

# Woollahra Municipal Council

## Measuring Community Capacity

Prepared by: Micromex Research

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# Executive Summary



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# Introduction

In 2007 Woollahra Municipal Council undertook the first Community Capacity Survey, consisting of a random survey of 600 residents, with a set of questions to measure levels of community connection and capacity within the Woollahra municipality. The survey also enabled Council to set benchmarks for social engagement.

Council contracted Micromex Research to conduct the Community Capacity Survey again in 2012, and now in 2017, enabling the identification of any changes in the Woollahra community and any areas that may require additional support.

Objectives of the study were to:

- Benchmark any changes in the Woollahra community;
- Identify any priorities and areas that may require additional support; and
- Gain information to inform the Social and Cultural Plan.

## **Why Measure Community Capacity?**

Community capacity can be defined as 'networks of social relations which are characterised by norms of trust and reciprocity and which lead to outcomes of mutual benefit'<sup>1</sup>.

Onyx and Bullen<sup>2</sup> have identified eight broad social indicators that relate to community capacity/social capital: participation in the local community; social proactivity; feelings of trust and safety; neighbourhood connections; family and friends connection; tolerance of diversity; value of life; and work connections.

## **Council's Role**

A 1993 paper by Robert Putman suggests that communities become successful because of their social capital, not the other way around<sup>2</sup>. Thus, Council has a role to play in fostering and nurturing social capital/community capacity.

The 2017 Woollahra Municipal Council Community Capacity Survey builds on previous studies in 2007 and 2012.

## **References**

1. Stone, W and Hughes, J. *Social Capital: empirical meaning and measurement validity* (2002). Research paper no.27, Australian Institute of Family Studies, Melbourne.
2. Onyx, J and Bullen, P: *Measuring Social Capital in Five Communities in NSW – A Practitioner's Guide* (1997). Available from <http://www.mapl.com.au/A2.htm>

# Methodology & Sample

## **Data collection:**

- A community telephone survey was conducted during the period 9<sup>th</sup> to 18<sup>th</sup> October 2017 from 4:30pm to 8:30pm Monday to Friday and 10:00am to 4:00pm Saturday.
- Total sample of 500 residents aged 18+ years:
  - 411 of the 500 respondents were randomly selected from the Electronic White Pages.
  - 89 respondents were recruited face-to-face (and then recontacted to complete the full survey over the phone).
- To qualify for the survey, residents must have lived in the Woollahra LGA for at least six months. Each of the five wards was represented by approximately 100 residents pre-weighting (Bellevue Hill 98, Cooper 101, Double Bay 100, Paddington 101, Vaucluse 100).

## **Questionnaire:**

- Micromex Research, together with Woollahra Municipal Council, reviewed and refined the 2012 questionnaire for use in 2017. The questionnaire is built around the eight social indicators mentioned on the previous page, although:
  - It was not practical to include all measures suggested by Onyx and Bullen, and
  - The questionnaire is more focussed on the 'local community' and social justice elements that Council may have more control over – such as providing for older residents and those with disability.



# Summary – Quality of Life

## About 'Quality of Life':

Two questions are included in the Quality of Life chapter of this Report:

- Self-rated quality of life: this is not one of Putman's eight social indicators – rather, it was included for the first time in the 2017 questionnaire as a proxy for one intended **outcome** of social policy. It is thus used as a 'dependent variable' in Shapley Regression analyses.
- Self-rated health rating: again, not specifically mentioned by Putman as one of the eight core social indicators, however this measure has been included in the questionnaire by Council since the first wave in 2007.

## Key Findings:

- Very favourable quality of life ratings, with 49% of residents committing to the top 'excellent' code, well above our norm of 33% - and fewer than 2% selecting the bottom two codes:
  - No difference by gender.
  - 50-69 year olds rated their quality of life significantly lower than did other age cohorts – however, they were still very positive.
- Self-rated health status is significantly up on 2012 and 2007 – with 51% committing to the top 'excellent' code, and 89% selecting the top two codes. Only 3% selected the bottom two codes, 'fair' or 'poor':
  - Females were more favourable in their health rating than were males.
  - Those aged 70+ years were less positive than those aged 18-69 – although they were still generally positive.



# Summary – Social Participation

## About 'Social Participation':

The Social Participation chapter of the Report deals with community connectivity – it addresses the 'participation in the local community' social indicators identified by Putman, and is more behaviourally than attitudinally focussed.

Key metrics in this section include:

- Involvement in organised clubs or groups.
- Involvement in non-organised clubs or groups.
- Modes of Communication used in the past 12 months.
- Media used to find out about local events and activities.
- Incidence of volunteering.

## Key Findings:

- Overall involvement in **organised** clubs or groups in 2017 is down marginally on 2012 – most noticeably for 'sport/recreation groups':
  - 18-29 year olds significantly less likely than other age cohorts to be involved in any organised clubs or groups.
- 2017 involvement in **non-organised** clubs or groups is also down – and significantly – particularly for 'sporting/recreation' and 'cultural activities'.
- Usage of digital communications (mobile phone, email, SMS and social networking) continues to increase. Encouragingly, 'catching up in person' remains very similar to 2012.



# Summary – Social Participation

## **Key Findings (Continued):**

- A Shapley Regression analysis reveals that across the 16 activities/communication methods tested, 'social activities (e.g.: cafes, restaurants, pubs, hotels etc)', 'cultural activities (e.g.: theatre, art gallery, museum, discussions, seminars, etc)', 'chat and social networking sites' and 'catching up in person' were main drivers of quality of life (based solely on the 16 activity/communications attributes tested – obviously other factors not measured in the questionnaire are also important).
- 91% of residents had used at least one of six listed media to find out details of local events – with very similar overall incidence by gender and age. However, younger residents favoured 'asking friends/relatives' and 'chat and social networking sites', whilst older residents favoured newspapers. 'Local newspapers' were favoured over 'Sydney-wide newspapers'.
- 50% of residents claimed to have voluntarily assisted at any organisations or groups in the past 12 months, up marginally since 2012:
  - Whilst males and those over 50 were more likely to have volunteered, these differences were not significant.

## **Opportunities:**

- The decline in participation in organised/non-organised sporting/recreation clubs should be explored further.
- Social activities (defined in the questionnaire as 'cafes, restaurants, pubs, hotels, etc') appear to be key drivers of quality of life (based on the participation/communications metrics included in the Shapley Regression analysis). This does not mean other activities are not important – rather, it suggests that changes to 'social activities' are likely to have more impact on quality of life than the other tested variables.



# Summary – Your Local Area

## **About 'Your Local Area':**

The local area chapter of the Report covers a number of Putman's social indicators: proactivity in a social context; feelings of trust and safety; neighbourhood connections; and participation in the local community. It differs from the previous 'social participation' section in two ways:

- It is very much focussed on what residents perceive to be their 'local area' – and starts with a self-reported definition of their local area (previous questionnaires have been more focussed on 'your neighbourhood').
- There is a mix of attitudinal as well as behavioural measures.

Key metrics in this section include:

- Defining their 'local area'.
- Perceptions of current connection with local area – and preferred level of engagement.
- Providing/seeking assistance from neighbours.
- Incidence of picking up other people's rubbish.
- Likelihood of running into friends/acquaintances while shopping.
- Feelings of safety walking in local area day and night.
- Likelihood of a lost wallet being returned with money in it.



# Summary – Your Local Area

## Key Findings:

- Residents were almost evenly split in terms of defining 'their local area' as either macro (i.e.: Eastern Suburbs, Council area, postcode) or micro (i.e.: suburb lived in, streets immediately surrounding, street you live in):
  - However, perceptions on other local area measures (discussed below) were generally similar regardless of whether residents adopted the macro or micro view of their 'local area'.
- Those in Paddington and Vaucluse Wards had a significantly higher mean score for current engagement – and indications are that residents in both Wards want to feel more connected than do residents of other Wards.
- Approximately 7% of residents currently feel not very/not at all connected to their local area and would like to feel very/somewhat connected.
- Amongst a broader sample who would like to feel more connected than they currently do (this group includes those who currently feel 'somewhat/not very/not at all' connected and would like to feel more engaged – approximately 10% of the sample), main changes they feel are necessary to facilitate great connection included:
  - More information about local events.
  - More community events/fairs/markets.
  - Range of activities for all demographics.
  - Residents need more time to get involved.
- Only 4% of residents had not helped a neighbour/local friend in the past 12 months, down from 11% in 2012. And only 5% indicated they would **not** ask for help if needed – the majority of these had helped someone else, suggesting they really could ask for help if necessary.



# Summary – Your Local Area

## **Key Findings (Continued):**

- 83% of residents indicated that they had picked up someone else's rubbish in public places – very similar to 2012 and 2007. This potentially demonstrates a high level of social proactivity across the LGA.
- There has been an increase in residents reporting that they are likely to run into friends/acquaintances while shopping. Females were more likely than males to say this
- Feeling safe while walking in their local area during the day is almost universal, with 96% of residents committing to the top 'very safe' code:
  - Whilst feelings of safety while walking in their local area at night are more moderate, only 9% indicated they felt somewhat/very unsafe at night – and results remain similar to 2012 and well above 2007.
  - Males and those aged 18-49 years were significantly more likely to feel safe after dark
- In 2012, 22% of residents indicated that it would be 'very likely/likely' that a lost purse/wallet would be returned with money in it. In 2017, this has jumped to 40%. However, in 2012, no location was specified – whereas in 2017 the question was changed to specify that the wallet/purse was lost in their 'local area':
  - Interestingly, those aged under 50 were significantly more likely than those aged 50+ to indicate the wallet would be returned with the money in it.
  - Those in the Bellevue Hill Ward were significantly less likely than other residents to feel the wallet would be returned.

## **Opportunities:**

- The 7% of residents who currently do not feel connected to/engaged with their local area, and would like to do so, suggested 'information provision' (about local events) and 'more events' would help them to feel more engaged.



# Summary – Your Local Area

## **Opportunities (Continued):**

- It was noted earlier that 50% of residents had assisted organisations/clubs on a voluntary basis in the past 12 months. And 83% have picked up other people's rubbish in the past 12 months. Can Council leverage this apparent social proactivity to help build community capacity?



# Summary – Drivers of Liveability

## **About 'Drivers of Liveability':**

The drivers of liveability chapter of the Report focusses on attitudinal metrics, covering five of Putman's social indicators: feelings of trust and safety; neighbourhood connections; family and friends connection; tolerance of diversity; and value of life.

Several attitudinal statements were added/modified in 2017 to specifically address social justice principles – such as support and opportunities to participate for the elderly; support and opportunities to participate for those with disability.

The purpose of these attitudinal questions was to run a Shapley Regression analysis against overall quality of life, to identify potential attitudinal drivers of quality of life.

Key metrics in this section include:

- Rating of attitudinal statements about the local area, such as: perceptions of safety; welcoming of people from different cultural backgrounds; social justice measures around the elderly and those with disability.
- Rating of attitudinal statements about personal beliefs, such as: perceptions of safety; physical and emotional wellbeing; family/friends networks; optimism for local area; feeling valued; community trust; helping others.

## **Key Findings:**

- When asked to rate their local area on eight attributes, results were either positive (safe, friendly, welcoming) or more neutral, suggesting residents were unsure ('support for those with disability', 'participation for those with disability', 'participation for the elderly'). Negative ratings were relatively low:
  - For six measures with comparable 2012 results, all had increased at least marginally, with two increasing significantly ('adequate support for looking after children' [does this reflect an increase in childcare facilities throughout the LGA?] and 'adequate support for the care of the elderly').



# Summary – Drivers of Liveability

## **Key Findings (Continued):**

- Only two of the five Wards scored significantly below other residents on any of the eight local area attributes:
  - Cooper Ward: significantly lower on 'is a friendly place to live' and 'welcoming of people from different cultural backgrounds'
  - Bellevue Hill Ward: significantly lower on 'adequate support for the care of elderly people', 'adequate opportunities for people with disability to participate', and 'adequate support for the care of people with disability'.
- On 11 liveability statements, 2017 results were similar to 2012. Once again, negative ratings were generally very low.
- The Shapley Regression analysis of all 19 attributes identified the following as main drivers of quality of life (that is, the analysis suggests that changes to these attitudes are likely to have more impact on quality of life than the other tested variables):
  - I have an optimistic view of the Woollahra area's future (potentially a quasi quality of life measure in itself?).
  - My local area is a friendly place to live.
  - My local community feels like home.
  - My local area has a reputation for being a safe place.

## **Opportunities:**

- Investigate why Bellevue Hill Ward scored significantly lower on a number of social justice attributes.
- Social policy/communications could highlight a sense of local friendliness/feeling like home/safety.



# Summary – Local Optimism

## **About 'Local Optimism':**

Four questions are included in the local optimism chapter of the Report:

- Whether the local area has become better/stayed the same/become worse.
- Over the next five years, the local area will become better/stay the same/become worse.
- Whether would recommend living in the local area to friends – and reasons why/why not.

Like overall quality of life, these measures are not derived from Putman's eight social indicators – rather, they are more macro indicators of community sentiment.

## **Key Findings:**

- Both when reflecting on the past and thinking about the future, residents in 2017 were significantly more likely than in 2012 to say the local area has/will become a better place to live:
  - However, a sizeable minority of residents (16%) indicated they expect their local area to 'become worse' over the next five years:
    - Those aged 50+ years were significantly more likely than younger residents to say it will become worse.
- 94% of residents would recommend living in the local area to their friends – identical to 2012 and 2007:
  - For the handful of residents who wouldn't recommend, main reasons focussed on 'too expensive' and 'over-development'.
  - Main reasons for recommending centred on: Community feel/sense of community; good facilities (shops, schools, etc); safe area; beautiful area/great place to live; close to the city; beaches; centrally located; transport.



# Summary – Local Optimism

## Opportunities:

Explore in more detail the opinions of the 16% of residents who believe that over the next five years, the local area will become worse. In the table below, those who said the area will become worse were significantly more negative on **all** eight 'local area perception' attributes – so it is difficult to identify one particular area of concern from that analysis.

It is encouraging that those under 50 are more optimistic about the future – it would be worth exploring this in more detail.

Q8. How strongly do you agree or disagree with the following statements?	Q12b. In the next five years, would you say that as a place to live you local area will...			
My local area...	Become better	Stay about the same	Become worse	Total
has a reputation for being a safe place	4.51 ▲	4.44	4.11 ▼	4.41
is a friendly place to live	4.34 ▲	4.03	3.79 ▼	4.09
is welcoming of people from different cultural backgrounds	4.05 ▲	3.60	3.20 ▼	3.68
provides adequate support for looking after children	3.77 ▲	3.44	3.17 ▼	3.50
provides adequate support for the care of elderly people	3.67 ▲	3.36 ▼	3.17 ▼	3.42
provides adequate opportunities for elderly people to participate	3.52 ▲	3.22	3.02 ▼	3.29
provides adequate support for the care of people with a disability	3.28 ▲	3.01	2.80 ▼	3.06
provides adequate opportunities for people with a disability to participate	3.36 ▲	3.08	2.74 ▼	3.12

Above scores from a 5 point scale.



# Definitions and Glossary



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# Definitions/Glossary

- **Mean scores:** a number of questions in the survey used four, five or six point scales. Assuming a five-point scale, the most negative answer code in the scale (e.g.: 'not at all likely') is assigned a '1', and the most positive answer code (e.g.: 'very likely') is assigned a 5. In addition to reporting the proportion of respondents selecting each answer code, we also create mean scores, which are based on the sum of each code multiplied by the number who gave it, divided by the total number of respondents to the question.
- **Number harvesting:** a source of generating sample. Micromex uses the electronic white pages (EWP) for most of its phone survey sample. However, as the proportion of homes with a landline phone decreases, we now supplement EWP sample with number harvesting. Face-to-face interviewers are positioned at various pedestrian-heavy locations across the LGA (e.g.: major transport hubs, near shopping centres, etc) and recruit local residents and younger residents to participate in the survey. These recruits are then recontacted on their mobile phones over the following days and asked the full phone questionnaire, just like the EWP is.
- **Shapley Regression Analysis:** this advanced statistical analysis estimates the relationship between variables. In particular, it looks at the relationship between one **dependent variable** (in this case, overall quality of life) and one or more independent variables (in this case, a range of community capacity statements). The output is a set of percentages assigned to each independent variable, which estimates the potential impact that a change in an independent variable may have on the dependent variable.

We have noted throughout the Report that other factors not included in the survey (e.g.: family and financial circumstances) may also impact quality of life – our regression outputs are restricted to the independent variables included in the questionnaire.

- **Social Justice:** the application of the principles of equity, access, participation and rights.



# Definitions/Glossary

- **Tests of significance/significant differences:** Micromex uses SPSS and/or Q software for data analysis. These programs have built-in tests of significance.

To identify the statistically significant differences between the groups of **means**, 'One-Way Anova tests' and 'Independent Samples T-tests' are used. 'Z Tests' are also used to determine statistically significant differences between column **percentages**.

Significant differences are usually identified with the following symbols: ▲ ▼, or figures are shown in **blue (significantly higher)** and **red (significantly lower)** text. Importantly, the significant differences are based on the 'segments' they appear in. For instance, the table below shows three 'segments':

- The first is a year-on-year comparison, and the 2017 result is significantly higher than the 2012 result (we do not have the 2007 raw data to include in tests of significance)
- The second is the 2017 results by gender – there are no significant differences between males and females in 2017
- The third is the 2017 results by age – as can be seen, in 2017 the 30-49 year olds have responded significantly higher than the other age groups, while the 50-69 and 70+ year olds have responded significantly lower. Note that this is simply comparing the 2017 results – it is not saying that 30-49 year olds are significantly higher in 2017 than they were in 2012:

	2017	2012	2007	Male	Female	18 – 29	30 – 49	50 – 69	70+
Mean ratings	3.17▲	2.52▼	2.28	3.17	3.17	3.29	3.38▲	2.92▼	2.96▼



# Definitions/Glossary

- **Unweighted and Weighted data:** unweighted data is the raw data as collected in the survey. Weighted data refers to the process of applying known population statistics in terms of gender and age to the unweighted data so that the data set better reflects the age and gender characteristics of the population.
- **Word Frequency Tagging:** verbatim responses for open questions were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



# Why Measure Community Capacity?



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# Why Measure Community Capacity?

## **What is Community Capacity?**

Community capacity can be defined as 'networks of social relations which are characterised by norms of trust and reciprocity and which lead to outcomes of mutual benefit'<sup>1</sup>.

Onyx and Bullen<sup>2</sup> have identified eight broad social indicators that relate to community capacity/social capital:

- Participation in the local community: volunteering, attending community events, being a member of a local club, etc.
- Social proactivity: picking up others rubbish, etc.
- Feelings of trust and safety: feeling safe after dark, local area is a safe place, community feels like home, etc.
- Neighbourhood connections: ability to get help from friends, likelihood of running into people you know at the shops, etc.
- Family and friends connection: connecting to others by phone, social media, etc.
- Tolerance of diversity: acceptance of multiculturalism, other lifestyles, etc.
- Value of life: feeling valued by society, etc.
- Work connections: feeling part of a team at work, workmates also friends, etc.

## **References**

1. Stone, W and Hughes, J. *Social Capital: empirical meaning and measurement validity* (2002). Research paper no.27, Australian Institute of Family Studies, Melbourne.
2. Onyx, J and Bullen, P: *Measuring Social Capital in Five Communities in NSW – A Practitioner's Guide* (1997). Available from <http://www.mapl.com.au/A2.htm>

# Why Measure Community Capacity?

## **Council's Role**

A 1993 paper by Robert Putman suggests that communities become successful because of their social capital, not the other way around<sup>3</sup>. Thus, Council has a role to play in fostering and nurturing social capital/community capacity.

As part of the NSW Government's Integrated Planning and Reporting framework, Councils must develop a Community Strategic Plan (CSP), and review it every four years. The CSP must be built on the social justice principles of equity, access, participation and rights. As such, many Councils are keen to measure community capacity/social capital/social wellbeing as part of their Community Engagement Strategy, as an input into their CSP design.

The 2017 Woollahra Municipal Council Community Capacity Survey builds on previous studies in 2007 and 2012. The questionnaire is built around the eight social indicators listed on the previous page, although:

- It was not practical to include all measures suggested by Onyx and Bullen; and
- The questionnaire is more focussed on the 'local community' and social justice elements that Council may have more control over – such as providing for older residents and those with disability.

Objectives of the study were to:

- Benchmark any changes in the Woollahra community;
- Identify any priorities and areas that may require additional support; and
- Gain information to inform the Social and Cultural Plan.

## **References**

3. Onyx, J and Bullen, P: *Measuring Social Capital in Five Communities in NSW – A Practitioner's Guide* (1997). Available from <http://www.mapl.com.au/A2.htm>

# Methodology and Sample



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# Methodology & Sample

In 2007 Woollahra Municipal Council undertook the first Community Capacity Survey, consisting of a random survey of 600 residents, with a set of questions to measure levels of community connection and capacity within the Woollahra municipality. The survey also enabled Council to set benchmarks for social engagement.

Council contracted Micromex Research to conduct the Community Capacity Survey again in 2012, and now in 2017, enabling the identification of any changes in the Woollahra community and any areas that may require additional support.

## ***Data collection:***

A community telephone survey of 500 Woollahra Municipal Council residents was conducted during the period 9<sup>th</sup> to 18<sup>th</sup> October 2017 from 4:30pm to 8:30pm, Monday to Friday and 10:00am to 4:00pm Saturday. Interviewing was conducted in accordance with the AMSRS (Australian Market and Social Research Society) Code of Professional Behaviour.



# Methodology & Sample

## **Data Collection (continued):**

411 of the 500 respondents were selected by means of a computer-based random selection process using the Electronic White Pages. In addition, 89 respondents were recruited face-to-face (and then recontacted to complete the full survey over the phone). This 'number harvesting' was conducted at a number of areas around the Woollahra LGA, i.e. Edgecliff Station, Rose Bay Shopping Village, and Knox Street, Double Bay – in order to reach those who don't have a landline phone and are missed from the EWP sample.

To qualify for the survey, residents must have lived in the Woollahra LGA for at least six months. Each of the five wards was represented by approximately 100 residents pre-weighting (Bellevue Hill 98, Cooper 101, Double Bay 100, Paddington 101, Vaucluse 100).

A sample size of 500 provides a maximum sampling error of plus or minus 4.4% at 95% confidence. This means that if the survey was replicated with a new sample of N=500 Woollahra residents, that 19 times out of 20 we would expect to see the same results, i.e. +/- 4.4%.

This means for example, that an answer 'yes' (50%) to a question could vary from 45.6% to 54.4%. As the raw data has been weighted by age and gender to reflect the 2016 ABS community profile of Woollahra Municipal Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases this effective sample size may be smaller than the true number of surveys conducted.

## **Questionnaire:**

Micromex Research, together with Woollahra Municipal Council, reviewed and refined the 2012 questionnaire for use in 2017.



# Methodology & Sample

## **Questionnaire (Continued):**

To reduce the length of the questionnaire in 2017, some questions from 2012 were deleted. However, others were added/modified, as follows:

- New overall quality of life question to act as a proxy for the intended **outcome** of Council's social policy.
- New question about communication channels used to find details of local events/activities.
- Modified previous questions about 'neighbourhood' to 'local area', including definition of 'local area'.
- New attitudinal questions about extent of connection/engagement with local area – these new questions complement the existing behavioural questions to provide an overview of residents' own sense of community connection.
- Included some specific social justice measures around welcoming people from different cultural backgrounds and providing adequate opportunities for the elderly/those with disability to participate.
- New question about feeling safe walking in the local area during the day (to complement the existing night time question).

