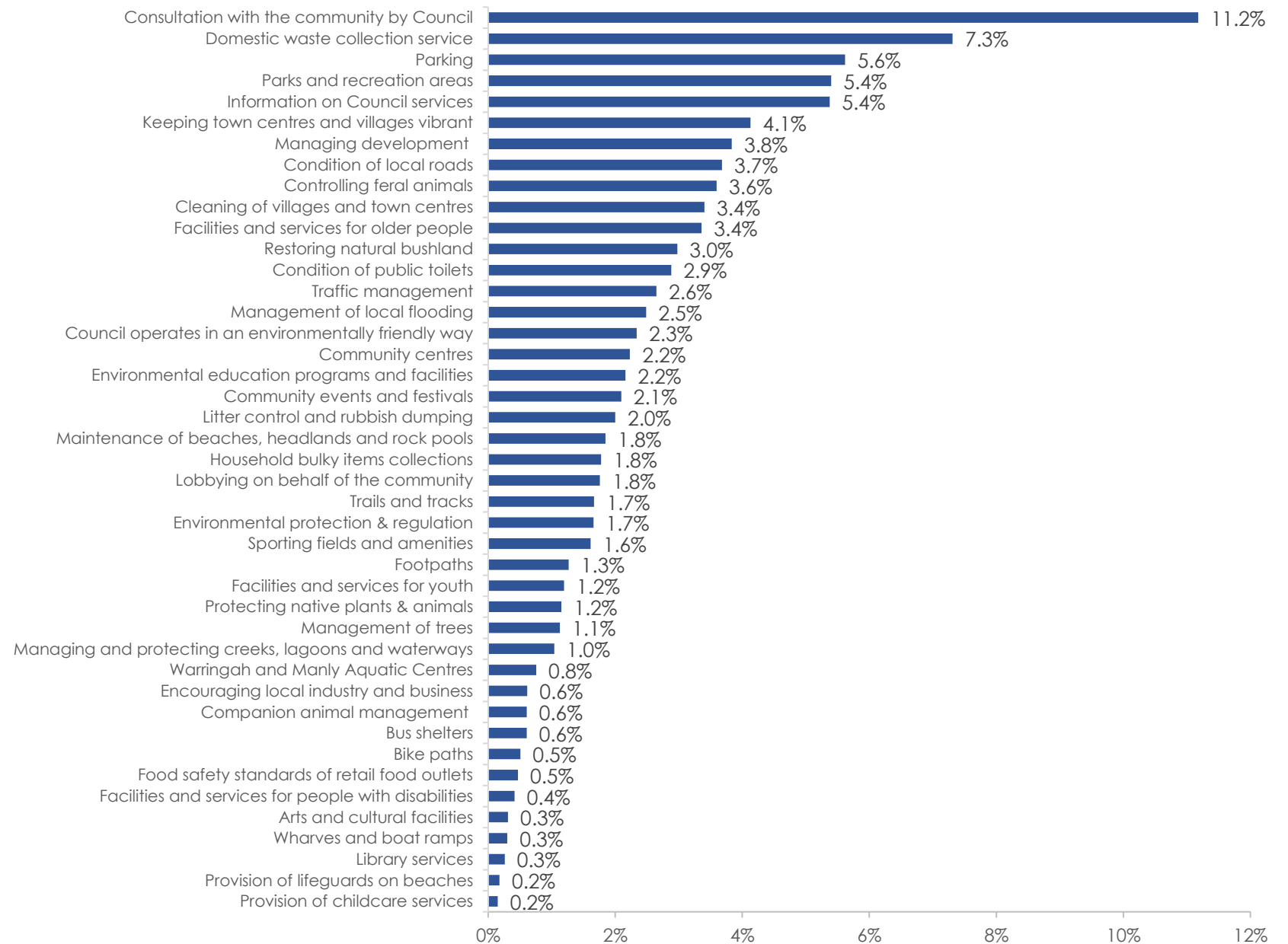
Performance Gap Ranking (continue...)

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Restoring natural bushland	80%	84%	-4%
Environmental protection & regulation	78%	85%	-7%
Information on Council services	75%	82%	-7%
Provision of lifeguards on beaches	91%	99%	-8%
Food safety standards of retail food outlets	87%	95%	-8%
Trails and tracks	79%	89%	-10%
Lobbying on behalf of the community	63%	74%	-11%
Council operates in an environmentally friendly way	79%	90%	-11%
Bus shelters	71%	85%	-14%
Environmental education programs and facilities	62%	84%	-22%
Companion animal management	61%	83%	-22%
Facilities and services for older people	64%	87%	-23%
Community events and festivals	62%	86%	-24%
Facilities and services for people with disabilities	56%	80%	-24%
Warringah and Manly Aquatic Centres	68%	93%	-25%
Facilities and services for youth	52%	80%	-28%
Library services	67%	97%	-30%
Arts and cultural facilities	50%	88%	-38%
Community centres	51%	90%	-39%
Wharves and boat ramps	48%	90%	-42%
Provision of childcare services	32%	84%	-52%

Note: T2 = important/very important
T3 = at least somewhat satisfied

Regression Analysis – Influence on Overall Satisfaction

The chart to the right summarises the influence of the 43 facilities/ services on overall satisfaction with Council's performance, based on the Regression analysis.



