



**TAVERNER**  
RESEARCH

Level 2 88 Foveaux Street  
Surry Hills NSW 2010

t 02 9212 2900  
f 02 9212 3920

e [research@taverner.com.au](mailto:research@taverner.com.au)  
w [www.taverner.com.au](http://www.taverner.com.au)

**Research Report:**

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*CITY VISION FOLLOW-UP STUDY*

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**Prepared for:**

**The City of Ryde**

January 2006

TRC 1500

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## **1. Executive Summary**

This report summarises the results of a community consultation exercise, in which a random telephone survey of 605 City of Ryde residents was conducted. Additionally an online version of the survey was available through the Council website and publicised in the local newspaper.

The research methodology is detailed in Section 2 of this report and the survey questionnaire can be found in Appendix I. Appendix II (separate document) contains cross-tabulations. A brief summary of the findings follows, with more detailed results shown in Section 3.

### **Views on the City of Ryde**

- Residents indicate that the main reasons they choose to live in the area are that it is perceived as centrally located and convenient, and the housing is affordable. This is particularly true for younger residents with young families.
- Older residents are attracted by the affordable housing, good public transport or have just lived in the area for longer and are less likely to move.

### **Residents' Likes and Dislikes**

- Residents describe the City of Ryde as central or conveniently located, green, with parks and quiet. The first two points are also things that residents like about living in the area. Other aspects that residents like are the availability of good public transport and shopping.
- The changes residents want are for less traffic, better shopping and less high density housing. Additionally they would like better public transport, more green areas, trees and parks and improved roads and streets.

- Findings indicate that safety, cleanliness and 'greening' are the highest priorities for the future.

### **City of Ryde Council Issues**

- Residents rate all council issues as important; however, infrastructure and managing the natural environment emerge as the foremost issues of importance. Residents judge the performance of the Council so far on these two issues to be adequate.

### **Funding of Facilities and Services**

- There is a general feeling that the Council should increase its spending on some existing services such as parks and libraries. There is some reluctance to pay increased council rates with some residents saying that the council should re-evaluate its spending and move funds from less essential services and facilities. However, residents are largely unable to pinpoint 'donor' services from which funds should be moved. There were also suggestions for increased spending on new services such as green recycling bins and facilities and activities for youth.

### **City of Ryde in 20 Years**

- Similar to 2003, residents want the City of Ryde to be safe, clean and green in 20 years time. Other words residents would like to use to describe the City of Ryde in 20 years are friendly, community, environmentally friendly, transport, convenient and modern.

### Online Survey Results

- The results of the 113 questionnaires completed online generally mirror those of the random telephone survey with the following exceptions:
  - Online respondents were more likely to live in the City of Ryde due the central and convenient location and less likely to mention born or having lived in the area for years.
  - In describing the City of Ryde, online respondents gave more prominence to comfortable, roads and multicultural than phone respondents.
  - When asked to describe what they liked about living in the City of Ryde, online respondents differed from phone respondents in mentioning parks and foreshore more than good public transport. Community spirit was relatively less important for those who completed the survey online.
  - Better public transport and better shopping were relatively less important changes for online respondents, as compared to the phone respondents.
  - Online respondents tended to rate the performance of the City of Ryde Council lower than those who spoke to phone interviewers; particularly the on the issues of transport, managing the natural environment and urban form.
  - Online respondents were more likely to feel more money should be spent on existing services but less likely to be willing to pay more rates to fund the increase in spending than phone respondents.

## 2. Background & Methodology

This research is a follow-up study to the City Vision Consultation conducted in 2003. The random telephone survey of that study was repeated using a questionnaire adapted from the 2003 questionnaire. In 2005 new questions related to residents' priorities for Council spending were added to the survey.

A total sample size of 600 or 200 per Ward was agreed to allow for some sub-group or secondary analysis at the Ward level. The overall sample of 600 has a maximum estimated standard error of  $\pm 4.0\%$  at the 95% confidence limit.

All fieldwork was conducted in line with industry quality assurance using Computer Assisted (CATI) interviewing and sample management system. Dwellings were sampled from the latest electronic White Pages. A preliminary letter was sent to potential respondents from the Council letterhead to inform residents of the purpose of the survey.

Fieldwork took place from 30 November and 6 December 2005. The final data has been weighted to reflect the age and gender of the population of the City of Ryde. Weightings and demographics of the final sample for the telephone survey are shown below:

**Table 1: Demographic Breakdown of Survey Sample**

	Sample		Weighted	
	#	%	#	%
<b>GENDER</b>				
Males	302	50	293	48
Females	303	50	312	52
<b>AGE</b>				
15 to 19	7	1	43	7
20 to 24	11	2	53	9
25 to 34	41	7	126	21
35 to 44	124	20	120	20
45 to 54	146	24	94	16
55 to 64	127	21	62	10
65 +	143	24	106	18
Refused	6	1	n/a	n/a
<b>RESIDENCE</b>				
West Ward	202	33	189	31
Central Ward	200	33	200	33
East Ward	203	34	216	36
<b>LANGUAGE SPOKEN AT HOME</b>				
English	531	88	505	83
Other	72	12	98	16
<b>TOTAL</b>	<b>605</b>	<b>100</b>	<b>605</b>	<b>100</b>

**Table 2: Demographic Breakdown of Survey Sample by Ward – Unweighted**

	West Ward		Central Ward		East Ward		Total	
	#	%	#	%	#	%	#	%
<b>GENDER</b>								
Males	100	50	100	50	102	50	302	50
Females	102	50	100	50	101	50	303	50
<b>AGE</b>								
15 to 19	1	0	2	1	4	2	7	1
20 to 24	4	2	4	2	3	1	11	2
25 to 34	13	6	13	7	15	7	41	7
35 to 44	34	17	43	22	47	23	124	20
45 to 54	46	23	44	22	56	28	146	24
55 to 64	46	23	38	19	43	21	127	21
65 +	57	28	53	27	33	16	143	24
Refused	1	0	3	2	2	1	6	1
<b>RESIDENCE</b>								
Separate House	190	94	188	94	178	88	556	92
Semi-detached, villa or townhouse	12	6	5	3	19	9	36	6
Unit	0	0	7	4	6	3	13	2
<b>COUNTRY BORN IN</b>								
Australia	142	70	128	64	141	69	411	68
Other English speaking	16	8	19	10	19	9	54	9
Non-English speaking	43	21	53	27	43	21	139	23
<b>LANGUAGE SPOKEN AT HOME</b>								
English	174	86	173	87	184	91	531	88
Other	27	13	26	13	19	9	72	12
<b>TOTAL</b>	<b>202</b>	<b>100</b>	<b>200</b>	<b>100</b>	<b>203</b>	<b>100</b>	<b>605</b>	<b>100</b>

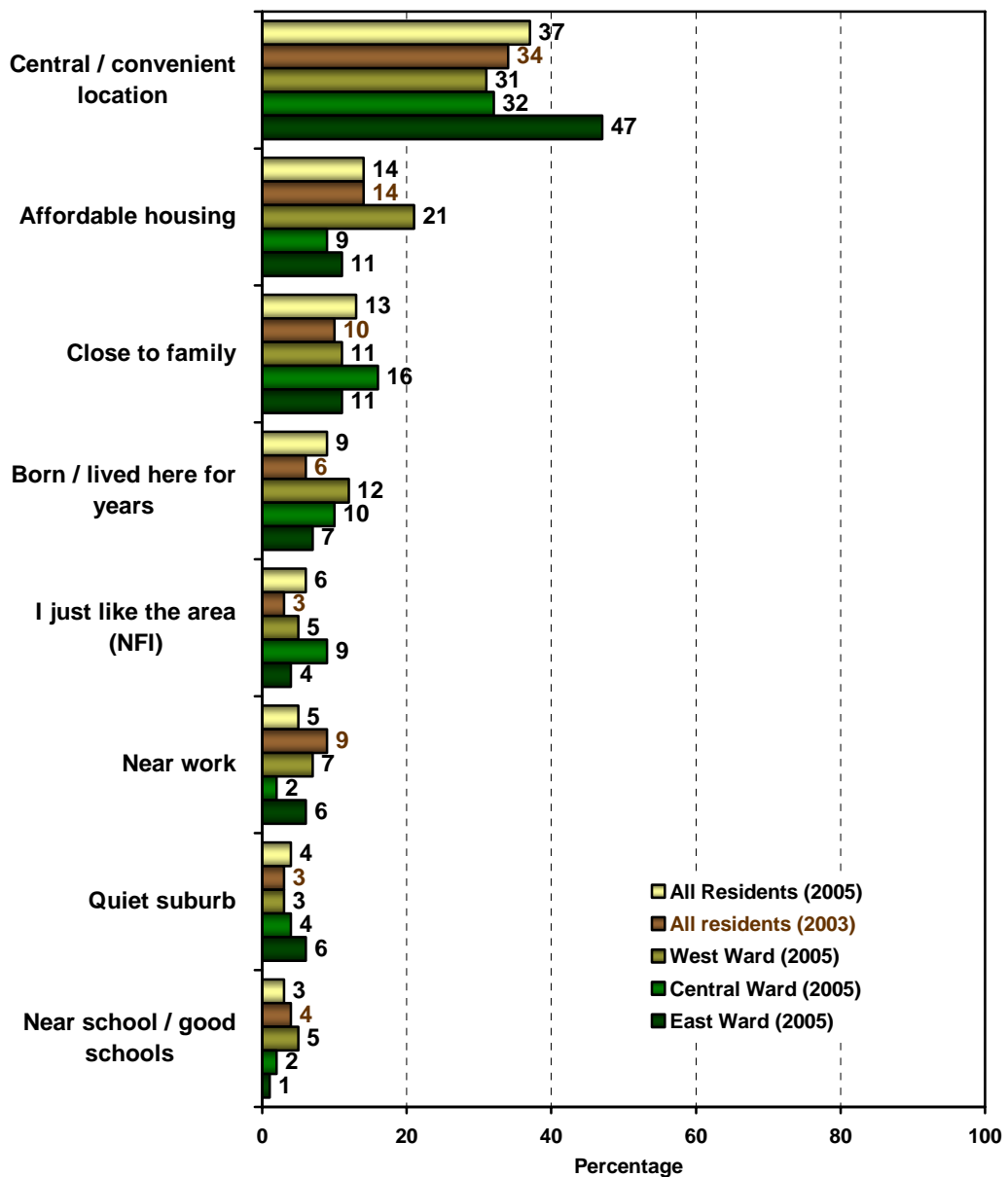
The online version of the survey was posted on the City of Ryde Council's website during and after the completion of the phone study. This was publicised in the weekly Mayor's Column in the local newspapers. 113 residents completed the online questionnaire. The results for the online survey are shown separately in Section 4.

### 3. Compilation of Findings

#### 3.1. Views on the City of Ryde

When asked the main reason they live in the City of Ryde, two in five residents (37%) said it was because the **location is central or convenient**. The second most cited reason is **affordable housing** (14%). These were also the main reasons for living in the area cited by residents in the 2003 telephone survey.

