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**Hornsby Shire Council  
Research report**

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**A Community Engagement Survey  
amongst a cross-section of residents of Hornsby Local  
Government Area**

**(Part Two of a Community Engagement Strategy  
designed to inform the preparation of  
a Community Strategic Plan)**

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## **EXECUTIVE SUMMARY**

Singles, young couples and respondents aged under 24 years, are those most likely to use a mix of transport options or walk to their destination, with young families also liking to walk to their destinations.

33% of all respondents regularly/every day use public transport however young families 'rarely' use public transport.

The train is the most popular mode of public transport for respondents (72%) regardless of their age group, with bus travel chiefly being favoured by families with children over 12 years.

Young families are those most likely to choose to drive their children to school (49%) with respondents aged 40 – 55 years being those most likely to drive to work/college (45%). Older children travel by bus, train or walk to school.

Most respondents live less than 15 minutes away from either their children's school or the nearest train station, however to reach work or college takes on average longer than 30 minutes.

Safety is the major concern for parents with younger children when thinking about transport to school, however with older children it is often just more convenient to drive them, rather than have them use public transport.

'Convenience' of using a private car is the most frequent reason given for not using public transport (59%). 65% of this sample did not own or use a bicycle, with 29% only using a bicycle for recreation.

The internet is most popular for sourcing information about public transport.

98% of Hornsby Shire residents feel quite safe in their local areas both walking and using public transport during the day with 63% feeling the same way about walking/ using public transport at night.

The primary reasons given for liking to live in the Hornsby Shire centre around: -the general feeling of the bushland, the green space and leafy environment, the neighbourhood and general community is friendly and feels 'comfortable and there are choices of transport available, all within reasonable reach.

63% of respondents regularly talk to their neighbours, and 56% feel they can get help when needed from their local community.

Spare Time is taken up with family, home and garden upkeep , visiting and entertaining family and friends or watching sport. 79% of young families go to parks 'more than once a week/about once a week' the highest users of these facilities.

Emailing a monthly newsletter is the most popular method of communicating with residents across all lifestyle segments (77%), followed by communication through the local newspaper (50%). 85% of residents are aware Council advertises in the local newspapers, with D.As (73%), Local Events (71%) and Public Notices/Exhibitions (66%) being the most frequently recalled types of advertisements.

The most frequently mentioned local newspaper was the Hornsby Advocate (56%) followed by the Northern District Times (16%).

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## **BACKGROUND AND METHODOLOGY**

### **The Telephone Survey**

The telephone questionnaire was prepared in consultation with the Manager Corporate Strategy and Council's project management team, after which OWL sub-contracted Fieldworks, a CATI telephone specialist company who have conducted previous OWL surveys for Hornsby and other councils, to undertake the telephone fieldwork. All interviews were conducted during late afternoons, evenings and weekends to ensure a representative sample of working and non-working residents from different ethnic and social backgrounds are interviewed.

Prior to conducting an interview, screening questions ensured:

- \* All respondents were aged 18 years or over.
- \* The sample was split approximately 50/50 male-female
- \* All respondents were confirmed as living within the Hornsby Council area.
- \* All those interviewed had lived in the area for at least 6 months.
- \* None of the respondents worked for Council, the media, or the market research industry.

A total of 300 telephone interviews were completed during April 2012 in this phase of the study.

### **The Electronic Survey**

To manage the electronic survey OWL used our own on-line specialist Jamy Syed. The questionnaire was prepared by OWL, Council's Manager Corporate Strategy and project team, and was translated into an 'on line' format. Council was then provided with a unique link which they communicated to their database of 15,000 panel members.

Completed responses were analysed by a range of demographics and other sub-sets, combined with the results from the telephone survey and then supplied to OWL for analysis and report.

