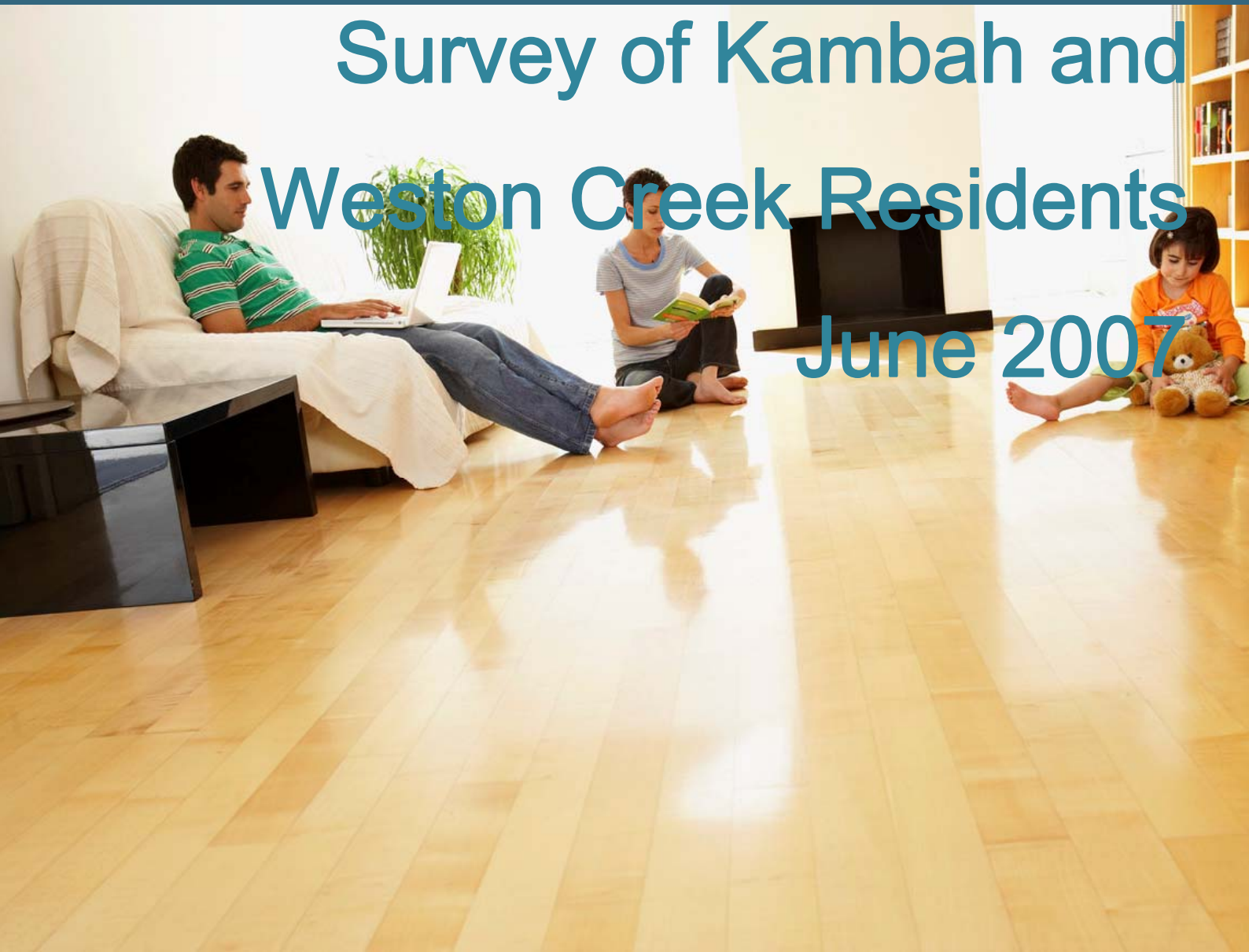


CROWK

Survey of Kambah and
Weston Creek Residents

June 2007



CROWK 2007

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EXECUTIVE SUMMARY

BACKGROUND AND PURPOSE

Concerned Residents for West Kambah (CROWK) is a local non-profit, non-religious, community group operating in Kambah and Weston Creek. CROWK has received a small government grant to promote a better community for all of its residents.