**Figure 1: Main Reason Residents Live in the City of Ryde**



*Question 1: Can you tell me the main reason you live in the City of Ryde?*

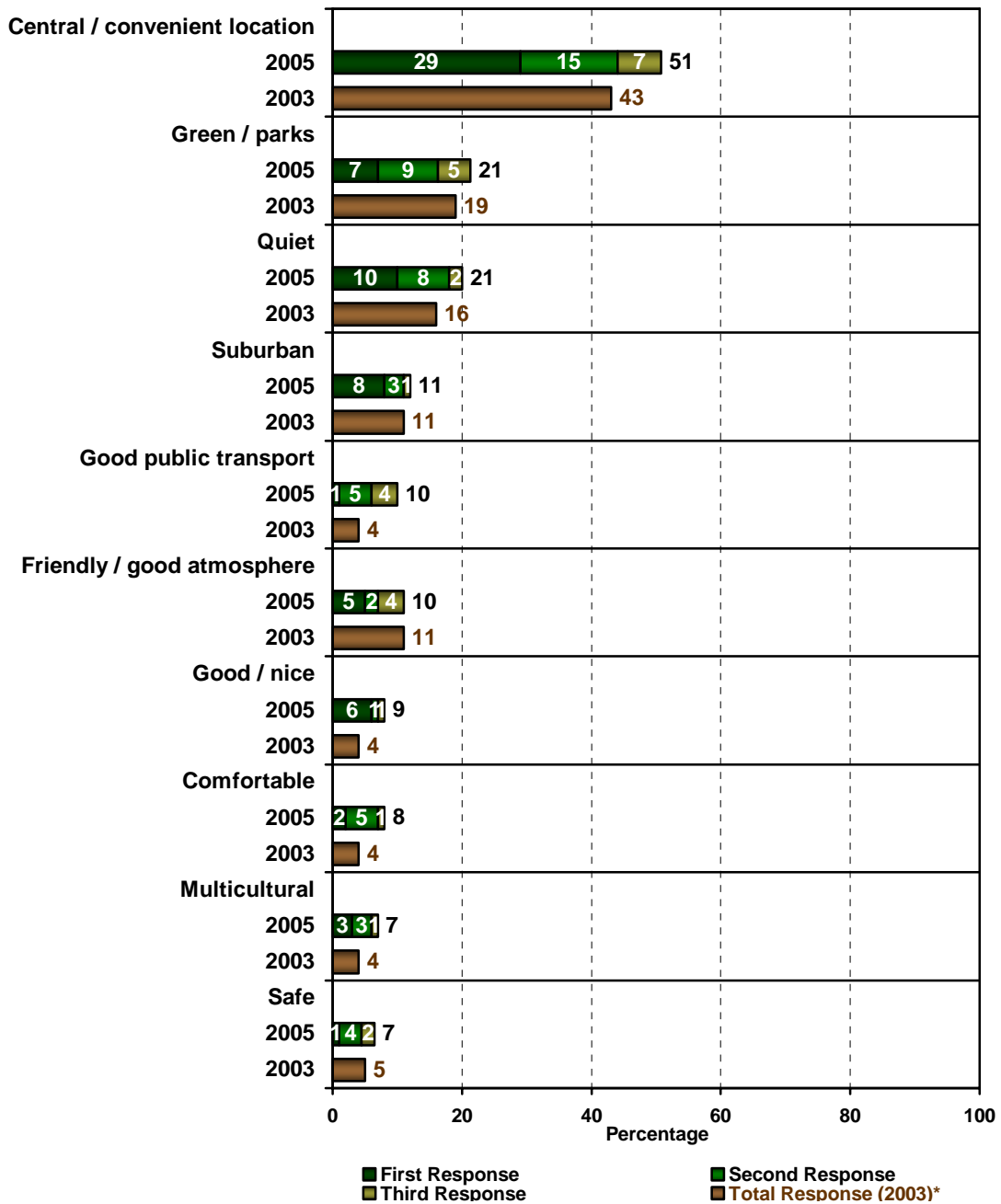
Base: All residents n=605

There were differences in the reasons given by different demographic groups for why they choose to live in the area:

- As found in the 2003 survey, almost half (47%) of **East Ward** residents say they live in the area because of the **central location**. However, the number of West and Central Ward residents citing this reason has risen since 2003 (West Ward – 31% compared to 29% previously, Central Ward 32% compared to 29% previously).
- **Young couples and families** (45%) and those who have completed **tertiary education** (47%) are more likely to say they live in the area because of its **central location**.
- Residents aged **35-44 years of age** (18%), **65+ years of age** (18%) and **young couples and families** (20%) are the most likely to cite **affordable housing** as the reason they live in the area.
- **Older residents** (aged 55 +) (10%) and residents who have **lived in the area for more than 20 years** (9%) are most likely to say that they **just like the area**.
- Residents in the **Central Ward** are more likely (4%) than those in the East Ward (1%) and West Ward (1%) to say they live in the area because of the **good public transport**.
- Ryde residents aged **25-44 years of age** are also more likely (10%) to say that they live in the area because it is **quiet** compared to those in other age groups.

When residents were asked to describe the City of Ryde, the most common description given was that it is **central or conveniently located** (51%). This marks an increase of 8% from the 2003 findings. Other common descriptors given are that the City of Ryde is **green or has parks** (21%) and that it is **quiet** (21%).

**Figure 2: Description of the City of Ryde**



*Question 2: What words would you use to describe the City of Ryde to someone who had never been to the area?*

Base: All residents n=605 \*Residents give only 2 responses in 2003

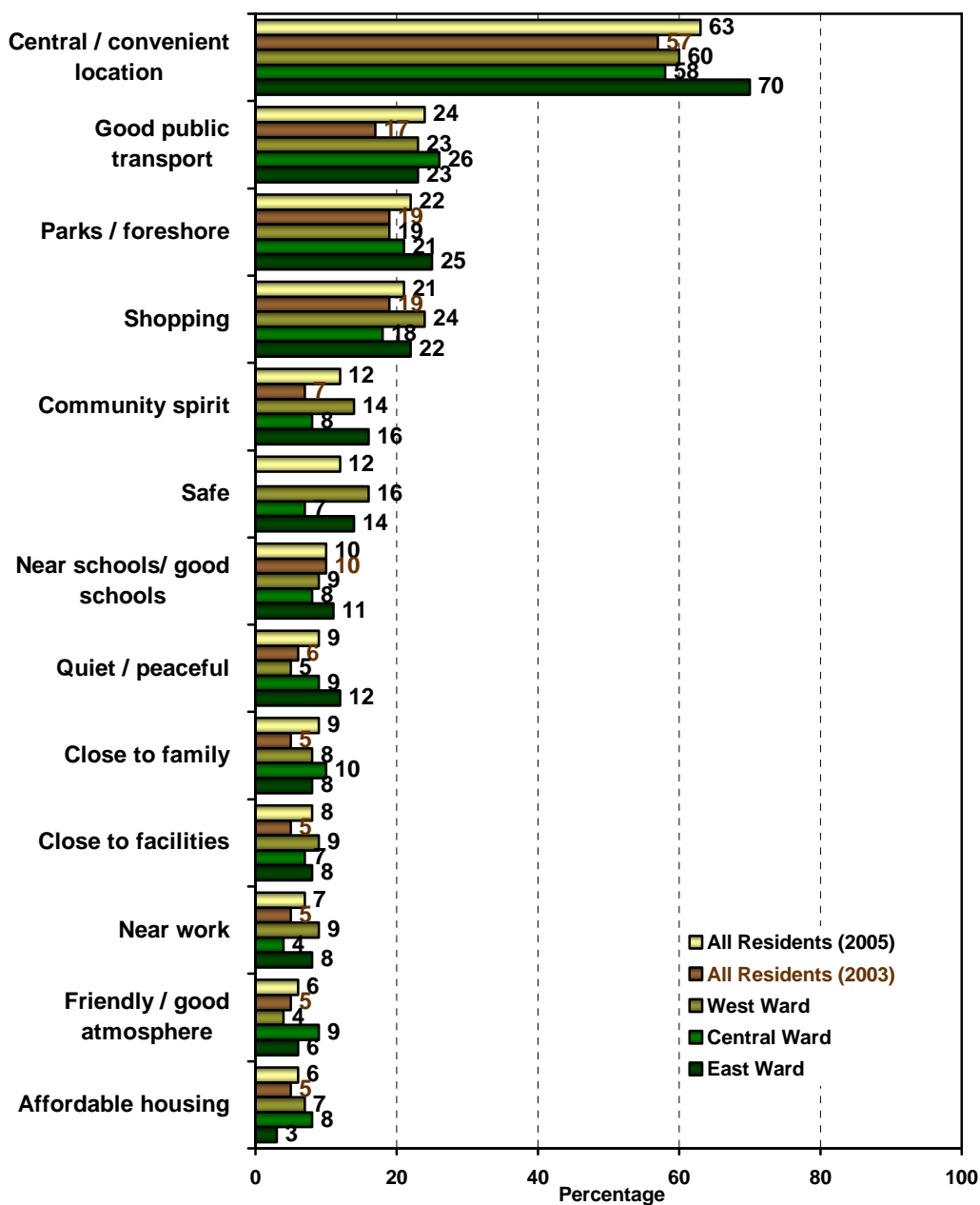
Some of the differences between demographic groups when describing the City of Ryde are as follows:

- Residents **living with families** (Young couple or family – 59%, Middle family – 56%, Mature family – 51%) are also more likely to describe the City of Ryde as **central or conveniently located**.
- Residents of the **East Ward** are more likely to describe the area as **Central / convenient location** (60%) than those in other wards.
- **Female** residents are also more likely to describe the area a **multi-cultural** (10%) and having good public transport (13%) compared to male residents (5% and 6% respectively).
- **Male** residents (10%) and those born in **Non-English speaking** countries (11%) are more likely to say that the area is **comfortable**.
- Residents aged **55-64 years** (29%), born overseas in an **English-speaking country** (40%) and who **speak English as their main language** (24%) are the most likely to describe the area as **green or with parks**.
- Residents who are **born in Australia** (13%), an **English-speaking country** (15%) or **who speak English as their main language** (14%) are also more likely to say that the area is **suburban**.
- **Young couples** (21%) and those who have **completed tertiary** (16%) or **TAFE education** (17%) are also more likely than other demographic groups to say that the area is **suburban**.
- Residents who have **lived in the area for less than 5 years** (39%) are more likely than those who have lived there longer to describe the area as **quiet**.
- Similarly, residents who **speak a language other than English** as their main language are more likely (40%) to describe the area as **quiet** compared to residents who speak English as their main language.

### 3.2. Residents' Likes and Dislikes

Residents were asked to describe what they liked about living in the City of Ryde. The main reason cited by 2 in 3 residents (63%) is the **central or convenient location** of the area, followed by **good public transport** (24%), **parks / foreshore** (22%) and **shopping** (21%).

