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**Business & Government**

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# Wollongong City Council Wellbeing study

## Management Report

Prepared for  
Wollongong City Council

Prepared by  
IRIS Research

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## EXECUTIVE SUMMARY

This report presents the results of the Wollongong City Council Community Wellbeing Survey 2014. IRIS Research was commissioned by Wollongong City Council to conduct a comprehensive telephone based survey among the residents of the Wollongong local government area (LGA). The broad aim of the study was to provide Wollongong City Council with strategic insight for Council's community indicators for the Wollongong 2022 – Community Strategic Plan.

The survey fieldwork was carried out on the IRIS Computer Aided Telephone Interviewing (CATI) system from 6<sup>th</sup> – 9<sup>th</sup> May 2014. To qualify for an interview, respondents had to have lived in the Wollongong local government area for at least 6 months and be aged 18 years or older. A total of 505 completed interviews were conducted, with a representative distribution across age and gender.

The main findings of the survey are summarised under the key report headings over the next few pages.

### Goal 1: We value and protect our environment

The results for Goal 1 showed high satisfaction for cleanliness of beaches (4.03) and mid-range satisfaction for cleanliness of the Lake Illawarra foreshore (3.44). Residents also provided a mid-range satisfaction rating with new development. One in three (37%) residents indicated they have visited a place of historic value in the past 12 months.

### Goal 2: We have an innovative and sustainable economy

Five items were rated by residents for this goal which found high range mean agreement scores for the three items of; Wollongong LGA as a place to live (4.36), My neighbourhood is a good place to live (4.46) and I will help if a neighbour calls (4.81). Mid-range agreement scores were given to; I have little to do with people in my neighbourhood (3.50) and I trust those in my community (3.94).

### Goal 3: Wollongong is a creative and vibrant city

Residents provided a high range agreement rating for the statement “It is a good thing for a society to be made up of people from different cultures and communities” (4.23). Mid-range agreement scores were achieved for cultural diversity is valued by the city (3.90) and cultural history is reflected in the built environment (3.10).

A high range mean agreement score of 4.26 was rated by residents for there are enough opportunities to participate in sport and recreational activities, whilst in the last 12 months almost 7 in 10 residents (69.8%) have either participated or been a spectator at a sporting or recreational activity.

A mid-range agreement score was achieved (3.56 out of 5) for there are enough opportunities to participate in arts and related cultural activities. With regard to participation of arts and related activities, it was found that ‘Other art and craft activities’ (25%) followed by ‘painting or drawing’ (22%) were the most popular activities undertaken by Wollongong LGA residents.

Finally Viva La Gong was the multi-cultural activity most widely attended by residents (29%).

### Goal 4: We are a connected and engaged community

With regards to determining if residents feel connected and engaged, it was observed that 33% of residents agree they have opportunities to have a real say on issues important to them. The most popular way for residents to engage on important issues in the last 12 months was signing a petition (57%), followed by being a research respondent (36%), whilst 22% met or sent a letter to a local politician.

Residents were asked about their ability and knowledge to contact politicians with 74% of residents indicating they know how to contact their local politician. Knowledge of how to contact state and federal members of parliament is relatively lower at 62% and 58% respectively.

The volunteering behaviour of residents was investigated with 27% of residents indicating they volunteered often, whilst 48% indicated they did not volunteer at all. 16% of residents said they sometimes volunteer with the remaining 9% indicating they volunteer when needed. Residents provided further information in terms of which types of institutions they volunteered for with education and training organisations (29%), followed by sports clubs (24%) and community groups (20%) being the most popular. 34% of residents indicated they did not provide volunteer work at any of the organisations under consideration.

#### Goal 5: We are a healthy community in a liveable city

A large majority (82%) of residents in the Wollongong LGA indicated a high satisfaction rating for access to affordable fresh food with a mean agreement score of 4.2.

Wollongong LGA's Personal Wellbeing Index was calculated as being 78.84. This result sits above the general overall benchmark of 75, indicating above average wellbeing for local residents. The index result of 78.84 sits above the comparative result for Shoalhaven LGA's Personal Wellbeing Index of 77.13. Individual satisfaction ratings for Personal Wellbeing items supported the overall index result with mean scores for the eight items ranging from 4.36 through to 3.82 with all mean scores falling within the high satisfaction range.

78% of residents in the Wollongong LGA indicated a high satisfaction rating for access to public space. 56% indicated they had a high level of satisfaction with the appearance of public space.

In regards to council's performance on the appearance of public areas in the last 12 months, 44% of residents gave a combined positive score, whilst 24% indicated it was adequate and 32% indicated it needs improving. Overall mid-range mean score of 3.1 out of 5 was observed for the appearance of public areas in the last 12 months.

An evaluation of how safe residents feel at home and in their neighbourhood at night and during the day was made. High range mean scores were observed for all items bar 'walking in your local area alone after dark' which achieved a mid-range mean score.

Finally 39% of residents indicated they had a high range of satisfaction for access to affordable housing. This item achieved a mid-range satisfaction score of 3.42 out of 5.

#### Goal 6: We have sustainable, affordable and accessible transport

The final goal to be assessed looked at how residents move around the local government area and the available transport options. It was observed that around 19% of residents indicated they always use non-car transport. Just under 63% of residents indicated they sometimes use non-car transport with the balance (19%) never using non-car transport.

Residents were asked what non-car transport options they had for a range of journeys. It was found that with the exception of 'social and recreational' activities, that a small majority of residents identified they did not have practical non-car transport options.

The satisfaction with footpaths, public transport and cycle ways was evaluated by residents where a small majority (52%) of residents gave a high satisfaction rating to cycle ways, whilst around 40% gave a high rating for both public transport and footpaths.

# 1 INTRODUCTION

## 1.1 Background

This study was commissioned by Wollongong City Council to assess community perceptions of wellbeing across the Wollongong local government area. Overall the survey aims to provide Wollongong City Council with an understanding of the community indicators aligned with the Wollongong 2022 – Community Strategic Plan.

## 1.2 Study Objectives

The specific objectives for the Community Survey were to measure the community indicators for:

- ∅ We value and protect our environment
- ∅ We have an innovative and sustainable economy
- ∅ Wollongong is a creative and vibrant city
- ∅ We are a connected and engaged community
- ∅ We are a healthy community in a liveable city
- ∅ We have sustainable, affordable and accessible transport
- ∅ A Wollongong LGA AUPWI wellbeing index

## 1.3 Attitude Measurement

Many of the attitudes relating to wellbeing are measures using a variety of scales consisting of satisfaction, agreement and safety scales. At various points throughout the questionnaire a battery of statements were read out to respondents with the appropriate scale instructions. Results from these ratings form the basis of much of the analysis in this report.

Satisfaction, agreement and safety are measured using a 5-point scale. The rating scales used in this survey are exhibited below:



Satisfaction Scale	Agreement Scale	Safety Scale
1 ... Very dissatisfied	1 ... Strongly disagree	1 ...Very unsafe
2 ...	2 ...	2 ...unsafe
3 ...	3 ...	3 ...neither safe or unsafe
4 ...	4 ...	4 ...safe
5 ... Very satisfied	5 ... Strongly agree	5 ...very safe

For all rating scales, those respondents who could not provide a rating, either because the question did not apply to them or they had no opinion, were coded as a non-response (i.e. 6 = can't say).