In order to help form a quality strategy, CROWK commissioned Piazza Consulting (an independent market research firm) to conduct a survey of Kambah and Weston Creek residents in the ACT. The research was designed to assist CROWK understand local residents' views about their own neighbourhood. This survey data will also assist CROWK in developing a baseline for assessing sustainability status in the suburbs.

Methodology

Piazza Consulting conducted this survey as a telephone survey during the week of Monday 4th to Friday 8th of June 2007. Piazza Consulting interviewers conducted the telephone interviews between 11:00am and 8:30pm during the week.

The sample of Kambah and Weston Creek residents was selected randomly from an electronic telephone directory. The survey was anonymous and respondents were not required to provide identifying information.

Sampling - There are approximately 16,400 residents in Kambah and Weston Creek. This survey achieved a sample of 100. For the 95% confidence interval, it is estimated that this survey provides results that are correct within +/- 10% maximum error. Overall results can be considered reliable.

SUMMARY OF MAJOR FINDINGS

Length of time in suburb – The majority of those surveyed had lived in their suburb for more than 10 years.

Most positive aspects of suburb – Residents considered the most positive aspects of their suburb to be; the location is convenient to work or shopping, the environment and view of mountains, high quality retail outlets and good public amenities.

Most negative aspects of suburb – The most negative aspects of the suburb according to residents were; crime, graffiti and un-kept public and private property, insufficient public transport and public nuisance (drag-racing, burnouts and noise).

Change in the suburb - The majority of residents (59%) believe that the character of their suburb has changed over time to some extent. Positive changes included expanded or improved shopping facilities and 'nicer' people moving to the area. Negative changes include the emergence of graffiti and un-kept properties, crime and school closures.

Importance of various lifestyle issues - having time for fun, relaxation and leisure activities, living in a more environmentally sound way, and not having to work unreasonably long hours to earn enough to live were the most important lifestyle issues to residents.

Aspects of lifestyle residents are satisfied with - High proportions of residents showed overall satisfaction with; achieving a healthy lifestyle (95%), satisfaction that their suburb is a good place to live (93%), ease of accessing local places for fun and enjoyment (92%), and the choice of different types of housing available in their suburb (89%). Eighty nine percent (89%) of residents were also satisfied that they live in an environmentally sound way.

Aspects of lifestyle residents are dissatisfied with - Residents were most dissatisfied overall with their inability to have time for fun, relaxation and leisure activities and with having to work unreasonably long hours. Sixteen percent (16%) were also dissatisfied or very dissatisfied with the amount of connection and interaction they had with other people in their suburb.

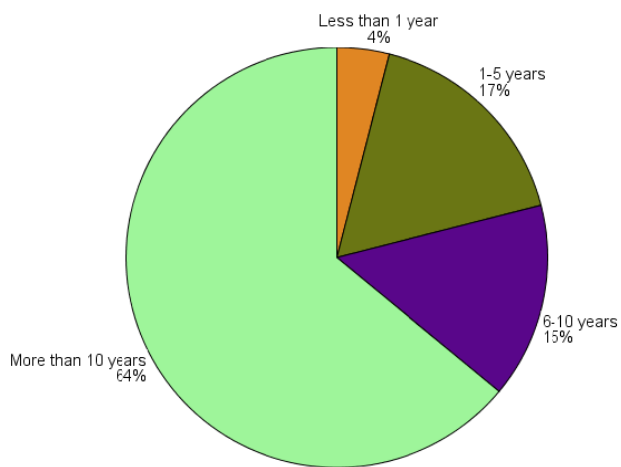
Perceived knowledge of environmental issues - Eighty three percent (83%) of residents said they know what they need to do in order to live in a more environmentally sound way.