**Figure 3: What Residents Like about Living in the City of Ryde**



*Question 3: And what do you particularly like about living in the City of Ryde area?*

Base: All residents n=605

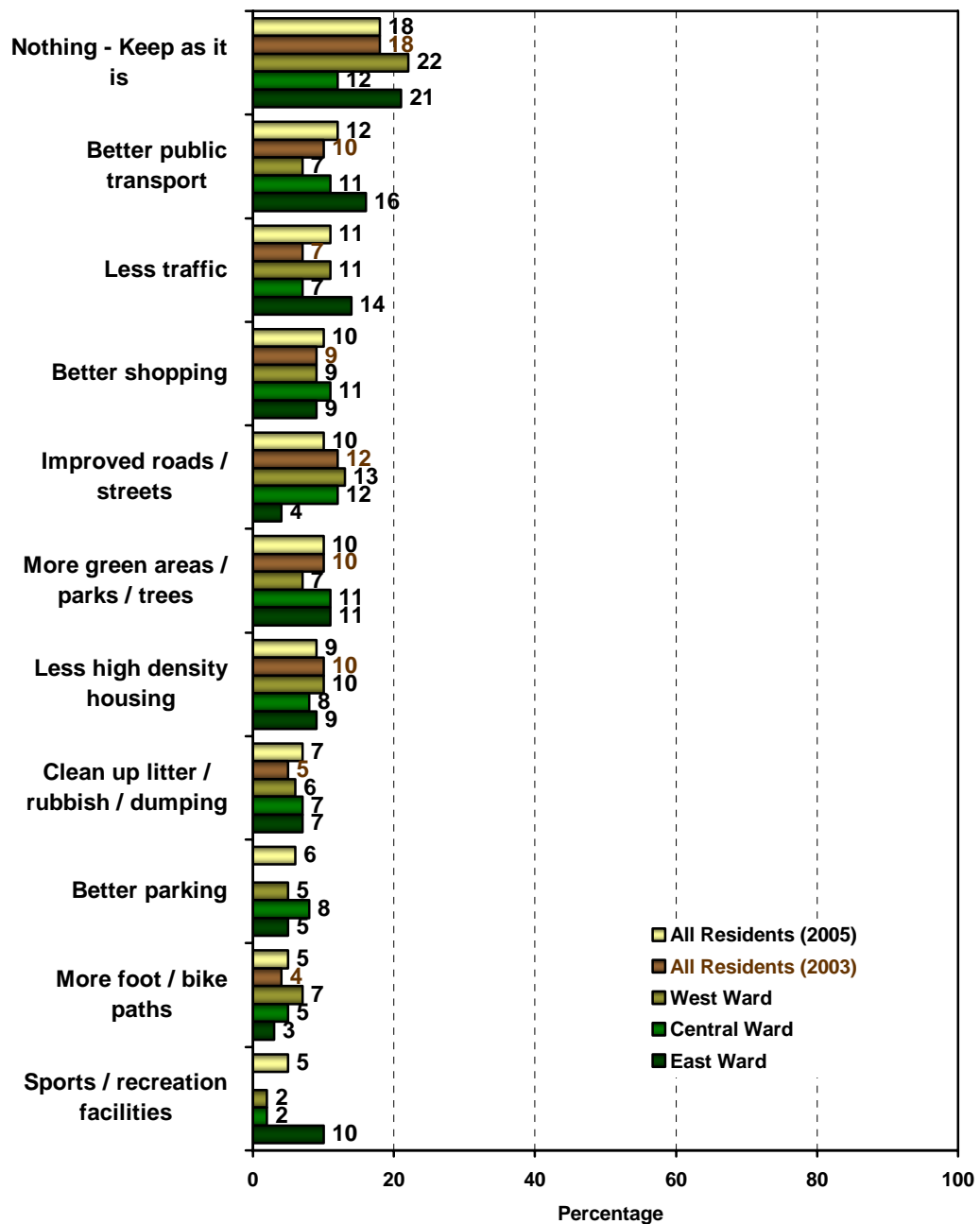
Overall, in 2005 more people have cited the central location of the City of Ryde (2005 – 63%, 2003 - 52%) and the good public transport (2005 – 24%, 2003 – 17%) as aspects of living in Ryde they liked, compared to in 2003.

Some demographic differences in residents' fondness for the area are as follows:

- Those who live in the **East Ward** are more likely (70%) than those in any other wards to say they like the **central or convenient location** of the area.
- Older residents are more likely to say they like the **good public transport** (55-64 years – 31%, 65+ years – 30%) compared to younger residents.
- Middle-aged residents (**35-54 years**) are more likely to say they like the **parks and foreshores** (25%), the **safety** of the area (14%), the sense of **community spirit** (12%) and the **proximity to schools** (14%) compared to other residents.
- **Female** residents are more likely than male residents to cite their liking of the available **shopping** (26% compared to 15%).
- Residents **born overseas in an English speaking country** are more likely to say they like the **good public transport** (44%) and the **parks and foreshores** (45%) compared to other residents.
- Similarly, residents who **speak English as a main language** are more likely to cite **good public transport** (27%) and **parks and foreshores** (24%) than residents who speak other main languages.
- Those who have **completed TAFE or tertiary education** are also more likely to cite their liking for the **central or convenient location** of the area (74% and 67% respectively), the **parks and foreshores** (23% and 26% respectively) and **proximity to work** (6% and 9% respectively) than other residents.
- **Young couples and families** are more likely to say they like the **central or convenient location** (80%), the **closeness to family** (14%) and the **affordable housing** (10%) compared to other residents.
- **Middle families** (15%) are more likely to cite their liking for the **proximity to schools** compared to other residents.

Residents were asked what improvements they would suggest for the City of Ryde. There was little change in findings from 2003, with one in five (18%) residents in 2005 **having no suggestions** to make. Of those who had suggestions, the most common suggestions were for **better public transport** (12%) and **for less traffic** (11%).

**Figure 4: What Residents Would Change in the City of Ryde**



*Question 4: Again thinking about the entire City of Ryde Council Area, what would you change or improve if you could?*

Base: All residents n=605

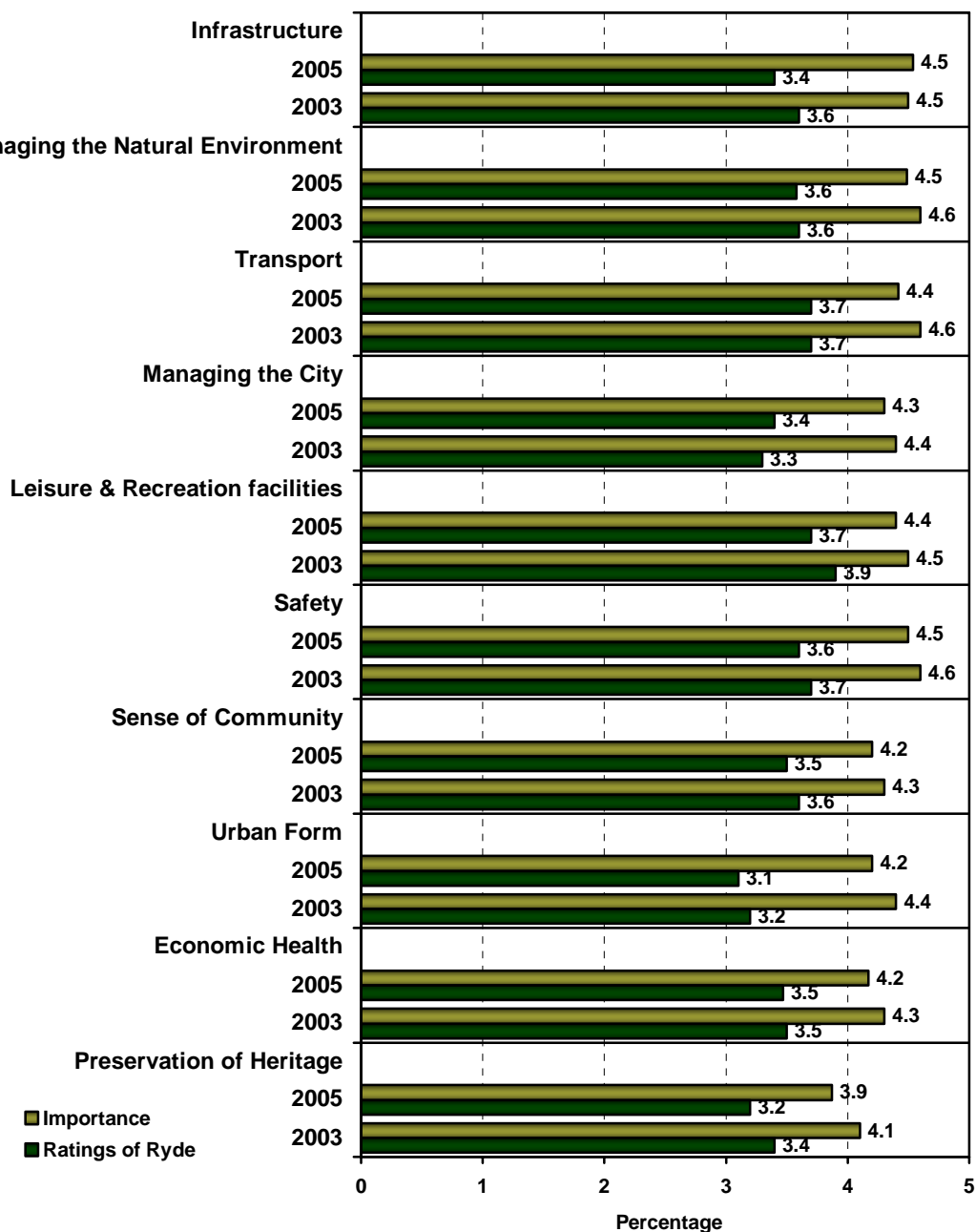
Differences in the suggestions from different demographic groups are shown below:

- Residents in the **East Ward** are more likely to suggest **better public transport** (16%) and **less traffic** (14%) than those in other wards.
- While **older couples** are more likely to **have no suggestions** (22%) compared other family groups, those who made suggestions were more likely to suggest **cleaning up litter, rubbish or dumping** (7%) and having **more foot or bike paths** (9%), compared to younger people.
- Residents aged **35-44 years** are more likely than any other age group to suggest **better public transport** (14%) and **more green areas, parks or trees** (15%).
- **Males** are more likely to suggest **improving roads and streets** (13%) compared to females (6%).
- Residents who have **lived in the area for less than 5 years** are more likely (20%) to suggest **better public transport** than residents who have lived here longer.
- Residents who have **lived in the area for a shorter period of time (less than 5 years and 5-10 years)** are also more likely to suggest having **more green areas, parks and trees** (21% and 15% respectively) compared to residents who have lived here longer.
- Conversely, residents who have lived in the area for **more than 20 years** are also the most likely to suggest **less high density housing** (12%) and **cleaning up litter, rubbish or dumping** (10%).
- **Australian-born** residents are more likely (5%) to suggest **improving the Top Ryde Shopping Centre** compared to residents born in Non-English speaking countries (1%).
- Of residents with higher education, those with **TAFE** qualifications are more likely (18%) to suggest **better shopping**, whereas those with **tertiary** qualifications are more likely to suggest **more green areas, parks and trees** (14%) and **sports or recreation facilities** (7%).
- **Middle and mature families** are more likely to suggest **better public transport** (20% and 16% respectively) than those in other living situations.

### 3.3. City of Ryde Council Issues

City of Ryde residents rate all local issues as 'important'. Compared to 2003 findings, where performance on leisure and recreation and safety and transport were rated slightly higher than other issues, in 2005 **infrastructure** and **managing the natural environment** were rated slightly higher than other issues.

**Figure 5: Importance of Local Government Concerns and Ratings of Ryde**



*Question 9: How important is it for your local government to be concerned about this and how well do you think Ryde City Council is doing in this area?*

Base: All residents n=605

As found in 2003, there is a 'gap' between the level of importance residents place on the issue and their rating of the Council's performance. Gaps have **increased** slightly on the following issues:

- Infrastructure (Gap: 2003 – 0.9, 2005 – 1.1)
- Leisure and recreation facilities (Gap: 2003 – 0.6, 2005 – 0.7)

Gaps have **decreased** on the following issues:

- Urban form (Gap: 2003 – 1.2, 2005 – 1.1)
- Managing the natural environment (Gap: 2003 – 1.0, 2005 – 0.9)
- Transport (Gap: 2003 – 0.9, 2005 – 0.7)
- Managing the city (Gap: 2003 – 1.1, 2005 – 0.9)
- Economic health (Gap: 2003 – 0.8, 2005 – 0.7)

For each issue that residents rated as absolutely essential they were asked which particular issues they were concerned about. The main specific issues of importance are listed below:

348 residents say **infrastructure** issues are 'absolutely essential' – the specific issues they feel are important are:

- Traffic / roads / parking (91 mentions)
- Maintenance of area / infrastructure (40 mentions)
- More parks / green space (38 mentions)
- Maintaining footpaths (33 mentions)
- Drainage / waste (32 mentions)
- Public transport (25 mentions)
- Hospitals / health (17 mentions)
- Housing density (14 mentions).