## 1.4 Data Analysis

Results have been presented in a standardised way in this report. Rating scale results have generally been presented in two basic forms. Firstly, the numeric values recorded for each attribute have been converted into an overall mean score out of five. To derive the mean score for an attribute, all respondents' answers are 'averaged' to produce an overall rating that conveniently expresses the result of scale items in a single numeric figure. The mean score makes data interpretation considerably easier when comparing multiple items.

Based on similar surveys that IRIS have done in the past it is possible to place mean scores into a 'low', 'medium' and 'high' category. Table 1-1 outlines these categories.

Table 1-1 Reporting collapsed frequency distributions

Mean agreement/safety score		Mean satisfaction score	
0 – 2.99	Low	0 – 2.99	Low
3.00 – 3.99	Medium	3.00 – 3.74	Medium
4.00 – 5.00	High	3.75 – 5.00	High

On the whole, a mean score is a good measure of the overall agreement, safety or satisfaction measured in the sample group. However, two items with the same mean score could have vastly different dispersions of opinion, leading to a gap in any interpretation of results. This potential problem can be avoided by considering the collapsed frequency distribution tables presented in this report, which serve to highlight possible differences between seemingly similar mean scores. Hence, in this report the results have also been summarised into collapsed frequency distributions as shown in the table below.

Table 1-2 Reporting collapsed frequency distributions

	Scale Values		
Scale Type	1-2	3	4-5
Agreement	Low	Medium	High
Safety	Low	Medium	High
Satisfaction	Low	Medium	High

Analysis of the survey results was carried out by IRIS using SPSS statistical analysis software. Frequency counts, cross tabulations and charts have been used to present basic descriptive results in most sections of the report.

## 1.5 Survey Response

A total of 505 completed interviews were collected from a random sample of residents throughout the Wollongong City Council area. Strict sampling procedures ensured that characteristics of selected respondents mirrored those of the overall adult population of the area which are based on Census data.

Please refer to Appendix 1 for a detailed description of the survey methodology.

# Survey Results

## Goal 1: We value and protect our environment

For the purpose of this survey Goal 1 has been separated into three main themes which are;

Coastal areas and waterways are protected and enhanced  
Satisfaction with new development  
Heritage: Community appreciation of heritage sites

For the first two themes, residents were asked to rate their satisfaction with five items using a 1 to 5 satisfaction scale. In regards to the third theme residents were asked to indicate their participation in visiting historical places. The results are outlined in tables 2-1 to 2-3.

### 2.1 COASTAL AREAS AND WATERWAYS ARE PROTECTED AND ENHANCED

Table 2-1 Satisfaction Ratings for Goal 1

	Satisfaction Rating (%)				Mean Score (out of 5)
	Low (1-2)	Medium (3)	High (4-5)	N/R	
<b>Coastal areas and waterways are protected and enhanced</b>					
Cleanliness of the foreshore of Wollongong beaches	4.8	14.4	77.6	3.3	4.03
Cleanliness of the northern parts of Lake Illawarra foreshore	11.6	22.6	35.6	30.2	3.44

#### Key Results:

- The mean satisfaction score for cleanliness of beaches is in the high range at 4.03 out of 5, whilst the mean score for cleanliness of the Lake Illawarra foreshore was mid-range 3.44.

## 2.2 SATISFACTION WITH NEW DEVELOPMENT

Table 2-2 Satisfaction Ratings for Goal 1

	Satisfaction Rating (%)				Mean Score (out of 5)
	Low (1-2)	Medium (3)	High (4-5)	N/R	
<b>Satisfaction with new development</b>					
I feel that new development is functional and attractive	17.0	33.9	46.0	3.1	3.40
New development is sympathetic with the environment	19.7	35.3	40.8	4.2	3.25
New development meets the needs of a growing Regional city	18.7	27.4	50.7	3.2	3.45

### Key Results:

- It was found that all three mean satisfaction scores for the theme of satisfaction with new development fell into the mid-range between 3.00 – 3.74.

## 2.3 HERITAGE: COMMUNITY APPRECIATION OF HERITAGE SITES

Table 2-3 Proportions of Engagement for Goal 1

	Participation (%)		
	Yes (%)	No (%)	Don't know (%)
<b>Heritage: Community appreciation of heritage sites</b>			
Visited a place of historic heritage value, museum, heritage trail or taken part in any other type of heritage related activity in the last twelve months?	36.9	62.3	0.7

### Key Results:

- A little over one in three (37%) residents indicated they have visited a place of historic value in the past 12 months

## Goal 2: We have an innovative and sustainable economy

For the purpose of this survey Goal 2 is comprised of the following main theme;

Community perception as a place to live

For this theme, residents were asked to rate their level of agreement with five items using a 1 to 5 agreement scale. The item ‘I have little to do with people in my neighbourhood’ has been worded in a negative tense when presented to respondents. Disagreement with this item is actually a positive outcome. For consistency in the analysis, this item has been reverse coded and the mean score recalculated. The results are outlined in table 3-1 below.

### 3.1 COMMUNITY PERCEPTION AS A PLACE TO LIVE

Table 3-1 Agreement Ratings for Goal 2

	Agreement Rating (%)				Mean Score (out of 5)
	Disagree (1-2)	Neutral (3)	Agree (4-5)	N/R	
<b>Community perception as a place to live</b>					
Wollongong Local Government Area is a good ‘place to live’	3.3	11.7	84.9	0.1	4.36
My neighbourhood is a good place to live	2.6	7.0	90.4	0.1	4.46
I have little to do with people in my neighbourhood	22.5	21.7	55.6	0.2	3.50
I will help if a neighbour calls me for assistance	0.7	1.5	96.9	0.9	4.81
I trust those in my community	5.5	26.0	68.0	0.4	3.94

#### Key Results:

- The mean agreement scores for the five items in the community perception as a place to live theme ranged from a high of 4.81 through to low of 3.50.
- Three of the mean agreement scores are in the high range and these are Wollongong LGA as a place to live, My neighbourhood is a good place to live and I will help if a neighbour calls.
- The items I have little to do with people in my neighbourhood and I trust those in my community fell into the mid agreement range.

## Goal 3: Wollongong is a creative and vibrant city

For the purpose of this survey Goal 3 has been separated into the following four main themes;

- Cultural diversity and creativity
- Sporting and recreational activities
- Arts and related cultural activities
- Multi-cultural activities

For the first three themes, residents were asked to rate their level of agreement with the themes items using a 1 to 5 agreement scale. In regards to the third and fourth theme residents were asked to indicate their participation in arts and multi-cultural activities. The results are outlined in tables 4-1 to 4-4 and accompanied by charts 4-1 and 4-2 below.