Making own life more environmentally sustainable - Water conservation and installing water tanks, saving electricity as well as making greater use of public transport were the main suggestions for making peoples lives more environmentally sustainable. When asked about changes that could be made to their own suburb to improve environmental sustainability, ideas suggested by residents were similar. Substantially fewer residents however, were able to make suggestions regarding suburb changes. One new suggestion made regarding changing the suburb was to plant more trees.

DETAILED RESULTS

QUESTION 2.

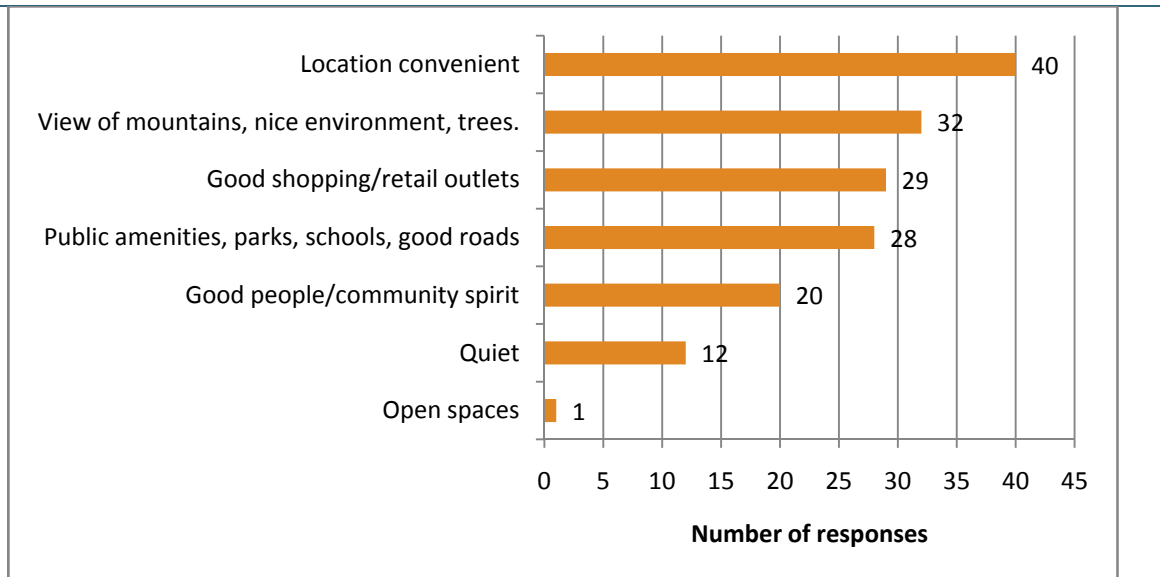
How long have you lived in your suburb?



The majority of those surveyed had lived in their suburb for more than 10 years. Thirty two percent (32%) had lived in the suburb for between 1 and 10 years.

QUESTION 3.