A copy of the 2017 questionnaire is provided in Appendix B.

## **Data analysis:**

The data within this report was analysed using Q Professional.

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



# Sample Profile

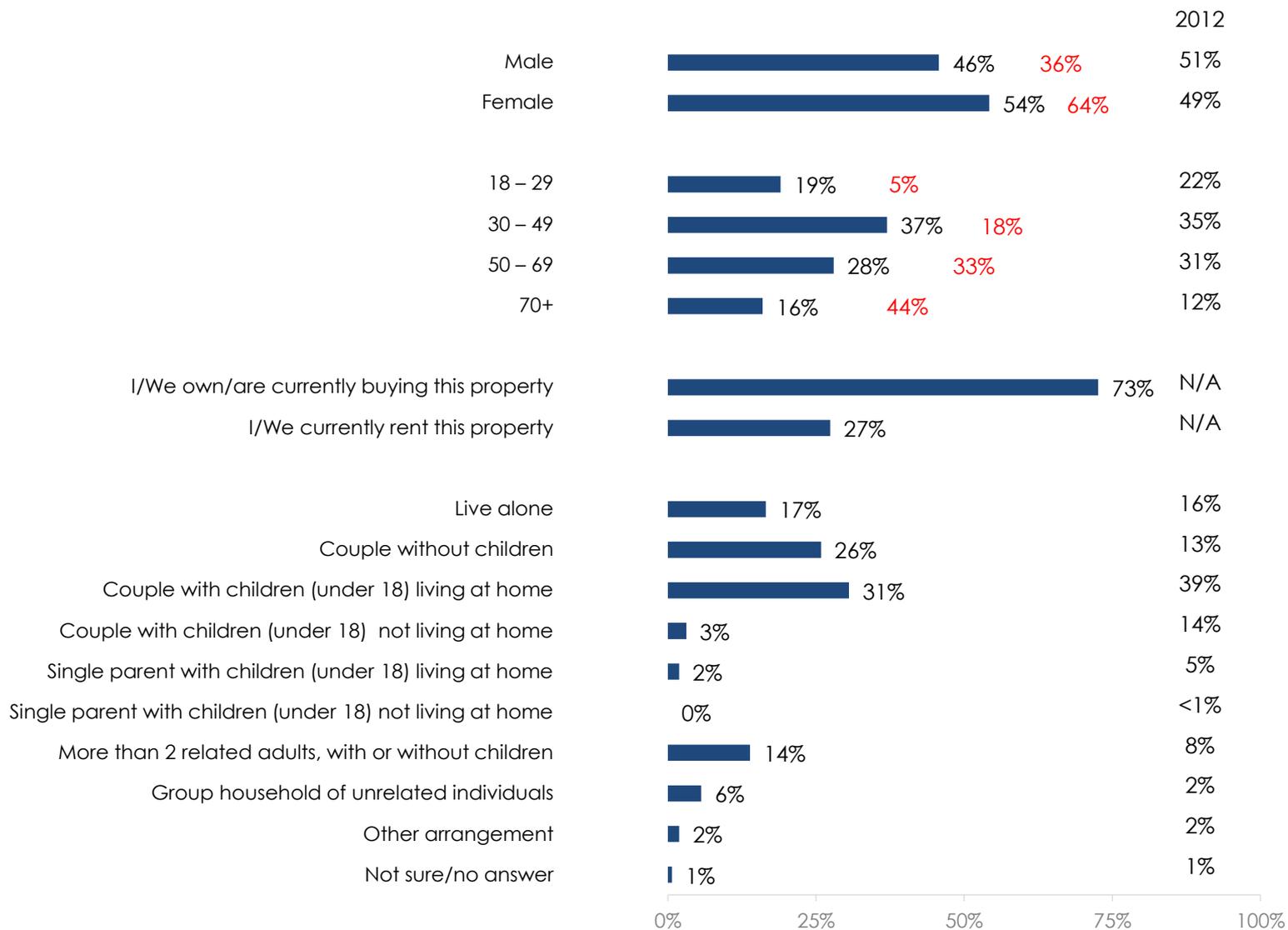


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# Sample Profiles

Even when combining electronic white pages and number harvesting sample sources to improve sample representativeness, 2017 results were still weighted by age and gender to reflect the 2016 ABS Census data (figures in red are un-weighted)



# Findings in Detail: A – Quality of Life



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# Summary – Quality of Life

## About 'Quality of Life':

Two questions are included in the Quality of Life chapter of this Report:

- Self-rated quality of life: this is not one of Putman's eight social indicators – rather, it was included for the first time in the 2017 questionnaire as a proxy for one intended **outcome** of social policy. It is thus used as a 'dependent variable' in Shapley Regression analyses.
- Self-rated health rating: again, not specifically mentioned by Putman as one of the eight core social indicators, however this measure has been included in the questionnaire by Council since the first wave in 2007.

## Key Findings:

- Very favourable quality of life ratings, with 49% of residents committing to the top 'excellent' code, well above our norm of 33% - and less than 2% selecting the bottom two codes:
  - No difference by gender.
  - 50-69 year olds rated their quality of life significantly lower than did other age cohorts – however, they were still very positive.
- Self-rated health status is significantly up on 2012 and 2007 – with 51% committing to the top 'excellent' code, and 89% selecting the top two codes. Only 3% selected the bottom two codes, 'fair' or 'poor':
  - Females were more favourable in their health rating than were males.
  - Those aged 70+ years were less positive than those 18-69 – although they were still generally positive.



# Quality of Life in the Woollahra LGA

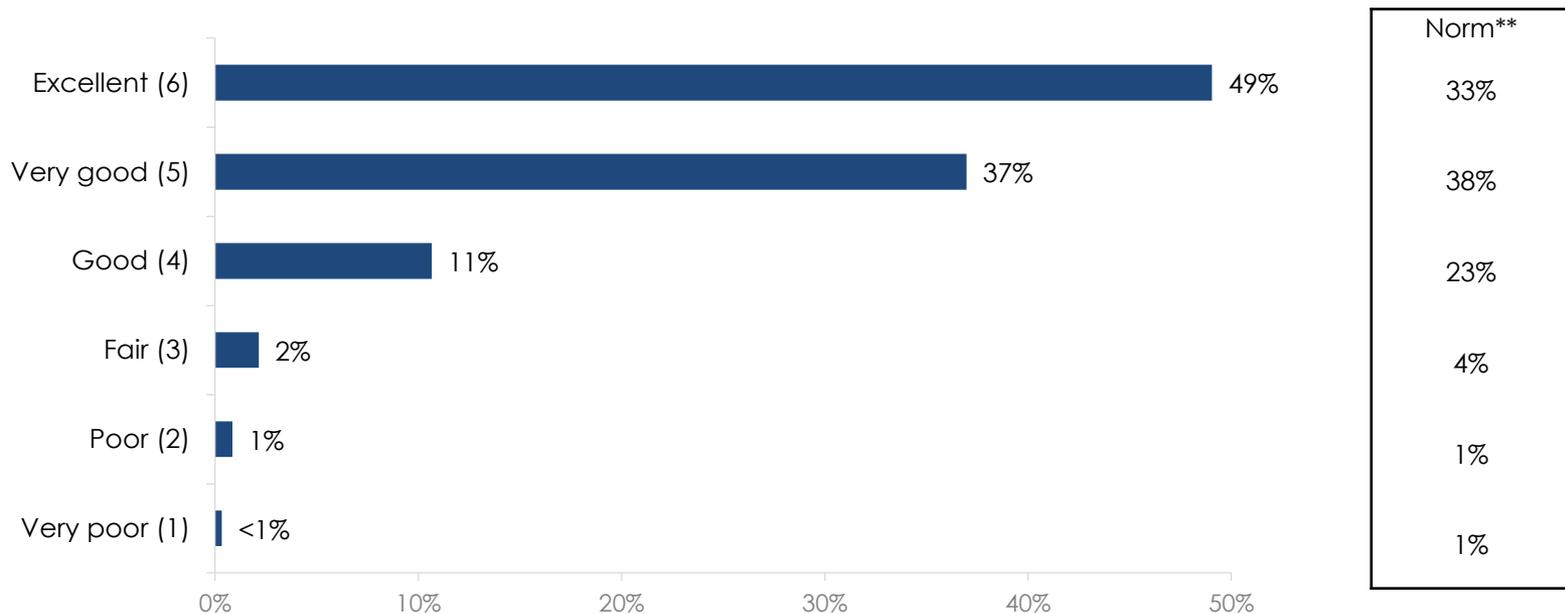
Q1. Overall, how would you rate the quality of life you have living in the Woollahra local government area?

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Mean ratings	5.31	5.30	5.31	5.37	5.42	5.12▼	5.30

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Mean ratings	5.29	5.36	5.30	5.40	5.30	5.32	5.23

Scale: 1 = very poor, 6 = excellent  
 ▲▼ = significantly higher/lower rating



\*\*Our Quality of Life norm is based on the results of 12 other Councils using the same six-point scale

## Very positive quality of life result!

From a statistical perspective, results were significantly lower for the 50-69 years cohort – however, from a management perspective results are favourable across the demographics.

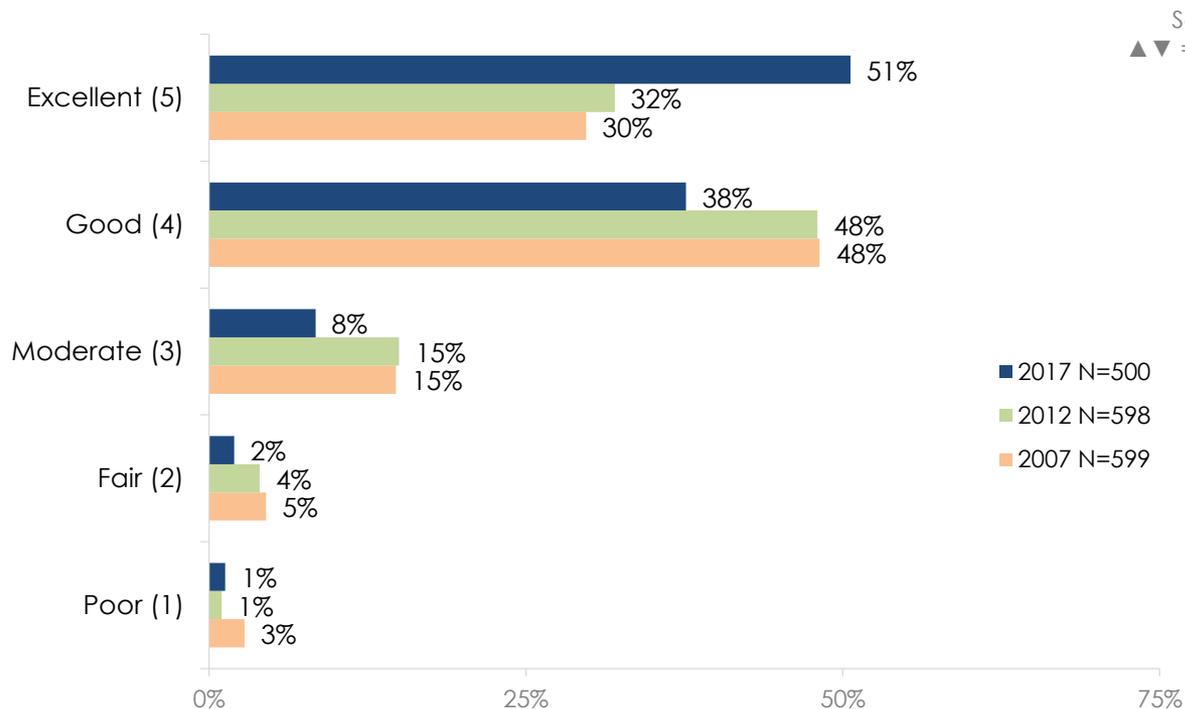
# Overall Health Rating

Q4. Overall how would you rate your health?

	2017	2012	2007	Male	Female	18 – 29	30 – 49	50 – 69	70+
Mean ratings	4.34▲	4.07	3.97	4.20	4.47▲	4.45	4.38	4.39	4.06▼

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Mean ratings	4.35	4.34	4.36	4.40	4.25	4.33	4.39



Encouragingly, self-rated state of personal health has improved significantly and dramatically in 2017, with a very large jump in those selecting the Excellent code.

# Overall Health Rating

Q4. Overall how would you rate your health?

Q1. Overall, how would you rate the quality of life you have living in the Woollahra local government area?

Q1. Quality of Life	Q4. Health Rating			
	Total	Excellent	Good	Moderate, Fair, Poor
Excellent	49%	57%	42%	37%
Very good	37%	34%	41%	36%
Good	11%	6%	15%	15%
Fair	2%	0%	1%	11%
Poor	1%	1%	0%	0%
Very poor	0%	1%	0%	0%
NET	100%	100%	100%	100%
Average	5.31	5.44▲	5.22	5.00▼
Base	500	253	188	58

Scale: 1 = very poor, 5 = excellent  
▲▼ = significantly higher/lower rating

The above table uses self-rated health (columns) to cross analyse overall quality of life (rows). Perhaps not surprisingly, those with excellent health had a significantly higher quality of life mean score 5.44 out of 6) than did those with moderate/fair/poor health (5.00). Nevertheless, a mean score of 5 out of 6 is still very positive.

# Findings in Detail: B – Social Participation



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# Summary – Social Participation

## **About 'Social Participation':**

The social participation chapter of the Report deals with community connectivity – it addresses the 'participation in the local community' social indicators identified by Putman, and is more behaviourally than attitudinally focussed.

Key metrics in this section include:

- Involvement in organised clubs or groups.
- Involvement in non-organised clubs or groups.
- Modes of communication used in the past 12 months.
- Media used to find out about local events and activities.
- Incidence of volunteering.

## **Key Findings:**

- Overall involvement in **organised** clubs or groups in 2017 is down marginally on 2012 – most noticeably for 'sport/recreation groups':
  - 18-29 year olds significantly less likely than other age cohorts to be involved in any organised clubs or groups.
- 2017 involvement in **non-organised** clubs or groups is also down – and significantly – particularly for 'sporting/recreation' and 'cultural activities'.
- Usage of digital communications (mobile phone, email, SMS and social networking) continues to increase. Encouragingly, 'catching up in person' remains very similar to 2012.



# Summary – Social Participation

## **Key Findings (Continued):**

- A Shapley Regression analysis reveals that across the 16 activities/communication methods tested, 'social activities (e.g.: cafes, restaurants, pubs, hotels etc)', 'cultural activities (e.g.: theatre, art gallery, museum, discussions, seminars, etc)', 'chat and social networking sites' and 'catching up in person' were main drivers of quality of life (based solely on the 16 activity/communications attributes tested – obviously other factors not measured on the questionnaire are also important).
- 91% of residents had used at least one of six listed media to find out details of local events – with very similar overall incidence by gender and age. However, younger residents favoured 'asking friends/relatives' and 'chat and social networking sites', whilst older residents favoured newspapers. 'Local newspapers' were favoured over 'Sydney-wide newspapers'.
- 50% of residents claimed to have voluntarily assisted any organisations or groups in the past 12 months, up marginally since 2012:
  - Whilst males and those over 50 were more likely to have volunteered, these differences were not significant.

## **Opportunities:**

- The decline in participation in organised/non-organised sporting/recreation clubs should be explored further.
- Social activities (defined in the questionnaire as 'cafes, restaurants, pubs, hotels, etc') appear to be key drivers of quality of life (based on the participation/communications metrics included in the Shapley Regression analysis). This does not mean other activities are not important – rather, it suggests that changes to 'social activities' are likely to have more impact on quality of life than the other tested variables.



# Involvement in Organised Clubs or Groups

Q2a. In the last 12 months, how often, if at all, have you been actively involved in any of the following types of organised clubs or groups?

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Participated in at least one	73%	76%	71%	55%▼	81%▲	74%	76%

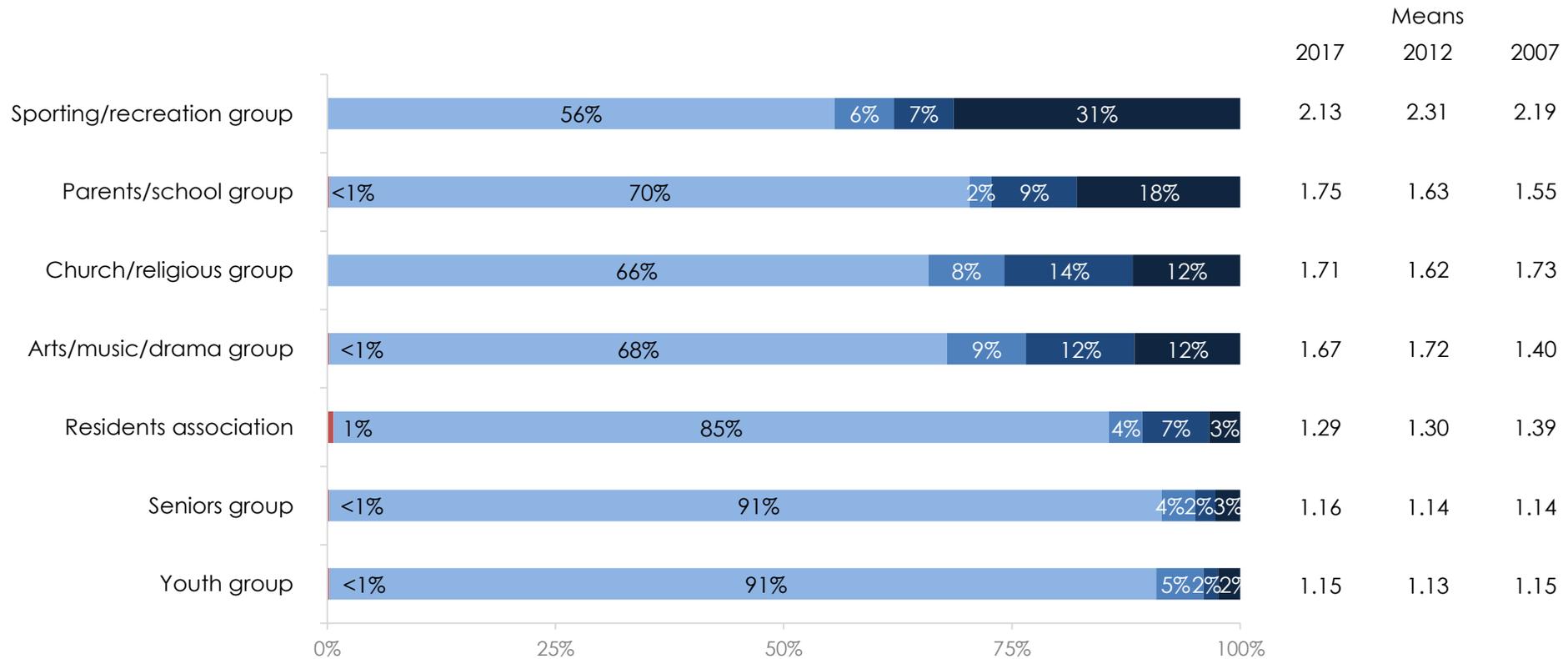


Chart results: Base N=500

■ Don't know/Unaware ■ Never (1) ■ Rarely (2) ■ Occasionally (3) ■ Regularly (4)

Scale: 1 = never, 4 = regularly

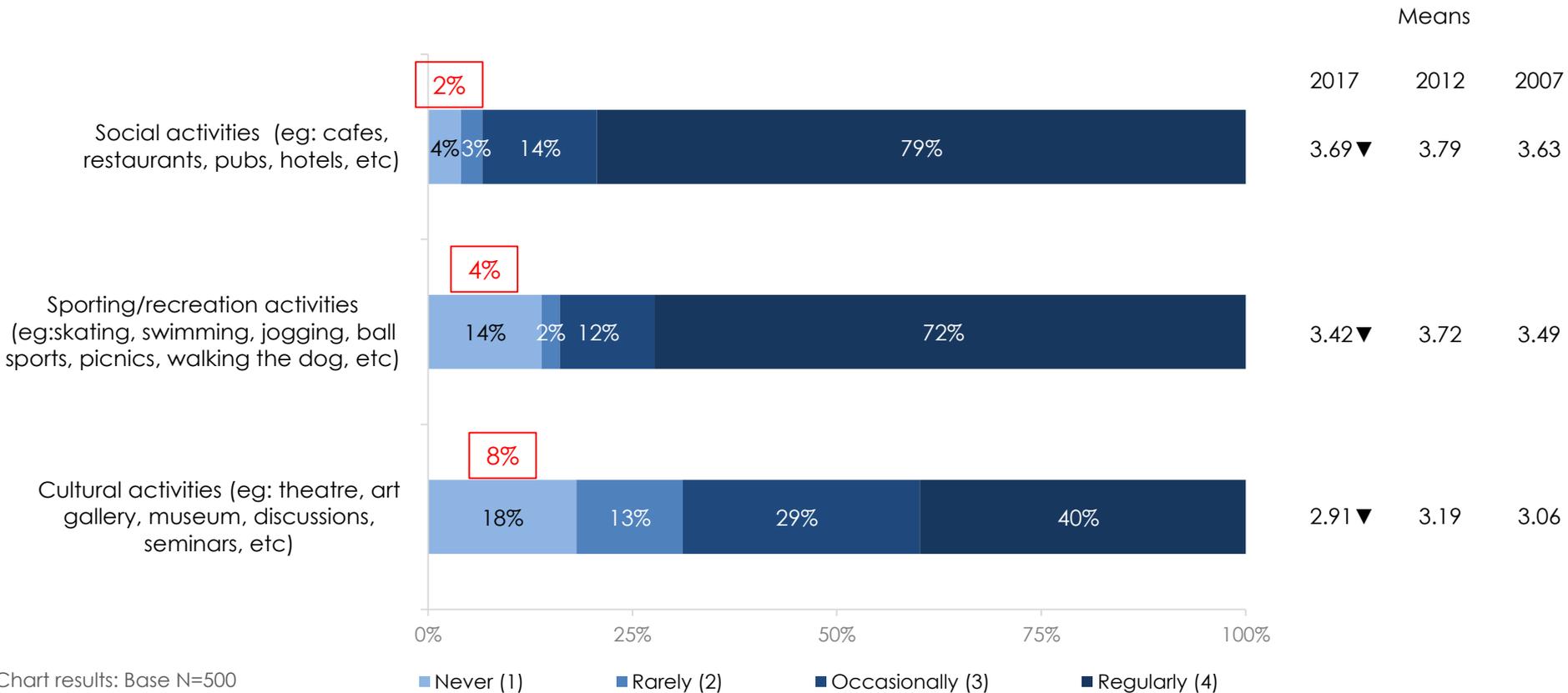
Means: Base: 2017 N = 497-500, 2012 N=595-600, 2007 N=589-599

Note: 'don't know/unaware' responses have been excluded from the means

**Overall, 73% of residents had been involved in at least one of the listed organised clubs/groups in the past 12 months, down marginally from 77% in 2012. 18-29 year olds were significantly less likely than other age cohorts to have been involved in any organised clubs/groups, whilst 30-49 year olds were significantly more likely – perhaps as a result of having young families. Sport/recreation remains the most frequently mentioned activity, although participation levels are down marginally relative to 2012 (not statistically significant).**

# Involvement in Non-Organised Clubs or Groups

Q2b. In the last 12 months how often, if at all, have you been involved in the following non-organised activities?