A total of 1,634 usable responses were received back from this link which ran 'live' from 11-27 April 2012. *(Due to system error, link was unavailable 21-23 April 2012 inclusive.)*

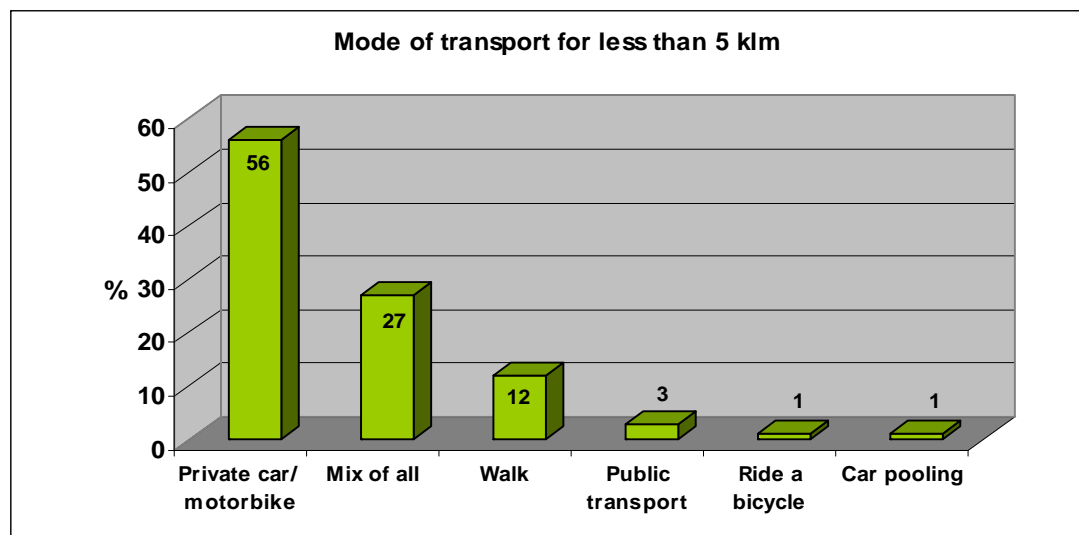
**The following report is therefore based on the total sample size of 1,934 responses from Hornsby Shire residents.**

**DEMOGRAPHICS OF SAMPLE**

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1934</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>757</b>	<b>877</b>	<b>25</b>	<b>342</b>	<b>622</b>	<b>581</b>	<b>64</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Male	47	50	43	47	50	100	-	47	41	42	52	67
Female	53	50	57	53	50	-	100	53	59	58	48	33
<b>Respondent Age Group</b>												
18-24 years	3	7	1	8	-	3	3	100	-	-	-	-
25-39 years	21	78	48	6	2	18	23	-	100	-	-	-
40-55 years	37	10	50	57	18	34	40	-	-	100	-	-
56-75 years	34	3	1	28	68	38	30	-	-	-	100	-
76+ years	5	1	-	1	12	7	3	-	-	-	-	100
<b>Lived in the Hornsby Shire Area</b>												
5 years or less	22	55	40	11	9	21	22	11	52	21	6	3
6 – 10 years	14	17	21	12	10	14	14	18	16	19	7	9
More than 10 years	64	28	39	77	81	65	63	71	31	59	86	88

When travelling locally (less than 5 kms), do you mostly:

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1934</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>757</b>	<b>877</b>	<b>25</b>	<b>342</b>	<b>622</b>	<b>581</b>	<b>64</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Use private car/motorbike	56	42	56	59	55	55	57	42	51	58	55	67
Mix of all	27	33	24	27	28	25	28	31	27	24	30	21
Walk	12	17	15	9	11	13	11	15	18	12	9	6
Use public transport	3	5	2	2	5	3	3	9	3	3	3	6
Ride a bicycle	1	2	2	1	1	3	-	-	1	3	1	-
Use car pooling	1	1	1	1	-	1	1	4	-	1	1	-