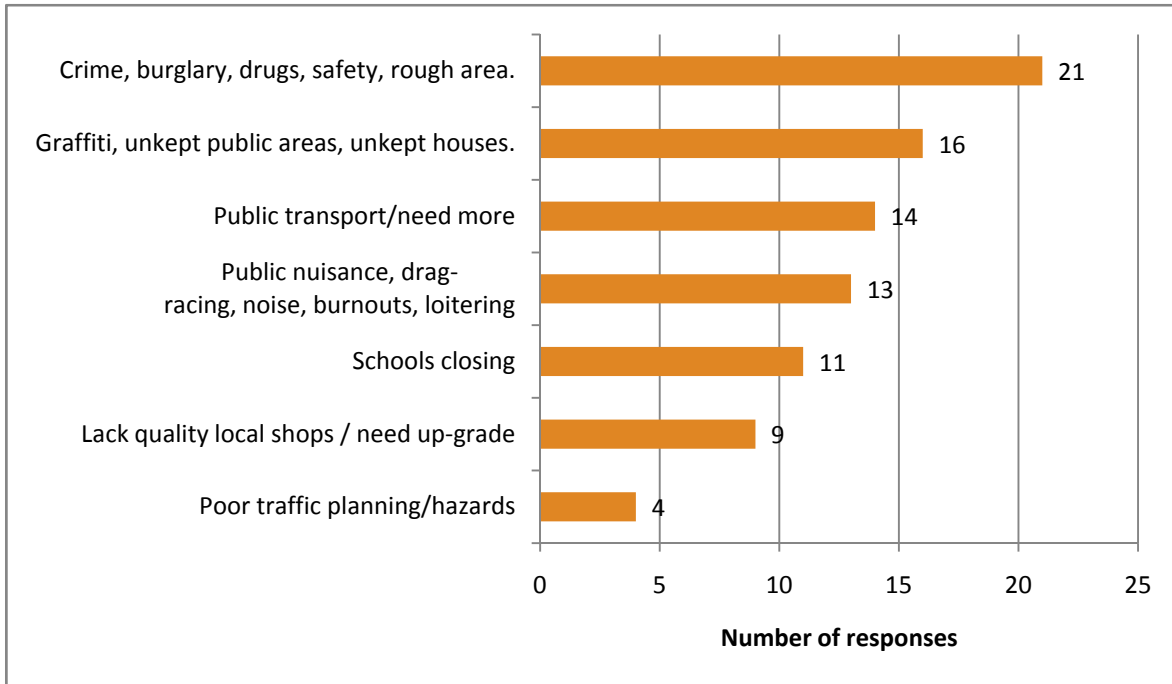
What do you think are the most important positive aspects of your suburb?



The four main 'positive' aspects about Kambah and Weston Creek according to residents are its convenient location (to work or shopping), the environment and view of the mountains, high quality retail outlets and good public amenities (e.g. parks, schools and roads).

QUESTION 4.

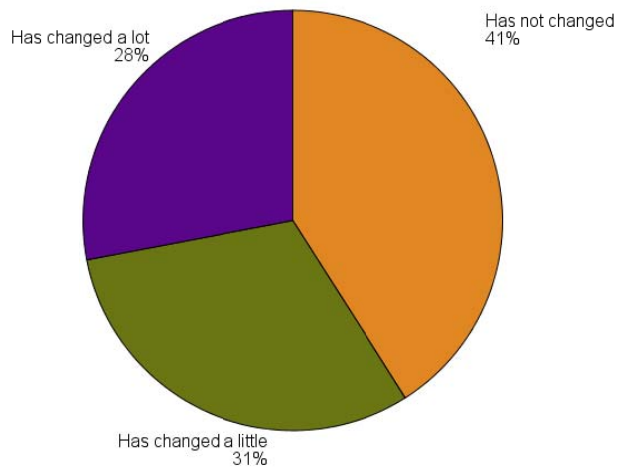
What do you think are the most important negative aspects of your suburb?



The top four most negative aspects about Kambah and Weston Creek according to residents are crime, graffiti and un-kept public and private property, insufficient public transport and public nuisance such as drag-racing, burnouts and noise.

QUESTION 5.

How much do you think that the character of your suburb has changed during the time you have lived there?



The majority of residents (59%) believe that their suburb has changed to some extent (either a little or a lot). Forty one percent (41%) believe that there has been no change.

QUESTION 6.