Means: Base: 2017 N = 500, 2012 N=600, 2007 N=599-600

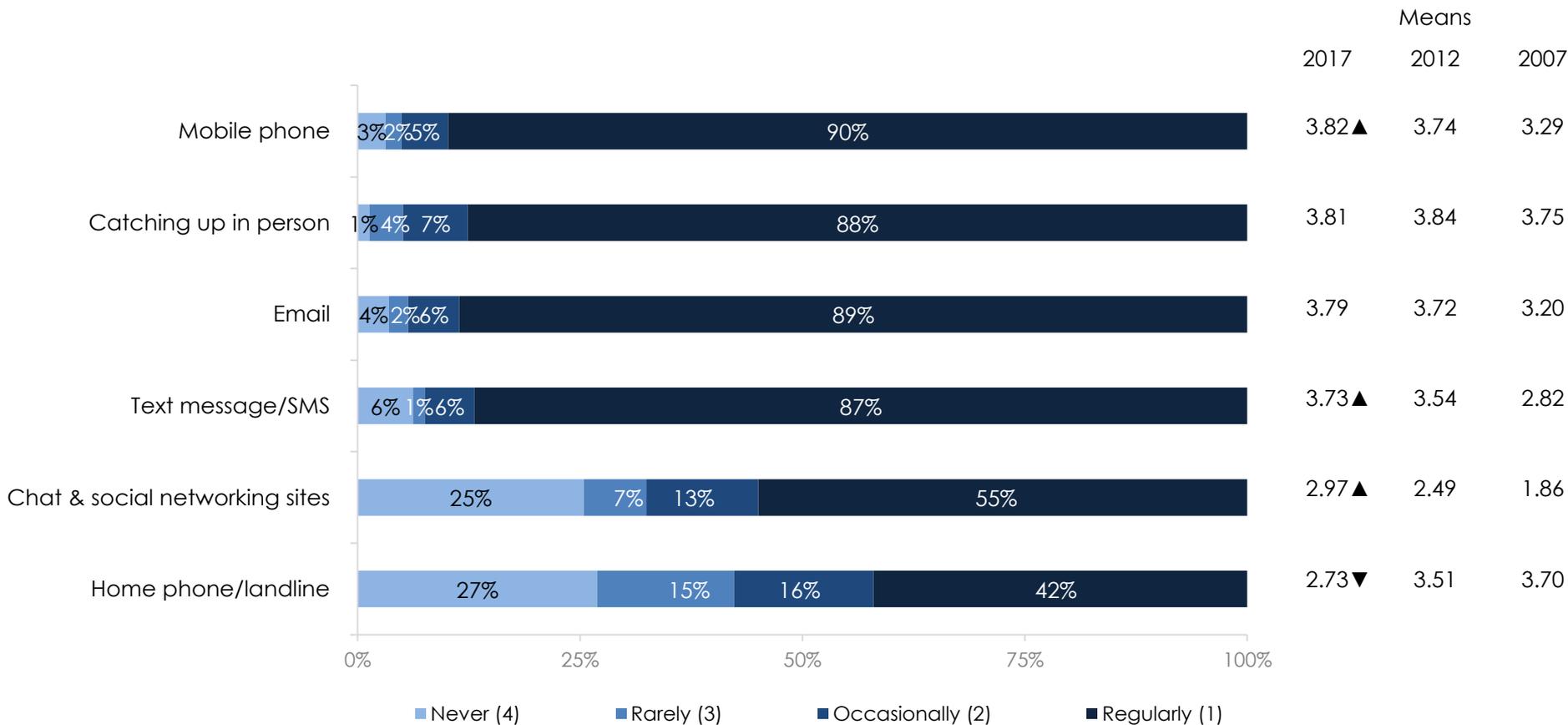
Scale: 1 = never, 4 = regularly  
Note: 'don't know/unaware' responses have been excluded from the means

**2017 involvement levels are down significantly on 2012 – and in two of three cases are also below 2007 levels.**

**Figures in red are the 'never' scores from 2012.**

# Modes of Communication Used in Last 12 Months

Q3a. In the last 12 months, how often, if at all, have you used the following modes of communication?



Scale: 1 = never, 4 = regularly

Means: Base: 2017 N = 500, 2012 N=600, 2007 N=591-600

Note: 'don't know/unaware' responses have been excluded from the means

Perhaps not surprisingly, usage of digital communications (mobile phone, email, SMS, and social networking) continues to increase, in some cases significantly.

However, 'catching up in person' remains similar to 2012, with the 'never' score being 1% in both years, and regularly' being 87% in 2012 versus 88% in 2017.

# Shapley Value Regression

## The Shapley Value Regression

The previous pages summarised involvement in various activities/usage of various communications. By treating the separate 'quality of life' question as a dependent variable and all 16 of these 'involvement/communications' statements as independent variables, we can undertake Shapley Regression Analysis to determine which of the 16 attributes may be drivers of quality of life. **Importantly**, there are of course other factors such as personal relationships, financial security, etc., that may impact heavily on quality of life – the regression analysis only looks for drivers amongst the survey variables.

The chart overleaf summarises the outputs of the Shapley Regression Analysis. The percentage results are **not** the scores shown on the previous slides – instead, they are the Shapley Regression output scores. The percentages overleaf add to 100%, and indicate the contribution each attribute makes to overall quality of life (based on the 16 survey attributes). The higher score, the more likely that a change in that attribute will have an impact on overall quality of life.

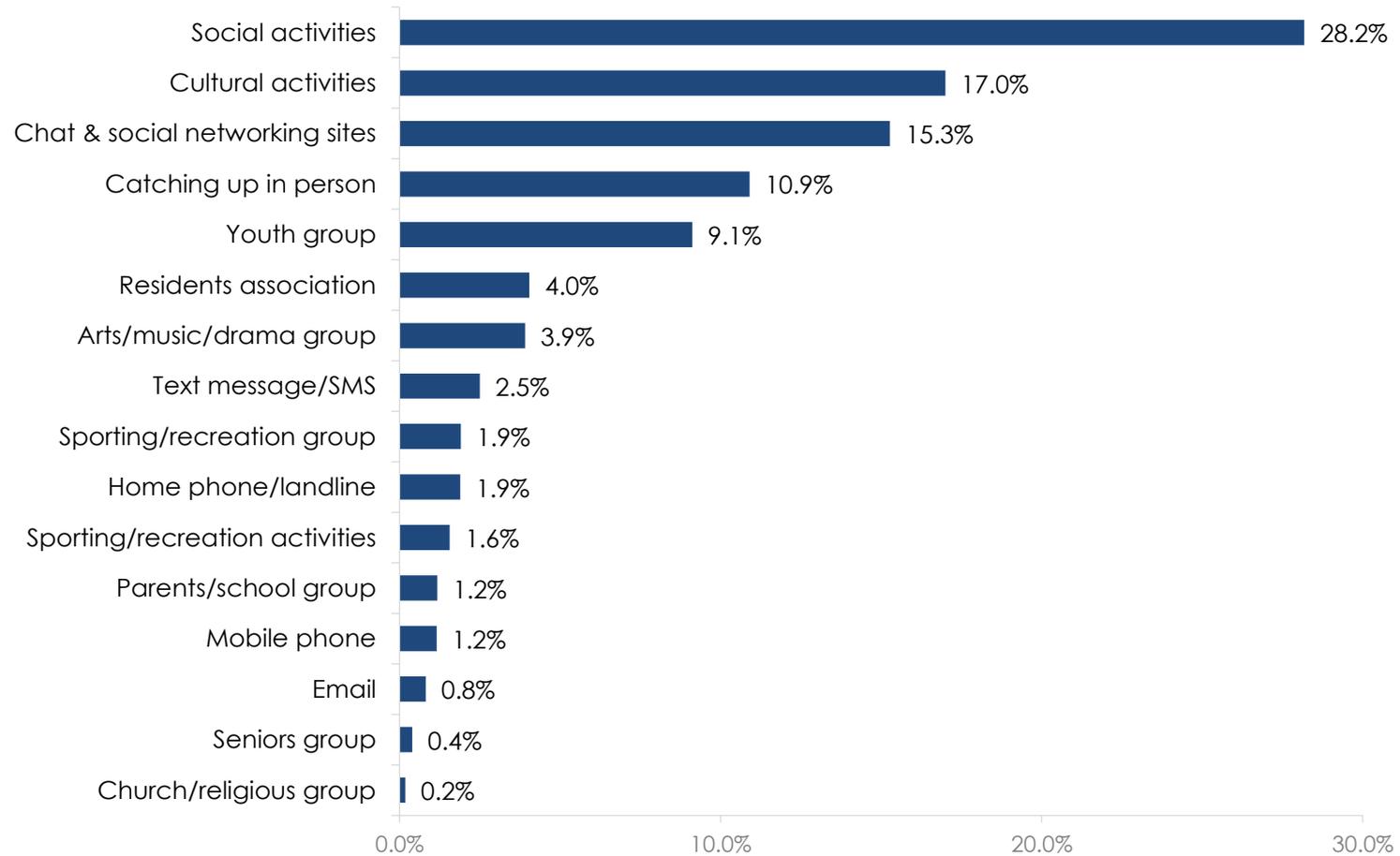
Perhaps not surprisingly, social and cultural activities dominate, along with social media.

However, it should be remembered that 'incidence' is likely to be influencing results here:

- For instance, if virtually everyone has used a mobile phone regularly in the past 12 months, it can't really be a driver – but that doesn't mean it's not important.



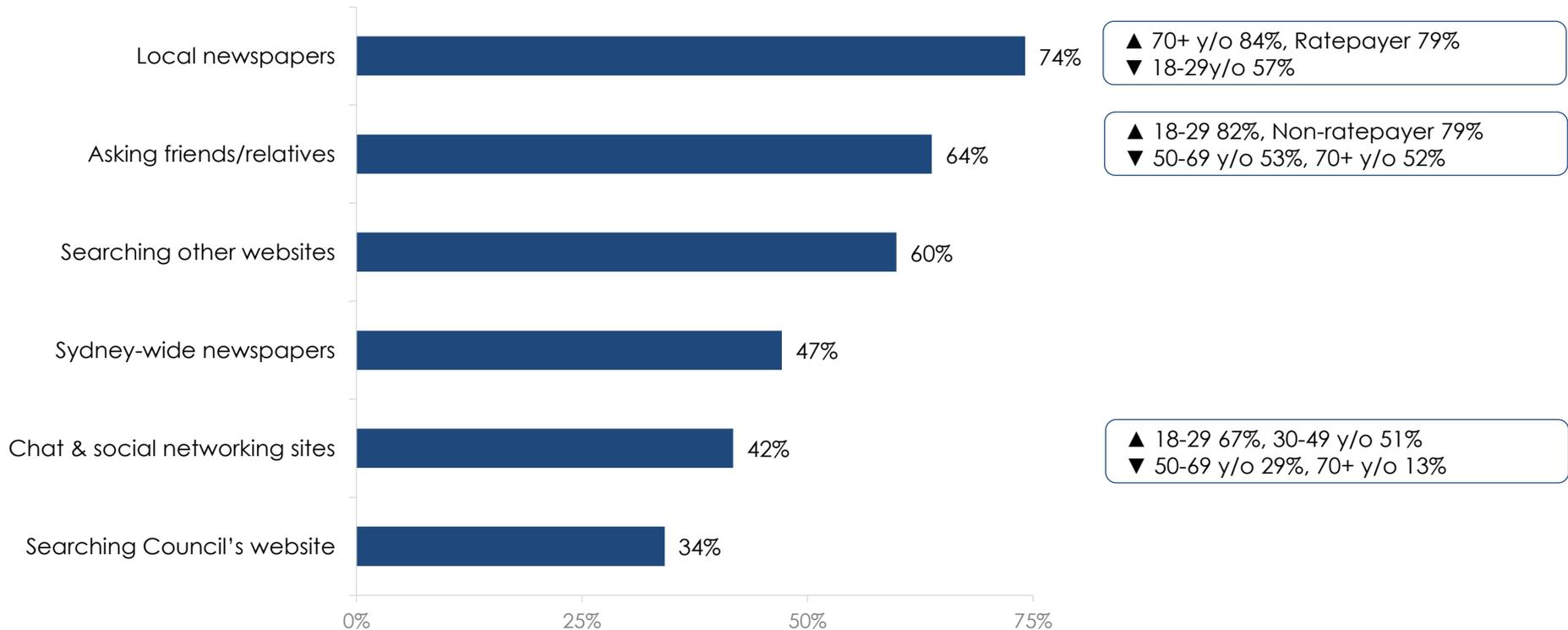
# Shapley Analysis – Involvement/Communications



# Means of Discovering Details of Local Events/Activities

Q3b. And in the last 12 months, which, if any, of the following methods have you used specifically to find out details of local events and activities in the Woollahra local government area?

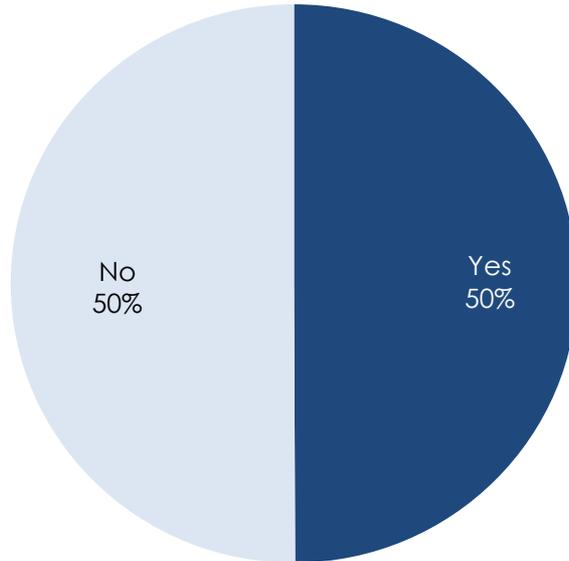
	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Used at least one	91%	92%	90%	92%	92%	89%	90%



91% had used at least one of the listed sources to find details of local events – with similar overall incidence by gender and age. ‘Traditional’ channels (local newspapers and word-of-mouth) appear to have the greatest reach. Local newspapers were mentioned more frequently than Sydney-wide newspapers, and ‘other’ websites were more popular than Council's own website.

# Voluntarily Assisting Organisations/Groups

Q5. In the last 12 months, have you assisted any organisations or groups on a VOLUNTARY basis?



	2017 N=500	2012 N=600	2007 N=600
Yes	50%	45%	45%
No	50%	55%	55%

▲ Those living in the area for 21+ years 62%

50% of residents indicated they had assisted organisations or groups on a voluntary basis. Whilst up from 45% in the two previous waves, this is not statistically significant. Those who have lived in the area for 21 or more years are significantly more likely to have volunteered in the past 12 months – this is *partly* a function of age.

# Findings in Detail: C – Your Local Area



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# Summary – Your Local Area

## **About 'Your Local Area':**

The local area chapter of the Report covers a number of Putman's social indicators: proactivity in a social context; feelings of trust and safety; neighbourhood connections; and participation in the local community. It differs from the previous 'social participation' section in two ways:

- It is very much focussed on what residents perceive to be their 'local area' – and starts with a self-reported definition of their local area (previous questionnaires have been more focussed on 'your neighbourhood').
- There is a mix of attitudinal as well as behavioural measures.

Key metrics in this section include:

- Defining their 'local area'.
- Perceptions of current connection with local area – and preferred level of engagement.
- Providing/seeking assistance from neighbours.
- Incidence of picking up other people's rubbish.
- Likelihood of running into friends/acquaintances while shopping.
- Feelings of safety walking in local area day and night.
- Likelihood of a lost wallet being returned with money in it.



# Summary – Your Local Area

## Key Findings:

- Residents were almost evenly split in terms of defining 'their local area' as either macro (i.e.: Eastern Suburbs, Council area, postcode) or micro (i.e.: suburb lived in, streets immediately surrounding, street you live in):
  - However, perceptions on other local area measures (discussed below) were generally similar regardless of whether residents adopted the macro or micro view of their 'local area'.
- Those in Paddington and Vaucluse Wards had a significantly higher mean score for current engagement – and indications are that residents in both Wards want to feel more connected than do other residents.
- Approximately 7% of residents currently feel not very/not at all connected to their local area and would like to feel very/somewhat connected.
- Amongst a broader sample who would like to feel more connected than they currently do (this group includes those who currently feel 'somewhat/not very/not at all' connected and would like to feel more engaged – approximately 10% of the sample), main changes they feel are necessary to facilitate great connection included:
  - More information about local events.
  - More community events/fairs/markets.
  - Range of activities for all demographics.
  - Residents need more time to get involved.
- Only 4% of residents had not helped a neighbour/local friend in the past 12 months, down from 11% in 2012. And only 5% indicated they would **not** ask for help if needed – the majority of these had helped someone else, suggesting they really could ask for help if necessary.



# Summary – Your Local Area

## **Key Findings (Continued):**

- 83% of residents indicated that they had picked up someone else's rubbish in public places – very similar to 2012 and 2007. This potentially demonstrates a high level of social proactivity across the LGA.
- There has been an increase in residents reporting that they are likely to run into friends/acquaintances while shopping. Females were more likely than males to say this.
- Feeling safe while walking in their local area during the day is almost universal, with 96% of residents committing to the top 'very safe' code:
  - Whilst feelings of safety at while walking in their local area at night are more moderate, only 9% indicated they felt somewhat/very unsafe at night – and results remain similar to 2012 and well above 2007.
  - Males and those aged 18-49 years were significantly more likely to feel safe after dark.
- In 2012, 22% of residents indicated that it would be 'very likely/likely' that a lost purse/wallet would be returned with money in it. In 2017, this has jumped to 40%. However, in 2012, no location was specified – whereas in 2017 the question was changed to specify that the wallet/purse was lost in their 'local area':
  - Interestingly, those aged under 50 were significantly more likely than those aged 50+ to indicate the wallet would be returned with the money in it.
  - Those in the Bellevue Hill Ward were significantly less likely than other residents to feel the wallet would be returned.

## **Opportunities:**

- The 7% of residents who currently do not feel connected to/engaged with their local area, and would like to do so, suggested 'Information provision' (about local events) and 'more events' would help them to feel more engaged.



# Summary – Your Local Area

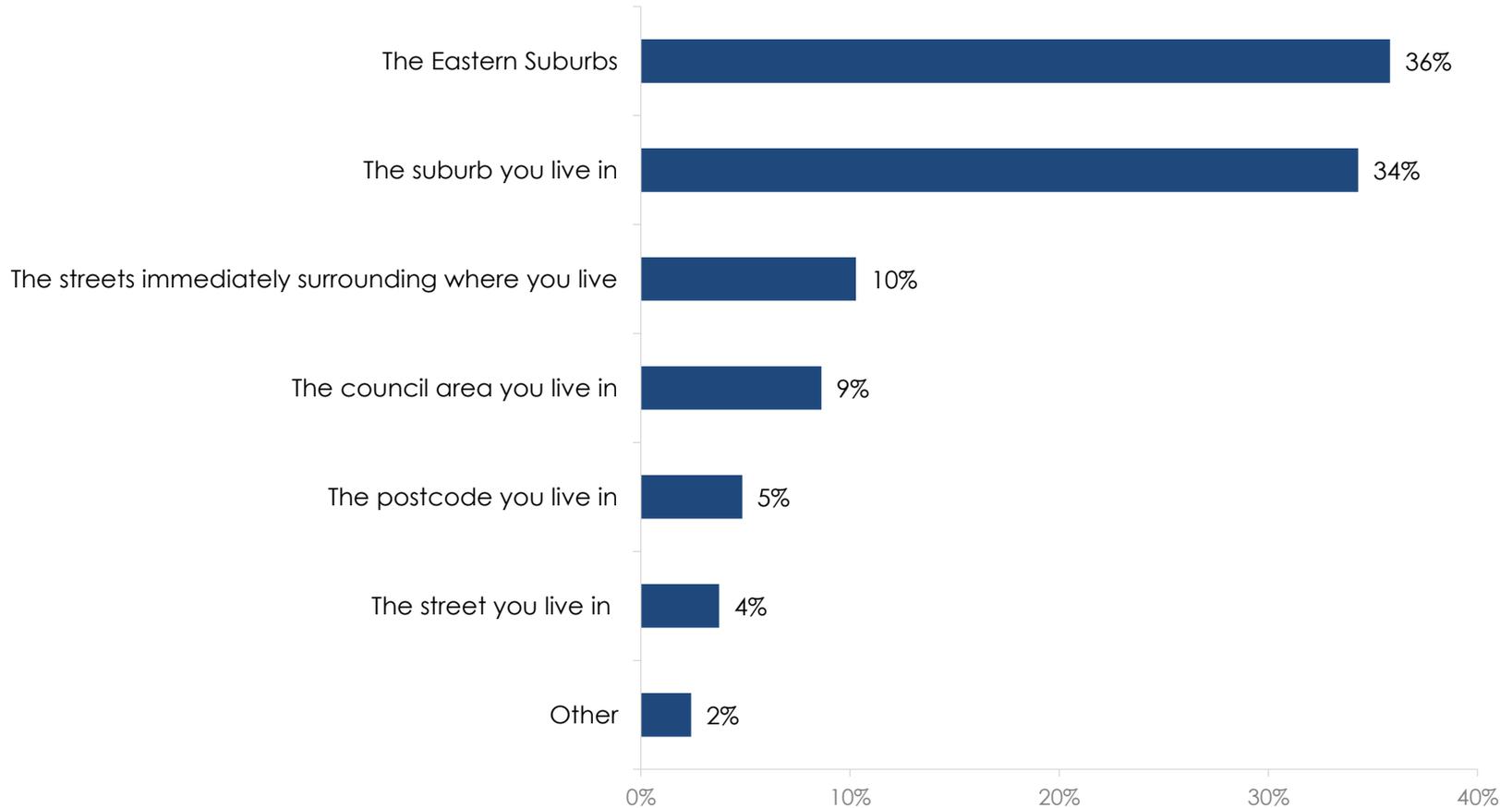
## **Opportunities (Continued):**

- It was noted earlier that 50% of residents had assisted organisations/clubs on a voluntary basis in the past 12 months. And 83% have picked up other people's rubbish in the past 12 months. Can Council leverage this apparent social proactivity to help build community capacity?



# Defining the 'Local Area'

Q6a. Thinking about where you live, which one of the following best describes what you would consider to be your 'local area'?