### 4.1 CULTURAL DIVERSITY AND CREATIVITY

Table 4-1 Agreement Ratings for Goal 3

	Agreement Rating (%)				Mean Score (out of 5)
	Disagree (1-2)	Neutral (3)	Agree (4-5)	N/R	
<b>Cultural diversity and creativity</b>					
It is a good thing for a society to be made up of people from different cultures and communities	7.6	13.9	78.3	0.2	4.23
I feel that cultural diversity and creativity is valued and celebrated in the city	9.5	22.1	67.3	1.1	3.90
Our city's cultural history and creativity is reflected in the built environment	25.6	39.6	30.0	4.7	3.10

#### Key Results:

- Mean agreement scores ranged from a high of 4.23 down to 3.10.
- For the item regarding society being multi-cultural, a mean agreement score of 4.23 was achieved which sits in the high agreement range of mean scores. Over three in four (78%) residents agree with this statement.
- Over two in three residents (67%) agree that cultural diversity is valued by the city. This item achieved a mid-range mean agreement score 3.90.
- Although less than one in three residents (30%) agreed that cultural history is reflected in the built environment it was observed that around 40% of residents provided a rating of 3 out 5 which resulted in this item achieving a mid-range mean agreement score of 3.10.

## 4.2 SPORTING AND RECREATIONAL ACTIVITIES

Table 4-2 Agreement Ratings for Goal 3

	Agreement Rating (%)				Mean Score (out of 5)
	Disagree (1-2)	Neutral (3)	Agree (4-5)	N/R	
<b>Sporting and recreational activities</b>					
There are enough opportunities in my local area to participate in sporting and recreational activities?	6.2	11.8	80.0	2.1	4.26

Table 4-3 Proportions of Engagement for Goal 3

	Participation (%)				
	Yes - participant (%)	Yes - spectator (%)	Yes - participant & spectator (%)	No (%)	Don't know (%)
<b>Sporting and recreational activities</b>					
In the last 12 months, have you attended or participated in a sporting or recreational activity?	11.6	27.1	31.1	29.8	0.4

### Key Results:

- A large majority of residents (80%) agreed that there are enough opportunities to participate in sport and recreational activities. This item achieved a high range mean score of 4.26.
- In the last 12 months almost 7 in 10 residents (69.8%) have either participated or been a spectator at a sporting or recreational activity.



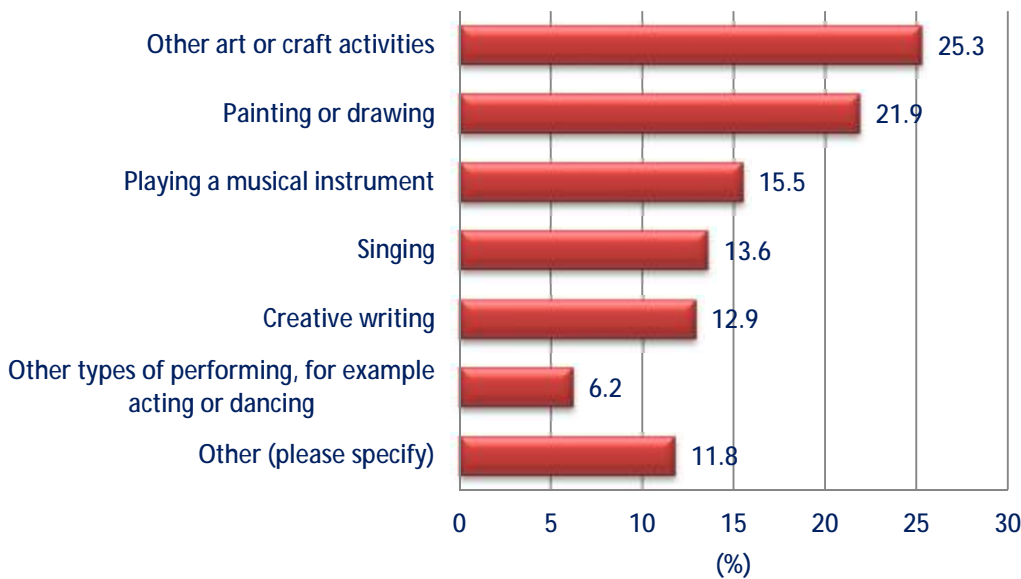
### 4.3 ARTS AND RELATED CULTURAL ACTIVITIES

Table 4-4 Agreement Ratings for Goal 3

	Agreement Rating (%)				Mean Score (out of 5)
	Disagree (1-2)	Neutral (3)	Agree (4-5)	N/R	
<b>Arts and related cultural activities</b>					
There are enough opportunities in your local area for you to participate in arts and related cultural activities	6.2	11.8	79.9	2.1	3.56

Chart 4-1 Proportions of Engagement for Goal 3 "IN THE LAST 12 MONTHS HAVE YOU PARTICIPATED IN ANY OF THE FOLLOWING ACTIVITIES, EITHER ON A PROFESSIONAL OR RECREATIONAL LEVEL?"

#### Goal 3 - Arts & related cultural activities - Participation (%)



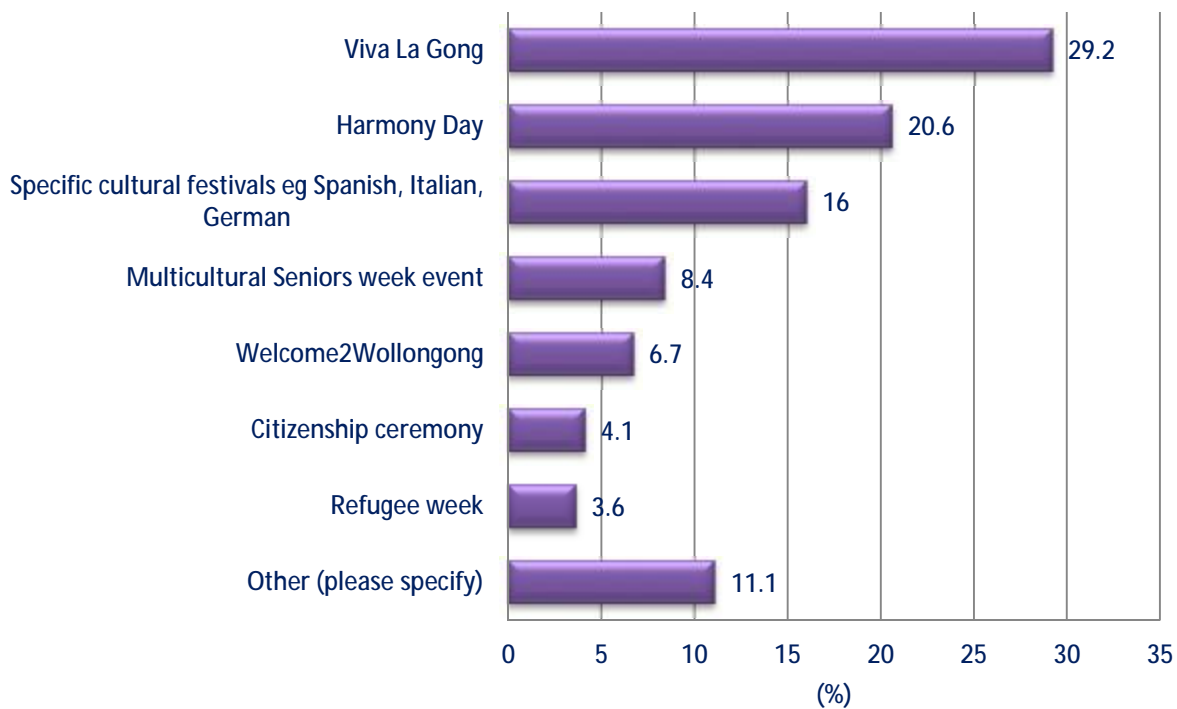
Key Results:

- 80% of residents agree there are enough opportunities to participate in arts and related cultural activities. This item achieved a mid-range agreement score of 3.56 out of 5.
- Other art and craft activities (25%) followed by painting or drawing (22%) were the most popular activities undertaken by Wollongong LGA residents.