Council's Used to Create the Micromex Metro Benchmark

The Metro Benchmark was composed from the Council areas listed below:

Bayside Council	Hunter's Hill Council
Blacktown City Council	Inner West Council
Burwood Council	Ku-ring-gai Council
Campbelltown City Council	Lane Cove Council
Canterbury-Bankstown Council	Liverpool City Council
City of Canada Bay Council	North Sydney
City of Parramatta Council	Penrith City Council
City of Playford	Randwick City Council
City of Ryde	Sutherland Shire Council
Cumberland City Council	The Hills Shire Council
Fairfield City Council	Waverley Council
Georges River Council	Willoughby City Council
Hawkesbury City Council	Woollahra Municipal Council



Questionnaire

Appendix 2

Northern Beaches Council
Community Survey
August 2024

Good morning/afternoon/evening, my name is _____ from Micromex Research and we are conducting a survey on behalf of Northern Beaches Council on services and facilities they provide.

The information provided by respondents is completely confidential and will help Council to better understand and meet the diverse needs of its residents.

E1. Before we start, I would like to check whether you work for Council? (SCREEN)

Position	Answers	Notes
1	Yes	Terminate
2	No	

E2. Which suburb do you live in? (terminate if outside area)
This ward listing is from south to north: (SR)

Manly Ward – Quota 120

Position	Answers	Notes
1	Balgowlah	
2	Balgowlah Heights	
3	Clontarf	
4	Fairlight	
5	Manly	
6	Manly Vale	
7	North Balgowlah	
8	Seaforth	

Curl Curl Ward – Quota 120

Position	Answers	Notes
1	Brookvale	
2	Curl Curl/South Curl Curl	
3	Dee Why	
4	Freshwater	
5	Narraweena	
6	North Curl Curl	
7	North Manly	
8	Queenscliff	

Frenchs Forest – Quota 120

Position	Answers	Notes
1	Allambie/Allambie Heights	
2	Beacon Hill	
3	Belrose	
4	Davidson	
5	Forestville	
6	Frenchs Forest	
7	Killarney Heights	

Narrabeen Ward – Quota 120

Position	Answers	Notes
1	Collaroy	
2	Collaroy Plateau	
3	Cromer	
4	Elanora Heights	
5	Ingleside	
6	Narrabeen	
7	North Narrabeen	
8	Oxford Falls	
9	Warriewood	
10	Wheeler Heights	

Pittwater Ward – Quota 120

Position	Answers	Notes
1	Avalon	
2	Bayview	
3	Bilgola	
4	Bilgola Plateau	
5	Careel Bay	
6	Church Point	
7	Clareville	
8	Coasters Retreat	
9	Cottage Point	
10	Currawong Beach	
11	Duffys Forest	
12	Elvina Bay	
13	Great Mackerel Beach	
14	Lovett Bay	
15	McCarrs Creek	
16	Mona Vale	
17	Morning Bay	
18	Newport	
19	Palm Beach	
20	Scotland Island	
21	Terrey Hills	
22	The Basin	
23	Whale Beach	

Section 1 – Council Services and Facilities

Q1. In this first section I will read out a list of services and facilities provided by Council. For each of these could you please rate the importance of the following services/facilities to you, and in the second part, your level of satisfaction with the performance of that service/facility? The scale is from 1 to 5, where 1 is not at all important and not at all satisfied and 5 is very important or very satisfied. (SCALE)

(Note: ASK SAT if IMP is 4/5)

Community and Belonging Prompt

Position	Answers	Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	NA
1	Provision of childcare services											
2	Facilities and services for youth											
3	Facilities and services for older people											
4	Facilities and services for people with disabilities											
5	Community centres											
6	Community events and festivals											
7	Arts and cultural facilities (e.g. Glen St Theatre, Manly Art Gallery and Museum)											
8	Library services											
9	Provision of lifeguards on beaches											

Environmental Sustainability Prompt

Position	Answers	Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	NA
1	Litter control and rubbish dumping											
2	Cleaning of villages and town centres											
3	Council operates in an environmentally friendly way											
4	Environmental education programs and facilities (e.g. Coastal Environment Centre, Manly Environment Centre)											
5	Domestic waste collection service (e.g. garbage removal, recycling, vegetation and electronic waste)											
6	Household bulky items collections											

Good Governance, Participation and Partnerships Prompt

Position	Answers	Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	NA
1	Consultation with the community by Council											
2	Information on Council services											
3	Lobbying on behalf of the community											