Base: N = 500

Please see Appendix A for the list of others

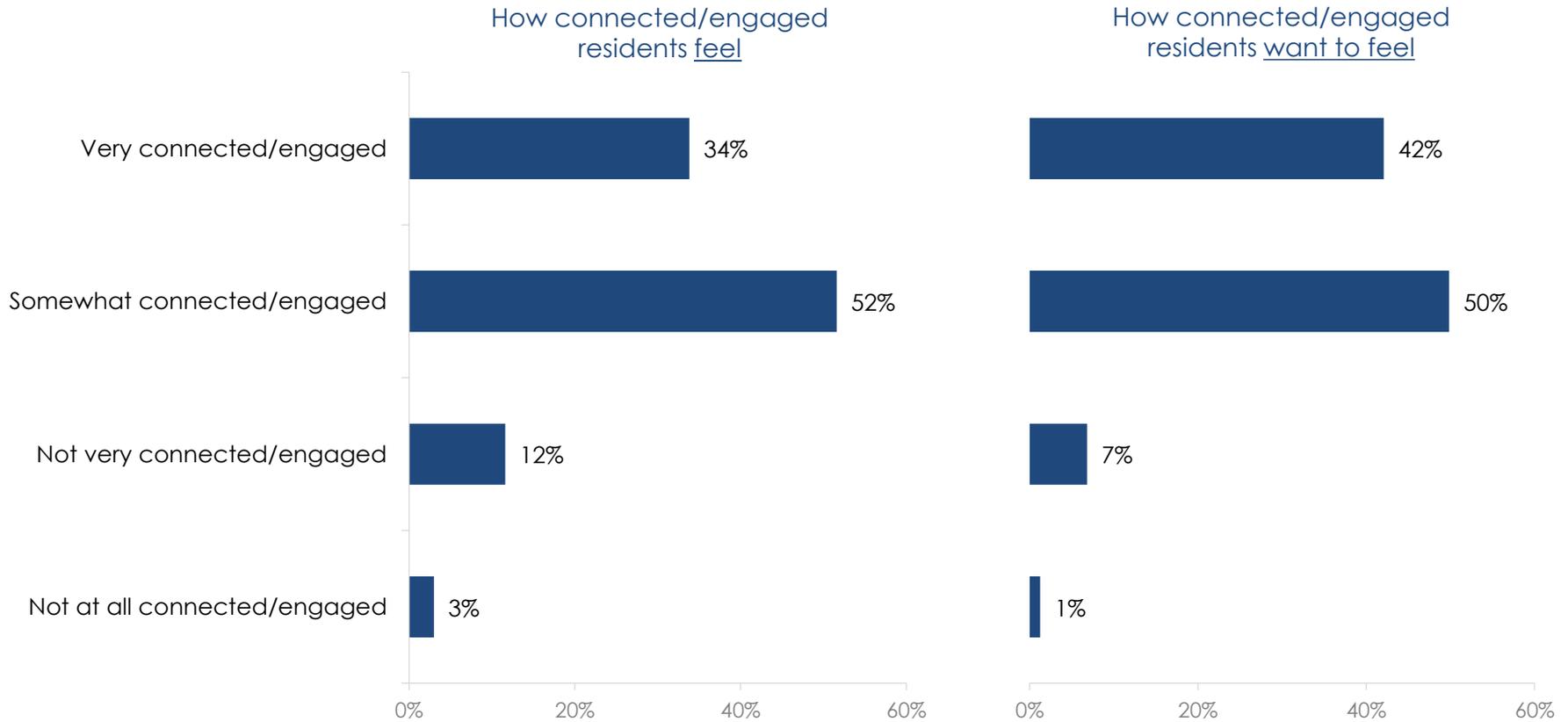
**For half the sample (50%), the 'local area' was seen as a larger entity – Eastern suburbs/  
Council area/postcode.**

**For almost everyone else (48%), the 'local area' was more immediate – the suburb/nearby  
streets/street you live in.**

# Connection/Engagement with the Local Area

Q6b. How connected or engaged do you feel with the people, businesses and other aspects of your local area?

Q6c. And how connected or engaged would you like to feel with the people, businesses and other aspects of your local area?



**15% of residents don't feel very/at all connected to their local area – although 8% are happy not to be very/at all connected.**

# Connection/Engagement with the Local Area

Q6b. How connected or engaged do you feel with the people, businesses and other aspects of your local area?

Q6c. And how connected or engaged would you like to feel with the people, businesses and other aspects of your local area?

How Connected/Engaged Residents Want to Feel

How Connected/Engaged Residents Feel

	Overall	Very connected/engaged	Somewhat connected/engaged	Not at all/Not very connected/engaged
Very connected/engaged	42%	93%	17%	13%
Somewhat connected/engaged	50%	7%	82%	36%
Not very connected/engaged	7%	0%	1%	43%
Not at all connected/engaged	1%	0%	0%	8%
Base: N=	495	169	258	69

Of those who feel not very/not at all connected (last column), 49% want to feel very/somewhat connected – this represents approximately 7% of the total population (that is, 49% of the 69 ‘not very/not at all connected’ respondents is 34 residents – 34 out of a total 495 residents is approximately 7%)

# Connection/Engagement with the Local Area

Q6b. How connected or engaged do you feel with the people, businesses and other aspects of your local area?

Q6c. And how connected or engaged would you like to feel with the people, businesses and other aspects of your local area?

Q6a. Thinking about where you live, which one of the following best describes what you would consider to be your 'local area'?

Q6b. How connected residents feel	Overall	Q6a Larger area	Q6a Immediate area
Very connected/engaged	34%	31%	36%
Somewhat connected/engaged	52%	56%	49%
Not very connected/engaged	12%	11%	11%
Not at all connected/engaged	3%	3%	4%
Base: N=	500	246	243

Q6c. How connected residents would like to feel	Overall	Q6a Larger area	Q6a Immediate area
Very connected/engaged	42%	37%	47%
Somewhat connected/engaged	50%	55%	45%
Not very connected/engaged	7%	7%	7%
Not at all connected/engaged	1%	1%	1%
Base: N=	495	246	242

The above tables cross Q6b,c by those who in Q6a identified their 'local area' as being fairly broad (i.e.: Eastern Suburbs or Council area or postcode) or more narrow (i.e.: suburb or streets immediately surrounding or street you live in). Results are generally similar, although there is some indication that those who had a narrower definition want to be 'very connected'.

# Connection/Engagement with the Local Area

Q6b. How connected or engaged do you feel with the people, businesses and other aspects of your local area?

Q6c. And how connected or engaged would you like to feel with the people, businesses and other aspects of your local area?

## How connected/engaged residents feel

	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Very connected/engaged	27%	27%	25%	45%	44%
Somewhat connected/engaged	55%	56%	57%	45%	46%
Not very connected/engaged	10%	14%	16%	9%	9%
Not at all connected/engaged	8%	2%	2%	1%	2%
Mean ratings	3.01	3.08	3.05	3.34	3.31
Base	85	97	109	85	123

## How connected/engaged residents want to feel

	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Very connected/engaged	32%	39%	36%	51%	50%
Somewhat connected/engaged	56%	50%	55%	44%	46%
Not very connected/engaged	7%	11%	8%	4%	4%
Not at all connected/engaged	5%	0%	1%	0%	0%
Mean ratings	3.15	3.28	3.26	3.46	3.45
Base	85	97	109	85	123

Significantly higher/lower

Scale: 1 = not at all connected/engaged, 4 = very connected/engaged

Those in Paddington and Vaucluse Wards had a significantly higher mean score for current engagement – and indications are that residents in both Wards want to feel more connected than do other residents.

# Connection/Engagement with the Local Area

Q6b. *How connected or engaged do you feel with the people, businesses and other aspects of your local area?*

Q6c. *And how connected or engaged would you like to feel with the people, businesses and other aspects of your local area?*

Q6d. *[If Q6c code is higher than Q6b code, ask] What do you believe would need to change in order for you to feel more connected to or engaged in your local area?*

Those who indicated that they want to feel more connected/engaged than they currently do were asked what would need to change in order for them to feel more connected or engaged in their local area. Open-ended responses are summarised overleaf.

Four main themes emerged:

- Better provision of information:

  - “Better access to information about local activities, like letterbox drops” – Age 50-69

  - “Council initiatives to let people know what is going on more frequently” – Age 30-49

  - “Local ‘go to’ person for general advice and guidance relating to local services” – Age 70+

  - “More information and how to find out about events, maybe an app” – Age 30-49

  - “Organisers need to reach out to more people in the area” – Age 70+

- More events:

  - “Encouraging more events in the local area to bring people together” – Age 30-49

  - “More community activities to increase the vibe in the area” – Age 30-49

  - “More community events such as local markets” – Age 18-29

  - “More community street fairs” – Age 30-49

  - “More events catered to connecting with and meeting new people in the community” – Age 18-29

- More activities for different demographics:

  - “Having more appropriate groups for my demographic to join” – Age 30-49

  - “More activities that relate to me personally” – Age 30-49

  - “Providing information on sports clubs in the Rose Bay area that are accessible for all age groups and levels of wealth” – Age 18-29

- More personal time is needed:

  - “A lot of people are just too busy and keep to themselves” – Age 70+

  - “People need to have more leisure time and not be too busy” – Age 70+



# Connection/Engagement with the Local Area

Q6b. How connected or engaged do you feel with the people, businesses and other aspects of your local area?

Q6c. And how connected or engaged would you like to feel with the people, businesses and other aspects of your local area?

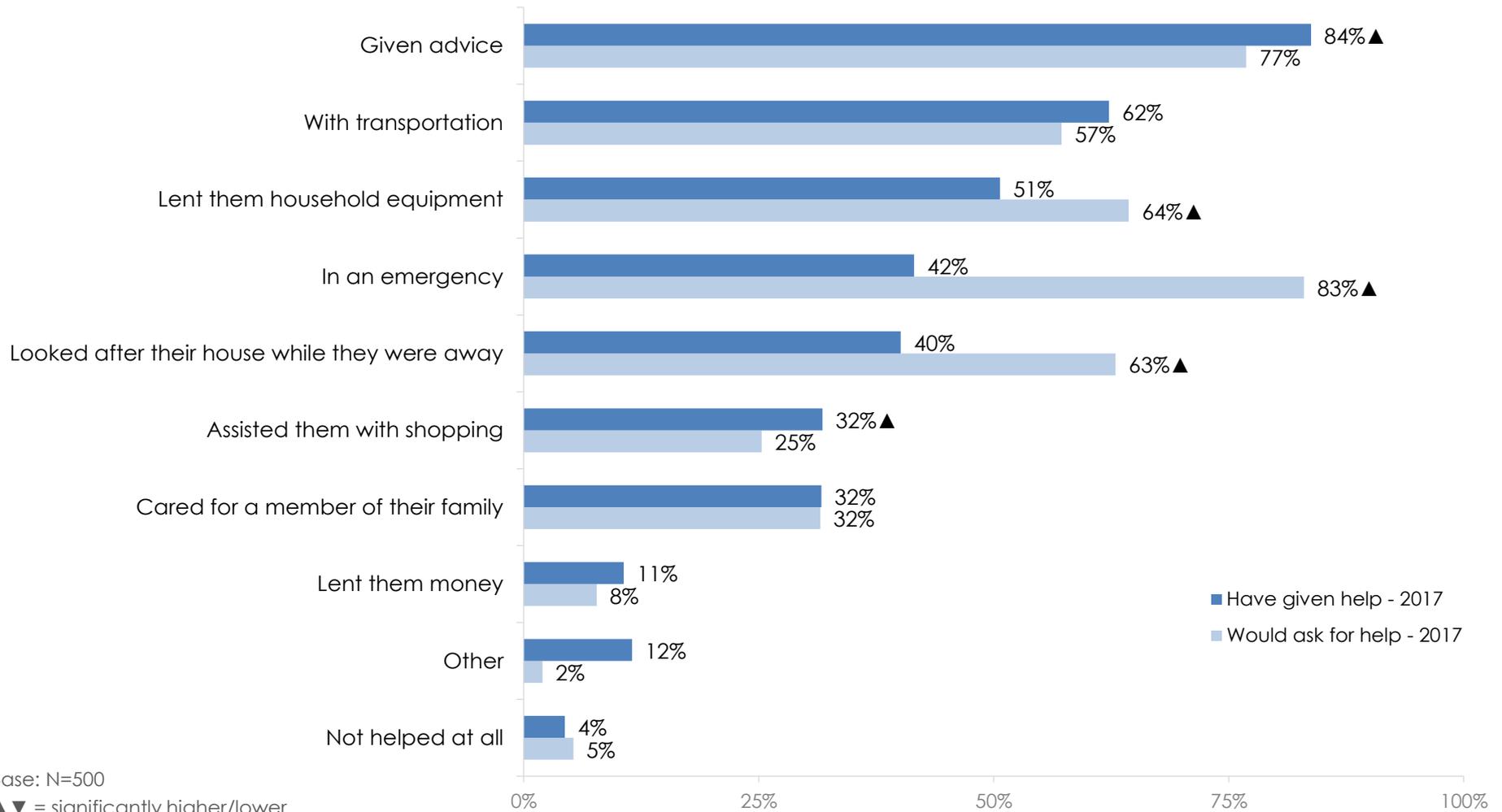
Q6d. [If Q6c code is higher than Q6b code, ask] What do you believe would need to change in order for you to feel more connected to or engaged in your local area?

	Q6b Not very/not at all connected/engaged N=33	Q6b Somewhat connected/engaged N=37
Better provision of information	3	9
More events	2	8
More activities for different demographics	1	5
Don't know	4	2
More personal time is needed	4	2
Accessibility, especially for those with illnesses/disabilities	3	0
People engaging with each other more	3	0
Creation of a community	2	0
Small shops instead of big centres	2	0
Advertising the local clubs	0	1
Council engaging in activities	0	1
Debates and forums	0	1
Increase cafes/restaurants for social meetings	0	1
Mixture of religions	0	1
More amenities for young families	0	1
More parking access to sporting fields	0	1
More variety of shops	0	1
More welcoming of newcomers	0	1
People need to be friendlier	0	1
The community needs to support local businesses	0	1
Activities for the locals to participate in	1	0
Better communication from Council	1	0
Council listening to residents	1	0
Create a village character	1	0
Facebook page for people in the community	1	0
Fewer elitist or luxury shops in the area	1	0
Living here longer	1	0
People to be more friendly	1	0
Walking instead of driving	1	0

# Neighbourly Assistance

Q6e. In which, if any, of the following ways have you helped neighbours or local friends in the past 12 months?

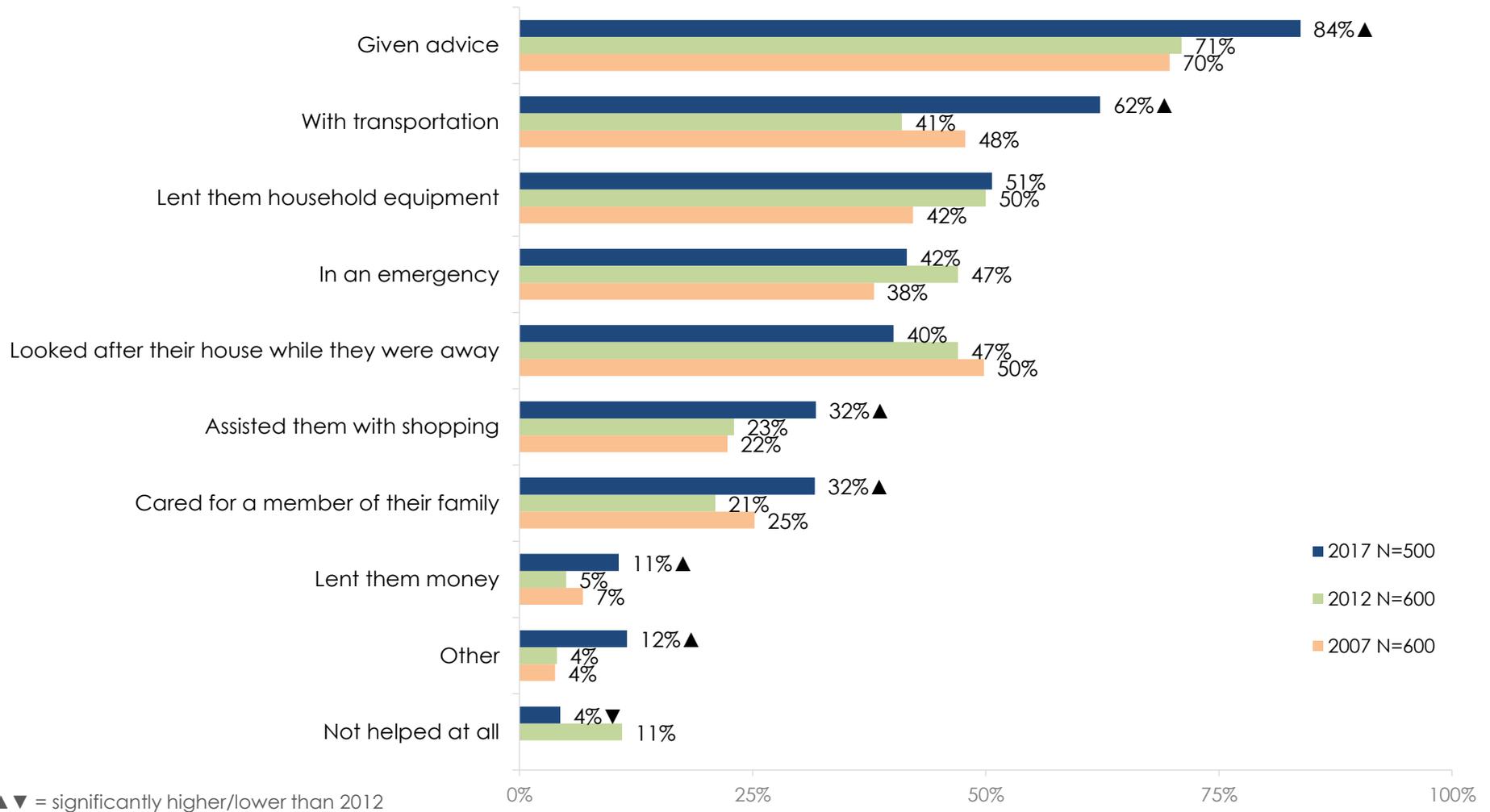
Q6f. In which, if any, of the following circumstances would you ask your neighbours or local friends for help?



**Only 4% of residents have not helped a neighbour/local friend in the past 12 months – down from 11% in 2012. And only 5% (or 26 respondents) indicated they would not ask for help (same as in 2012) – of the 26, 15 had helped someone else in the past 12 months, suggesting they could ask for help if needed.**

# Neighbourly Assistance – Have Given

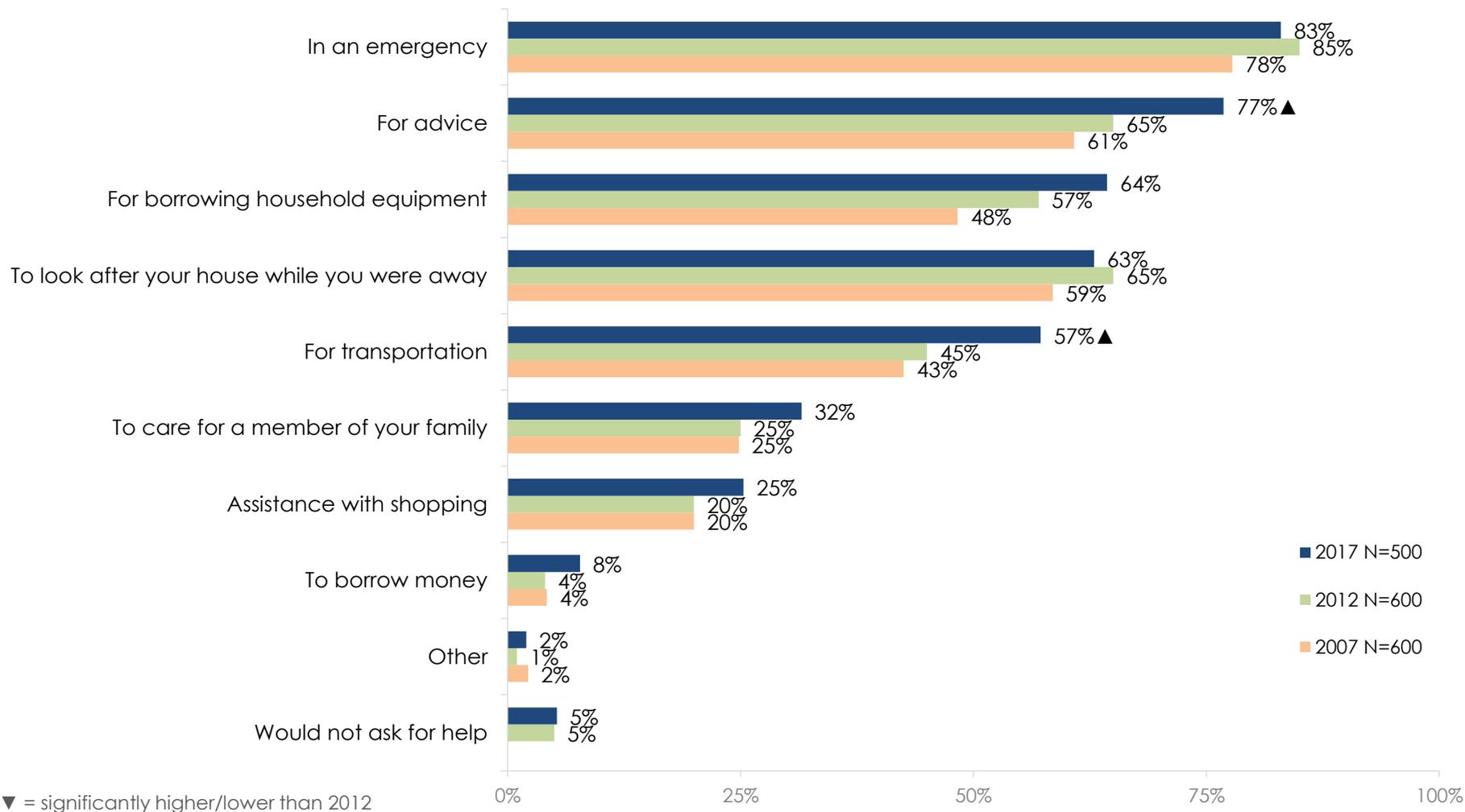
Q6e. In which, if any, of the following ways have you helped neighbours or local friends in the past 12 months?



Of the nine categories of help (including 'other'), 2017 results are significantly higher than in 2012 for six of them. In particular, assisting with transportation has increased most noticeably.

# Neighbourly Assistance – Would Seek

Q6f. In which, if any, of the following circumstances would you ask your neighbours or local friends for help?

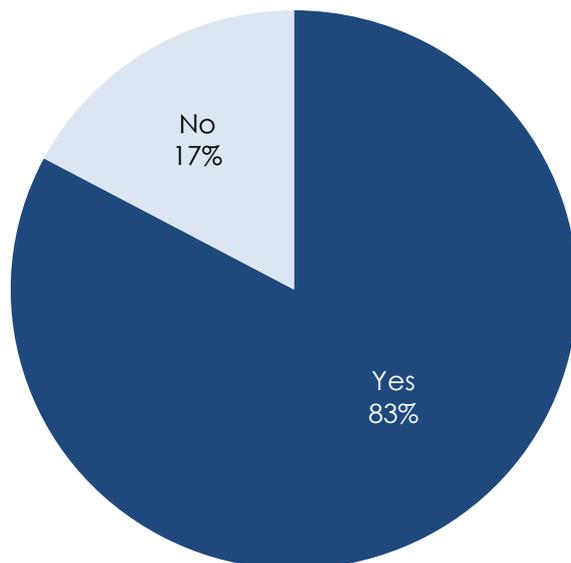


▲ ▼ = significantly higher/lower than 2012

In terms of situations where residents would seek help from others, 2017 results are more consistent with 2012 than they were on the previous page (which dealt with situations where help had been provided). Main increases were for 'advice' and 'transportation'.

# Picking Up Other People's Rubbish in Public Places

Q7. In the past 12 months, have you ever picked up other people's rubbish in a public place?



	2017 N=500	2012 N=600	2007 N=600
Yes	83%	82%	85%
No	17%	18%	15%

- ▲ Paddington residents 94%
- ▲ Vaucluse residents 91%
- ▲ Couples without children 93%
- ▼ Those aged 70+ 72%
- ▼ Bellevue Hill residents 72%
- ▼ Those who live alone 64%

▲ ▼ = significantly higher/lower

This is a social proactivity question – and arguably measures pride in one's area.  
2017 results very similar to previous waves.