### 4.3 MULTI-CULTURAL ACTIVITY

Chart 4-2 Proportions of Engagement for Goal 3 "IN THE LAST 12 MONTHS HAVE YOU PARTICIPATED IN ANY OF THE FOLLOWING CULTURAL ACTIVITIES?"

#### Goal 3 - Multicultural activities - Participation (%)



#### Key Results:

- Viva La Gong was the multi-cultural activity most widely attended by residents (29%).

## Goal 4: We are a connected and engaged community

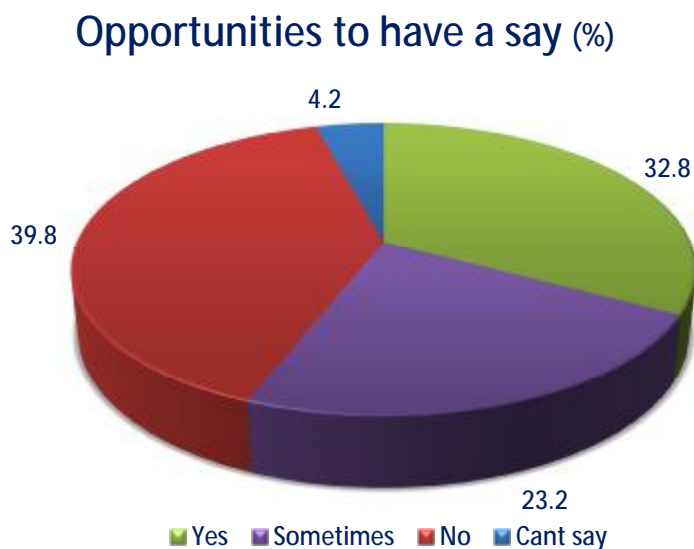
For the purpose of this survey Goal 4 has been separated into the following two main themes;



For the first theme, residents were asked if they feel they have opportunities to have a say on issues that are important to them. This is followed by a question about what behaviours they have undertaken in the past 12 months to voice their opinion in the community. In regards to the volunteering theme, residents were asked to indicate if they do volunteer and with which type of organisation have they given any unpaid help to in the past 12 months. The results are outlined in charts 5-1 to 5-5 below.

### 5.1 COMMUNITY ENGAGEMENT

Chart 5-1 Proportion of having a say on important issues Goal 4 "DO YOU FEEL THERE ARE OPPORTUNITIES TO HAVE A REAL SAY ON ISSUES THAT ARE IMPORTANT TO YOU?"

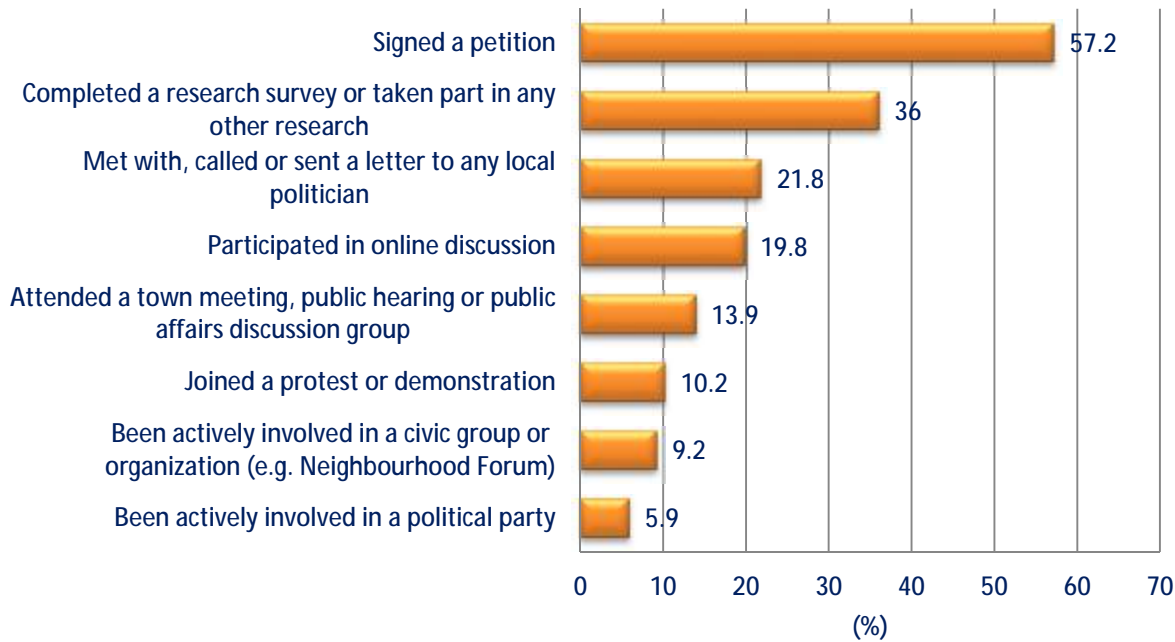


#### Key Results:

- 33% of residents agree they have opportunities to have a real say on issues important to them.

Chart 5-2 Proportion of engaging in community activities Goal 4 "IN THE LAST 12 MONTHS HAVE YOU DONE ANY OF THE FOLLOWING?"

## Goal 4 - Community engagement activities - Participation (%)

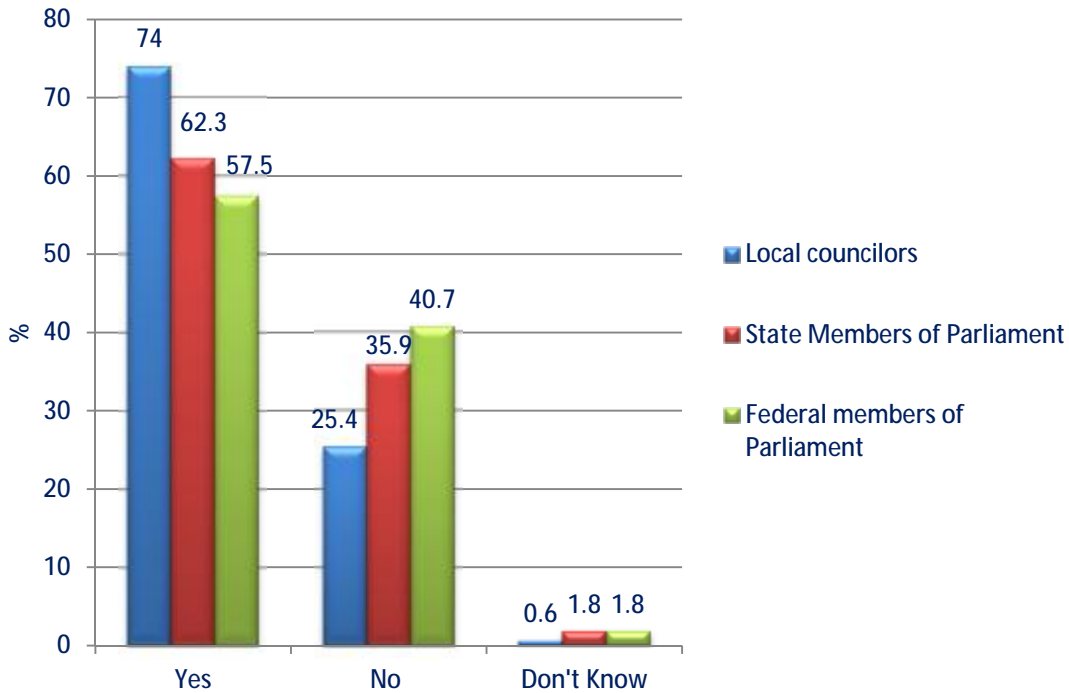


### Key Results:

- The most popular way for residents to engage on important issues in the last 12 months was signing a petition (57%), followed by being a research respondent (36%) whilst 22% met or sent a letter to a local politician.