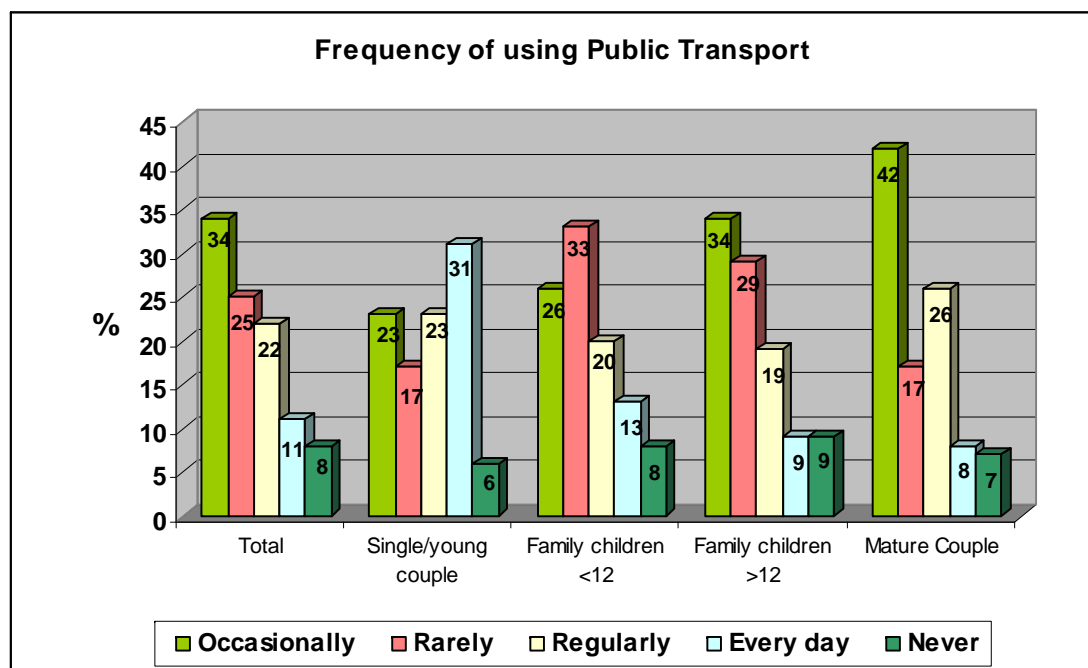


Singles, young couples and respondents aged under 24 years, are those most likely to use a mix of transport options or walk to their destination.

15% of families where the majority of children are under 12 years also like to walk to their destinations.

How often do you use public transport?

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
No of respondents	1934	115	564	522	733	757	877	25	342	622	581	64
	%	%	%	%	%	%	%	%	%	%	%	%
Occasionally	34	23	26	34	42	29	38	22	21	32	45	41
Rarely	25	17	33	29	17	25	25	13	27	29	22	10
Regularly	22	23	20	19	26	23	22	31	22	18	26	26
Every day	11	31	13	9	8	15	8	29	20	13	4	2
Never	8	6	8	9	7	9	7	5	10	8	4	21