# Running into Friends Whilst Shopping

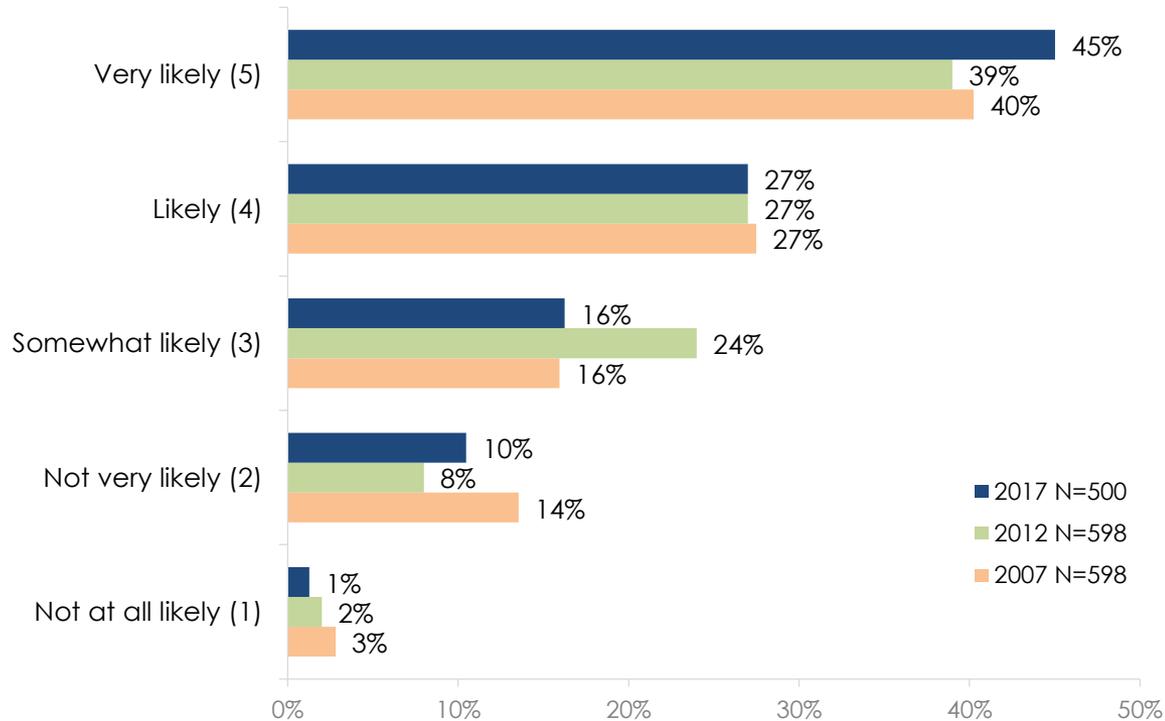
Q6g. When you go shopping in your local area how likely is it that you will run into friends or acquaintances?

	2017	2012	2007	Male	Female	18 – 29	30 – 49	50 – 69	70+
Mean ratings	4.04	3.92	3.89	3.86	4.19▲	4.17	4.13	3.90	3.91

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Mean ratings	4.01	4.14	4.08	3.68▼	4.08	3.88	4.37▲

Scale: 1 = not at all likely, 5 = very likely  
▲▼ = significantly higher/lower rating



There has been a significant increase in residents reporting that they are likely to run into friends/acquaintances while shopping – due mainly to a significant increase in those committing to the top ‘very likely’ code.

# Feeling Safe Walking in the Local Area – Day/Night

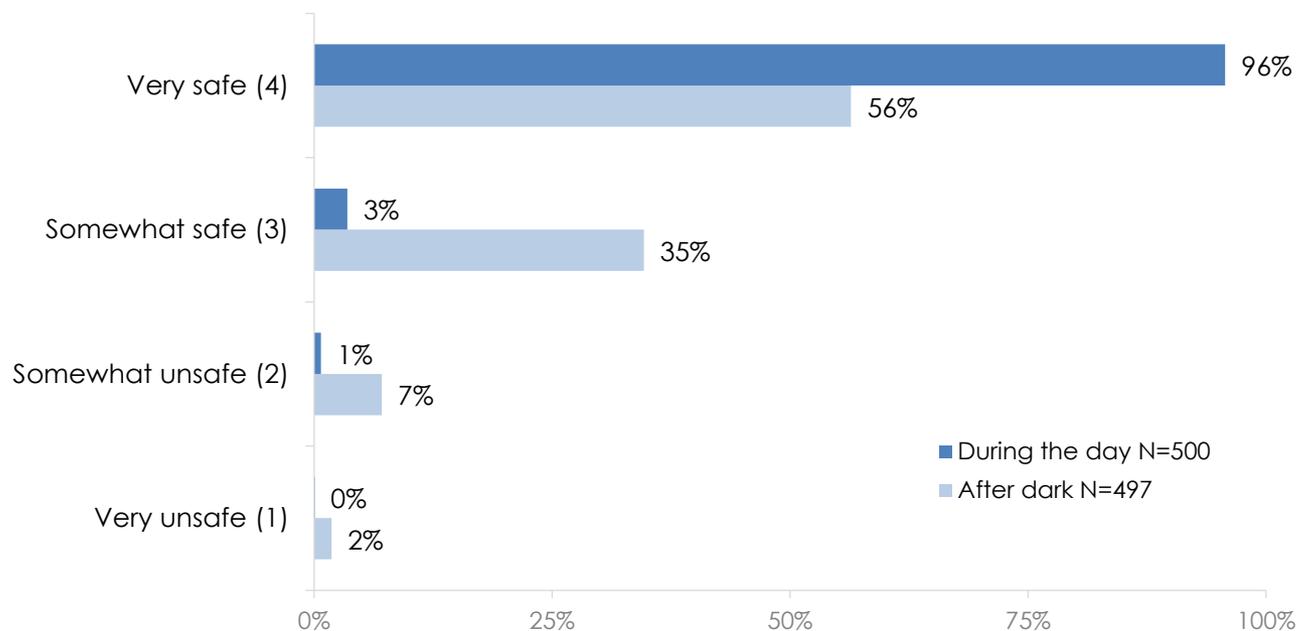
Q10a. How safe do you feel walking in your local area after dark?

Q10b. And how safe do you feel walking in your local area during the day?

	2017	2012	2007	Male	Female	18 – 29	30 – 49	50 – 69	70+
During the day	3.95	-	-	3.95	3.94	4.00▲	3.94	3.95	3.91
After dark	3.46	3.43	3.04	3.71▲	3.24	3.55	3.56▲	3.41	3.17▼

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
During the day	3.96	3.93	3.99▲	3.96	3.92	3.97	3.93
After dark	3.44	3.51	3.44	3.50	3.30	3.55	3.51

Scale: 1 = very unsafe, 4 = very safe  
▲▼ = significantly higher/lower rating



Feelings of safety during the day are almost universal – 96% selected the top ‘very safe’ code. Whilst feelings of safety at night are less pronounced, it should be noted that only 9% indicated they felt at least somewhat unsafe at night. The 2017 result for night safety (based on ‘your local area’) is almost identical to 2012 (based on ‘your area’).

# Feeling Safe Walking in the Local Area – Day/Night

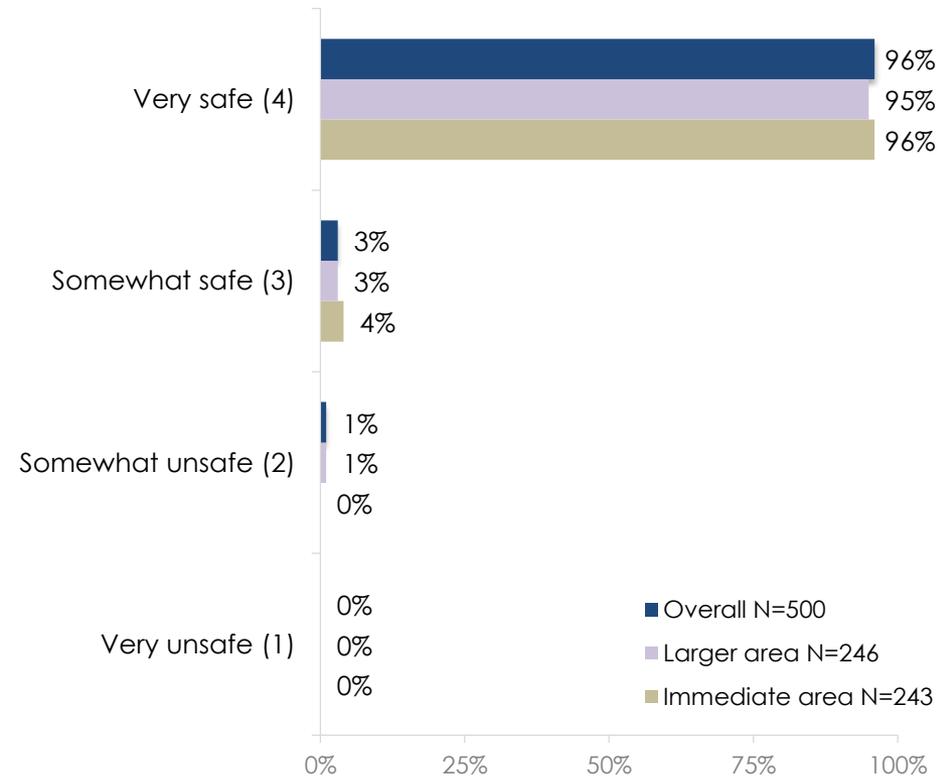
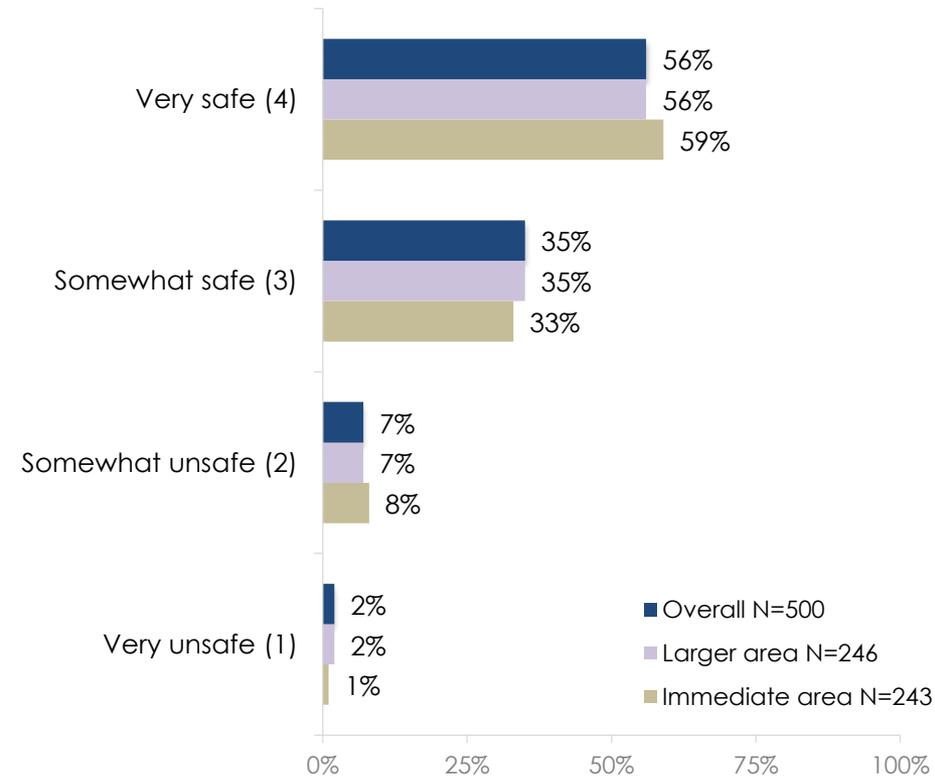
Q10a. How safe do you feel walking in your local area after dark?

Q10b. And how safe do you feel walking in your local area during the day?

Q6a. Thinking about where you live, which one of the following best describes what you would consider to be your 'local area'?

Walking the local area at night

Walking the local area during the day



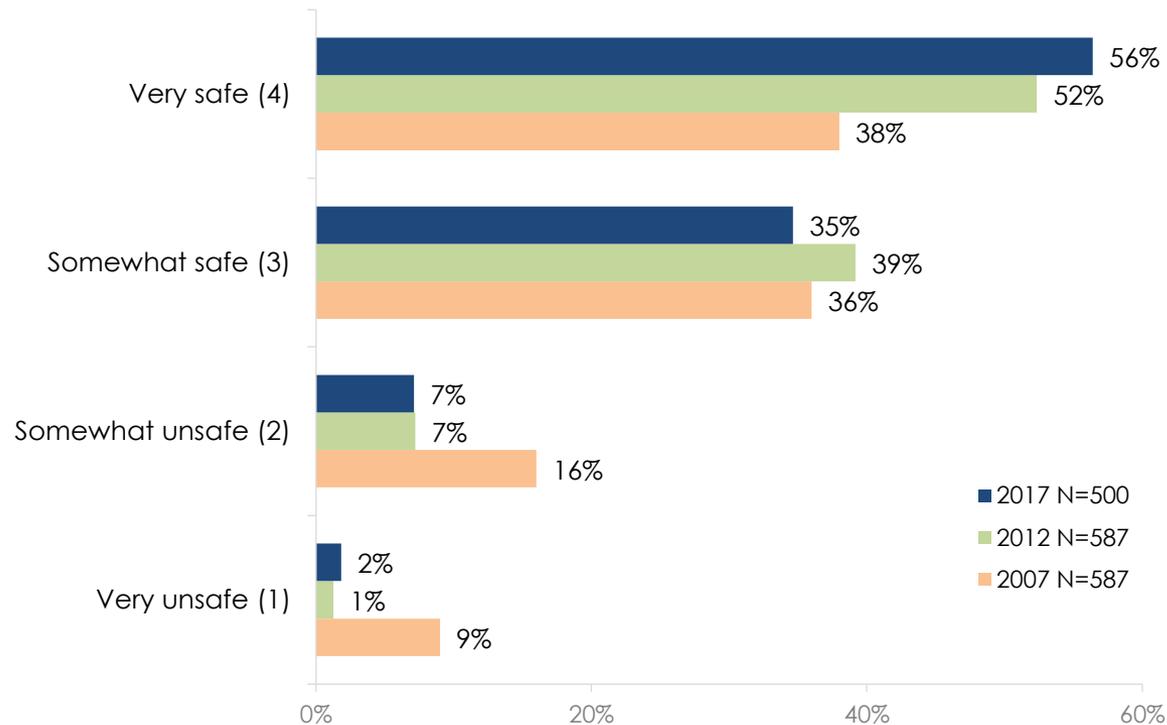
The above charts analyse perceptions of safety by those who in Q6a identified their 'local area' as being fairly broad (i.e.: Eastern Suburbs or Council area or postcode) or more narrow (i.e.: suburb or streets immediately surrounding or street you live in). Results were very similar regardless of whether residents considered their local area to be larger or smaller.

# Feeling Safe Walking in the Local Area

Q10a. How safe do you feel walking in your local area after dark?

	2017	2012	2007
After dark	3.46	3.43	3.04

Scale: 1 = very unsafe, 4 = very safe



2017 results for night time safety very similar to 2012, and remain above the initial results in 2007 (note that in 2017 we asked about their 'local' area – in 2012 and 2007 it was just their area).

# Return of a Lost Wallet/Purse

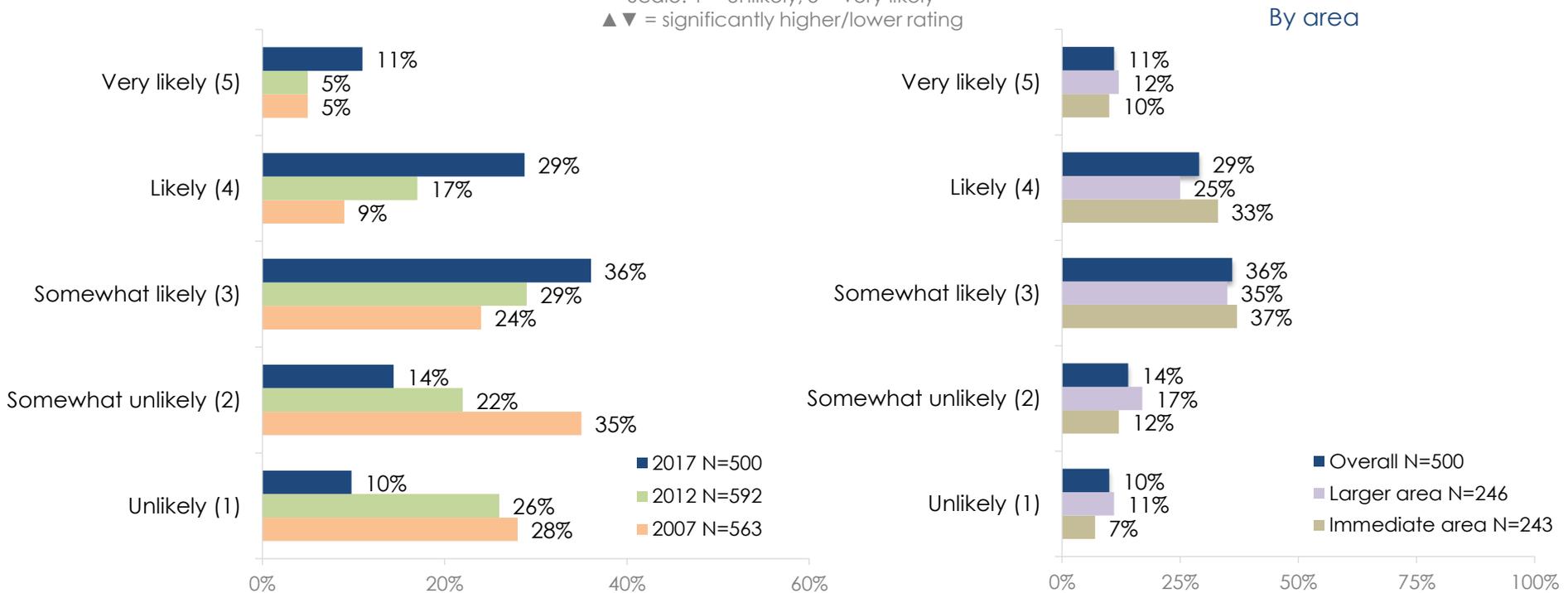
Q11. If you lost a wallet or purse in your local area that contained \$200, how likely is it that it would be returned with the money in it?

	2017	2012	2007	Male	Female	18 – 29	30 – 49	50 – 69	70+
Mean ratings	3.17▲	2.52▼	2.28	3.17	3.17	3.29	3.38▲	2.92▼	2.96▼

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Mean ratings	3.11	3.33	2.85▼	3.27	3.26	3.07	3.30

Scale: 1 = unlikely, 5 = very likely  
▲ ▼ = significantly higher/lower rating



Residents in 2017 were significantly more likely to indicate that if they lost a wallet/purse, it would be returned with money in it. This dramatic change may be due to a small question change – in 2017 we specified losing it *in your local area*, whereas previously there was no mention of the local area (and hence the question was arguably too vague). Differences by perceptions of ‘local area’ (based on Q6a – chart to right) were minimal.

# Findings in Detail: D – Drivers of Liveability



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# Summary – Drivers of Liveability

## **About 'Drivers of Liveability':**

The drivers of liveability chapter of the Report focusses on attitudinal metrics, covering five of Putman's social indicators: feelings of trust and safety; neighbourhood connections; family and friends connection; tolerance of diversity; and value of life.

Several attitudinal statements were added/modified in 2017 to specifically address social justice principles – such as support and opportunities to participate for the elderly; support and opportunities to participate for those with disability.

The purpose of these attitudinal questions was to run a Shapley Regression analysis against overall quality of life, to identify potential attitudinal drivers of quality of life.

Key metrics in this section include:

- Rating of attitudinal statements about the local area, such as: perceptions of safety; welcoming of people from different cultural backgrounds; social justice measures around the elderly and those with disability.
- Rating of attitudinal statements about personal beliefs, such as: perceptions of safety; physical and emotional wellbeing; family/friends networks; optimism for local area; feeling valued; community trust; helping others.

## **Key Findings:**

- When asked to rate their local area on eight attributes, results were either positive (safe, friendly, welcoming) or more neutral, suggesting residents were unsure ('support for those with disability', 'participation for those with disability', 'participation for the elderly'). Negative ratings were relatively low:
  - For six measures with comparable 2012 results, all had increased at least marginally, with two increasing significantly ('adequate support for looking after children' [does this reflect an increase in childcare facilities throughout the LGA?] and 'adequate support for the care of the elderly').



# Summary – Drivers of Liveability

## **Key Findings (Continued):**

- Only two of the five Wards scored significantly below other residents on any of the eight local area attributes:
  - Cooper Ward: significantly lower on 'is a friendly place to live' and 'welcoming of people from different cultural backgrounds'.
  - Bellevue Hill Ward: significantly lower on 'adequate support for the care of elderly people', 'adequate opportunities for people with disability to participate', and 'adequate support for the care of people with disability'.
- On 11 liveability statements, 2017 results were similar to 2012. Once again, negative ratings were generally very low.
- The Shapley Regression analysis of all 19 attributes identified the following as main drivers of quality of life (that is, the analysis suggests that changes to these attitudes are likely to have more impact on quality of life than the other tested variables):
  - I have an optimistic view of the Woollahra area's future (potentially a quasi quality of life measure in itself?).
  - My local area is a friendly place to live.
  - My local community feels like home.
  - My local area has a reputation for being a safe place.

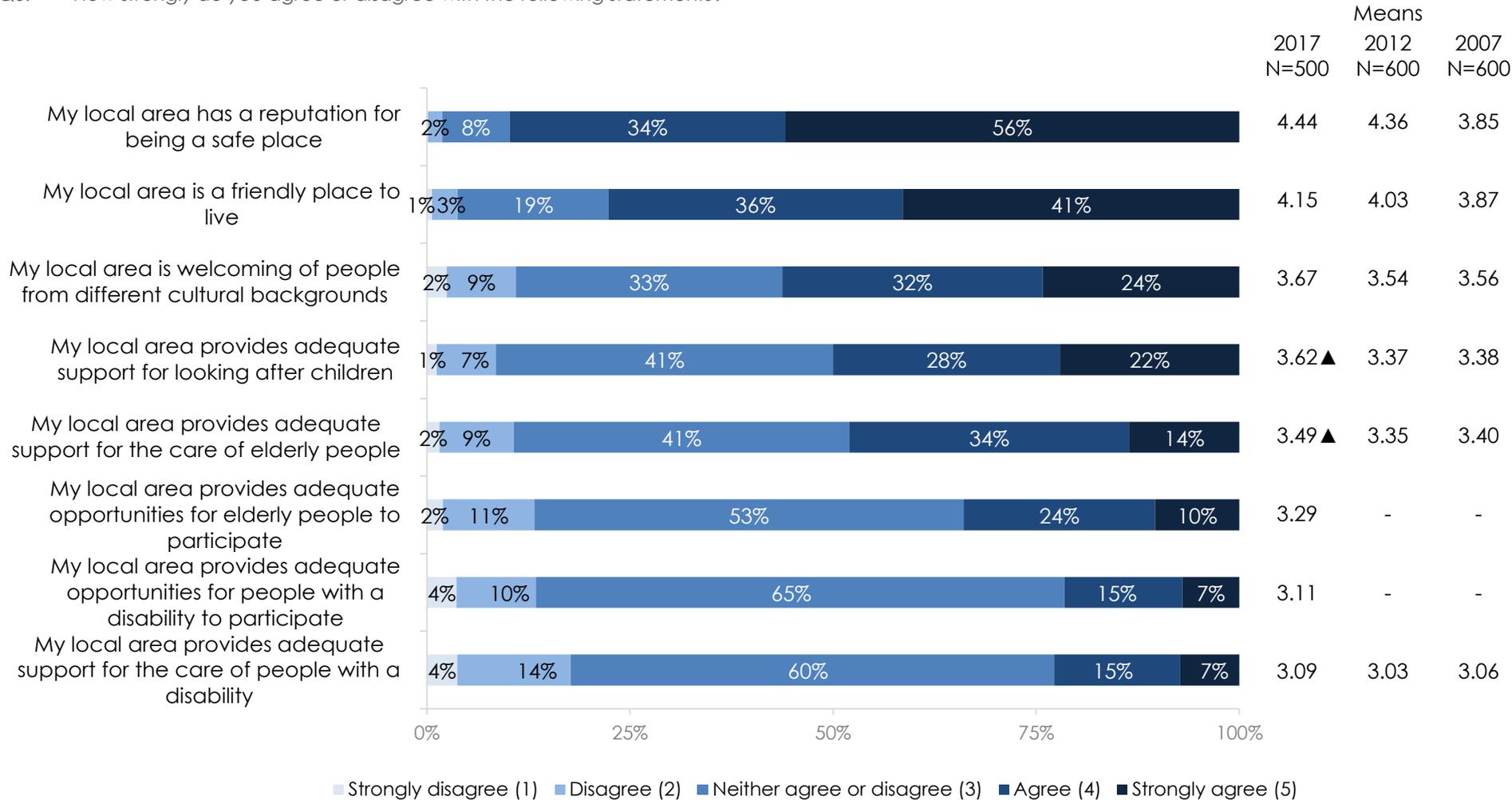
## **Opportunities:**

- Investigate why Bellevue Hill Ward scored significantly lower on a number of social justice attributes.
- Social policy/communications could highlight a sense of local friendliness/feeling like home/safety.