Chart 5-3 Proportion of engaging in community activities **Goal 4** "If YOU WANTED TO CONTACT ANY OF THE POLITICIANS WHO REPRESENT YOU AND YOUR AREA, WOULD YOU KNOW HOW TO DEAL WITH THAT?"

### Ability to contact politicians (%)

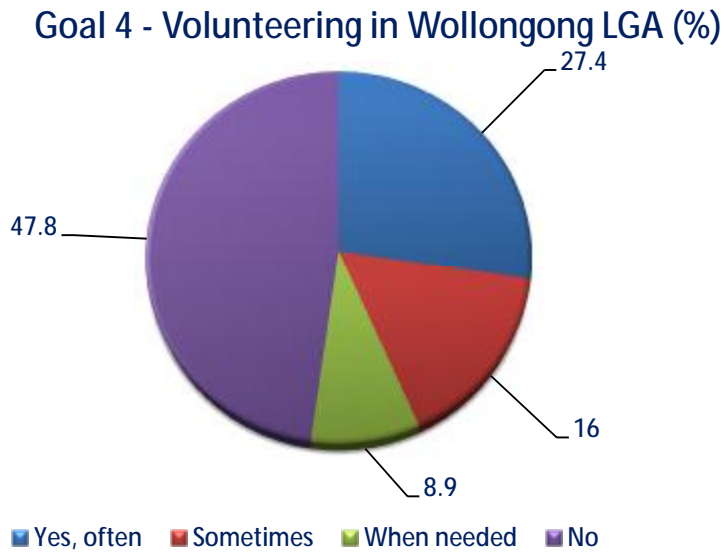


**Key Results:**

- 74% of residents indicated they know how to contact their local politician.
- Knowledge of how to contact state and federal members of parliament were relatively lower at 62% and 58% respectively.

## 5.2 VOLUNTEERING

Chart 5-4 Proportion of engaging in community activities Goal 4 "DO YOU HELP OUT AS A VOLUNTEER?"

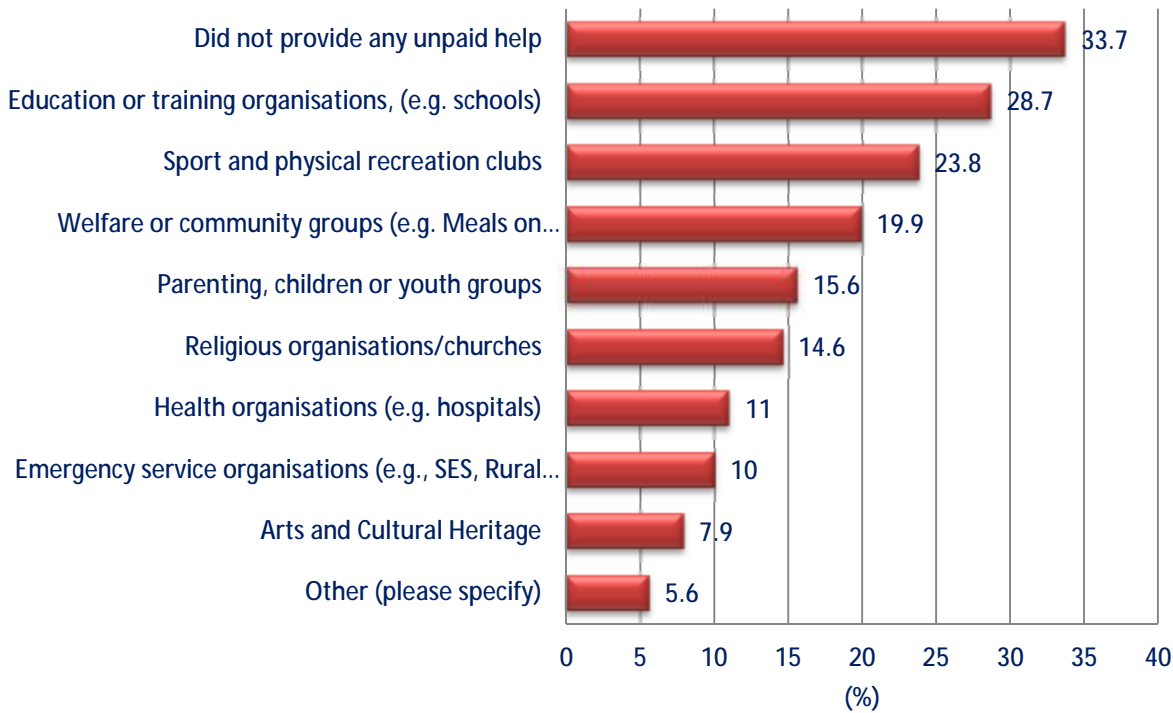


### Key Results:

- 27% of residents indicated they volunteered often whilst 48% indicated they did not volunteer at all.
- 16% of residents said they sometimes volunteer with the remaining 9% indicating they volunteer when needed.

Chart 5-5 Proportion of engaging in community activities **Goal 4** “IN THE LAST 12 MONTHS, DID YOU PROVIDE ANY UNPAID HELP (VOLUNTEER) FOR ANY OF THE FOLLOWING TYPES OF ORGANISATIONS?”

### Goal 4 - Volunteering activities by organisation - (%)



#### Key Results:

- The most popular institution where residents were volunteers during the past 12 months was for education and training organisations (29%), followed by sports clubs (24%) and community groups (20%).
- 34% of residents indicated they did not provide volunteer work at any of the organisations under consideration.

## Goal 5: We are a healthy community in a liveable city

For the purpose of this survey Goal 5 has been separated into the following five main themes;



For the first three themes, residents were asked to rate their level of satisfaction on a scale of one to five with access to fresh food, their personal wellbeing and the appearance and satisfaction of public space. The personal wellbeing theme is assessed by providing two forms of analysis; the first being collapsed frequency distributions and mean scores, followed by the calculation of a wellbeing index measure. Next residents were asked about how safe they feel at home and in their neighbourhood during the day and at night time. This was measured using a safety rating scale. Finally, residents were asked about their satisfaction with access to affordable housing, again using a scale of one to five. The results are outlined in tables 6-1 to 6-5 and chart 6-1 below.

### 6.1 ACCESS

Table 6-1 Satisfaction Ratings for Goal 5

	Satisfaction Rating (%)				Mean Score (out of 5)
	Low (1-2)	Medium (3)	High (4-5)	N/R	
<b>Access</b>					
Access to affordable fresh food	6.2	11.5	82.2	0.1	4.20

#### Key Results:

- 82% of residents in the Wollongong LGA indicated a high satisfaction rating for access to affordable fresh food.
- This item received a high range mean score of 4.2 out of 5.