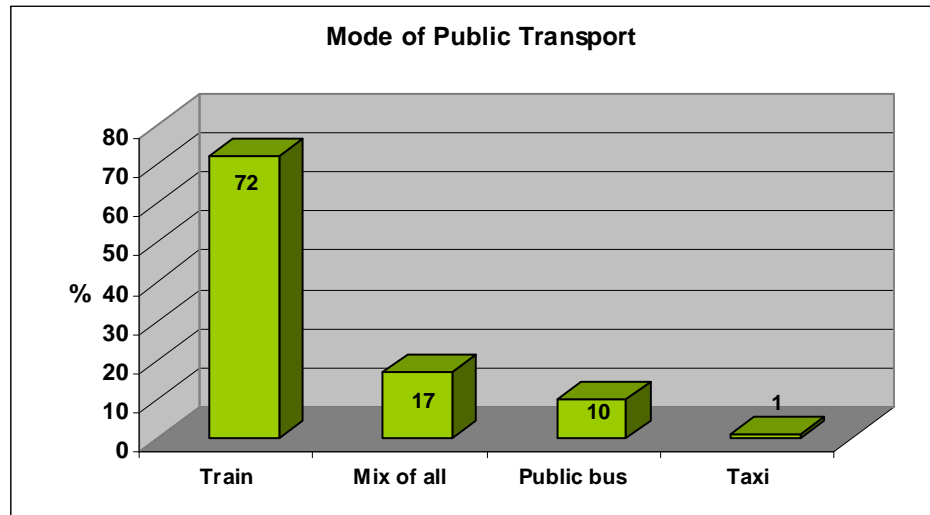


33% of all respondents regularly/every day use public transport, with 54% of singles/young couples and 60% people under 24 years of age being these frequent users. Families where the majority of children are under 12 years 'rarely' use public transport (33%) closely followed by families with children over 12 years (29%). 21% of respondents aged over 76 years 'never' use public transport.



When using public transport locally do you usually travel by:

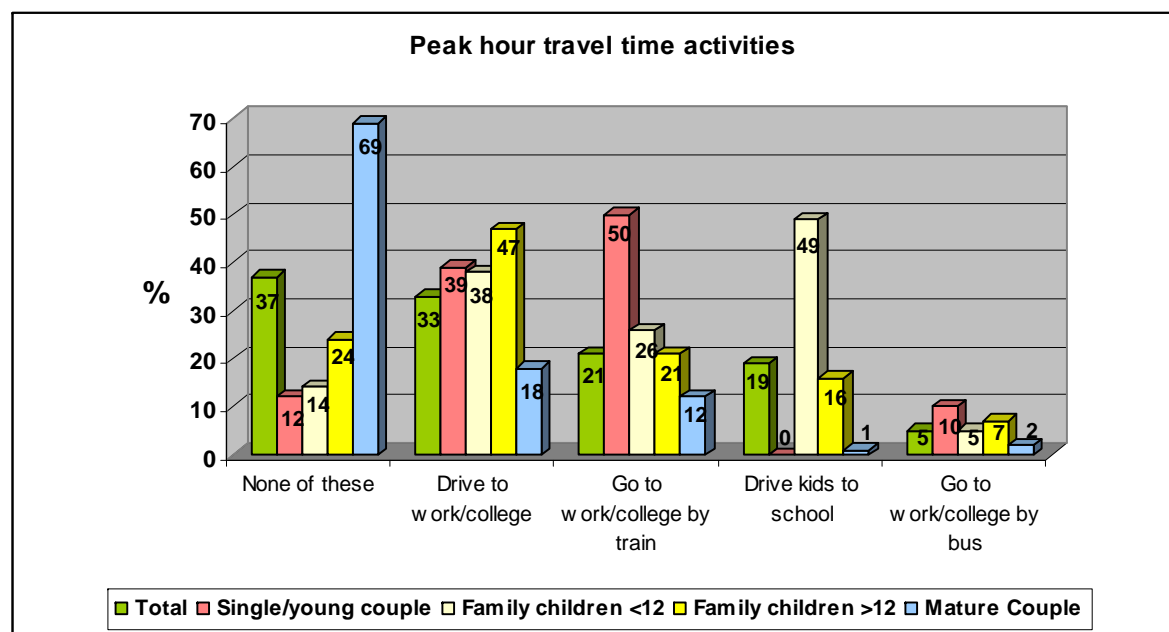
	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1934</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>757</b>	<b>877</b>	<b>25</b>	<b>342</b>	<b>622</b>	<b>581</b>	<b>64</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Train	72	79	75	68	72	74	71	60	74	74	71	65
Mix of all	17	17	16	18	18	16	19	27	18	15	19	18
Public bus	10	4	9	14	9	10	10	11	8	10	10	15
Taxi	1	-	-	1	1	-	1	2	-	1	-	2



The train is the most popular mode of public transport for respondents (72%) regardless of their age group. Bus travel as a transport method is most favoured by families with children over 12 years.