# Rating Statements Regarding the Local Area

Q8. How strongly do you agree or disagree with the following statements?



▲ ▼ = significantly higher/lower than 2012

Scale: 1 = strongly disagree, 5 = strongly agree

Of the six statements where comparative data is available, all have increased in 2017, two significantly (support for children and support for the elderly) – note that in 2017 the statements mentioned ‘my local area’, whereas in 2012 and 2007 it was ‘my area’. Perceptions of safety and friendliness remain very strong. Note that even for the lowest scoring statements (which are social justice measures), negative ratings are relatively low – residents seemingly don’t know and hence selected ‘neither’.

# Rating Statements Regarding the Local Area

Q8. How strongly do you agree or disagree with the following statements?

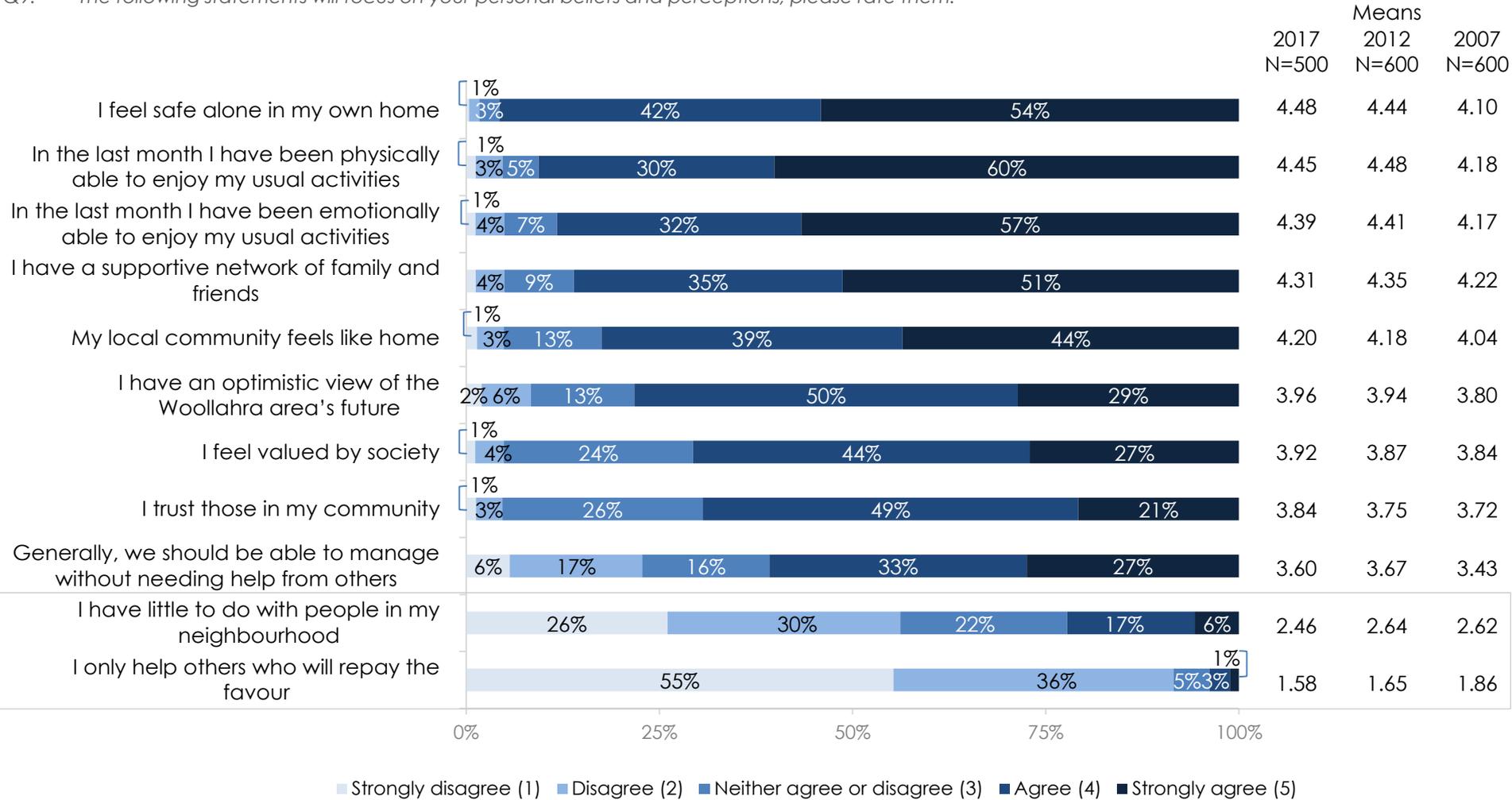
	Overall	Larger area	Immediate area	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
My local area has a reputation for being a safe place	4.44	4.43	4.46	4.35	4.49	4.29	4.52	4.53
My local area is a friendly place to live	4.15	4.13	4.19	4.09	3.93▼	4.17	4.22	4.28
My local area is welcoming of people from different cultural backgrounds	3.67	3.60	3.75	3.79	3.40▼	3.73	3.68	3.74
My local area provides adequate support for looking after children	3.62	3.63	3.64	3.47	3.60	3.57	3.47	3.89▲
My local area provides adequate support for the care of elderly people	3.49	3.43	3.57	3.28▼	3.54	3.56	3.42	3.60
My local area provides adequate opportunities for elderly people to participate	3.29	3.21	3.39	3.18	3.29	3.28	3.27	3.39
My local area provides adequate opportunities for people with a disability to participate	3.11	3.04	3.20	2.92▼	3.13	3.10	3.08	3.28
My local area provides adequate support for the care of people with a disability	3.09	3.01	3.17	2.90▼	3.14	3.09	3.00	3.23

▲▼ = significantly higher/lower result  
Scale: 1 = strongly disagree, 5 = strongly agree

The Bellevue Hill and Cooper Wards were the only Wards to record significantly lower mean scores.

# Agreement with Statements Regarding Personal Beliefs

Q9. The following statements will focus on your personal beliefs and perceptions, please rate them.



Scale: 1 = strongly disagree, 5 = strongly agree

**2017 mean scores are very similar to 2012, with no real discernible positive or negative trends. Once again, negative ratings are very low (except for the bottom two statements which are phrased in the negative, so disagree responses are favourable).**

**Safety again dominates.**

# Agreement by Perceived Quality of Life

- Q8. How strongly do you agree or disagree with the following statements?  
 Q9. The following statements will focus on your personal beliefs and perceptions, please rate them.  
 Q1. Overall, how would you rate the quality of life you have living in the Woollahra local government area?

Qs 8&9 agreement	High (6) N=246	Medium (5) N=185	Low (4-1) N=69
My local area has a reputation for being a safe place	4.63▲	4.32	4.05▼
In the last month I have been physically able to enjoy my usual activities	4.59▲	4.44	3.97▼
I feel safe alone in my own home	4.54	4.49	4.23▼
In the last month I have been emotionally able to enjoy my usual activities	4.49	4.36	4.08▼
My local community feels like home	4.49▲	3.93▼	3.87▼
My local area is a friendly place to live	4.47▲	3.92▼	3.61▼
I have a supportive network of family and friends	4.44▲	4.19	4.18
I have an optimistic view of the Woollahra area's future	4.27▲	3.89	3.09▼
I feel valued by society	4.06▲	3.81	3.70
I trust those in my community	4.03▲	3.74	3.46▼
My local area is welcoming of people from different cultural backgrounds	3.91▲	3.48▼	3.32▼
My local area provides adequate support for looking after children	3.77▲	3.53	3.37
Generally, we should be able to manage without needing help from others	3.63	3.66	3.33
My local area provides adequate support for the care of elderly people	3.61▲	3.48	3.12▼
My local area provides adequate opportunities for elderly people to participate	3.47▲	3.18	2.97▼
My local area provides adequate support for the care of people with a disability	3.26▲	2.97	2.79▼
My local area provides adequate opportunities for people with a disability to participate	3.26▲	3.01	2.89
I have little to do with people in my neighbourhood	2.33	2.59	2.55
I only help others who will repay the favour	1.59	1.51	1.73

The above analysis compares responses to all 19 attributes from the previous pages by quality of life. Those with a 'high' quality of life provided significantly higher ratings on 14 of the 19 attributes, so from this analysis it is difficult to determine which attributes are primary drivers of quality of life – although 'optimistic view of Woollahra's future' and 'friendly place to live' have sizeable gaps between those with high and low quality of life.

# Shapley Value Regression

## The Shapley Value Regression

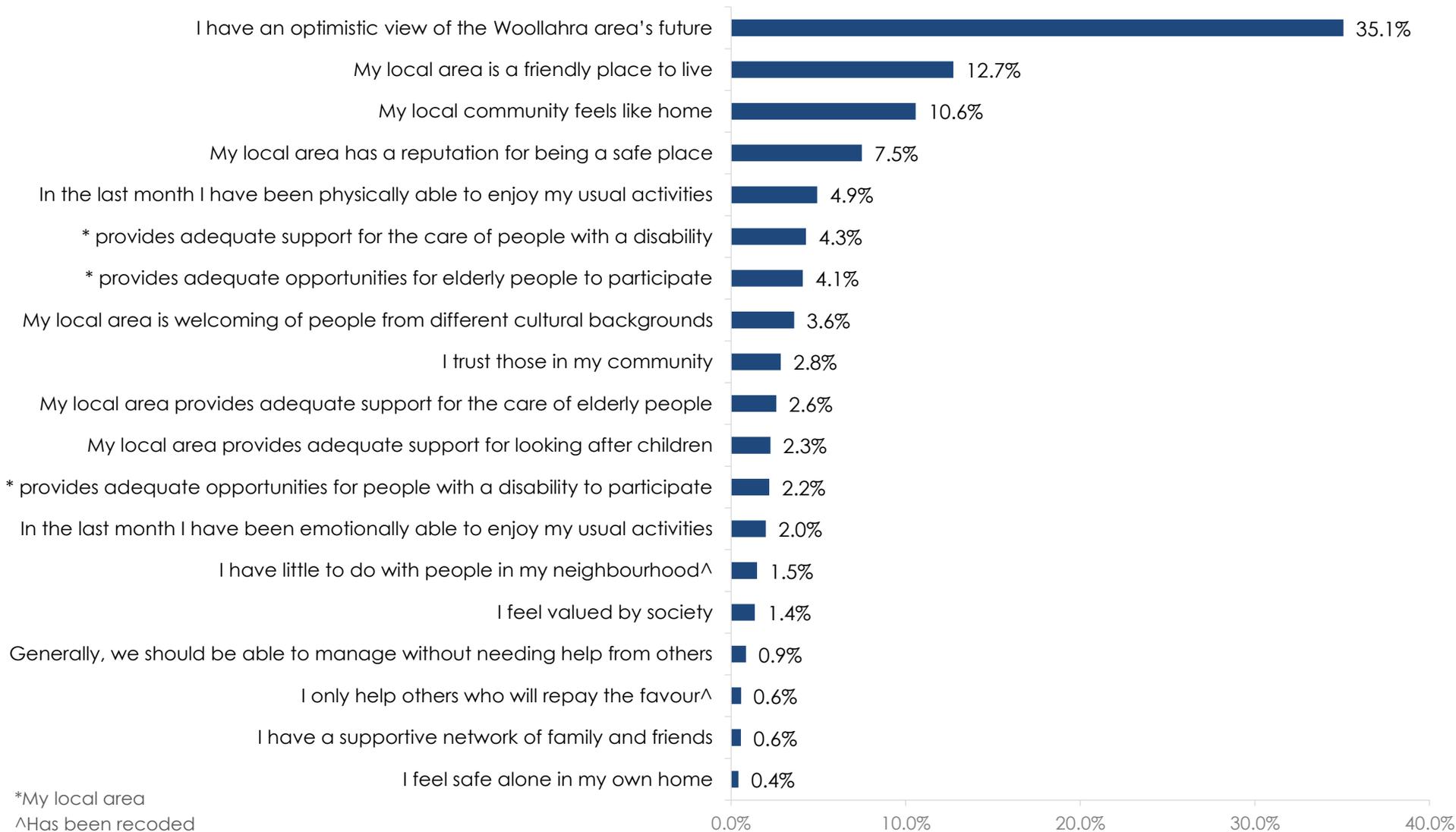
The previous pages summarised agreement scores for 19 'liveability' attributes. By treating the earlier 'quality of life' question as a dependent variable and all 19 of these 'liveability' statements as independent variables, we can undertake Shapley Regression Analysis to determine which of the 19 attributes are key drivers of quality of life (of course, there are other factors such as personal relationships, financial security, etc., that may impact heavily on quality of life – but the regression analysis looks for drivers amongst the survey variables).

The chart overleaf summarises the outputs of the Shapley Regression Analysis. The percentage results are **not** the scores shown on the previous pages – instead, they are the Shapley Regression output scores. The percentages overleaf add to 100%, and indicate the contribution each attribute makes to overall quality of life (based on the 19 survey attributes). The higher score, the more likely that a change in that attribute will have an impact on overall quality of life.

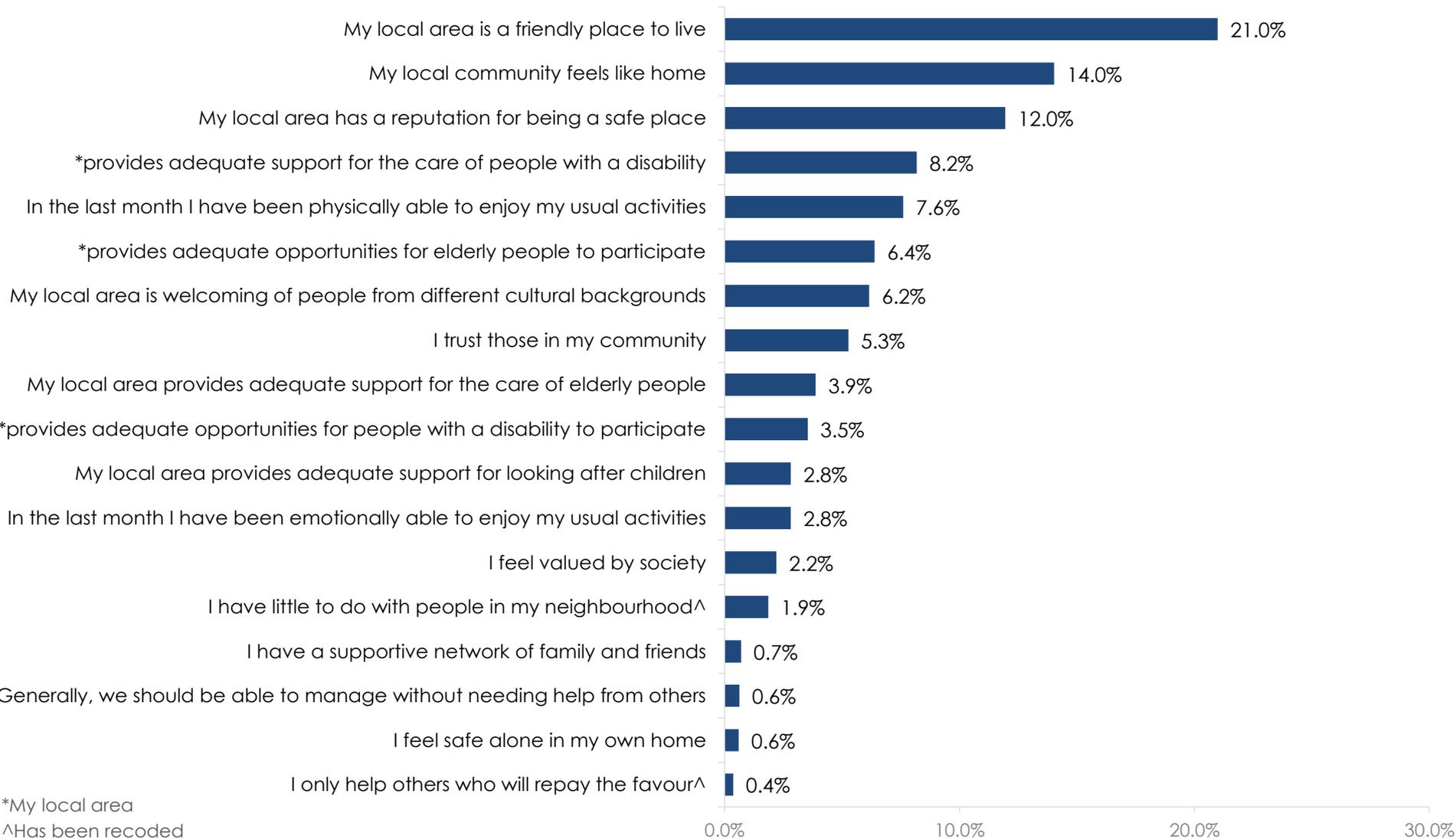
- A single attribute, 'I have an optimistic view of the Woollahra area's future', accounts for over one third of the contribution to quality of life (and it had the largest gap between 'high quality of life' and 'low quality of life' on the previous page).
- Other key contributors are community-based statements – such as 'friendly place to live', 'local community feels like home', and 'reputation for being a safe place' (note that the more individual safety statement 'I feel safe alone in my own home' is the smallest contributor).



# Shapley Analysis – All 19 Independent Variables



# Shapley Analysis – 18 Independent Variables



Given the dominant impact one statement has on the Shapley Regression (previous page), we re-ran the analysis **excluding 'I have an optimistic view of the Woollahra area's future'**, and retaining overall quality of life as the dependent variable. As can be seen, the second, third and fourth largest drivers from the previous analysis ('friendly place to live', 'local community feels like home', and 'reputation for being a safe place') have become the top three drivers.

# Section E – Local Optimism



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# Summary – Local Optimism

## **About 'Local Optimism':**

Four questions are included in the local optimism chapter of the Report:

- Whether the local area has become better/stayed the same/become worse.
- Over the next five years, the local area will become better/stay the same/become worse.
- Whether would recommend living in the local area to friends – and reasons why/why not.

Like overall quality of life, these measures are not derived from Putman's eight social indicators – rather, they are more macro indicators of community sentiment.

## **Key Findings:**

- Both when reflecting on the past and thinking about the future, residents in 2017 were significantly more likely than in 2012 to say the local area has/will become a better place to live:
  - However, a sizeable minority of residents (16%) indicated they expect their local area to 'become worse' over the next five years:
    - Those aged 50+ years were significantly more likely than younger residents to say it will become worse.
- 94% of residents would recommend living in the local area to their friends – identical to 2012 and 2007:
  - For the handful of residents who wouldn't recommend, main reasons focussed on 'too expensive' and 'over-development'.
  - Main reasons for recommending centred on: community feel/sense of community; good facilities (shops, schools, etc); safe area; beautiful area/great place to live; close to the city; beaches; centrally located; transport.



# Summary – Local Optimism

## Opportunities:

Explore in more detail the opinions of the 16% of residents who believe that over the next five years, the local area will become worse. In the table below, those who said the area will become worse were significantly more negative on **all** eight 'local area perception' attributes – so it is difficult to identify one particular area of concern from that analysis.

It is encouraging that those under 50 are more optimistic about the future – it would be worth exploring this in more detail.