362 residents say **safety of people in their homes and in the community** is 'absolutely essential'. The specific issues they feel are important are:

- Added police / security (121 mentions)
- Safety on the streets / public (80 mentions)
- Feeling safe (72 mentions)
- Safety within the home (70 mentions)
- Theft / robbery / bag snatching (43 mentions)
- Lighting for night (36 mentions)

- Neighbourhood Watch / communication (14 mentions)
- Illegal driving (12 mentions).

319 residents say **transport** issues are 'absolutely essential'. The specific issues they feel are important are:

- Buses routes / stops (105 mentions)
- More / frequent public transport (76 mentions)
- Access to places / transport (60 mentions)
- Reliability (58 mentions)
- Trains / stations (53 mentions)
- Ease / convenience of travel (49 mentions)
- Reduce traffic (20 mentions)
- Improve roads / cycle paths / foot paths (17 mentions).

342 residents say **natural environment** issues are 'absolutely essential'. The specific issues they feel are important are:

- Clean water / waterways (76 mentions)
- Clean / more parks (74 mentions)
- Maintaining national parks / bushlands (53 mentions)
- Good air quality / clean air (49 mentions)
- More/ healthy trees ( 46 mentions)
- Population density / development (39 mentions)
- Keeping the area green (32 mentions)
- Recycling (32 mentions)
- Waste disposal (30 mentions)
- Pollution (28 mentions)
- Keeping everything clean (28 mentions)
- Traffic (27 mentions).

284 residents say **city management** issues are 'absolutely essential'. The specific issues they feel are important are:

- Roads / paths / transport (40 mentions)
- Effective management by Council (38 mentions)
- Community / Council involvement / communication (31 mentions)

- Development / planning (24 mentions)
- Rates / money Council spends (21 mentions)
- More facilities (18 mentions)
- Parks and green areas (15 mentions)
- Keep city clean (13 mentions).

292 residents say **leisure and recreation** issues are 'absolutely essential'. The specific issues they feel are important are:

- Parks / bushlands / green areas (107 mentions)
- Facilities for children / youth (97 mentions)
- Sport facilities / exercise / walking (73 mentions)
- Maintaining and improving (50 mentions)
- More / better / retained swimming pool (23 mentions)
- Family activities / facilities (23 mentions)
- Close / available recreation and leisure (20 mentions)
- Availability / access (20 mentions)
- Good community / individual health (18 mentions)
- Safe recreation areas (17 mentions)
- Libraries (19 mentions).

264 residents say issues on **creating a sense of community** are 'absolutely essential'. The specific issues they feel are important are:

- Neighbourhood Watch / sense of community (72 mentions)
- Increase community events / activities (41 mentions)
- Safe / pleasant environment (25 mentions)
- Open communication (18 mentions)
- Multiculturalism (16 mentions)
- Elderly people cared for (15 mentions).

244 residents say **urban form** issues are 'absolutely essential'. The specific issues they feel are important are:

- Density / overpopulated housing (72 mentions)
- Traffic / roads / paths (33 mentions)
- Building sites / high rise (33 mentions)

- Affects community character / demographics (29 mentions)
- More / changed facilities (28 mentions)
- Planning development / growth (24 mentions)
- Not aesthetically pleasing (21 mentions)
- Environmental impacts / staying green (19 mentions).

209 residents say issues relating to **the economic health in the area** are 'absolutely essential'. The specific issues they feel are important are:

- More employment / local opportunities (52 mentions)
- More support for local business (21 mentions)
- More business opportunities (19 mentions).

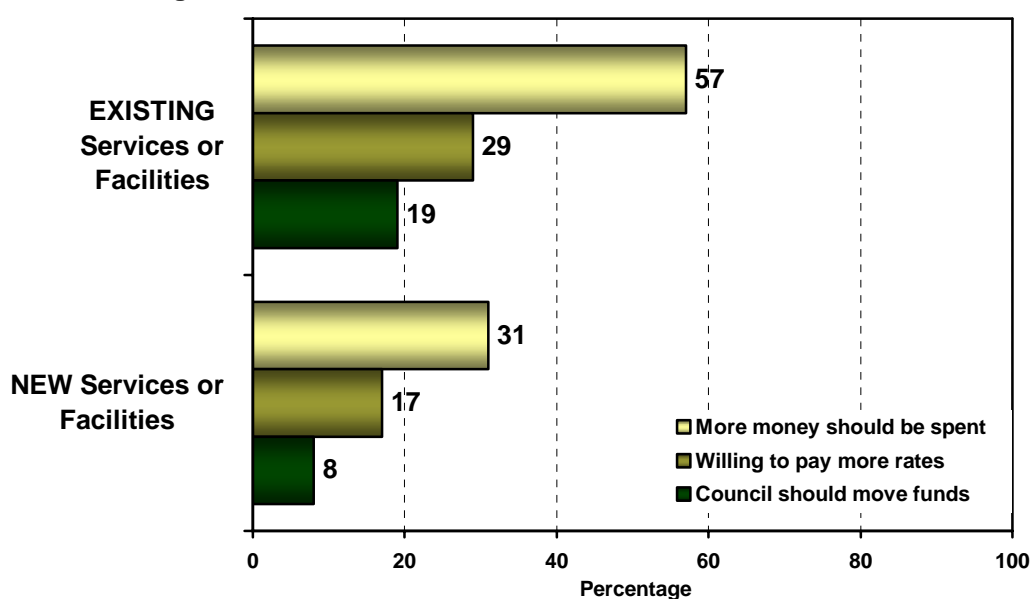
155 residents say **preservation of heritage** issues are 'absolutely essential'. The specific issues they feel are important are:

- Old houses / buildings (73 mentions)
- Retain heritage / history (47 mentions)
- Preserve Brush Farm (14 mentions).

### 3.4. Funding of Facilities and Services

Residents were asked to suggest new or existing services which the Ryde City Council could give more time and funding. Those who identified such services were then asked whether **they would be willing to pay more council rates and/or think the council should move funds from other existing services and facilities** in order to fund this increased spending. Figure 6 illustrates the 'gap' between residents' feeling that more money should be spent and their willingness to pay more rates.

**Figure 6: Residents Who Would Like the Council to Increase Spending on Some Existing and New Facilities**



*Question 10B/10E: Are there any existing/new services or facilities that you think the Ryde City Council should spend more time and money on?*

Base: All residents n=605

- 56% of residents feel that more **money should be spent on existing services**; however, only 29% are **willing to pay more rates** to fund increased spending.
- 19% of residents think that councils **should move funds** from other existing services or facilities to support increased spending on target services and facilities.
- 31% of residents say more **money should be spent on new services or facilities**.
- 17% are **willing to pay more rates** to support spending on these new services; 8% feel that this increased spending should be supported by **moving funds** from existing services.

Residents who suggested **moving funds from existing services** for existing and new services were asked to identify which services or facilities should serve as 'donors'. Council administration / bureaucracy was the main suggested donor (5% for existing services, 1% for new services). Other services which were mentioned as donors by 1% of residents included:

- Multicultural activities
- Roundabouts
- Parks
- Roads
- Heritage buildings
- Waste disposal.

All residents were asked which existing or new services or facilities they thought the Ryde City Council should spend more time and money on. Figure 7 on the following page identifies services and facilities in need of support and highlights areas where there appears to be a need for new services or facilities.

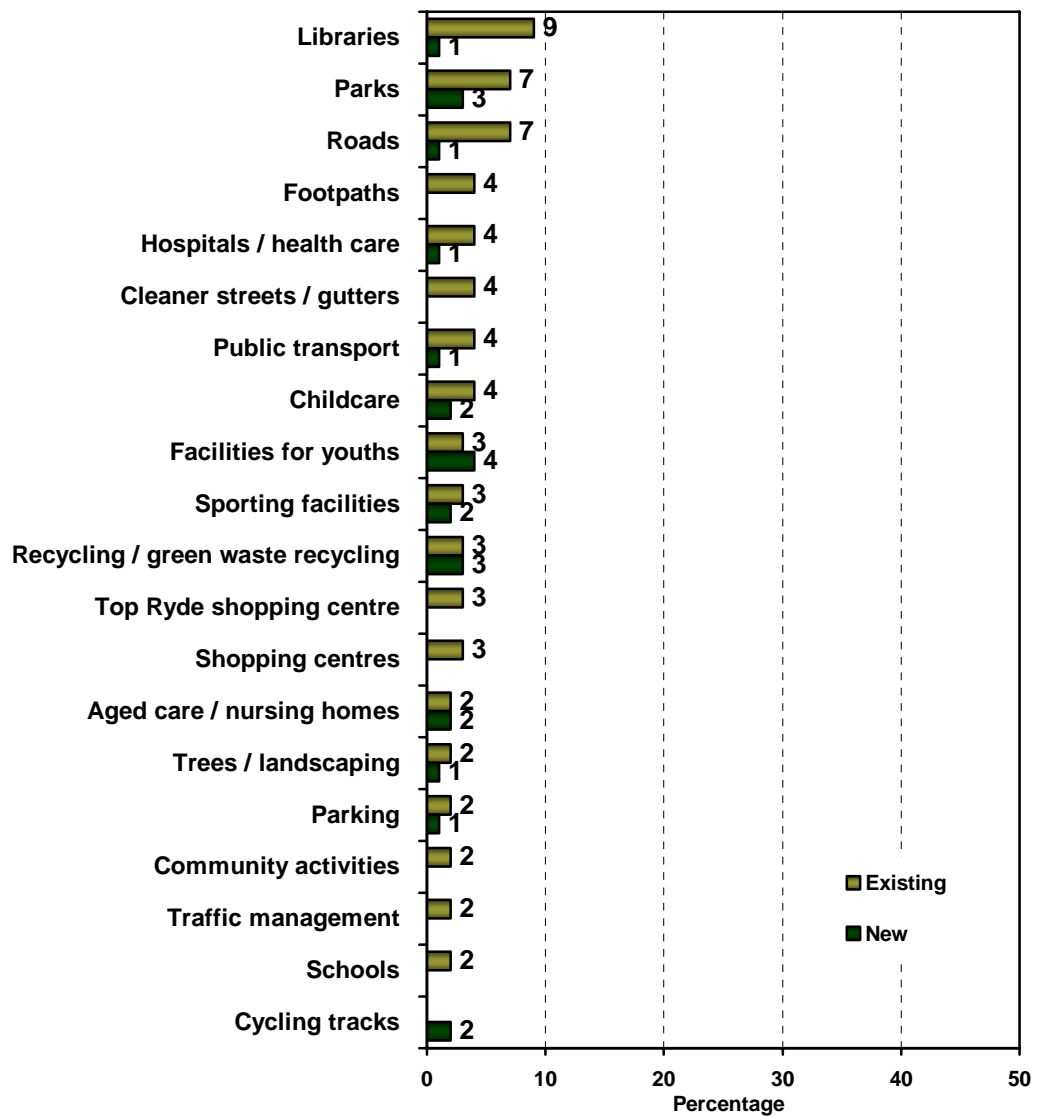
Residents were of the opinion that the following **existing services** were most in need of increased support:

- Libraries / wider range of books (9%)
- Parks (7%)
- Roads (7%).

The most commonly suggested **new services** in need of increased time and spending are as follows:

- Facilities / activities for youth (4%).
- Green recycling bins (3%)
- Parks (3%).