Which of the following do you do on most days around peak hour travel times? (multiple responses)

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1934</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>757</b>	<b>877</b>	<b>25</b>	<b>342</b>	<b>622</b>	<b>581</b>	<b>64</b>
	%	%	%	%	%	%	%	%	%	%	%	%
None of these	37	12	14	24	69	39	36	2	14	19	66	97
Drive to work/college	33	39	38	47	18	33	33	45	35	45	21	2
Go to work/college by train	21	50	26	21	12	24	18	55	37	22	9	1
Drive the kids to school	19	-	49	16	1	13	24	2	31	30	4	-
Go to work/college by bus	5	10	5	7	2	5	5	24	7	5	3	-

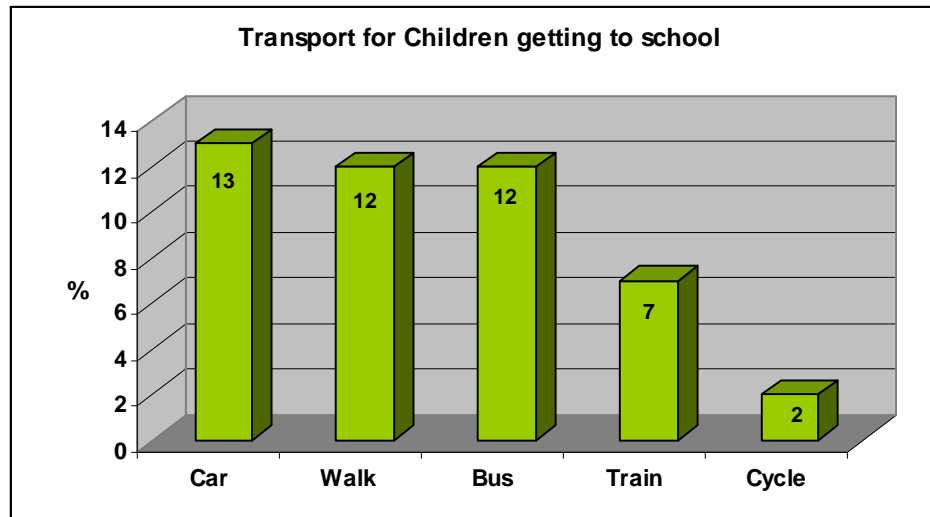


As per the previous table, respondents who are single/young couples are those most likely to use public transport with 60% of them using the train or bus.

Young families are those most likely to choose to drive their children to school (49%) with respondents aged 40 – 55 years being those most likely to drive to work/college. (45%)

How do your children get to school? (Asked of 751 respondents who had previously not mentioned driving children to school)

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>751</b>	<b>75</b>	<b>169</b>	<b>263</b>	<b>244</b>	<b>368</b>	<b>383</b>	<b>45</b>	<b>167</b>	<b>316</b>	<b>189</b>	<b>34</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Car	13	-	41	11	-	19	8	-	16	22	1	-
Walk	12	-	33	13	1	13	12	-	13	20	4	-
Bus	12	-	17	22	1	14	10	-	7	22	4	-
Train	7	-	7	15	-	8	6	-	4	12	3	-
Cycle	2	-	8	1	-	3	1	-	2	4	-	-
No children/ Children not of school age	66	100	21	56	98	60	71	100	64	43	92	100



Here again, families where the children are under 12 years, are those most likely to be the ones to drive children to school (41%) whereas 22% of older children travel by bus, 15% by train and 13% walk to school.

On average, how long does it take you to get to? **Work/College**

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>772</b>	<b>59</b>	<b>253</b>	<b>301</b>	<b>159</b>	<b>368</b>	<b>404</b>	<b>43</b>	<b>187</b>	<b>376</b>	<b>164</b>	<b>2</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Under 15 minutes	17	15	16	18	16	13	20	14	16	17	17	50
15 – 30 minutes	23	31	21	25	19	18	27	30	19	25	20	50
30 minutes +	61	54	64	57	65	69	53	56	65	58	63	-