Housing, Places and Spaces Prompt

Position	Answers	Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	NA
1	Food safety standards of retail food outlets											
2	Companion animal management (including dogs)											
3	Condition of public toilets											
4	Parks and recreation areas (including playgrounds)											
5	Sporting fields and amenities											
6	Warringah and Manly Aquatic Centres											
7	Managing development (land use planning)											

Protection of the Environment Prompt

Position	Answers	Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	NA
1	Protecting native plants & animals											
2	Restoring natural bushland (removing weeds, bush regeneration programs)											
3	Controlling feral animals											
4	Managing and protecting creeks, lagoons and waterways											
5	Environmental protection & regulation											
6	Management of trees											
7	Trails and tracks											
8	Maintenance of beaches, headlands and rock pools											

Transport, Technology, and Connectivity Prompt

Position	Answers	Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	NA
1	Condition of local roads											
2	Footpaths											
3	Bike paths											
4	Bus shelters											
5	Parking											
6	Traffic management											
7	Wharves and boat ramps											

Vibrant Local Economy Prompt

Position	Answers	Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	NA
1	Encouraging local industry and business											
2	Keeping town centres and villages vibrant (e.g. activities, mixed uses, landscaping)											

Section 2 – Priorities & Performance

Q2. Thinking about the Northern Beaches and the key challenges for the area, what do you think Council's priority should be over the next four years? (TEXT)

Position	Answers	Notes
1		3 lines

Q3a. Have you had contact with a Council staff member in the past 12 months? (SR)

Position	Answers	Notes
1	Yes	
2	No	(If no, go to Q4)

Q3b. How satisfied were you with the performance of staff in dealing with your enquiry? Prompt (SR)

Value	Answers	Notes
5	Very satisfied	
4	Satisfied	
3	Somewhat satisfied	
2	Not very satisfied	
1	Not at all satisfied	

Q4. How would you rate the overall performance of Council as an organisation over the past 12 months? Prompt (SR)

Value	Answers	Notes
5	Very satisfied	
4	Satisfied	
3	Somewhat satisfied	
2	Not very satisfied	
1	Not at all satisfied	

Section 3 – Community Pride and Connectedness

In this section I'd like to ask you a number of questions about your perceptions of your neighbourhood and your area as a place to live.

Q5a. I'm going to read out some statements and I'd like you to rate them on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree. Prompt (SCALE)

Value	Answers	Notes
5	Strongly agree	
4	Agree	
3	Neither	
2	Disagree	
1	Strongly disagree	

Position	Answers	Notes
1	I feel I belong to the community I live in	
2	I feel valued as part of the community	
3	I have people I can call on if I need assistance	
4	I make a contribution to the community I live in	
5	People on the Northern Beaches are generally proud of their area	

Q5b. Overall, how would you rate the quality of life you have living on the Northern Beaches? Prompt (SR)

Value	Answers	Notes
6	Excellent	
5	Very good	
4	Good	
3	Fair	
2	Poor	
1	Very poor	

Section 4

Q6. Thinking of the level of services, facilities, and infrastructure in your local area. On a scale of 1 to 5, where 1 is not at all supportive and 5 is very supportive, how supportive would you be to pay more to support improved:

Value	Answers	Notes
5	Very supportive	
4		
3	Somewhat supportive	
2		
1	Not at all supportive	

Position	Answers	Notes
1	Maintenance services e.g. mowing, cleaning of rockpools and public spaces	
2	User services e.g. community centres	
3	Facilities e.g. playgrounds, public toilets and sports fields and facilities	
4	Infrastructure e.g. roads, footpaths, wharves and jetties	
5	Environment e.g. increased ranger patrols, restoration of bushland and waterways, and management of pollution and nuisance flooding	

Section 5 – Demographics

D1. Please stop me when I read out your age group. Prompt (SR)

Position	Answers	Notes
1	18-24 years	
2	25-34 years	
3	35-44 years	
4	45-54 years	
5	55-64 years	
6	65-74 years	
7	75+	
8	Refused	

D2. Which of the following best describes the dwelling where you are currently living? Prompt (SR)

Position	Answers	Notes
1	I/We own/are currently buying this property	
2	I/We currently rent this property	

D3. Gender (determine by voice): (SR)

Position	Answers	Notes
1	Male	
2	Female	

As a participant in this research, you may be invited to participate in further community consultation, such as focus groups, about specific issues. At this stage we are developing a register of interest in this and other consultation coming up in the future.

R1. Would you be interested in registering your interest? (SR)

Position	Answers	Notes
1	Yes	Show R2
2	No	Go to end

R2. May I please confirm your contact details? (TEXT)

Position	Answers	Notes
1	Title (Mr/Mrs/Ms etc)	
2	First name	
3	Surname	
4	Email	
5	Mobile	
6	Home telephone	
7	Street address	
8	Suburb	
9	Postcode	

Thank you. You will receive a regular update from Council.

That completes our interview. Thank you very much for your time, enjoy the rest of your day/evening.

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. The research has been conducted by Micromex Research (02 4352 2388) on behalf of Northern Beaches Council (Michael McDermid 02 8495 6456).



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