## 6.2 PERSONAL WELLBEING

The Australian Unity Personal Wellbeing Index (AUPWI) is calculated by taking the average score of the eight items contained in table 6-2 and converting that score into a scale maximum score with a range of 0-100. Normative data from the Australian Unity Wellbeing Index indicates that the average Personal Wellbeing Index for Australians is approximately 75. The normal range is from 70 to 80. The desired outcome is above 75 and trending upward.

Table 6-2 Satisfaction Ratings for Goal 5

	Satisfaction Rating (%)				Mean Score (out of 5)
	Low (1-2)	Medium (3)	High (4-5)	N/R	
<b>Personal wellbeing</b>					
your life as a whole	2.2	8.1	89.2	0.6	4.32
your standard of living	1.3	10.9	87.2	0.6	4.35
your health	4.7	15.5	79.4	0.4	4.11
what you are currently achieving in life	6.5	17.1	75.6	0.8	4.02
your personal relationships	4.2	8.6	86.0	1.3	4.36
how safe you feel	3.5	8.6	87.1	0.8	4.30
feeling part of your community	8.1	22.9	68.3	0.7	3.88
your future security	10.7	21.2	66.2	1.8	3.82

### Key Results:

- Mean scores ranged from a 4.36 through to 3.82 with all mean scores falling within the high satisfaction range.
- Just under 90% of residents indicated they were highly satisfied with their life as a whole, safety and their standard of living.
- Just over 66% indicated they were satisfied with their future security and feeling part of the community.
- Wollongong LGA's Personal Wellbeing Index was calculated as being 78.84 which is considered above average for Australian communities
- Wollongong LGA's Personal Wellbeing Index compares favourably with IRIS's most recent measurement of Shoalhaven City Council's Personal Wellbeing Index result of 77.13.
- Appendix 2 contains further comparisons with selected measures of wellbeing

## 6.3 PUBLIC SPACE

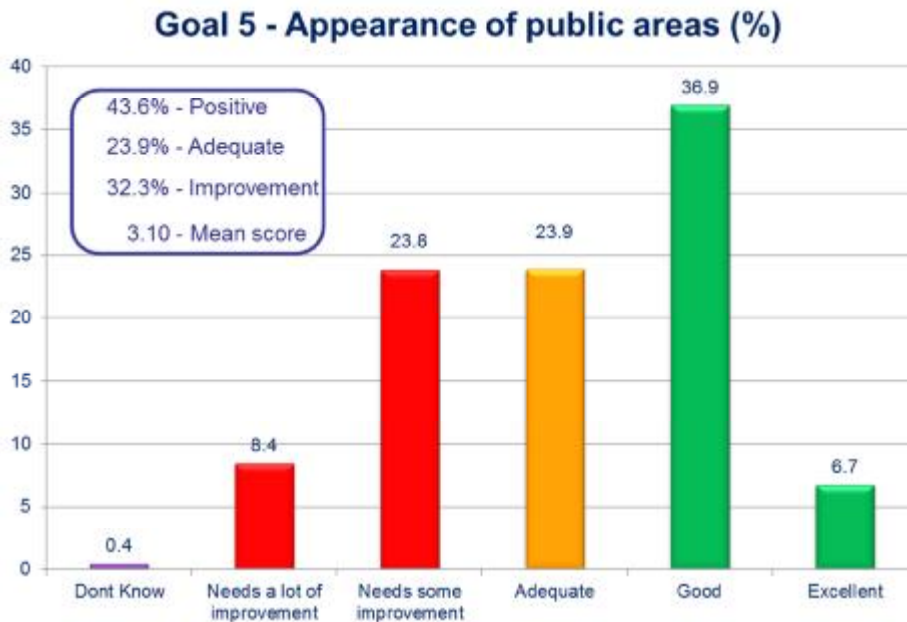
Table 6-3 Satisfaction Ratings for Goal 5

	Satisfaction Rating (%)				Mean Score (out of 5)
	Low (1-2)	Medium (3)	High (4-5)	N/R	
<b>Public Space</b>					
Access to public space	5.9	15.7	77.9	0.6	4.11
Appearance of public space	10.1	33.8	55.7	0.4	3.59

### Key Results:

- 78% of residents in the Wollongong LGA indicated a high satisfaction rating for access to public space. This item received a mean score of 4.11 out of five which is in the high range of mean scores.
- 56% indicated they had a high level of satisfaction with the appearance of public space. A mid-range mean satisfaction score of 3.59 was achieved for this item.

Chart 6-1 Satisfaction Ratings for Goal 5 "IN THE LAST 12 MONTHS, HOW HAS COUNCIL PERFORMED ON THE APPEARANCE OF PUBLIC AREAS, INCLUDING LOCAL PARKS AND GARDENS, STREET CLEANING, LITTER COLLECTION AND STREET TREES? WOULD YOU SAY IT WAS...?"



**Key Results:**

- With reference to the last 12 months, 7% of residents in the Wollongong LGA said the appearance of public areas was excellent whilst 37% indicated it was good, for a combined positive score of 44%.
- 8% indicated the appearance of public areas needs a lot of improvement with an additional 24% saying it needs some improvement, for a combined improvement score of 32%.
- An overall mid-range mean score of 3.1 out of 5 was observed for the appearance of public areas in the last 12 months.

## 6.4 SAFETY AT HOME/ LOCAL AREA

Table 6-4 Safety Ratings for Goal 5

	Safety Rating (%)				Mean Score (out of 5)
	Low (1-2)	Medium (3)	High (4-5)	N/R	
<b>Safety at home/ local area</b>					
At home by yourself during the day	0.2	3.7	96.1	0.0	4.67
At home by yourself after dark	2.5	10.2	87.3	0.0	4.38
Walking in your local area alone during the day	0.6	6.1	92.1	1.1	4.62
Walking in your local area alone after dark	28.2	27.1	41.8	2.9	3.17

### Key Results:

- Mean satisfaction scores for safety ranged from 4.67 for 'at home by yourself during the day' to 3.17 for 'walking in your local area alone after dark'.
- High range mean scores were observed for all items except 'walking in your local area alone after dark' which is a mid-range mean satisfaction score.

## 6.5 HOUSING AFFORDABILITY

Table 6-5 Satisfaction Ratings for Goal 5

	Satisfaction Rating (%)				Mean Score (out of 5)
	Low (1-2)	Medium (3)	High (4-5)	N/R	
<b>Housing affordability</b>					
Access to affordable housing	19.0	25.4	39.0	16.6	3.42

### Key Results:

- 39% of residents indicated they had a high range of satisfaction for access to affordable housing.
- A mean satisfaction score of 3.42 out of 5 was recorded which falls within the mid-range of satisfaction scores.