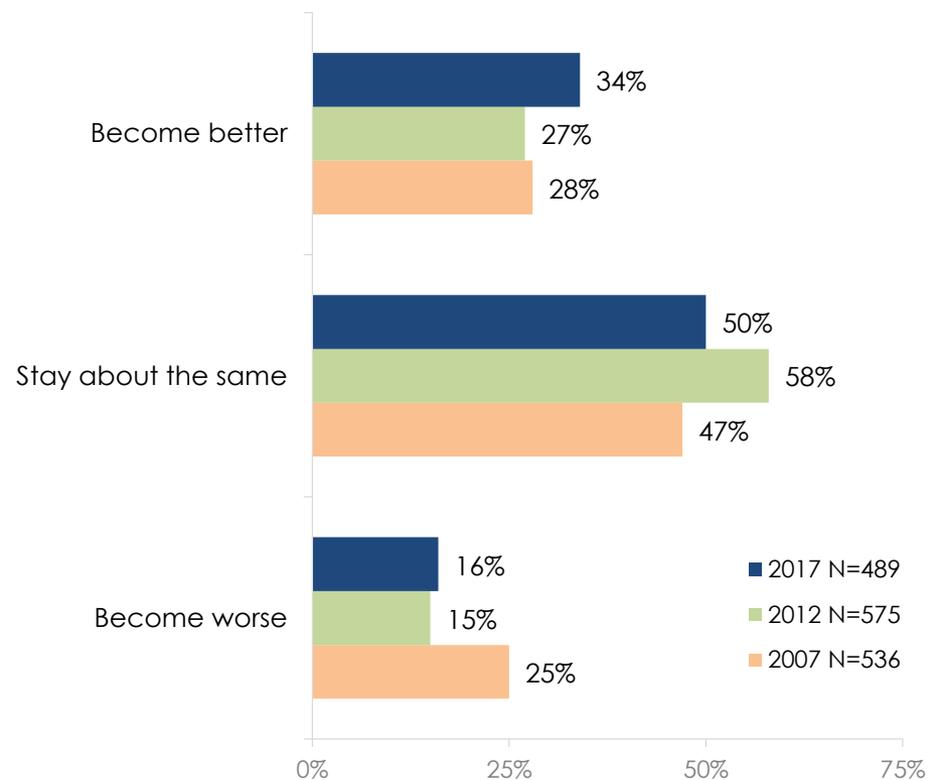
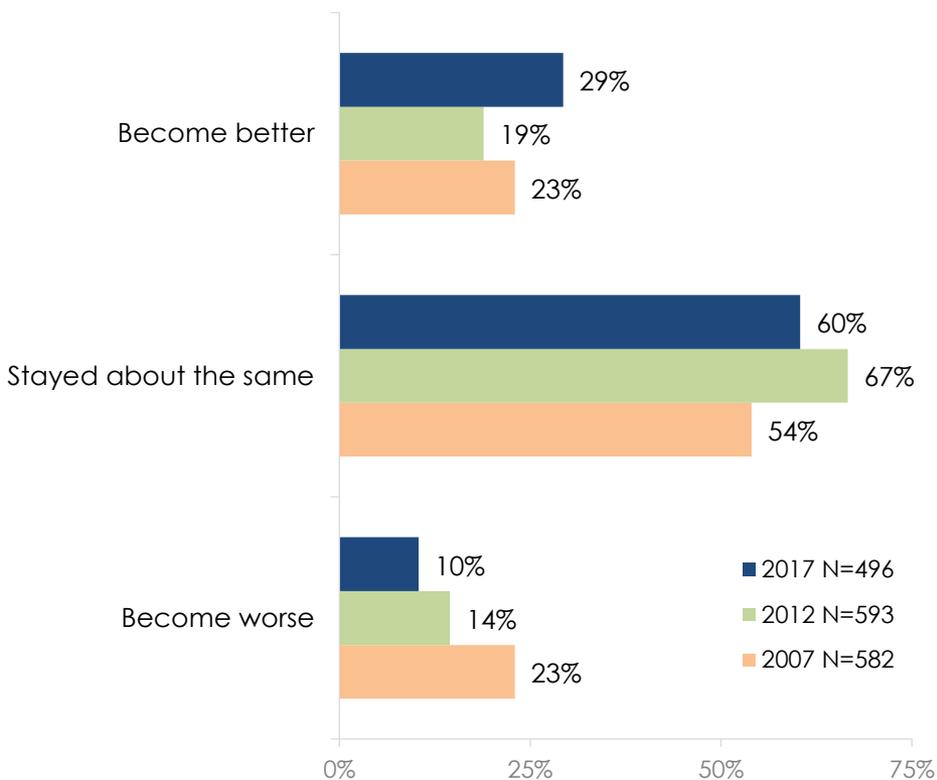
Q8. How strongly do you agree or disagree with the following statements?	Q12b. In the next five years, would you say that as a place to live you local area will...			
My local area...	Become better	Stay about the same	Become worse	Total
has a reputation for being a safe place	4.51 ▲	4.44	4.11 ▼	4.41
is a friendly place to live	4.34 ▲	4.03	3.79 ▼	4.09
is welcoming of people from different cultural backgrounds	4.05 ▲	3.60	3.20 ▼	3.68
provides adequate support for looking after children	3.77 ▲	3.44	3.17 ▼	3.50
provides adequate support for the care of elderly people	3.67 ▲	3.36 ▼	3.17 ▼	3.42
provides adequate opportunities for elderly people to participate	3.52 ▲	3.22	3.02 ▼	3.29
provides adequate support for the care of people with disability	3.28 ▲	3.01	2.80 ▼	3.06
provides adequate opportunities for people with disability to participate	3.36 ▲	3.08	2.74 ▼	3.12



# Local Optimism

Q12a. Since you've been living here, would you say that as a place to live your local area has:

Q12b. In the next 5 years, would you say that as a place to live your local area will:

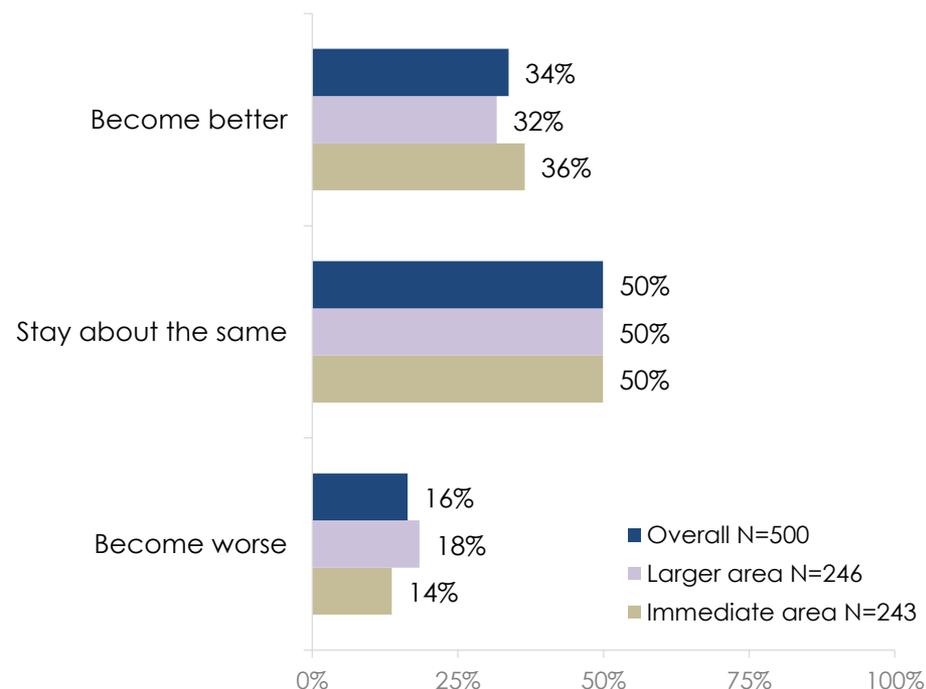
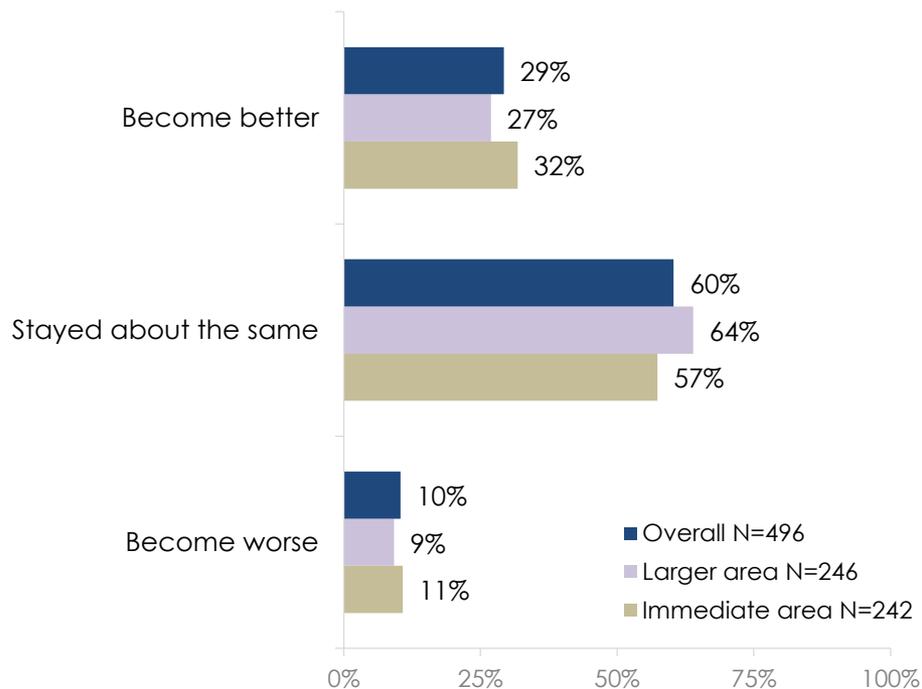


Both when reflecting on the past and thinking about the future, residents in 2017 were significantly more likely than in 2012 to say the local area has/will become a better place to live. Encouragingly, in terms of the future the optimists are more than double the pessimists. Vacluse residents were significantly more likely than other residents to say their local area has become worse (16%) – whilst there is little in the data to explain why this may be so, Vacluse residents were significantly more likely than others to say they have picked up others' rubbish in the past 12 months

# Local Optimism

Q12a. Since you've been living here, would you say that as a place to live your local area has:

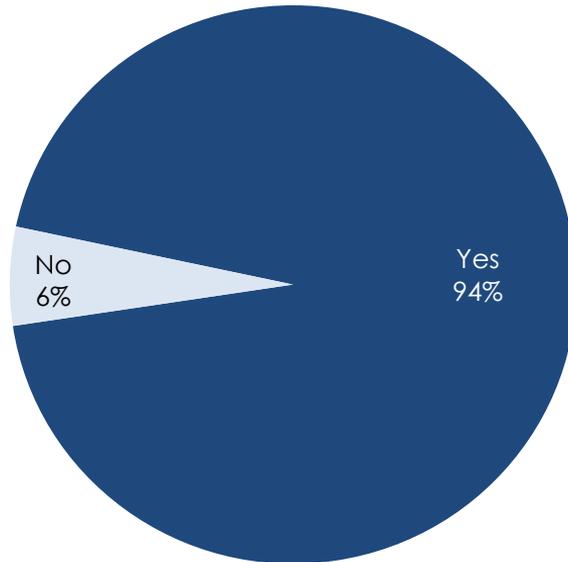
Q12b. In the next 5 years, would you say that as a place to live your local area will:



Differences by perceptions of 'local area' (based on Q6a) were minimal.

# Recommending Living in the Local Area

Q12c. Would you recommend living in your local area to friends?



	2017 N=500	2012 N=600	2007 N=600
Yes	94%	94%	94%
No	6%	6%	6%

- ▲ Residents living in Bellevue Hill 98%
- ▲ Have lived in the area 4-7 yrs 99%
- ▲ Have lived in the area 8-10 yrs 99%
- ▲ Couples without children 98%
- ▼ Have lived in the area 21+ yrs 90%

▲ ▼ = significantly more likely/less likely to recommend

Identical results over all three waves.

The table overleaf summarises the reasons why residents would and would not recommend their local area. The volume (approx. 2.7 mentions per person) and richness of reasons given by those who would recommend is encouraging. For those who wouldn't, main reasons were expense and over-development. 81

# Recommending Living in the Local Area

Q12c. Would you recommend living in your local area to friends?

Q12d. May I ask why?

## Would recommend

(94%)	N=471 %
<b>Community</b>	<b>34%</b>
<b>Good facilities</b>	<b>32%</b>
<i>Other services and facilities</i>	17%
<i>Shopping</i>	14%
<i>Schools</i>	5%
<i>Entertainment facilities</i>	1%
<i>Medical facilities</i>	1%
<i>Sporting facilities</i>	1%
<b>Safe area</b>	<b>29%</b>
<b>Beautiful area, great place to live</b>	<b>27%</b>
<i>Beautiful area</i>	13%
<i>Great place to live</i>	11%
<i>Other Beautiful, lovely, good</i>	5%
<b>Close to the City</b>	<b>26%</b>
<b>Beach</b>	<b>23%</b>
<b>Centrally located</b>	<b>16%</b>
<b>Transport</b>	<b>15%</b>
<b>Environment</b>	<b>13%</b>
<b>Restaurants, cafes, eating places</b>	<b>9%</b>
<b>Lifestyle</b>	<b>9%</b>
<b>Peaceful, quiet</b>	<b>8%</b>
<b>Well-looked after area</b>	<b>7%</b>
<b>Walking</b>	<b>5%</b>
<b>Plenty to do in the area</b>	<b>4%</b>
<b>The harbour</b>	<b>3%</b>
<b>Village atmosphere</b>	<b>2%</b>
<b>Reputation, privileged area</b>	<b>2%</b>
<b>Views</b>	<b>1%</b>
<b>Near the water</b>	<b>1%</b>
<b>Heritage</b>	<b>1%</b>
<b>Good climate</b>	<b>1%</b>

## Would not recommend

(6%)	N=29 Count
<b>Too expensive</b>	<b>13</b>
<b>Development</b>	<b>12</b>
<i>Overpopulated</i>	4
<i>Too much high-rise development</i>	4
<i>Overdevelopment</i>	3
<i>Traffic congestion</i>	3
<i>Other</i>	1
<b>Area is neglected and dirty</b>	<b>7</b>
<i>Lack of maintenance</i>	5
<i>Illegally dumped rubbish/items</i>	4
<i>Other</i>	3
<b>Traffic safety</b>	<b>5</b>
<b>Council issues</b>	<b>5</b>
<b>Roads</b>	<b>4</b>
<b>Lack of culture/cultural diversity</b>	<b>4</b>
<b>Area is becoming unsafe</b>	<b>4</b>
<b>Loss of heritage buildings</b>	<b>3</b>
<b>Lack of parking</b>	<b>2</b>
<b>Community spirit is deteriorating</b>	<b>2</b>
<b>Losing public places</b>	<b>2</b>
<b>Don't do recommendations</b>	<b>1</b>
<b>Poor transport</b>	<b>1</b>



# Appendix A – Detailed Results



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# Demographic Bases

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Demographic bases: N=	500	229	271	97	184	139	80

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Demographic bases: N=	363	137	85	97	110	85	123



# Involvement in Organised Clubs or Groups

Q2a. In the last 12 months, how often, if at all, have you been actively involved in any of the following types of organised clubs or groups?

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Sporting/recreation group	2.13	2.30	1.99	1.90	2.27	2.11	2.14
Church/religious group	1.71	1.70	1.73	1.59	1.69	1.76	1.83
Arts/music/drama group	1.67	1.71	1.64	1.25▼	1.82	1.69	1.79
Youth group	1.15	1.23	1.09	1.29	1.18	1.05▼	1.10
Seniors group	1.16	1.17	1.15	1.03▼	1.05▼	1.18	1.51▲
Parents/school group	1.75	1.70	1.78	1.24▼	2.40▲	1.49▼	1.29▼
Residents association	1.29	1.29	1.28	1.00▼	1.21	1.40	1.62▲

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Sporting/recreation group	2.15	2.10	2.23	2.00	2.05	2.19	2.21
Church/religious group	1.80▲	1.47▼	1.99	1.53	1.68	1.35▼	1.94
Arts/music/drama group	1.75▲	1.45▼	1.81	1.63	1.57	1.81	1.59
Youth group	1.18	1.08	1.27	1.11	1.06	1.08	1.23
Seniors group	1.19▲	1.08▼	1.21	1.12	1.15	1.13	1.18
Parents/school group	1.80	1.62	1.62	1.84	1.47▼	1.60	2.10▲
Residents association	1.37▲	1.08▼	1.27	1.32	1.24	1.29	1.31

Scale: 1 = never, 4 = regularly

Note: 'don't know/unaware' responses have been excluded from the means

Significantly ▲higher/▼lower



# Involvement in Non-Organised Clubs or Groups

Q2b. In the last 12 months how often, if at all, have you been involved in the following non-organised activities?

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Sporting/recreation activities	3.42	3.47	3.39	3.31	3.66▲	3.52	2.85▼
Social activities	3.69	3.63	3.74	3.75	3.76	3.68	3.45▼
Cultural activities	2.91	2.77	3.02	2.51▼	3.04	3.02	2.88

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Sporting/recreation activities	3.38	3.54	3.46	3.45	3.21	3.40	3.58
Social activities	3.66	3.78	3.67	3.73	3.58	3.63	3.79
Cultural activities	2.96	2.77	3.03	2.84	2.82	3.16	2.77

Significantly ▲higher/▼lower

Scale: 1 = never, 4 = regularly  
Note: 'don't know/unaware' responses have been excluded from the means



# Modes of Communication Used in Last 12 Months

Q3a. In the last 12 months, how often, if at all, have you used the following modes of communication?

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Mobile phone	3.82	3.79	3.84	4.00▲	3.91▲	3.80	3.41▼
Catching up in person	3.81	3.76	3.85	3.74	3.88	3.85	3.68▼
Email	3.79	3.73	3.84	3.93▲	3.83	3.86	3.43▼
Text message/SMS	3.73	3.73	3.74	3.97▲	3.94▲	3.74	2.95▼
Chat & social networking sites	2.97	2.82	3.10	3.88▲	3.31▲	2.56▼	1.79▼
Home phone/landline	2.73	2.71	2.74	1.76▼	2.37▼	3.29▲	3.75▲

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Mobile phone	3.77▼	3.94▲	3.86	3.77	3.88	3.77	3.80
Catching up in person	3.81	3.82	3.85	3.81	3.81	3.85	3.76
Email	3.79	3.81	3.83	3.69	3.81	3.85	3.80
Text message/SMS	3.67▼	3.91▲	3.77	3.63	3.75	3.71	3.79
Chat & social networking sites	2.76▼	3.52▲	2.93	2.75	3.12	2.83	3.13
Home phone/landline	3.05▲	1.85▼	3.11▲	2.71	2.54	2.81	2.59

Significantly ▲higher/▼lower

Scale: 1 = never, 4 = regularly  
Note: 'don't know/unaware' responses have been excluded from the means



# Means of Discovering Details of Local Events/Activities

Q3b. And in the last 12 months, which, if any, of the following methods have you used specifically to find out details of local events and activities in the Woollahra local government area?

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Local newspapers	74%	74%	74%	57%▼	74%	80%	84%▲
Asking friends/relatives	64%	61%	66%	82%▲	68%	53%▼	52%▼
Searching other websites	60%	62%	58%	66%	74%▲	51%▼	35%▼
Sydney-wide newspapers	47%	43%	50%	46%	39%	48%	65%▲
Chat & social networking sites	42%	37%	46%	67%▲	51%▲	29%▼	13%▼
Searching Council's website	34%	29%	39%	22%	38%	43%▲	25%▼

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Local newspapers	79%▲	62%▼	72%	64%	78%	74%	80%
Asking friends/relatives	58%▼	79%▲	64%	69%	65%	60%	61%
Searching other websites	56%	69%	62%	61%	56%	69%	55%
Sydney-wide newspapers	49%	41%	41%	41%	55%	52%	46%
Chat & social networking sites	34%▼	62%▲	45%	37%	45%	35%	46%
Searching Council's website	36%	30%	35%	26%	27%	48%▲	37%

Significantly ▲higher/▼lower



# Voluntarily Assisting Organisations/Groups

Q5. In the last 12 months, have you assisted any organisations or groups on a VOLUNTARY basis?

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Yes	50%	56%	45%	41%	47%	58%	53%
No	50%	44%	55%	59%	53%	42%	47%

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Yes	52%	44%	43%	42%	49%	53%	60%
No	48%	56%	57%	58%	51%	47%	40%



# Understanding of the Local Area

Q6a. Thinking about where you live, which one of the following best describes what you would consider to be your 'local area'?

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
The street you live in	4%	4%	3%	0%	4%	4%	7%
The streets immediately surrounding where you live	10%	11%	10%	3%	10%	15%	12%
The suburb you live in	34%	32%	36%	45%	35%	26%▼	34%
The postcode you live in	5%	5%	4%	3%	5%	5%	5%
The council area you live in	9%	8%	9%	3%	9%	12%	10%
The Eastern Suburbs	36%	37%	35%	45%	33%	36%	30%
Other	2%	2%	3%	0%	4%	2%	2%

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
The street you live in	5%▲	1%▼	8%	3%	1%▼	3%	4%
The streets immediately surrounding where you live	12%	7%	7%	6%	12%	20%▲	8%
The suburb you live in	36%	30%	23%▼	38%	27%	41%	41%
The postcode you live in	4%	6%	12%▲	2%	5%	3%	3%
The council area you live in	10%	5%	13%	6%	11%	1%▼	11%
The Eastern Suburbs	31%▼	47%▲	37%	42%	40%	27%	32%
Other	2%	3%	1%	2%	3%	5%	1%

Significantly ▲higher/▼lower



# Understanding of the Local Area

Q6a. Thinking about where you live, which one of the following best describes what you would consider to be your 'local area'?

Other specified	Count
Double Bay, Paddington, Edgecliff and Bondi	1
Edgecliff and Double Bay	1
Edgecliff, Double Bay, Paddington and Woollahra	1
Lots of different parts of Sydney	1
My postal code plus the three adjoining ones	1
Sydney	1
The Harbour	1
The Inner West	1
The whole of Paddington and Woollahra	1
Woollahra, Paddington	1



# Connection/Engagement with the Local Area

Q6b. How connected or engaged do you feel with the people, businesses and other aspects of your local area?

How connected/engaged residents feel

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Very connected/engaged	34%	24%▼	42%▲	9%▼	40%	37%	44%▲
Somewhat connected/engaged	52%	53%	50%	72%▲	50%	44%▼	43%▼
Not very connected/engaged	12%	19%▲	5%▼	15%	9%	13%	10%
Not at all connected/engaged	3%	4%	2%	3%	1%	6%	3%

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Very connected/engaged	40%▲	18%▼	27%	27%	25%	45%	44%
Somewhat connected/engaged	47%▼	64%▲	55%	56%	57%	45%	46%
Not very connected/engaged	10%	15%	10%	14%	16%	9%	9%
Not at all connected/engaged	3%	3%	8%▲	2%	2%	1%	2%

Significantly ▲higher/▼lower



# Connection/Engagement with the Local Area

Q6c. And how connected or engaged would you like to feel with the people, businesses and other aspects of your local area?

How connected/engaged residents want to feel

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Very connected/engaged	42%	35%▼	48%▲	24%▼	56%▲	38%	41%
Somewhat connected/engaged	50%	53%	47%	64%	44%	49%	46%
Not very connected/engaged	7%	10%	4%	8%	0%▼	12%▲	11%
Not at all connected/engaged	1%	2%	1%	3%	0%	1%	3%

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Very connected/engaged	46%▲	31%▼	32%	39%	36%	51%	50%
Somewhat connected/engaged	46%	59%	56%	50%	55%	44%	46%
Not very connected/engaged	7%	8%	7%	11%	8%	4%	4%
Not at all connected/engaged	1%	3%	5%▲	0%	1%	0%	0%

Significantly ▲higher/▼lower



# Neighbourly Assistance

Q6e. In which, if any, of the following ways have you helped neighbours or local friends in the past 12 months?

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Given advice	84%	84%	84%	79%	87%	88%	75%▼
With transportation	62%	63%	62%	76%	58%	63%	54%
Lent them household equipment	51%	57%	45%	55%	58%	49%	32%▼
Looked after their house while away	40%	43%	38%	31%	37%	51%▲	39%
Assisted them with shopping	32%	30%	33%	29%	32%	36%	28%
Cared for a member of their family	32%	29%	34%	40%	38%	24%▼	20%▼
Lent them money	11%	11%	10%	13%	16%	6%	4%▼
In an emergency	42%	45%	38%	30%	50%▲	41%	37%
Other	12%	11%	12%	5%	14%	15%	8%
Not helped at all	4%	4%	5%	0%	3%	7%	9%▲

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Given advice	84%	84%	86%	76%	84%	90%	84%
With transportation	62%	62%	60%	56%	63%	62%	69%
Lent them household equipment	48%	58%	53%	46%	48%	56%	52%
Looked after their house while away	45%▲	28%▼	47%	39%	28%▼	53%▲	38%
Assisted them with shopping	32%	32%	26%	24%	37%	37%	34%
Cared for a member of their family	29%	40%	32%	28%	32%	35%	32%
Lent them money	9%	16%	16%	4%▼	12%	14%	9%
In an emergency	43%	37%	31%	39%	46%	50%	41%
Other	12%	11%	11%	15%	15%	9%	8%
Not helped at all	6%▲	1%▼	3%	5%	3%	4%	7%

Significantly ▲higher/▼lower



# Neighbourly Assistance

Q6f. In which, if any, of the following circumstances would you ask your neighbours or local friends for help?

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
For advice	77%	76%	78%	80%	87%▲	69%▼	63%▼
For transportation	57%	53%	61%	69%	62%	49%▼	47%▼
For borrowing household equipment	64%	65%	63%	77%	82%▲	52%▼	29%▼
To look after your house while away	63%	64%	62%	59%	69%	61%	59%
Assistance with shopping	25%	21%	29%	30%	29%	19%	24%
To care for a member of your family	32%	30%	33%	16%	56%▲	21%▼	13%▼
To borrow money	8%	11%	5%	12%	12%	3%▼	1%▼
In an emergency	83%	75%▼	89%▲	83%	84%	86%	76%▼
Other	2%	0%▼	3%▲	0%	3%	3%	1%
Would not ask for help	5%	6%	4%	3%	3%	7%	9%

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
For advice	73%▼	88%▲	81%	68%	88%▲	79%	70%
For transportation	54%	65%	60%	55%	52%	49%	68%▲
For borrowing household equipment	58%▼	82%▲	67%	56%	62%	64%	71%
To look after your house while away	64%	62%	69%	64%	45%▼	68%	71%
Assistance with shopping	21%▼	36%▲	23%	20%	32%	25%	25%
To care for a member of your family	31%	33%	24%	28%	28%	31%	43%▲
To borrow money	5%▼	16%▲	4%	3%	13%	5%	11%
In an emergency	82%	85%	74%	85%	84%	88%	84%
Other	2%	2%	2%	4%	1%	1%	2%
Would not ask for help	7%▲	1%▼	4%	5%	4%	6%	6%

Significantly ▲higher/▼lower



# Neighbourly Assistance

Q6e. In which, if any, of the following ways have you helped neighbours or local friends in the past 12 months?