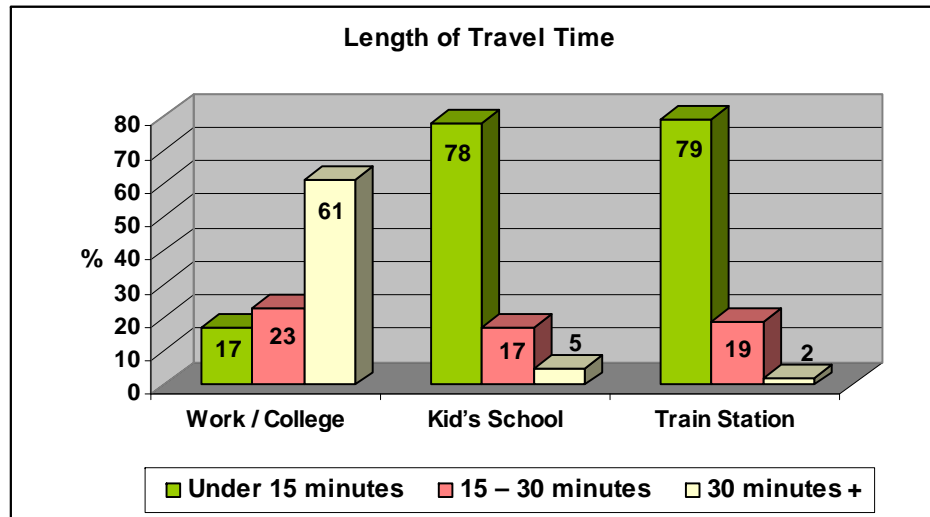
**Kid's School**

	Total	Household Composition			Gender		Respondent Age Group			
		Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years
<b>No of respondents</b>	<b>378</b>	<b>285</b>	<b>85</b>	<b>8</b>	<b>129</b>	<b>249</b>	<b>1</b>	<b>132</b>	<b>221</b>	<b>24</b>
	%	%	%	%	%	%	%	%	%	%
Under 15 minutes	78	84	60	75	68	83	-	86	76	58
15 – 30 minutes	17	13	29	13	24	13	-	12	20	17
30 minutes +	5	3	11	13	8	4	100	2	4	25

**To the Train Station**

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>403</b>	<b>58</b>	<b>147</b>	<b>109</b>	<b>89</b>	<b>213</b>	<b>190</b>	<b>30</b>	<b>149</b>	<b>162</b>	<b>61</b>	<b>1</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Under 15 minutes	79	81	82	75	78	80	77	77	79	81	74	100
15 – 30 minutes	19	17	16	22	21	18	20	20	19	17	25	-
30 minutes +	2	2	2	3	1	1	3	3	1	2	2	-

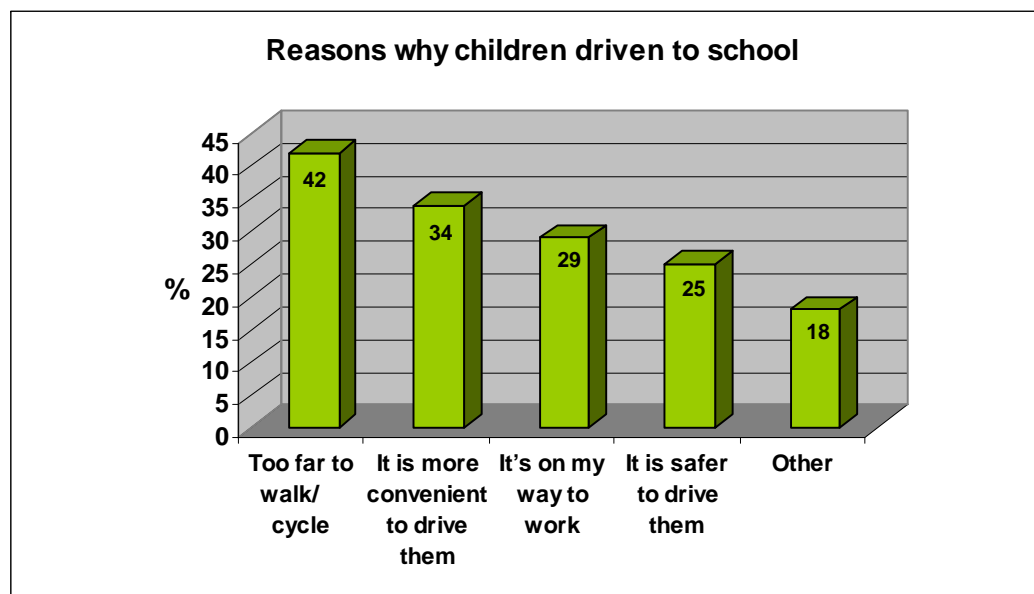
On average, how long does it take you to get to? (Continued)