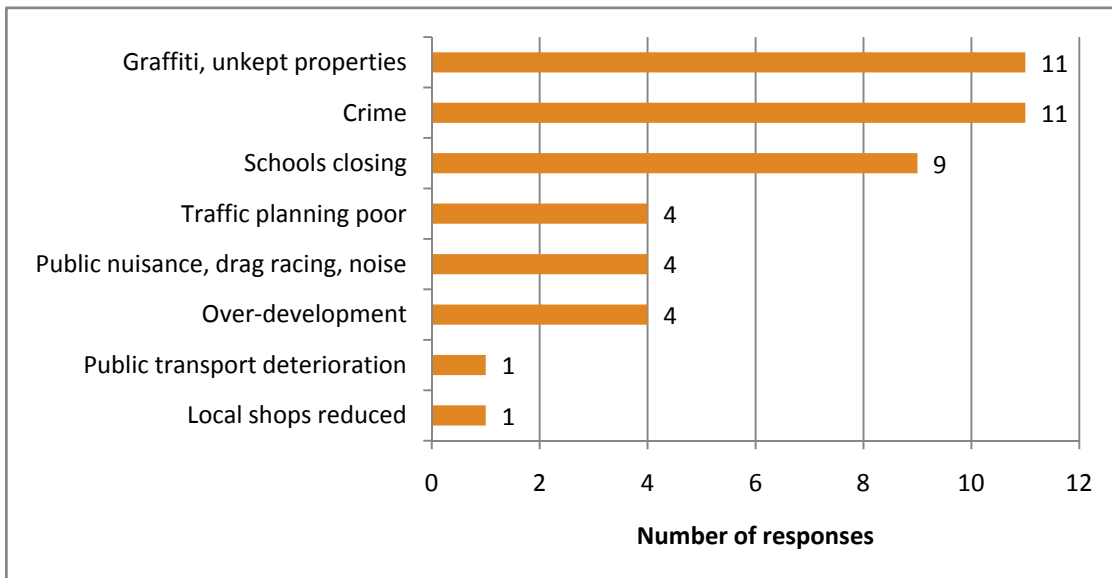
What are the main positive changes that have taken place in your suburb since you've lived there?



The two most commonly mentioned positive changes that residents