Other specified	Count
Helped with their household	13
Helped with gardening	9
Companionship	7
Prepared food	6
Accept deliveries/admit tradesmen	5
Assisted with pets	5
Provided compassion and support	3
Assisted with moving house	2
Voluntary work	2
Allowing access through our house while they're building	1
Assisted with paperwork	1
Encouraging social activities	1
Helped build their house	1

Q6f. In which, if any, of the following circumstances would you ask your neighbours or local friends for help?

Other specified	Count
Assistance with pets	3
Neighbour has a spare key for my home	3
Bringing in washing from the line	1
Burglar alarm	1
For assistance with contacting council over issues	1
General assistance	1
Issues	1
Party to venue for a function/social gathering	1
Problem talking chart	1
Technical help with my computer	1



# Picking Up Other People's Rubbish in Public Places

Q7. In the past 12 months, have you ever picked up other people's rubbish in a public place?

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Yes	83%	87%	79%	83%	84%	87%	72%▼
No	17%	13%	21%	17%	16%	13%	28%▲

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Yes	85%	77%	72%▼	77%	78%	94%▲	91%▲
No	15%	23%	28%▲	23%	22%	6%▼	9%▼

Significantly ▲higher/▼lower



# Rating Statements Regarding the Local Area

Q8. How strongly do you agree or disagree with the following statements?

My local area:	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
has a reputation for being a safe place	4.44	4.41	4.46	4.45	4.53	4.41	4.26 ▼
is a friendly place to live	4.15	4.06	4.22	4.18	4.21	4.00 ▼	4.20
is welcoming of people from different cultural backgrounds	3.67	3.60	3.73	3.99	3.55	3.62	3.66
provides adequate support for looking after children	3.62	3.61	3.63	4.03 ▲	3.69	3.42 ▼	3.34 ▼
provides adequate support for the care of elderly people	3.49	3.53	3.46	4.09 ▲	3.36	3.28 ▼	3.44
provides adequate opportunities for elderly people to participate	3.29	3.19	3.37	3.56	3.15 ▼	3.24	3.39
provides adequate support for the care of people with a disability	3.09	3.04	3.13	3.55 ▲	2.96	2.87 ▼	3.19
provides adequate opportunities for people with a disability to participate	3.11	3.11	3.12	3.59 ▲	3.05	2.93 ▼	3.02

My local area:	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
has a reputation for being a safe place	4.49	4.31	4.35	4.49	4.29	4.52	4.53
is a friendly place to live	4.15	4.13	4.09	3.93 ▼	4.17	4.22	4.28
is welcoming of people from different cultural backgrounds	3.64	3.76	3.79	3.40 ▼	3.73	3.68	3.74
provides adequate support for looking after children	3.60	3.70	3.47	3.60	3.57	3.47	3.89 ▲
provides adequate support for the care of elderly people	3.47	3.56	3.28 ▼	3.54	3.56	3.42	3.60
provides adequate opportunities for elderly people to participate	3.28	3.32	3.18	3.29	3.28	3.27	3.39
provides adequate support for the care of people with a disability	3.06	3.15	2.90 ▼	3.14	3.09	3.00	3.23
provides adequate opportunities for people with a disability to participate	3.09	3.19	2.92 ▼	3.13	3.10	3.08	3.28

# Agreement with Statements Regarding Personal Beliefs

Q9. The following statements will focus on your personal beliefs and perceptions, please rate them.

My local area:	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
I have little to do with people in my neighbourhood	2.46	2.58	2.35	2.49	2.45	2.39	2.55
I trust those in my community	3.84	3.72▼	3.94▲	4.07	3.88	3.63▼	3.84
I have an optimistic view of the Woollahra area's future	3.96	3.82▼	4.09▲	4.37▲	3.94	3.71▼	3.98
I have a supportive network of family and friends	4.31	4.22	4.39	4.34	4.22	4.38	4.35
In the last month I have been physically able to enjoy my usual activities	4.45	4.44	4.45	4.47	4.39	4.57	4.34
In the last month I have been emotionally able to enjoy my usual activities	4.39	4.36	4.41	4.22	4.35	4.57▲	4.36
Generally, we should be able to manage without needing help from others	3.60	3.60	3.59	4.02	3.35▼	3.58	3.70
I only help others who will repay the favour	1.58	1.71▲	1.47▼	1.51	1.66	1.45▼	1.71
I feel safe alone in my own home	4.48	4.52	4.44	4.57	4.36	4.55	4.49
My local community feels like home	4.20	4.05▼	4.32▲	3.88	4.33	4.23	4.22
I feel valued by society	3.92	3.76▼	4.05▲	4.11	4.01	3.77▼	3.70▼

# Agreement with Statements Regarding Personal Beliefs

Q9. The following statements will focus on your personal beliefs and perceptions, please rate them.

My local area:	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
I have little to do with people in my neighbourhood	2.41	2.58	2.49	2.68	2.70	2.20	2.21 ▼
I trust those in my community	3.82	3.91	3.79	3.70	3.87	3.91	3.92
I have an optimistic view of the Woollahra area's future	3.94	4.02	3.98	3.97	3.95	4.01	3.94
I have a supportive network of family and friends	4.33	4.27	4.42	4.22	4.21	4.28	4.42
In the last month I have been physically able to enjoy my usual activities	4.47	4.39	4.60	4.53	4.33	4.48	4.36
In the last month I have been emotionally able to enjoy my usual activities	4.46	4.20	4.46	4.34	4.15	4.57	4.45
Generally, we should be able to manage without needing help from others	3.59	3.61	3.68	3.66	3.65	3.55	3.48
I only help others who will repay the favour	1.55	1.67	1.63	1.41 ▼	1.60	1.42 ▼	1.78
I feel safe alone in my own home	4.54	4.33	4.51	4.41	4.41	4.66 ▲	4.44
My local community feels like home	4.20	4.18	4.29	4.07	4.32	4.14	4.17
I feel valued by society	3.91	3.95	3.87	3.67 ▼	4.02	3.93	4.04

Significantly ▲higher/▼lower

Scale: 1 = strongly disagree, 5 = strongly agree 101

# Feeling Safe Walking in the Local Area

Q10a. How safe do you feel walking in your local area after dark?

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Very safe	56%	75%▲	41%▼	64%	60%	54%	41%▼
Somewhat safe	35%	22%▼	46%▲	26%	36%	36%	39%
Somewhat unsafe	7%	3%▼	11%▲	9%	3%	7%	16%▲
Very unsafe	2%	0%▼	3%▲	0%	1%	3%	4%
Mean ratings	3.46	3.71▲	3.24▼	3.55	3.56▲	3.41	3.17▼

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Very safe	55%	60%	59%	59%	45%	59%	61%
Somewhat safe	36%	31%	30%	35%	41%	37%	31%
Somewhat unsafe	7%	9%	7%	4%	13%	3%	7%
Very unsafe	2%▲	0%▼	4%	2%	1%	1%	2%
Mean ratings	3.44	3.51	3.44	3.50	3.30	3.55	3.51

Significantly ▲higher/▼lower

Scale: 1 = very unsafe, 4 = very safe



# Feeling Safe Walking in the Local Area

Q10b. And how safe do you feel walking in your local area during the day?

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Very safe	97%	97%	95%	100%	96%	95%	93%
Somewhat safe	2%	2%	5%	0%	3%	5%	7%
Somewhat unsafe	1%	1%▲	0%▼	0%	2%▲	0%	0%
Very unsafe	0%	0%	0%	0%	0%	0%	0%▲
Mean ratings	3.95	3.95	3.94	4.00▲	3.94	3.95	3.91

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Very safe	96%	96%	99%▲	96%	95%	97%	94%
Somewhat safe	4%	2%	1%	4%	2%	3%	6%
Somewhat unsafe	0%▼	2%▲	0%	0%	3%▲	0%	0%
Very unsafe	0%	0%	0%	0%	0%	0%	0%
Mean ratings	3.96	3.93	3.99▲	3.96	3.92	3.97	3.93

Significantly ▲higher/▼lower

Scale: 1 = very unsafe, 4 = very safe



# Return of a Lost Wallet/Purse

Q11. If you lost a wallet or purse in your local area that contained \$200, how likely is it that it would be returned with the money in it?

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Very likely	11%	10%	12%	5%	15%	10%	11%
Likely	29%	30%	28%	41%	31%	20%▼	24%
Somewhat likely	36%	35%	37%	36%	37%	37%	34%
Somewhat unlikely	14%	18%	11%	15%	11%	19%	14%
Unlikely	10%	7%	12%	3%	6%	15%▲	17%▲
Mean ratings	3.17	3.17	3.17	3.29	3.38▲	2.92▼	2.96▼

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Very likely	12%	9%	9%	16%	6%	7%	15%
Likely	26%	35%	14%▼	30%	42%▲	29%	27%
Somewhat likely	36%	37%	40%	30%	30%	37%	42%
Somewhat unlikely	14%	15%	25%▲	14%	16%	15%	6%▼
Unlikely	12%▲	3%▼	11%	10%	6%	11%	11%
Mean ratings	3.11	3.33	2.85▼	3.27	3.26	3.07	3.30

Significantly ▲higher/▼lower

Scale: 1 = unlikely, 5 = very likely



# Living in the Local Area

Q12a. Since you've been living here, would you say that as a place to live your local area has:

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Become better	29%	29%	29%	38%	30%	24%	27%
Stayed about the same	60%	62%	59%	62%	64%	56%	58%
Become worse	10%	9%	12%	0%▼	6%	20%▲	15%▲

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Become better	27%	36%	32%	26%	37%	28%	24%
Stayed about the same	61%	59%	60%	68%	55%	60%	59%
Become worse	12%	5%	8%	6%	8%	12%	16%▲

Q12b. In the next 5 years, would you say that as a place to live your local area will:

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Become better	34%	31%	36%	59%▲	37%	17%▼	25%▼
Stay about the same	50%	57%▲	44%▼	37%	49%	57%	56%
Become worse	16%	12%	20%	5%	14%	26%▲	19%

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Become better	28%▼	50%▲	28%	30%	35%	34%	39%
Stay about the same	53%	41%	57%	60%	43%	54%	41%
Become worse	19%	9%	15%	11%	22%	12%	20%

# Recommending Living in the Local Area

Q12c. Would you recommend living in your local area to friends?

	2017	Male	Female	18 – 29	30 – 49	50 – 69	70+
Yes	94%	94%	95%	95%	95%	93%	94%
No	6%	6%	5%	5%	5%	7%	6%

	Ratepayer	Non-ratepayer	Bellevue Hill	Cooper	Double Bay	Paddington	Vaucluse
Yes	95%	94%	98%▲	95%	91%	96%	92%
No	5%	6%	2%▼	5%	9%	4%	8%

Significantly ▲higher/▼lower



# Appendix B – The Questionnaire



Woollahra  
Municipal  
Council

micromex  
research

**Woollahra Council**  
**Measuring Community Capacity in the Municipality of Woollahra**  
**October 2017**

Good evening. My name is \_\_\_\_\_ from Micromex Research and I'm calling on behalf of Woollahra Council. We are conducting a survey to ask residents what they think about the area they live in and the local activities that they undertake. The survey is part of Council's planning for the future of the area and should only take 15 minutes to complete.

Ask to speak to youngest male 18+ years (then males of any age, then youngest female 18+ years)

Just to advise you that this survey is completely confidential and the information that you give will not allow you to be identified.

**Pre-Qualification**

**QA. Which suburb in the Woollahra Council area is this household in?**

- Bellevue Hill
- Darling Point
- Double Bay
- Edgecliff
- Paddington\*\*
- Point Piper
- Rose Bay\*\*
- Vaucluse\*\*
- Watsons Bay
- Woollahra
- Not in the Woollahra Council area (terminate survey)
- Don't know/Unsure (terminate survey)

\*\*Suburb crosses LGA

**QB. How long have you lived in the Woollahra area? Prompt**

- Less than 6 months (terminate survey)
- 6 months – 1 year
- 2 – 3 years
- 4 – 7 years
- 8 – 10 years
- 11 – 20 years
- 21+ years

**Quality of Life**

**Q1. Overall, how would you rate the quality of life you have living in the Woollahra local government area? Prompt**

- Excellent
- Very good
- Good
- Fair
- Poor
- Very poor

**Organised Activities**

**Q2a. I'd now like to ask you some questions about activities that you may do. In the last 12 months, how often, if at all, have you been actively involved in any of the following types of organised clubs or groups? Prompt**

	Never	Rarely	Occasionally	Regularly	(Do NOT Prompt) Don't know/Unaware
Sporting/recreation group	<input type="radio"/>				
Church/religious group	<input type="radio"/>				
Arts/music/drama group	<input type="radio"/>				
Youth group	<input type="radio"/>				
Seniors group	<input type="radio"/>				
Parents/school group	<input type="radio"/>				
Residents association	<input type="radio"/>				

**Non-Organised Activities**

**Q2b. In the last 12 months how often, if at all, have you been involved in the following non-organised activities? Prompt**

	Never	Rarely	Occasionally	Regularly	(Do NOT Prompt) Don't know/Unaware
Sporting/recreation activities, e.g. skating, swimming, jogging, ball sports, picnics, waking the dog, etc.	<input type="radio"/>				
Social activities e.g. cafes, restaurants, pubs, hotels, etc.	<input type="radio"/>				
Cultural activities e.g. Theatre, Art Gallery, Museum, discussions, seminars, etc.	<input type="radio"/>				

**Activity/Mode of Communication**

**Q3a. In the last 12 months, how often, if at all, have you used the following modes of communication? Prompt**

	Never	Rarely	Occasionally	Regularly	(Do NOT Prompt) Don't know/Unaware
Catching up in person, e.g. at cafés, restaurants, shops, community/recreational activities, etc.	<input type="radio"/>				
Home phone/landline	<input type="radio"/>				
Mobile phone	<input type="radio"/>				
Text message/SMS	<input type="radio"/>				
Email	<input type="radio"/>				
Chat & social networking sites, such as Facebook, Twitter, Skype, WhatsApp	<input type="radio"/>				

**Q3b.** And in the last 12 months, which, if any, of the following methods have you used specifically to find out details of local events and activities in the Woollahra local government area? *Prompt*

	Yes	No	(Do NOT Prompt) Don't know/ Unaware
Sydney-wide newspapers, such as the weekday or weekend editions of the Sydney Morning Herald or Daily Telegraph	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local newspapers such as the Wentworth Courier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asking friends/relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Searching Council's website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Searching other websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chat & social networking sites, such as Facebook, Twitter, Skype, WhatsApp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### Health

**Q4.** Overall how would you rate your health? *Prompt*

- Excellent
- Good
- Moderate
- Fair
- Poor
- (Do NOT prompt) No response/unsure

#### Voluntary Work

**Q5.** In the last 12 months, have you assisted any organisations or groups on a VOLUNTARY basis?

- Yes
- No

#### Neighbourhood

Now I would like to ask you some questions about your local area.

**Q6a.** Thinking about where you live, which one of the following best describes what you would consider to be your 'local area'? *Prompt (SR)*

Your 'local area' is:

- The street you live in
- The streets immediately surrounding where you live
- The suburb you live in
- The postcode you live in
- The council area you live in
- The Eastern Suburbs
- Other (please specify).....

**Q6b.** How connected or engaged do you feel with the people, businesses and other aspects of your local area? *Prompt (SR)*

- Very connected/engaged
- Somewhat connected/engaged
- Not very connected/engaged
- Not at all connected/engaged
- (Do NOT prompt): Can't say

**Q6c.** And how connected or engaged would you like to feel with the people, businesses and other aspects of your local area? *Prompt (SR)*

- Very connected/engaged
- Somewhat connected/engaged
- Not very connected/engaged
- Not at all connected/engaged
- (Do NOT prompt) Can't say

*If rating on Q6c is lower or the same as Q6b, go to Q6e.*

**Q6d.** [If Q6c code is higher than Q6b code, ask] What do you believe would need to change in order for you to feel more connected to or engaged in your local area?

.....

**Q6e.** In which, if any, of the following ways have you helped neighbours or local friends in the past 12 months? Please answer yes or no as I read each one. (MR) *Prompt*

- Given advice
- With transportation
- Lent them household equipment
- Looked after their house while they were away (e.g. water plants, care for pets)
- Assisted them with shopping
- Cared for a member of their family (children or adults)
- Lent them money
- In an emergency
- Other (please specify).....
- (Do NOT prompt) Not helped at all

**Q6f.** In which, if any, of the following circumstances would you ask your neighbours or local friends for help? Please answer yes or no as I read each one. (MR) *Prompt*

- For advice
- For transportation
- For borrowing household equipment
- To look after your house while you were away (e.g. water plants, care for pets)
- Assistance with shopping
- To care for a member of your family (children or adults)
- To borrow money
- In an emergency
- Other (please specify).....
- (Do NOT prompt) Would not ask for help

**Q6g.** When you go shopping in your local area how likely is it that you will run into friends or acquaintances? *Prompt*

- Very likely
- Likely
- Somewhat likely
- Not very likely
- Not at all likely
- (Do NOT prompt) N/A

**Q7.** In the past 12 months, have you ever picked up other people's rubbish in a public place?

- Yes
- No

**Q8.** How strongly do you agree or disagree with the following statements, on a scale of 1 to 5, where 1 is strongly disagree, 2 is disagree, 3 is neither agree nor disagree, 4 is agree, 5 is strongly agree?

	Strongly disagree			Strongly agree	
	1	2	3	4	5
My local area has a reputation for being a safe place	<input type="radio"/>				
My local area is a friendly place to live	<input type="radio"/>				
My local area is welcoming of people from different cultural backgrounds	<input type="radio"/>				
My local area provides adequate support for looking after children	<input type="radio"/>				
My local area provides adequate support for the care of elderly people	<input type="radio"/>				
My local area provides adequate opportunities for elderly people to participate	<input type="radio"/>				
My local area provides adequate support for the care of people with a disability	<input type="radio"/>				
My local area provides adequate opportunities for people with a disability to participate	<input type="radio"/>				

**Q9.** The following statements will focus on your personal beliefs and perceptions, please rate these on a scale of 1 to 5, where 1 is strongly disagree, 2 is disagree, 3 is neither agree nor disagree, 4 is agree, 5 is strongly agree?

	Strongly disagree			Strongly agree	
	1	2	3	4	5
I have little to do with people in my neighbourhood	<input type="radio"/>				
I trust those in my community	<input type="radio"/>				
I have an optimistic view of the Woollahra area's future	<input type="radio"/>				
I have a supportive network of family and friends	<input type="radio"/>				
In the last month I have been physically able to enjoy my usual activities	<input type="radio"/>				
In the last month I have been emotionally able to enjoy my usual activities	<input type="radio"/>				
Generally, we should be able to manage without needing help from others	<input type="radio"/>				
I only help others who will repay the favour	<input type="radio"/>				
I feel safe alone in my own home	<input type="radio"/>				
My local community feels like home	<input type="radio"/>				
I feel valued by society	<input type="radio"/>				

**Q10a.** How safe do you feel walking in your local area after dark? *Prompt*

- Very safe
- Somewhat safe
- Somewhat unsafe
- Very unsafe
- (Do NOT prompt) N/A

**Q10b.** And how safe do you feel walking in your local area during the day? *Prompt*

- Very safe
- Somewhat safe
- Somewhat unsafe
- Very unsafe
- (Do NOT prompt) N/A

**Q11.** If you lost a wallet or purse in your local area that contained \$200, how likely is it that it would be returned with the money in it? *Prompt (one answer only)*

- Very likely
- Likely
- Somewhat likely
- Somewhat unlikely
- Unlikely
- (Do NOT prompt) Don't know/no response

**Local Area**

The following questions relate to optimism in your local area.

**Q12a.** Since you've been living here, would you say that as a place to live your local area has: (SR) *Prompt*

- Become better
- Stayed about the same
- Become worse
- (Do NOT prompt) Don't know/no response

**Q12b.** In the next 5 years, would you say that as a place to live your local area will: (SR) *Prompt*

- Become better
- Stay about the same
- Become worse
- (Do NOT prompt) Don't know/no response

**Q12c.** Would you recommend living in your local area to friends?

- Yes
- No

**Q12d.** May I ask why?

.....

## Demographics

Finally, some questions about you...

**Q13. Please stop me when I read out your age group.**

- 18 – 24
- 25 – 29
- 30 – 39
- 40 – 49
- 50 – 59
- 60 – 69
- 70 – 79
- 80 years and over

**Q14. Which of the following best describes your household? Prompt**

- Live alone
- Couple without children
- Couple with children living at home
- Couple with children not living at home
- Single parent with children living at home
- Single parent with children not living at home
- More than 2 related adults, with or without children
- Group household of unrelated individuals
- Other arrangement
- Not sure/no answer

**Q15. Which of the following best describes the dwelling where you are currently living? Prompt**

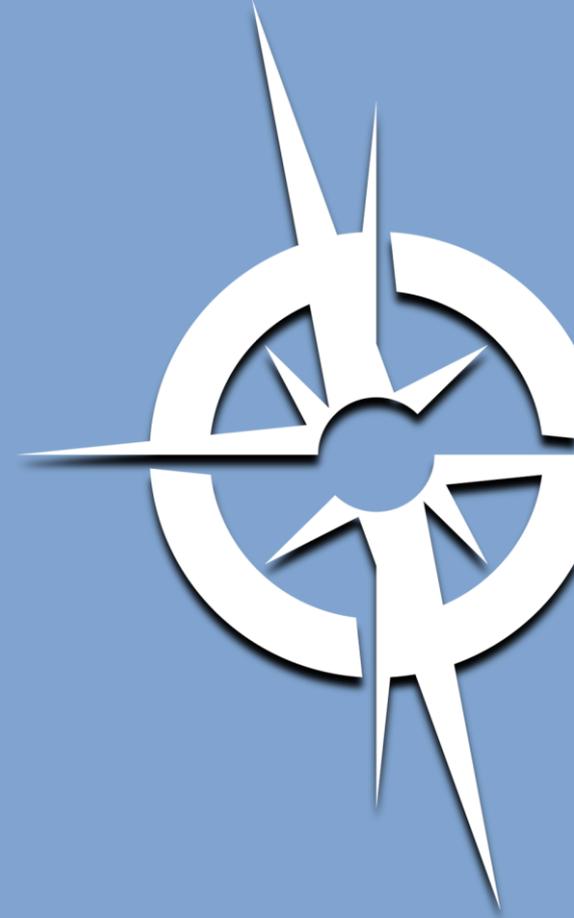
- I/We own/are currently buying this property
- I/We currently rent this property

**Q16. What is your gender? (Do NOT Prompt)**

- Male
- Female
- Indeterminate/Intersex/Unspecified

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. Just to remind you, I am calling from Micromex Research on behalf of Woollahra Municipal Council (if respondent wants our number, it is 1800 639 599 – Council Contact is Jacky Hony on (02) 9391 7058).

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