Most respondents live less than 15 minutes away from either their children's school or the nearest train station. However to reach work or college takes the majority of respondents more than 30 minutes to reach their destination.

Why do you choose to drive your children to school? (Asked only of 478 respondents who drove children to school)

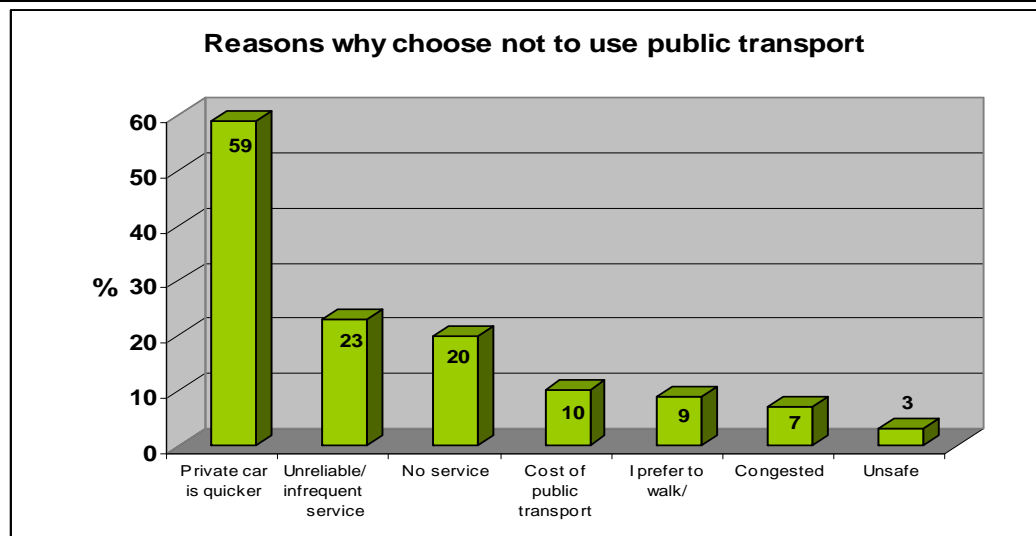
	Total	Household Composition			Gender		Respondent Age Group			
		Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years
<b>No of respondents</b>	<b>478</b>	<b>358</b>	<b>112</b>	<b>8</b>	<b>203</b>	<b>275</b>	<b>1</b>	<b>158</b>	<b>291</b>	<b>28</b>
	%	%	%	%	%	%	%	%	%	%
Too far to walk/cycle	42	46	33	38	43	42	-	50	40	25
It is more convenient to drive them	34	34	37	13	33	35	-	42	30	36
It's on my way to work	29	29	32	-	26	32	-	27	33	11
It is safer to drive them	25	26	20	25	29	22	-	26	24	21
Other	18	17	19	24	16	19	100	15	19	18



46% of parents of younger (under 12 years) children have concerns about the school being too far away to walk or cycle and 26% are concerned about safety. For older children, there is the concern that the school is also too far away to walk or cycle (33%) but here there is the issue of it being 'more convenient' to drive them (37%) and 32% of parents claim 'it's on my way to work'.