considered had occurred in their suburb over time included improved or expanded shopping facilities, and 'nicer' people moving into the suburb.

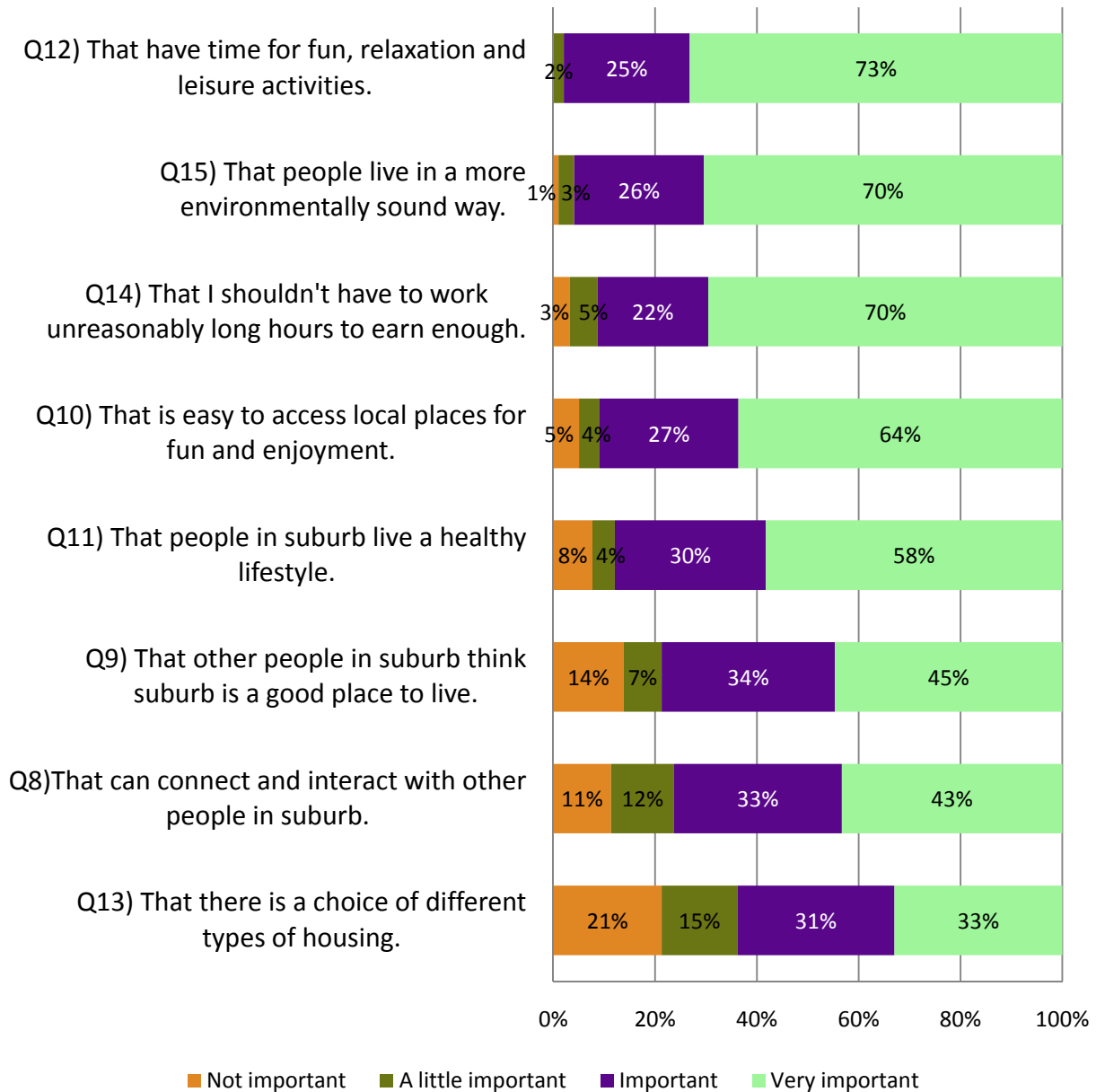
QUESTION 7.