## Goal 6: We have sustainable, affordable & accessible transport

For the purpose of this survey Goal 6 is comprised of the following main theme;

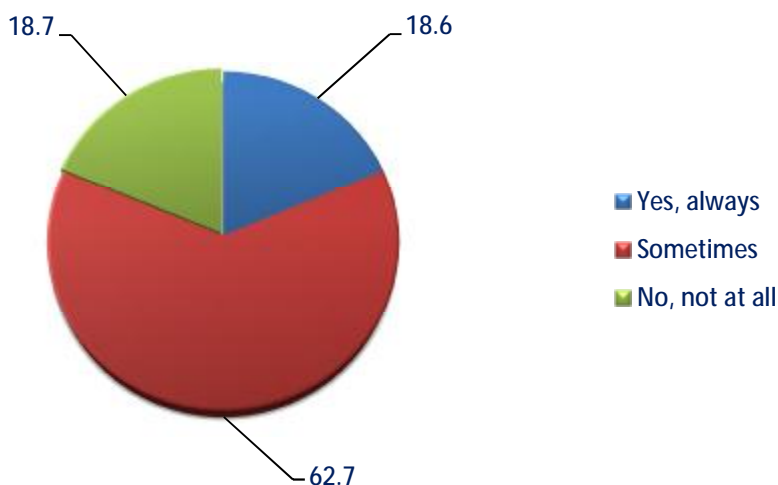
### Non-car transport

The final goal to be evaluated in the interview was a set of questions about how residents move around the local government area and transport options available. The first questions asked residents if they use non-car transport options. This was followed by a question set looking at what non-car transport options residents perceive they have for a range of activities including work and shopping. Finally residents were asked how satisfied they were with footpaths, public transport and cycle ways. The results are outlined in charts 7-1 to 7-2 and table 7-1 below.

### 7.1 NON-CAR TRANSPORT

Chart 7-1 Use of non-car transport for Goal 6 "DO YOU USE NON-CAR TRANSPORT OPTIONS, INCLUDING FOOTPATHS, CYCLE WAYS AND PUBLIC TRANSPORT FOR ANY TRIP PURPOSE?"

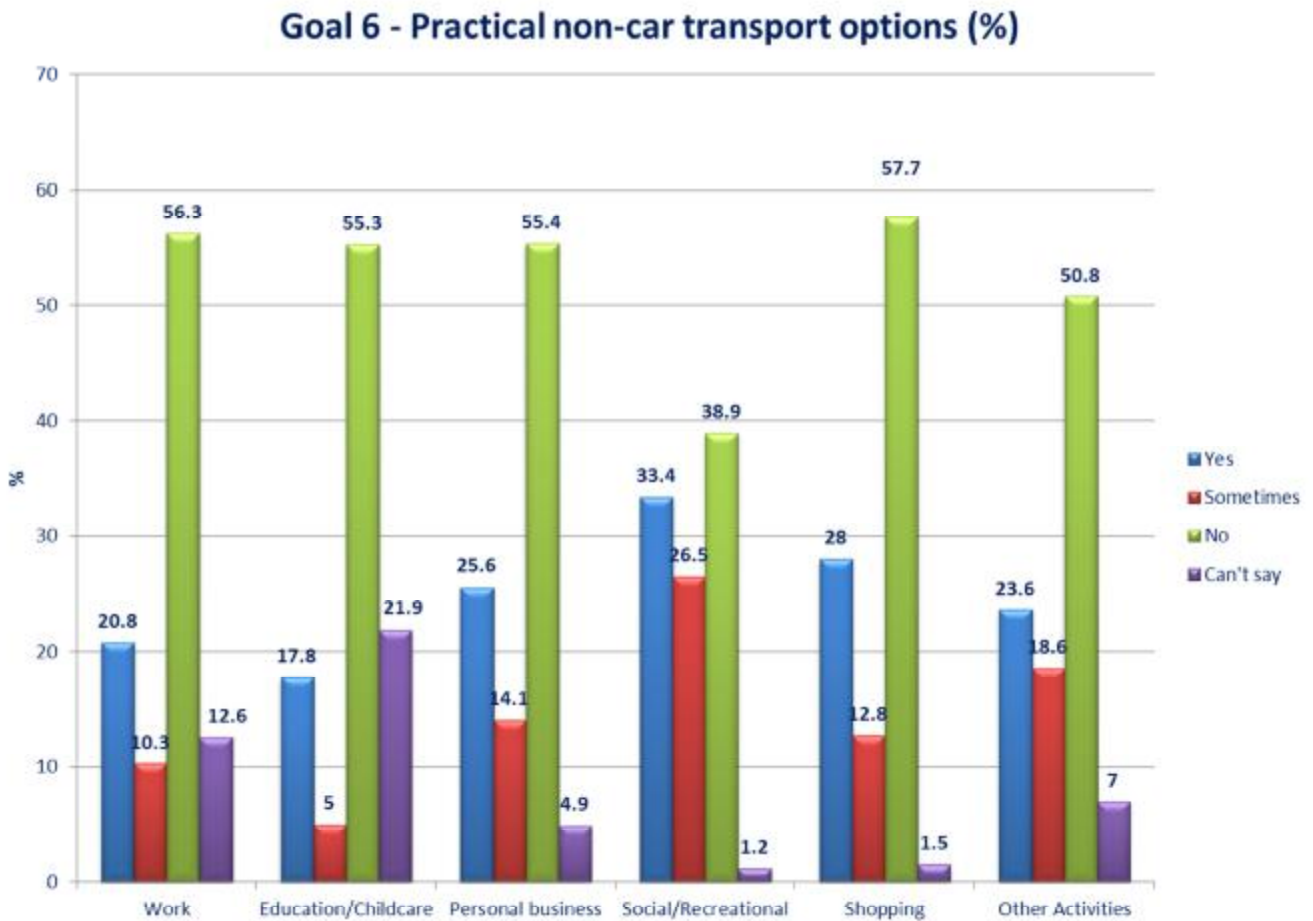
#### Goal 6 - Use of non car transport (%)



#### Key Results:

- Around 19% of residents indicated they always use non-car transport.
- Just under 63% of residents indicated they sometimes use non-car transport with the balance (19%) never using non-car transport.

Chart 7-2 Practical non-car transport options for Goal 6 "DO YOU HAVE A PRACTICAL NON-CAR TRANSPORT OPTION SUCH AS PUBLIC TRANSPORT, BIKE OR WALKING FOR ...?"



**Key Results:**

- A small majority of residents indicated they do not have practical non-car transport options for activities including work, education / child care, personal business and shopping.
- 33% of residents indicated that for 'social and recreational' activities they have options other than a car.

Table 7-1 Satisfaction Ratings for Goal 6

	Satisfaction Rating (%)				Mean Score (out of 5)
	Low (1-2)	Medium (3)	High (4-5)	N/R	
<b>Non-car transport</b>					
Footpaths	27.4	32.3	39.3	1.0	3.10
Public Transport	16.6	31.7	42.6	9.0	3.38
Cycle ways	13.9	21.4	52.4	12.2	3.57

Key Results:

- Mean scores range from 3.57 through to 3.10 and all fall within the mid-range for satisfaction mean scores.
- A small majority (52%) of residents gave a high satisfaction rating to cycle ways, whilst around 40% gave a high rating for both public transport and footpaths.

## APPENDIX 1: Survey Methodology

### *FIELDWORK DATES:*

Survey fieldwork was undertaken over the period 6<sup>th</sup> to 9<sup>th</sup> May 2014.