Figure 7: Services or Facilities the Council Should Spend More Money on



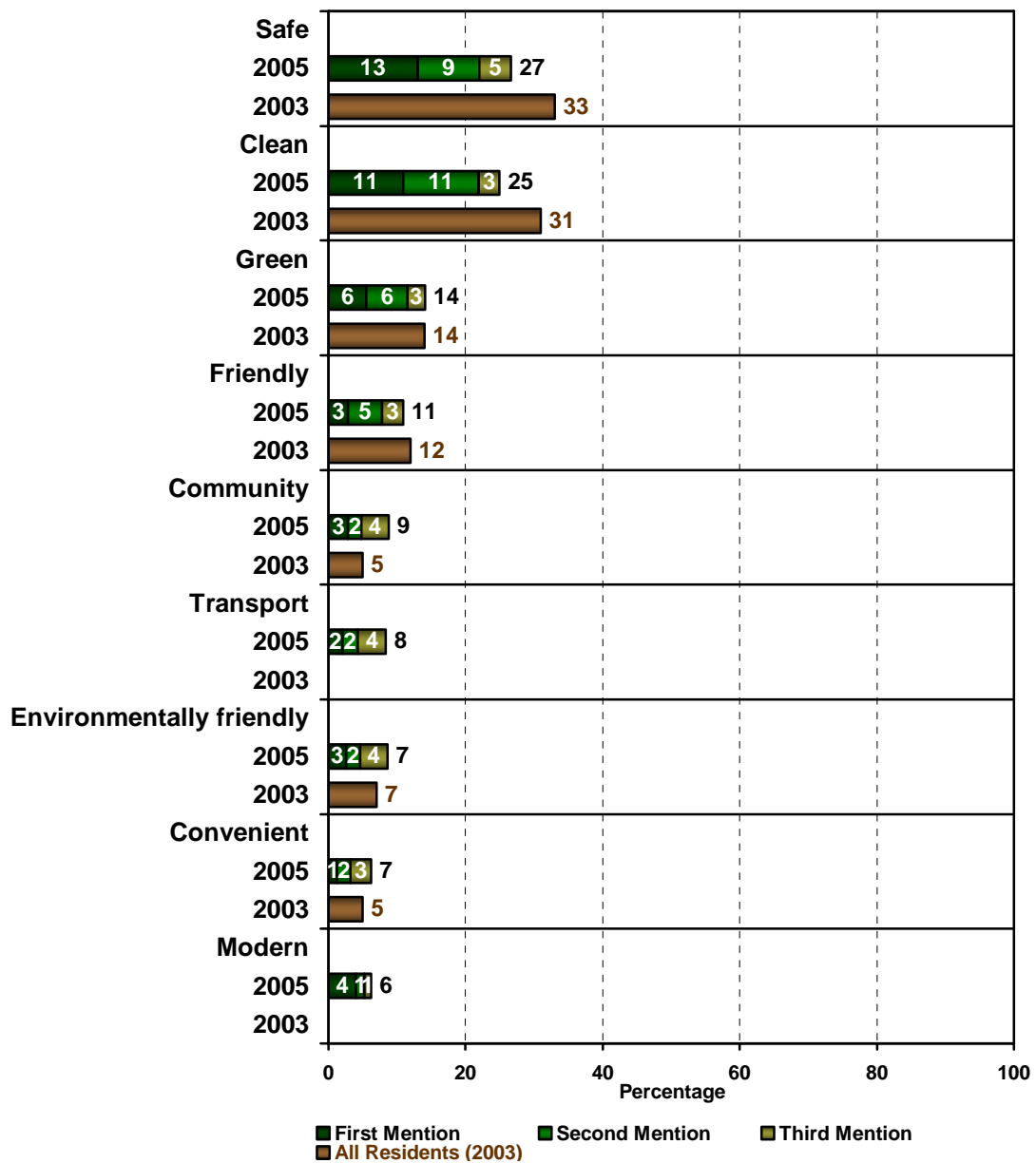
Question 10B/10E: Are there any existing/new services or facilities that you think the Ryde City Council should spend more time and money on?

Base: All residents n=605

### 3.5. City of Ryde in 20 Years

Residents were asked what three words they would use to describe the ideal City of Ryde in 20 years time. One in four (27%) residents used the words **safe**. This was followed by one in five (25%) residents saying **clean** and 14% using the word **green**. Responses were similar to those in 2003, with a higher percentage mentioning clean and safe.

**Figure 8: How Residents Want to Describe the City of Ryde IN 20 YEARS TIME**



*Question 11: Thinking ahead 20 YEARS what three words would you use to describe your IDEAL City of Ryde in the future?*

Base: All residents n=605

#### 4. Online Survey

The online version of the survey was posted on the City of Ryde Council's website during and after the completion of the phone study. This was publicised in the weekly Mayor's Column in the local newspapers. 113 residents completed the online questionnaire. The table below presents the demo- graphic profile of the online sample.

**Table 3: Demographic Breakdown of Online Survey Sample**

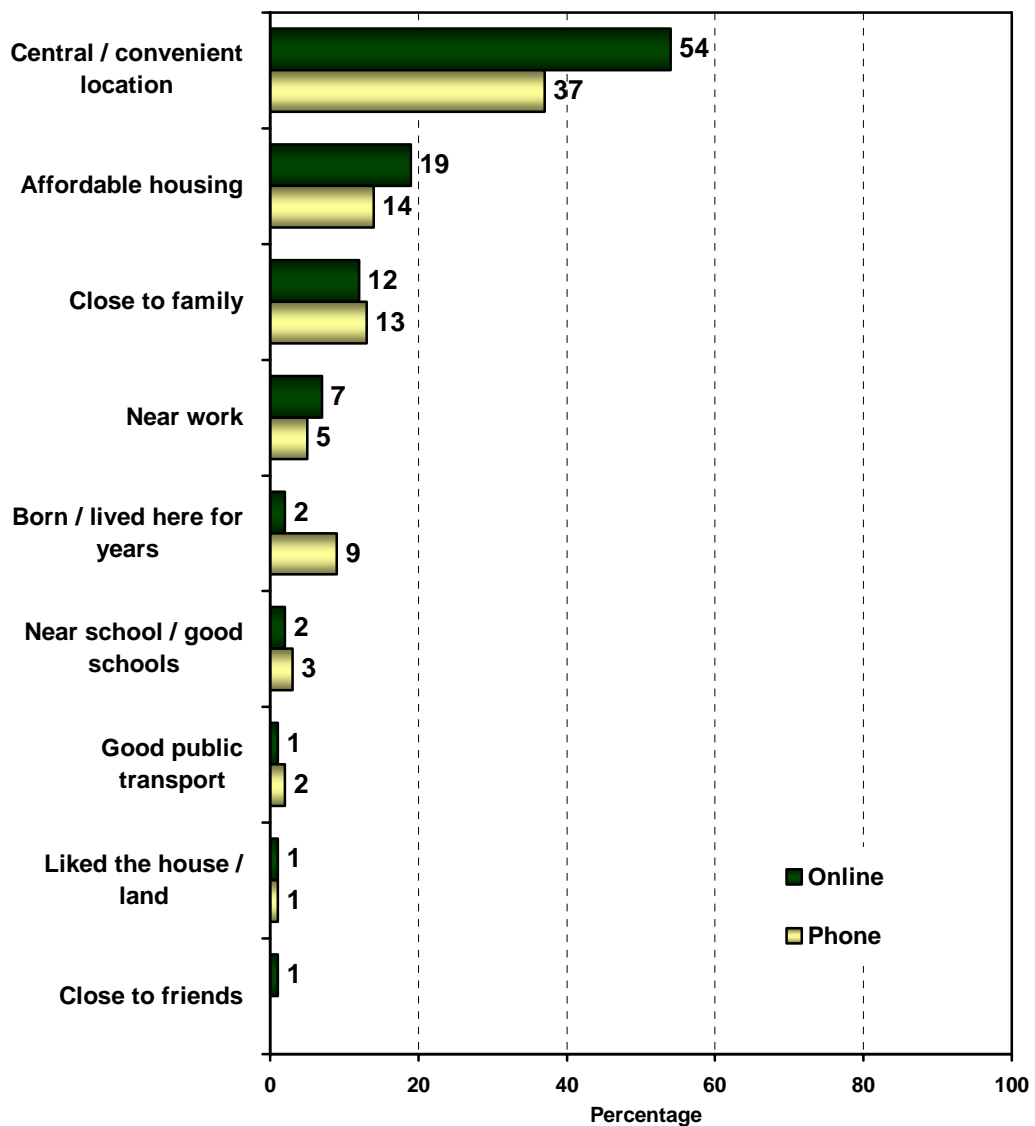
	Online	
	#	%
<b>GENDER</b>		
Males	57	50
Females	56	50
<b>AGE</b>		
15 to 19	4	4
20 to 24	4	4
25 to 34	28	25
35 to 44	35	31
45 to 54	22	19
55 to 64	16	14
65 +	4	4
<b>RESIDENCE</b>		
Separate House	73	65
Semi-detached, villa or townhouse	20	18
Unit	20	18
<b>COUNTRY BORN IN</b>		
Australia	89	79
Other English speaking	6	5
Non-English speaking	17	15
<b>LANGUAGE SPOKEN AT HOME</b>		
English	107	95
Other	6	5
<b>TOTAL</b>	<b>113</b>	<b>100</b>

#### 4.1. Views on the City of Ryde

Over one half of online respondents said the **central and convenient location** was the main reason why they live in Ryde. **Affordable housing** (19%) was the second most frequently mentioned reason.

The reasons given in the online study **did not differ significantly** from those obtained over the phone with the exception of the central/convenient location (cited more often by online respondents) and being born or having lived in the area for years (mentioned mostly over the phone).

**Figure 9: Main Reason Residents Live in the City of Ryde**



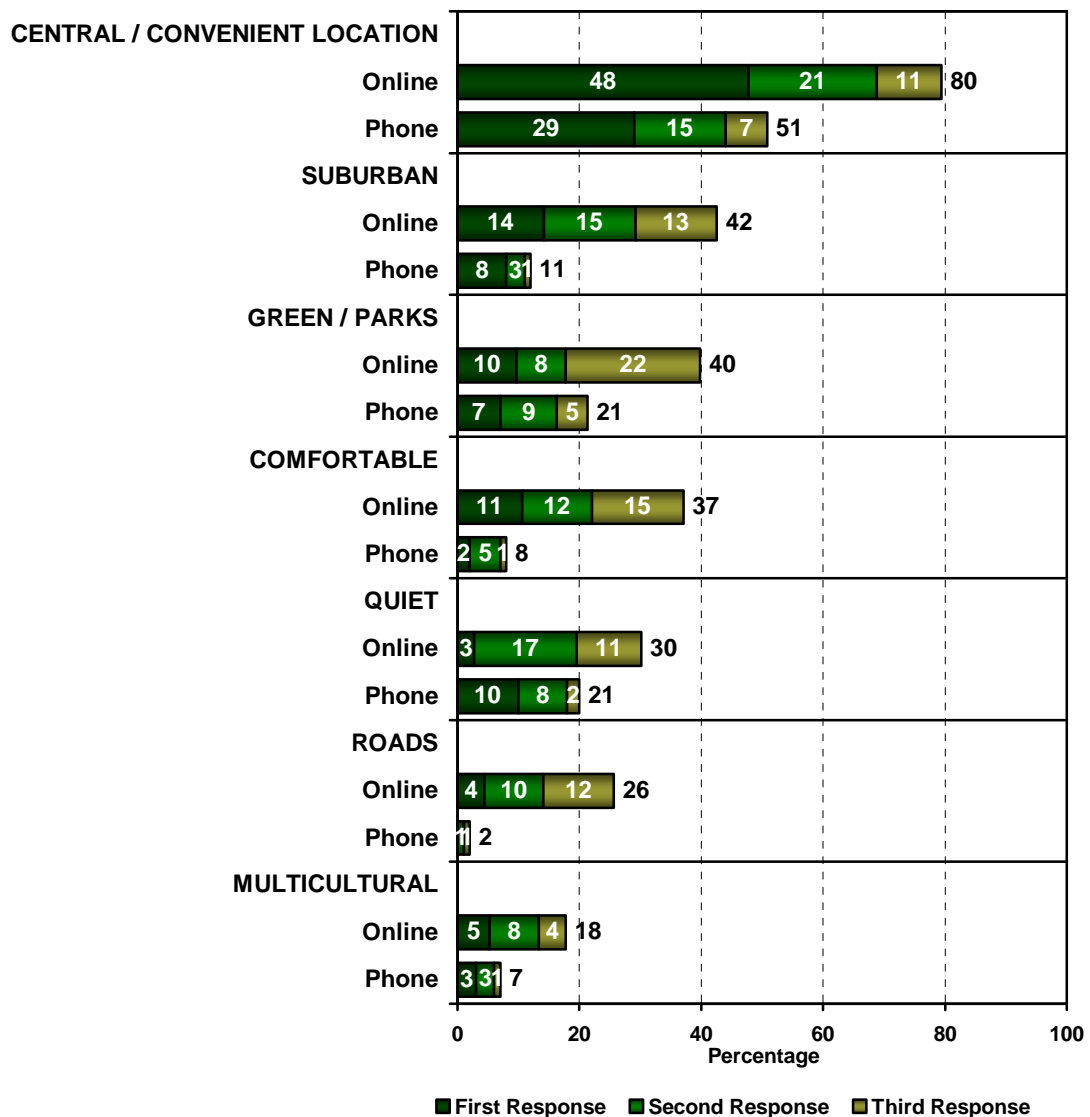
*Question 1: Can you tell me the main reason you live in the City of Ryde?*