What are the main negative changes that have taken place in your suburb since you've lived there?



The two most negative changes that had occurred in the suburb according to residents were the emergence of graffiti and un-kept properties, crime and school closures.

QUESTION 8-Q15 (importance ratings)
Importance ratings of lifestyle issues.

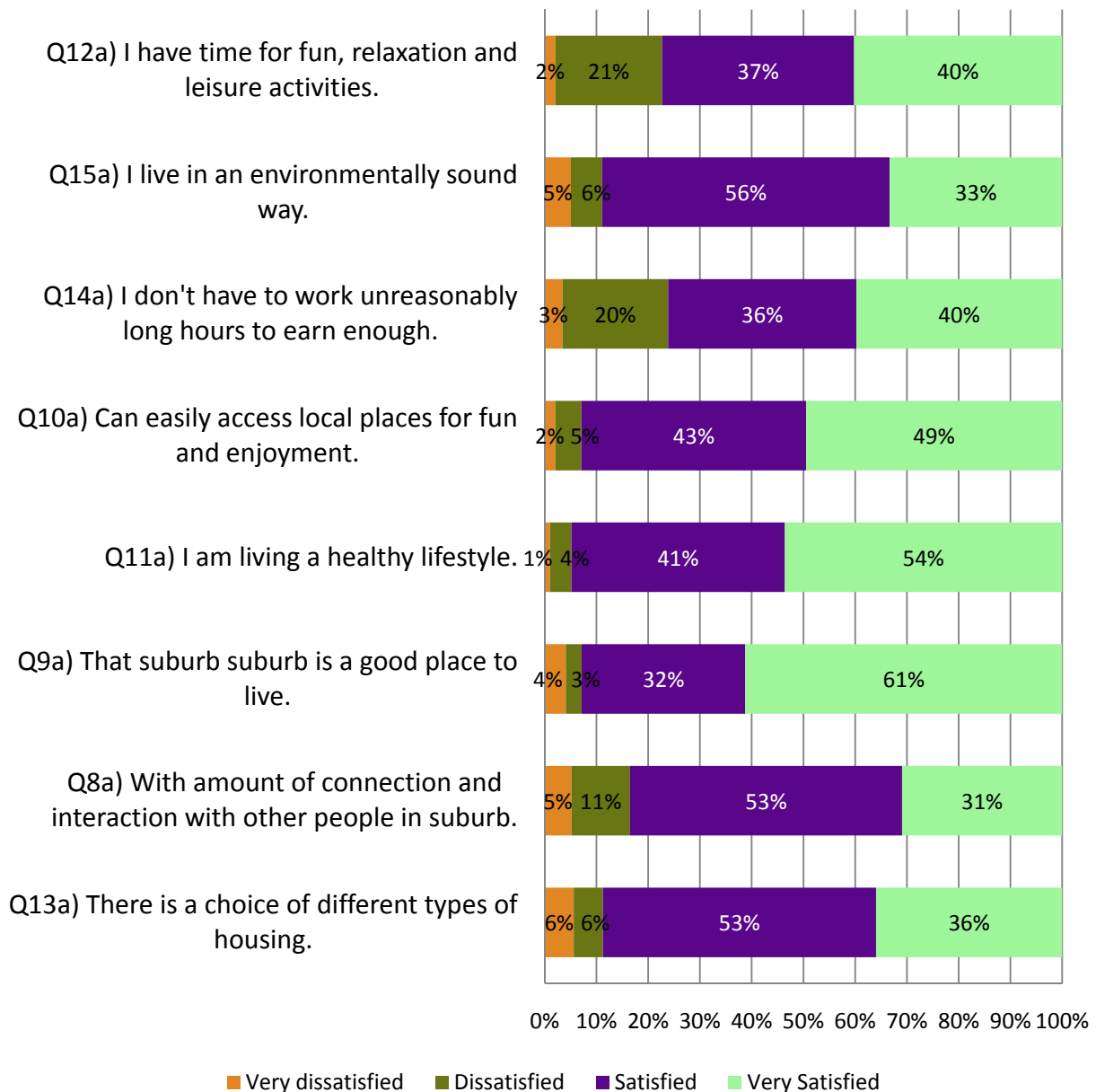


For questions 8 to 15, people were presented with a list of life-style issues and asked to rate their importance. All issues were considered to be either important or very important by the majority of respondents (between 64% and 98%).

Issues of greatest importance to people were having time for fun, relaxation and leisure activities (98%), that people should live in a more environmentally sound way (96%), and that people shouldn't have to work unreasonably long hours to earn enough to live (92%).

QUESTION 8a-Q15a (satisfaction ratings)

Satisfaction with achievement of lifestyle aspects (Sorted by level of importance).



Residents were asked to indicate how satisfied that they were able to achieve the various lifestyle issues mentioned in Q8 to Q15.

The graph above shows the satisfaction rating of residents for the various lifestyle aspects, sorted in order of importance (from most important to least).

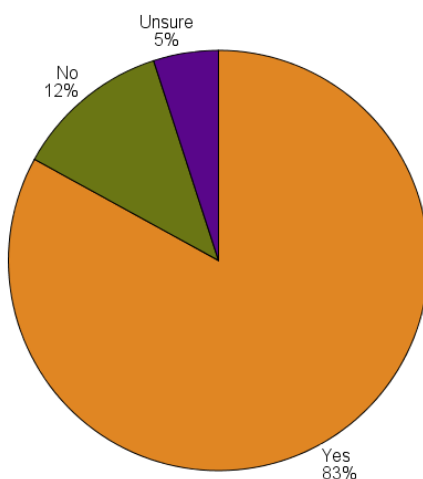
The two issues that residents reported greatest overall dissatisfaction with achieving were having time for fun, relaxation and leisure activities (23% dissatisfied overall) and not having to work unreasonably long hours in order to earn enough to live (23% overall dissatisfaction). Both of these issues were also regarded as being within the top 3 most important to residents as well.

Dissatisfaction with the amount of social connection that residents have with each other was also relatively high at 16% overall.

Intriguingly, almost 90% of residents were either satisfied or very satisfied that they lived in an environmentally sound way.

QUESTION 16.