### *SAMPLE DESIGN*

This was a telephone-based survey aiming to secure a response from approximately 505 residents from throughout the Wollongong Local Government Area. The survey unit was Wollongong residents. Respondents also had to be aged 18 years or older to qualify for an interview. The 2011 Census was used to establish quotas to ensure a good distribution of response by age and sex.

The sample base for the survey was the electronic White Pages. This sample is known to be sub optimal, as the churn of telephone numbers due to people moving and new numbers being added as dwellings are occupied affects about 12% to 15% of possible numbers. Furthermore, from previous research we know that the proportion of silent numbers is increasing and can be as high as 25-30% in some areas. To deal with these issues, IRIS uses a technique that starts with the population of numbers listed in the telephone book and adds new and unlisted numbers using the 'half open' method. In this method, all numbers were incremented by five to create new numbers in the 'gaps' between the listed numbers. The resultant universe of numbers was then de-duplicated to remove any numbers that may be repeated. This process was replicated five times to create a new theoretical universe of telephone numbers. This provided the opportunity for all potential numbers to be selected in the sample. This equal and known opportunity for selection is the first criterion of good random sampling.

Once the potential universe of numbers had been generated, a computer program was used to randomise the database. Following this, a sequential sample (e.g. every 110th number) was extracted from the database. The sample was geographically stratified and evenly distributed within strata. This process gave a very even distribution of potential numbers across the whole survey area. Every household therefore had an equal and known chance of selection and



every part of the survey area received a fair proportional representation in the final sample drawn, thereby reducing coverage error.

#### *DATA COLLECTION*

During the survey process, the person from the selected household who had the most recent birthday was interviewed. This method eliminated respondent self-selection bias and is considered an important step in random sample surveys. If the selected person was not at home, call-backs were scheduled for a later time or day. Unanswered numbers were retried five times throughout the period of the survey. These procedures ensure a good sampling process from the sample frame used. Interviews were conducted on weekday evenings between 4.30 p.m. and 8.30 p.m.

Following the close of the main survey period, additional interviews were conducted, according to need, in those age groups that were under represented. During this part of the sampling process, a quota sampling procedure was employed to ensure that adequate numbers in all age groups were selected for interview. This eliminated the need for heavily weighting the survey data. Non-private numbers and faxes reached during the selection process were excluded from the sample.

Interviews were conducted using our computer-aided telephone interviewing (CATI) system. Interviewers are trained before each survey to ensure they fully understand the questionnaire so that they can actively reduce errors associated with misunderstanding of what is being asked and non-response. Continuous interviewer monitoring was used as an additional safeguard against interviewer error, and post interview validations were conducted within five days of the close of the survey.

#### *INTERVIEWER VALIDATION*

Continuous interviewer monitoring was used and post interview validations were conducted within five days of the close of the survey. As part of the validation process, 10% of respondents are contacted to verify up to four key variables collected during survey, such as name, age and sex. The respondents to be validated are randomly generated by the CATI system.

## RESPONSE

At the end of the survey period, 505 completed interviews had been collected. Table 0-1 shows that a completion rate of 43% was achieved. That is, of all the households contacted, 43% completed the survey. This is considered a reasonable response rate for a regional survey.

Table 0-1 Survey Response Outcomes

Response sequence	Outcome
Completed Interviews	505
Refusals & terminated interviews	678
Valid contacts (Excludes disqualified – businesses, out of area, under 16yrs)	1183
Completion rate	43%

Given the level of response to the survey and the fact that it represents a good random cross-section of the area, the findings presented in this report provide a good basis for gauging community opinion.

## WEIGHTING ADJUSTMENT

The final results have been weighted by the age and sex distribution of the population, as this provides the most accurate reflection of overall resident opinions. Table 0-2 shows the weighting factor applied to the final data and its effect on the distribution of the sample across sub-groups.

Table 0-2 Weights applied to final data

	2011 Census Adult Population			Sample Achieved			Weighted Factors		Overall Final Weighted Sample		
	Male	Female	Total	Male	Female	Total			Male	Female	Total
	(No.)	(No.)	(No.)	(No.)	(No.)	(%)	Male	Female	(No.)	(No.)	(%)
18 - 24	10,362	9,640	20,002	5	8	13	7.00093	4.07070	35	33	68
25 - 44	24,867	24,964	49,831	31	48	79	2.70984	1.75693	84	84	168
45 - 64	23,823	24,361	48,184	107	130	237	0.75213	0.63304	80	82	163
65+	14,173	17,299	31,472	87	89	176	0.55033	0.65662	48	58	106
Total	73,225	76,264	149,489	230	275	505			35	33	68

1. Weighting is based on age and sex distribution of population, as recorded in the 2011 Census.

The proportions and frequency counts in this report are based on a combination of the above sex weights and an age weighting. Using weighted results means

that, whilst large enough sub-samples have been achieved to make statistically valid comparisons between sub-groups, all sub-groups will contribute to the total sample result in proportion to their characteristics.

#### *SURVEY ACCURACY*

When analysing results for the entire sample, the maximum error rate will be about  $\pm 4.4\%$  at the 95% confidence level, assuming a proportional response of 50%. Put another way, we can be confident that if the survey were to be repeated there would be a 95% chance that the new result would lie within  $\pm 4.4\%$  of the result achieved in this survey.

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## APPENDIX 2: Wellbeing and Safety Comparisons

Tables 0-3 and 0-4 provide a comparison of means scores for measures of wellbeing and safety. The results for both tables have been colour coded to indicate where the significant differences are between various councils results for each respective item. An example for interpreting the results in table 0-3 for the item 'your personal relationships' in which Wollongong City Council obtained a significantly higher mean score of 4.36 compared to Eurobodalla's 3.70.

Table 0-3 Comparison of Wellbeing Measures

	Wellbeing Mean Score (Out of 5)					
	Wollongong City Council	Lismore City Council	Eurobodalla City Council	Warringah City Council	Camden City Council	Marrickville City Council
your life as a whole	4.32	4.14	--	--	--	--
your standard of living	4.35	--	--	--	--	4.20
your health	4.11	3.83	--	--	--	4.23
your personal relationships	4.36	4.22	3.7	--	--	--
how safe you feel	4.30	--	--	4.46	--	3.84
feeling part of your community	3.88	--	4.1	4.09	--	--
The availability of affordable housing	3.42	2.85	--	--	--	2.57
I will help if a neighbour call me for assistance	4.81	4.30	4.1	4.38	--	--
There are enough opportunities in your local area to participate in arts and related cultural activities	3.56	3.20	4.1	--	--	--
Do you help out as a volunteer	Yes:27.4% No:47.8%	Yes:48.6% No:51.4%	Yes:52.0% No:48%	--	--	--
Your Local Government Area is a good 'place to live'	4.36	4.14	4.0	4.29	--	3.94
I feel that new development is functional and attractive	3.40	--	--	--	3.48	--

Table 0-4 Comparison of Wellbeing Measures

	Safety - Mean Score (Out of 5)					
	Wollongong City Council	Shellharbour City Council	Newcastle City Council	Warringah City Council	The Hills City Council	Penrith City Council
At home by yourself during the day	4.67	--	4.42	4.50	--	--
At home by yourself after dark	4.38	--	3.86	--	--	--
Walking in your local area alone during the day	4.62	4.47	4.34	4.18	4.51	3.94
Walking in your local area alone after dark	3.17	3.03	2.85	--	3.57	--