Base: All residents (online n=113, phone n=605)

The most common description of the City of Ryde given online was its **central or conveniently location** (80%). The order of the most frequent descriptions was similar in both studies, except for **comfortable, roads** and **multicultural**, adjectives with a clearly more prominent position in the online results.

We note that the phone interviewers did not prompt answers to most of the questions whereas various options were shown in the online version for respondents to select. Although an "other – specify" option was available in the online questionnaire, the results were affected in favour of the visible options.

**Figure 10: Description of the City of Ryde**



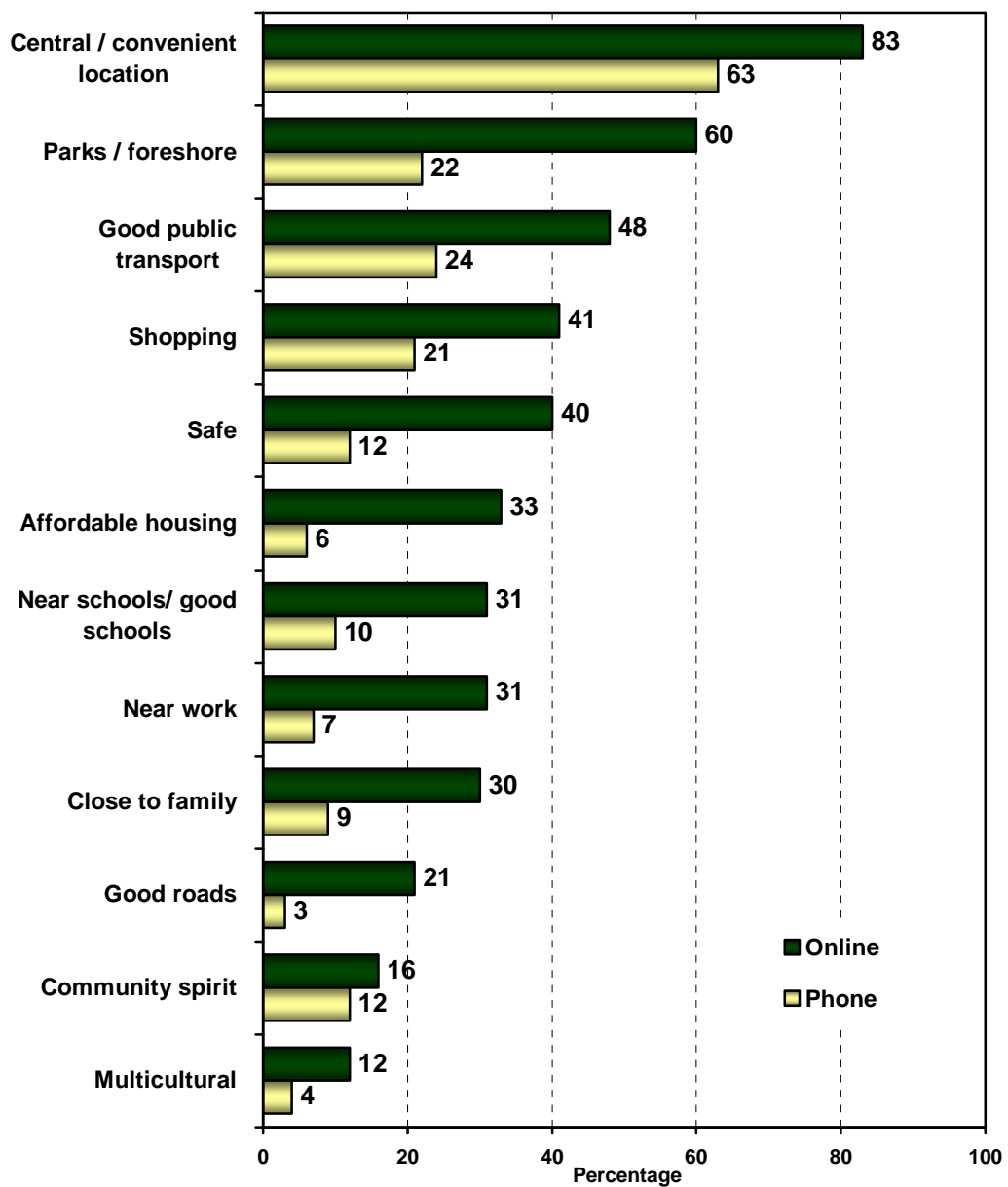
*Question 2: What words would you use to describe the City of Ryde to someone who had never been to the area?*

Base: All residents (online n=113, phone n=605)

## 4.2. Residents' Likes and Dislikes

When asked to describe what they liked about living in the City of Ryde, online respondents were much more likely to mention **parks and foreshore** than **good public transport** (both options appeared on the questionnaire), in which they differed from phone respondents. Also **community spirit** was relatively less important for those who completed the survey online.

**Figure 11: What Residents Like about Living in the City of Ryde**



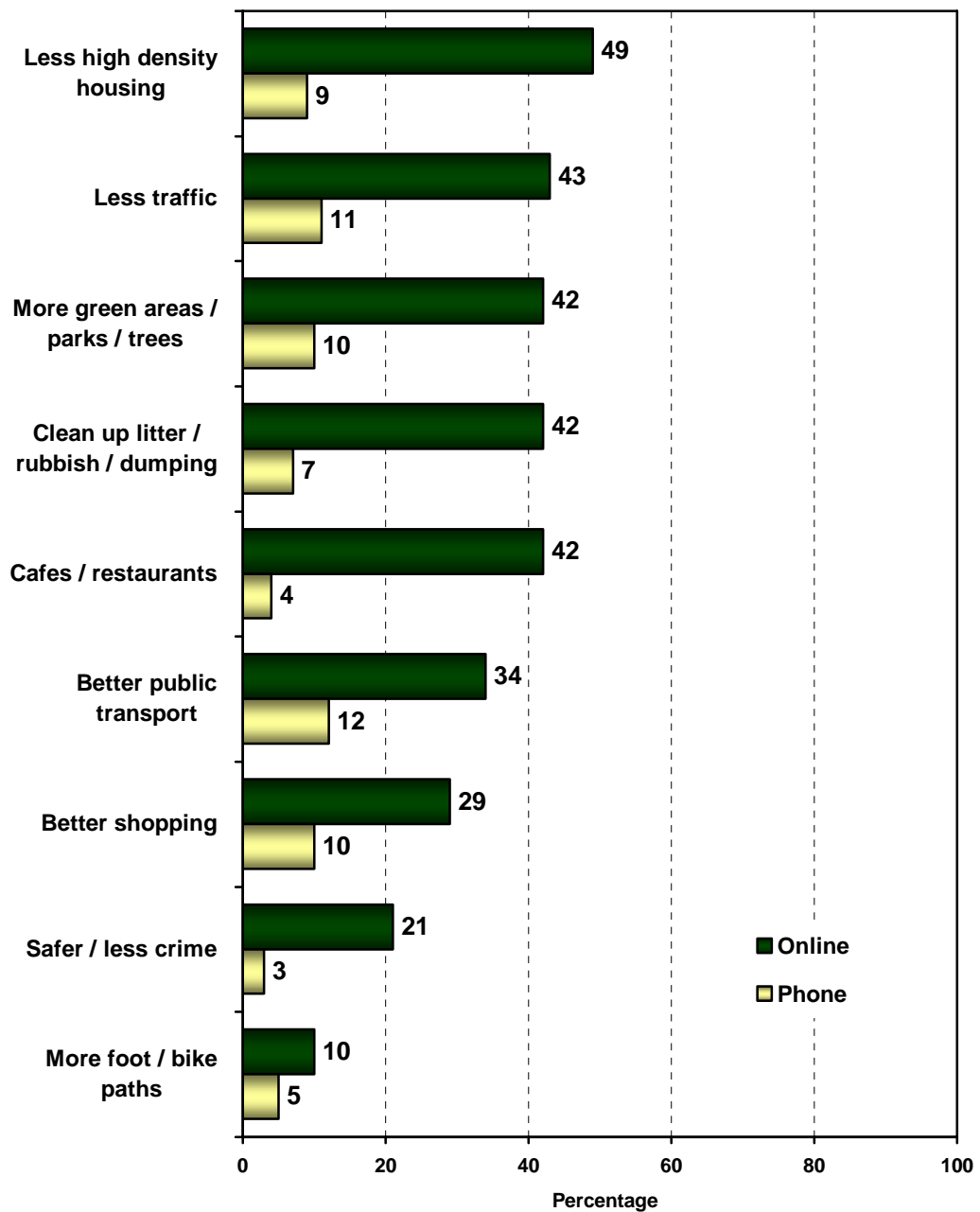
*Question 3: And what do you particularly like about living in the City of Ryde area?*

Base: All residents (online n=113, phone n=605)

When asked what improvements they would suggest for the City of Ryde, half of online respondents mentioned **less high density housing**.

**Better public transport** and **better shopping** were relatively less important changes for online respondents, as compared to the phone study.