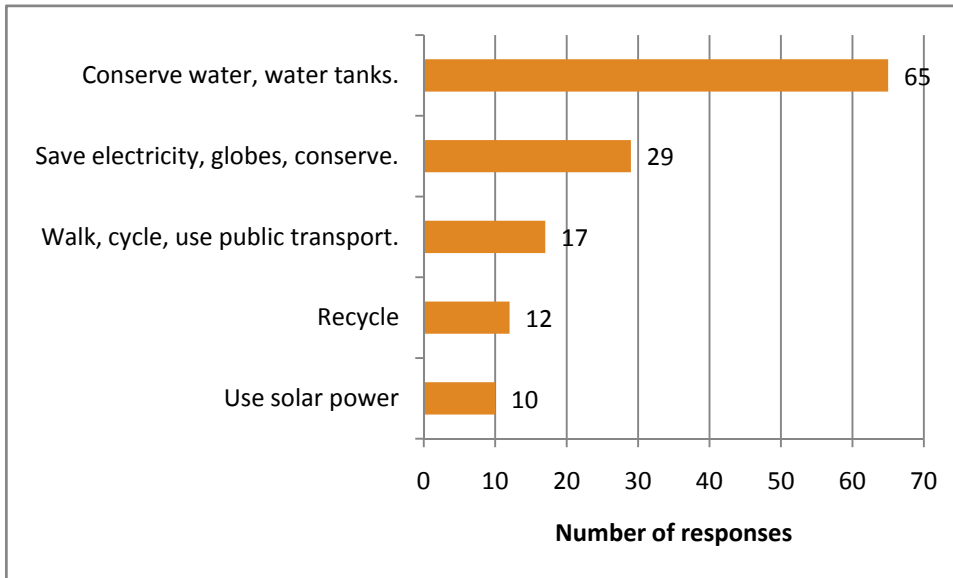
Do you think you know what you need to do in order to live in a more environmentally sound way?



Eighty three percent (83%) of residents think they know what they need to do in order to live in a more environmentally sound way. Seventeen percent (17%) either do not or are unsure.

QUESTION 17.

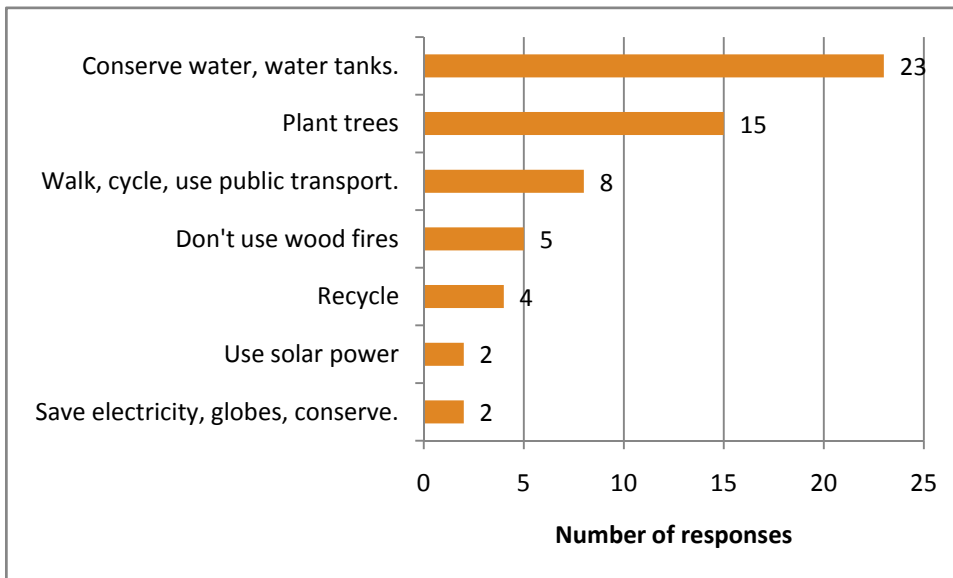
What things do you think you could do to make your own life more environmentally sustainable?



Water conservation was on the forefront of most people's minds when asked what they could do to make their own life more environmentally sustainable with the majority suggesting either more prudent use of water or the installation of water tanks. Saving electricity or installing efficient light globes was the second most common suggestion followed by greater use of public transport or walking rather than using a car.

QUESTION 18.

What things do you think you could do to make your suburb more environmentally sustainable?



Main suggestions for making the suburb more environmentally sustainable included installing water tanks, planting trees and reduced use of cars for transport (walk, cycle or use public transport).