**Figure 12: What Residents Would Change in the City of Ryde**



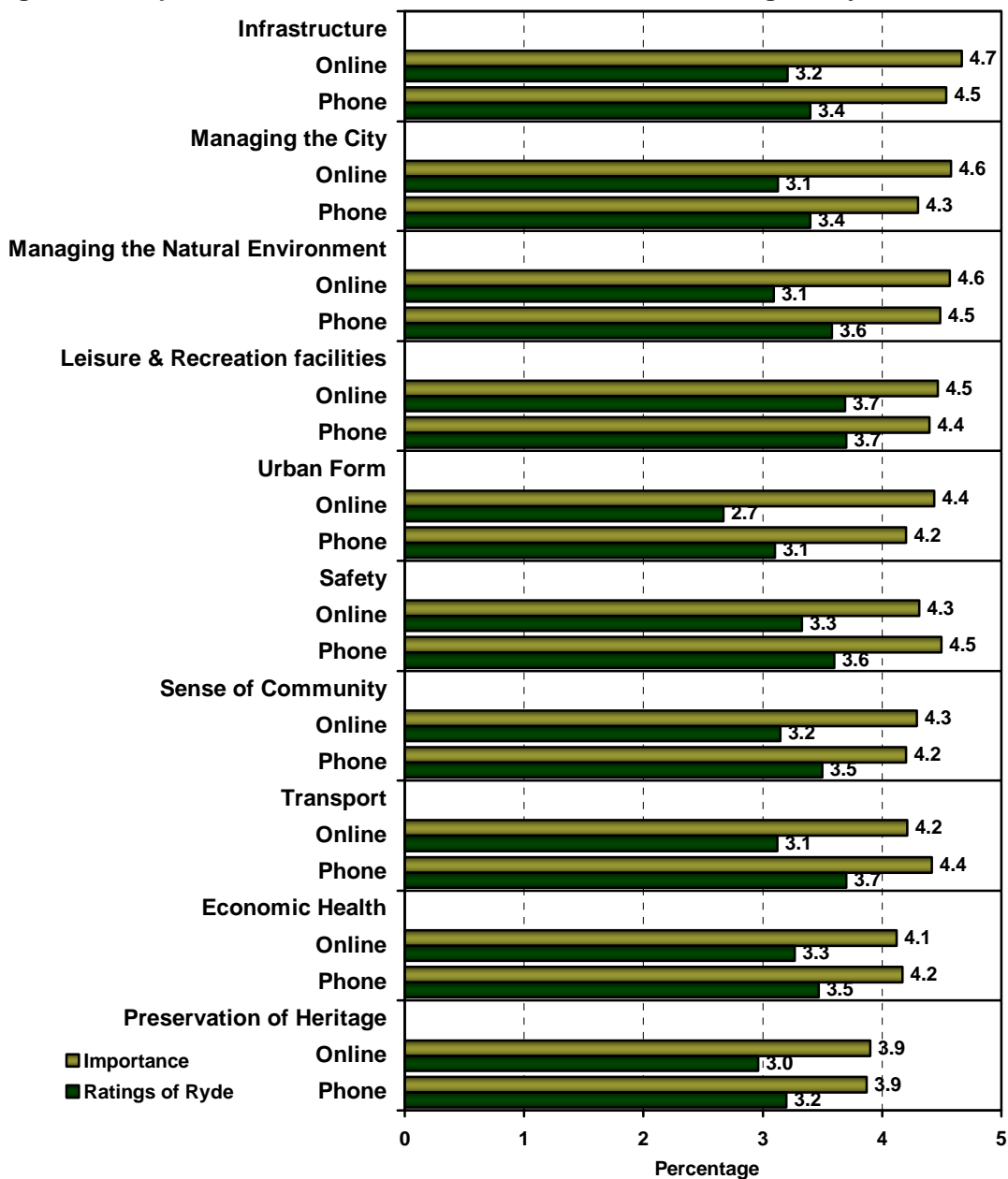
*Question 4: Again thinking about the entire City of Ryde Council Area, what would you change or improve if you could?*

Base: All residents (online n=113, phone n=605)

### 4.3. City of Ryde Council Issues

There were no major differences between the studies with regard to the importance of local issues. Online respondents, however, tended to rate the performance of the City of Ryde Council lower than those who spoke to phone interviewers; particularly when asked about **transport** (-0.6 on a 5 point scale), **managing the natural environment** (-0.5) and **urban form** (-0.4).

**Figure 13: Importance of Local Government Concerns and Ratings of Ryde**



*Question 9: How important is it for your local government to be concerned about this and how well do you think Ryde City Council is doing in this area?*

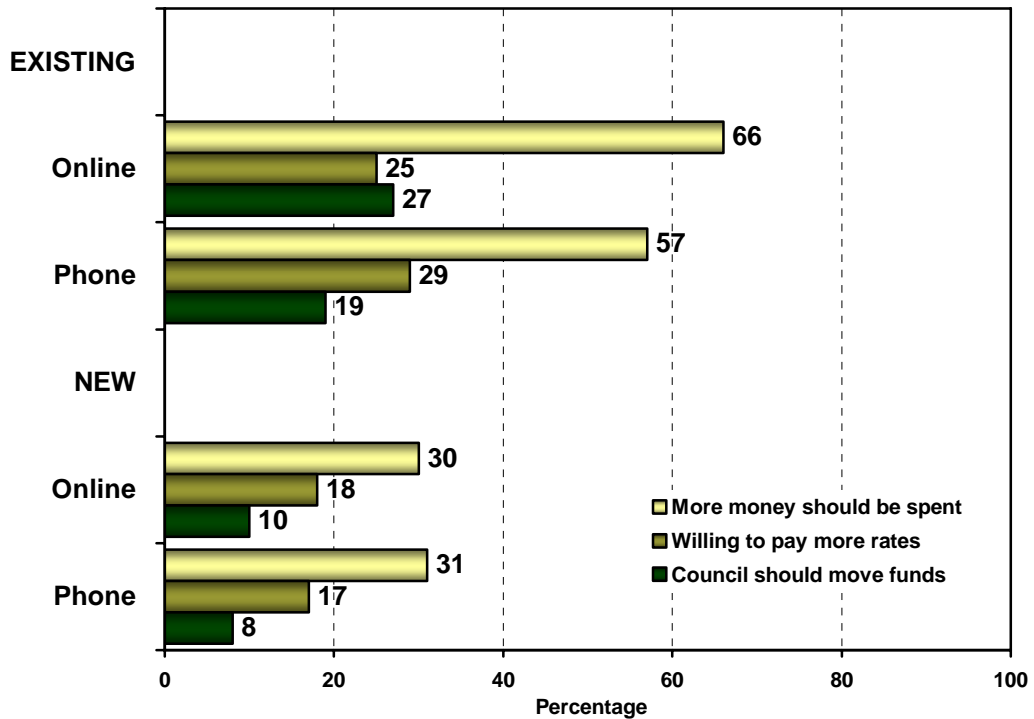
Base: All residents (online n=113, phone n=605)

#### 4.4. Funding of Facilities and Services

Two in three online respondents felt **more money should be spent on existing services**; however, only a quarter indicated they were **willing to pay more rates** to fund the increase in spending. This gap was bigger in the online findings as compared to the phone study.

There were **no significant differences** between online and phone results when residents were asked about the funding of **new** services and facilities.

**Figure 14: Residents Who Would Like the Council to Increase Spending on Some Existing and New Facilities**

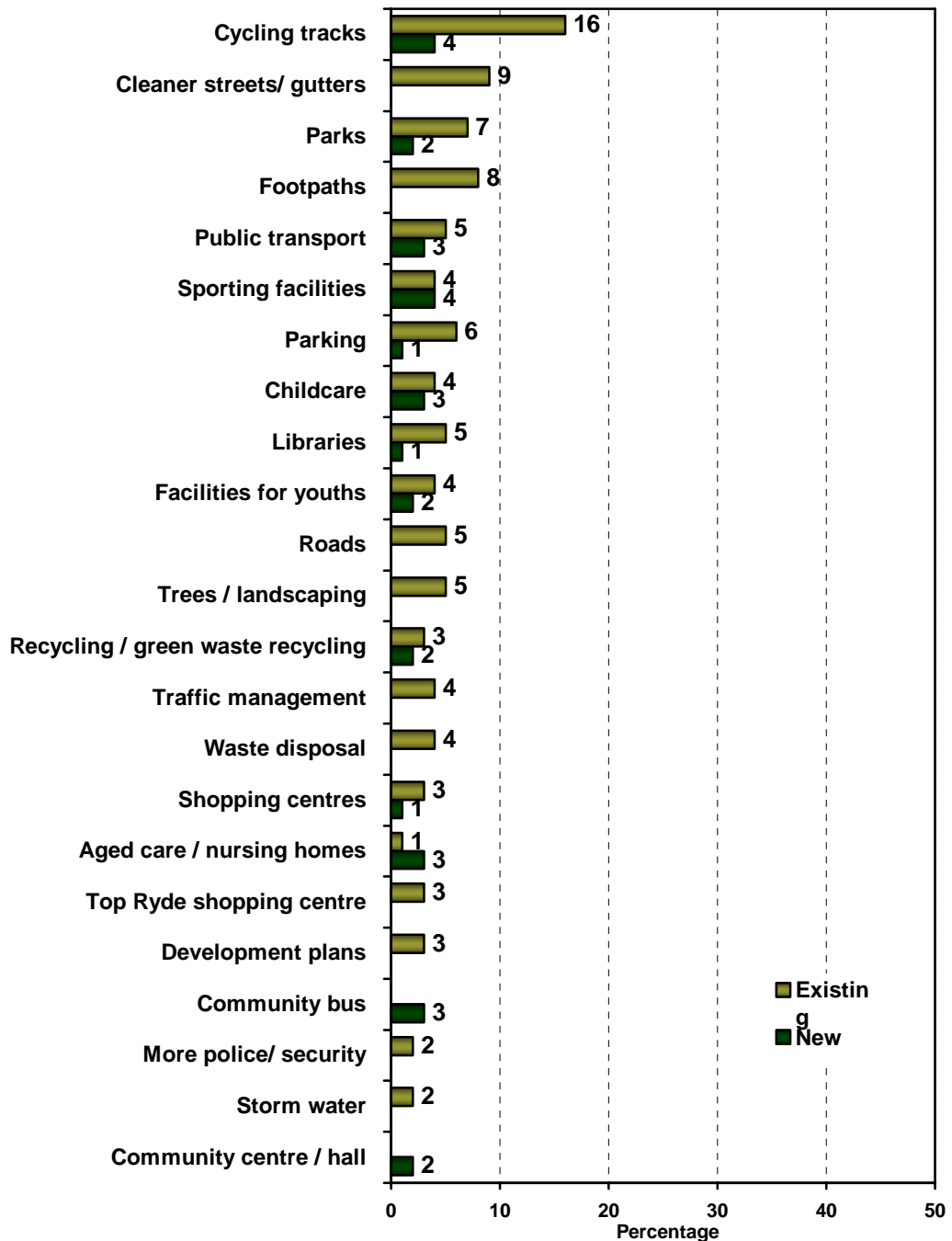


*Question 10B/10E: Are there any existing/new services or facilities that you think the Ryde City Council should spend more time and money on?*

Base: All residents (online n=113, phone n=605)

The figure below shows the **services and facilities** online respondents think should receive **increased council funding**.

**Figure 15: Services or Facilities the Council Should Spend More Money on**



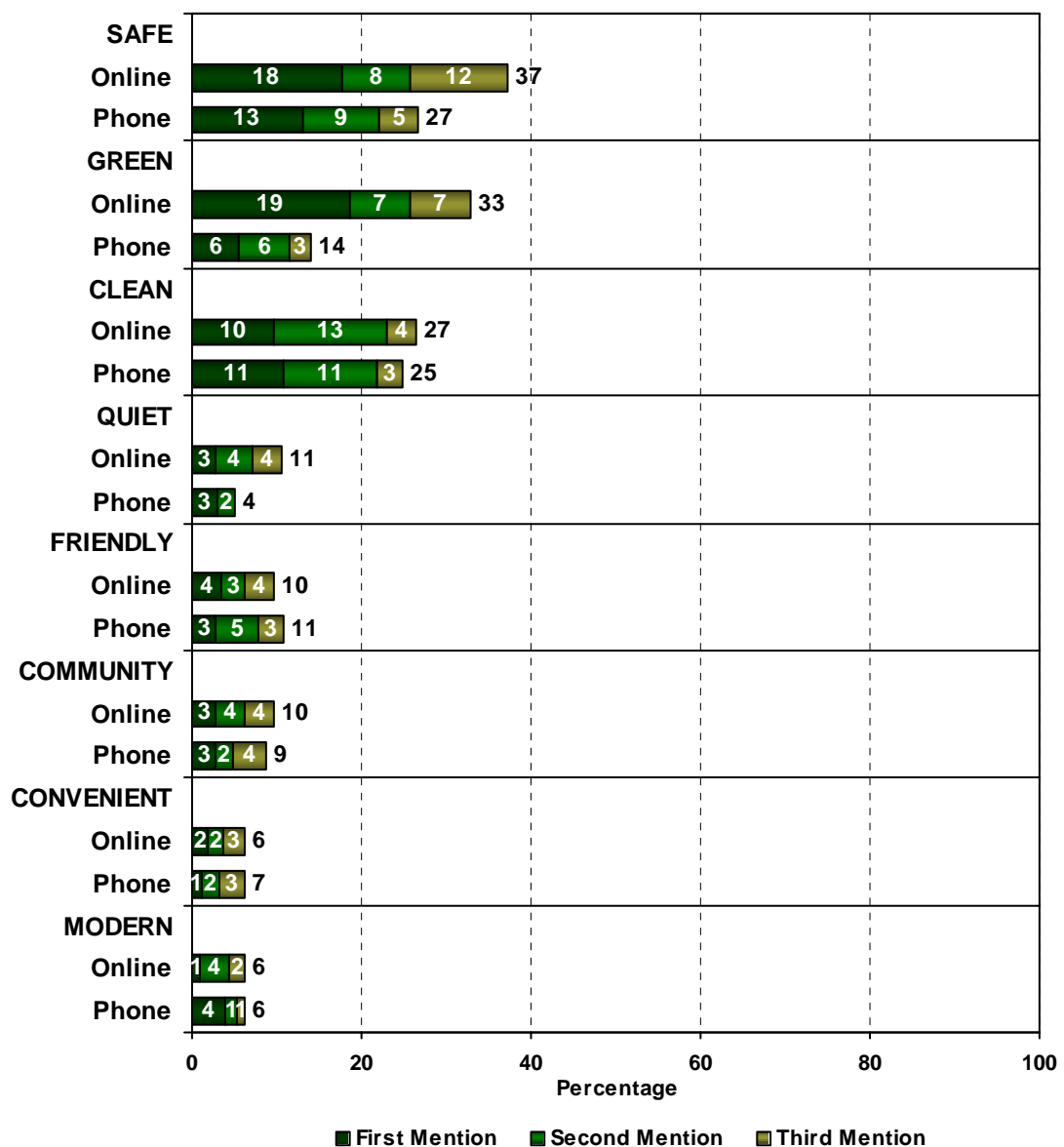
*Question 10B/10E: Are there any existing/new services or facilities that you think the Ryde City Council should spend more time and money on?*

Base: Online only n=133

#### 4.5. City of Ryde in 20 Years

**Safe, clean** and **green** remain the top three words describing the ideal City of Ryde in 20 years in both versions of the study. The order of the three changed, however, in the online findings, with **green** being the second most common description within the three words and **the most frequent first word** used to describe the ideal City of Ryde in 2025.

**Figure 16: How Residents Want to Describe the City of Ryde IN 20 YEARS TIME**



*Question 11: Thinking ahead 20 YEARS what three words would you use to describe your IDEAL City of Ryde in the future?*

Base: All residents (online n=113, phone n=605)

**APPENDIX 1:**

**QUESTIONNAIRE**

## City of Ryde 2005 – TRC 1500

"Good (.....). My name is (.....) I am calling on behalf of the Ryde City Council and I am from Taverner Research.

Did you receive the letter we sent inviting someone in your household to take part in a study we are conducting on behalf of Ryde City Council? If you have not, would you like to know the background to the survey?

Your household has been selected to take part in the survey and it would be of great value to the City of Ryde if you would answer some questions. If you have time now we would like to include you in the study. The survey will take 15 to 20 minutes.

S1. Firstly, can I confirm which suburb you live in?

West Ward	Central Ward	East Ward
Marsfield Eastwood Denistone East Denistone Denistone West Melrose Park	Macquarie Park West Ryde Meadowbank	North Ryde Ryde East Ryde Putney Gladesville Tennyson Point Chatswood West

S2. So that we can determine what Council area you live in, could you please tell me what street you live on?

1. Street (specify)

S3. What is the nearest cross street?

1. Cross Street (specify)

READ OUT – the following questions have to do with the City of Ryde, including all of the suburbs in the Ryde Council Area.

### VIEW ON THE CITY OF RYDE

Q1. First of all, can you tell me the MAIN reason you live in the City of Ryde.

SINGLE ANSWER – DO NOT READ OUT

**INTERVIEWER NOTE : IF RESPONDENT SAYS THEY HAVE ALWAYS LIVED HERE / BORN HERE ASK: "Why do you continue to live here?"**

1. Affordable housing
2. Central / convenient location
3. Close to family
4. Good roads
5. Good public transport
6. Near school / good schools
7. Near work
8. Don't know
9. Other (please specify) .....

Q2. What words would you use to describe the City of Ryde to someone who had never been to the area? PROBE FOR UP TO THREE ANSWERS – ACCEPT MULTIPLES

Q2a. First response

Q2b. Second response

Q2c. Third response.

1. Central / convenient location
2. Comfortable
3. Green / parks
4. Multi-cultural
5. Quiet
6. Roads (Victoria / Epping)
7. Suburban
8. Villages
9. Don't know
10. Other (please specify) .....

Q3. And what do you particularly like about living in the City of Ryde AREA?

PROBE – ANYTHING ELSE – ACCEPT MULTIPLES

1. Affordable housing
2. Central / convenient location
3. Close to family
4. Good roads
5. Good public transport
6. Near schools/ Good schools
7. Near work
8. Parks / foreshore
9. Multi-cultural
10. Safe
11. Shopping
12. Community spirit
13. Nothing
14. Don't know
15. Other (please specify) .....

Q4. Again thinking about the entire City of Ryde Council Area, what would you change or improve if you could? **PROBE – ANYTHING ELSE – ACCEPT MULTIPLES**

1. Nothing – keep it as it is
2. Less high density housing
3. Clean up litter / rubbish / dumping
4. Safer / less crime
5. Better shopping
6. Cafes / Restaurants
7. Less traffic
8. Better public transport
9. More green areas / parks / trees
10. Other (please specify) .....

Q5. Omitted 2005

Q6. Omitted 2005

## **COUNCIL ISSUES**

Q7. Omitted 2005

Q8 Omitted 2005

Thinking about City of Ryde OVER THE NEXT 20 YEARS these are some issues that most local communities and local governments are concerned about. We want to ask you two questions about each of these.

Q9a. How important is it for your local government to be concerned about this?  
And how well do you think Ryde City Council is doing in this area?

Would you say: 1- not at all important, 2- somewhat important, 3- neither important nor not important, 4- important or 5- very important? How important for local government is.....**READ OUT – ROTATE**

**INTERVIEWER NOTE: Read explanation in parentheses only if respondent needs clarification.**

Q9a. Rating scale:

1. Not at all important
2. Not really important
3. Neither important or unimportant
4. Important
5. Absolutely essential

- a) The economic health in the area (including services provided in business centres, viability of business centres and employment opportunities)
- b) How the Council manages the city
- c) Managing the Natural Environment (such as clean air, clean rivers and preserving bushland)
- d) Urban Form, including building types and density of development
- e) Infrastructure (including parks, footpaths, drains, council buildings, local roads)
- f) Leisure and Recreation facilities (such as libraries, parks and sports grounds)
- g) Safety of people in their homes and in the community
- h) Creating a sense of community and taking care of residents
- i) Transport (including private and public transport)
- j) Preservation of Heritage

Q9b. And would you say Ryde City Council is doing: 1- Not at all well, 2- Not well, 3- Neither well nor unwell, 4- Well or 5- Very well?

Q9b Rating scale:

1. Not at all well
2. Not well
3. Neither well or unwell
4. Well
5. Very well

***IF CODE 5 (absolutely essential) in Q9 ASK Q10:***

Q10a. You said (issue) are essential, what particularly is important about (issue) for you in the City of Ryde?

1. Don't know
2. Specify .....

Q10b. (NEW) Are there any existing services or facilities that you think the Ryde City Council should spend more time and money on?

**RECORD UP TO 3 ONLY – DO NOT READ OUT**

1. No/Don't know – SKIP TO Q10d
2. Specify.

Q10c. (NEW) Would you be willing to pay more on Council Rates for the next five years to fund that extra spending?

1. Yes
2. No
3. Don't Know
4. Don't pay rates

Q10d. (NEW) Are there any new services or facilities that you think the Ryde City Council should fund?

**RECORD UP TO 3 ONLY – DO NOT READ OUT**

1. No/Don't know – SKIP TO Q11
2. Specify.

Q10e. (NEW) Would you be willing to pay more on Council Rates for the next five years to fund that extra spending?

1. Yes
2. No
3. Don't Know
4. Don't pay rates

**CITY VISION**

Q11. Thinking ahead 20 YEARS what three words would you use to describe your IDEAL City of Ryde in the future?

Q11a. First response

1. Don't know
2. Specify .....

Q11b. Second response

1. Don't know
2. Specify .....

Q11c. Third response

1. Don't know
2. Specify .....

**DEMOGRAPHICS**

Finally, I'd like to ask you a few questions just to make sure we have spoken to a good cross section of people.

D1. Firstly, which of the following age groups do you fall into?

- 1. 15 – 19
- 2. 20 – 24
- 3. 25 – 34
- 4. 35 – 44
- 5. 45 – 54
- 6. 55 – 64
- 7. 65+
- 8. Refused

D2. Sex **RECORD AUTOMATICALLY**

- 1. Male
- 2. Female

D3. How long have you lived in the City of Ryde area?

- 1. Less than 12 months
- 2. Between 12 months and 2 years
- 3. Between 2 years and 5 years
- 4. Between 5 years and 10 years
- 5. Between 10 years and 20 years
- 6. More than 20 years
- 7. Refused

D4. What type of dwelling do you live in?

- 1. Separate house
- 2. Semi-detached house, villa / townhouse or dual occupancy
- 3. A flat / unit
- 4. Other (*specify*) .....
- 5. Refused

D5. Do you rent or own your home?

IF RENTING ASK: "Is that public or private housing?"

IF OWN ASK: "Are you paying a mortgage or is your home paid for?"

- 1. Rent-privately
- 2. Rent-publicly
- 3. Own-paying mortgage
- 4. Own-home paid for
- 5. Refused

D6. Where were you born?

- 1. Australia
- 2. China
- 3. Italy
- 4. Greece
- 5. Vietnam
- 6. Korea
- 7. Armenia
- 8. Other (*specify*) .....
- 9. Refused

D7. What is the main language you speak at home?

1. English
2. Arabic
3. Cantonese/Chinese/Mandarin
4. Italian
5. Greek
6. Vietnamese
7. Korean
8. Armenian
9. Other (*specify*) .....
10. *Refused*

D8. What is the highest level of education you have completed?

1. No formal schooling
2. Primary school
3. Some secondary school
4. Completed secondary school (HSC, Leaving Certificate, etc.)
5. Trade or technical qualification (e.g. TAFE)
6. University or CAE diploma, degree or higher degree
7. *Refused*

D9. Which of the following best describes your living situation?

1. Young single person living alone
2. Peer group flatting together
3. Young couple, no children
4. Young family, mainly pre-school children
5. Middle family, mainly school aged children
6. Mature family, mainly teenage/older children
7. Older couple / older single person
8. Other (*specify*).....

And just in case my supervisor needs to check anything about this survey, could I please have your first name.

Thank you very much for taking part in this study.

If you wish to check that my company is listed with the Market Research Social, you can call the Market Research Society Survey Line on 1300 36 4830. My company name is TAVERNER Research.