Why do you choose not to use public transport? (Asked only of the 1,686 respondents who never/rarely use public transport) (multiple responses)

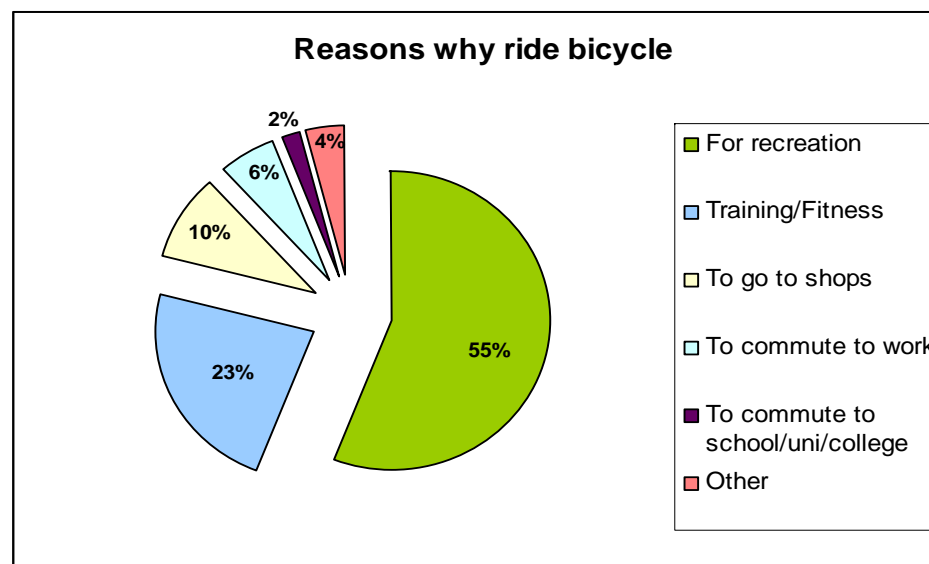
	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1686</b>	<b>96</b>	<b>515</b>	<b>429</b>	<b>646</b>	<b>783</b>	<b>903</b>	<b>26</b>	<b>351</b>	<b>640</b>	<b>592</b>	<b>77</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Private car is quicker /more convenient	59	58	62	57	58	57	61	54	57	59	61	58
Unreliable/infrequent /unsatisfactory service	23	30	25	26	17	23	22	65	28	24	19	5
No service	20	16	22	22	17	19	20	27	22	21	17	16
Cost of public transport	10	29	14	10	5	11	10	38	19	12	4	-
I prefer to walk/ride bicycle	9	14	10	8	8	12	6	4	12	8	8	5
Congested	7	9	7	8	6	7	7	19	8	7	6	3
Unsafe	3	4	2	3	4	2	4	-	3	3	4	-
Have disability/disabled family member	<1	-	-	<1	<1	-	<1	-	-	<1	<1	3
Other	19	14	16	18	23	17	21	8	15	19	22	26



'Convenience' (habit?) of using a private car is the most frequent reason given for not using public transport (59%) of the sample and also by all age groups above 24 years. 65% of 18-24 year olds claim the reason being that public transport is 'unreliable/infrequent', with cost being a factor with 10% of respondents. The lifestyle choice of walking/riding a bicycle was only nominated by 9% with these chiefly being in the 25 – 39 years age bracket.

Do you use a bicycle and if so what do you use it for? (multiple responses)

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1934</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>904</b>	<b>1030</b>	<b>55</b>	<b>404</b>	<b>724</b>	<b>655</b>	<b>96</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Do not use/own a bicycle	65	61	49	65	77	58	70	67	61	54	75	86
For recreation	29	31	44	29	16	32	25	27	32	38	18	8
Training/Fitness	12	15	15	12	9	17	7	7	11	16	9	1
To go to shops	5	4	9	5	3	7	4	4	5	9	3	1
To commute to work	3	7	5	3	2	5	1	-	5	5	1	-
To commute to school/uni/college	1	1	2	1	<1	1	1	4	<1	1	<1	-
Other	2	1	2	1	2	3	1	-	1	2	2	4



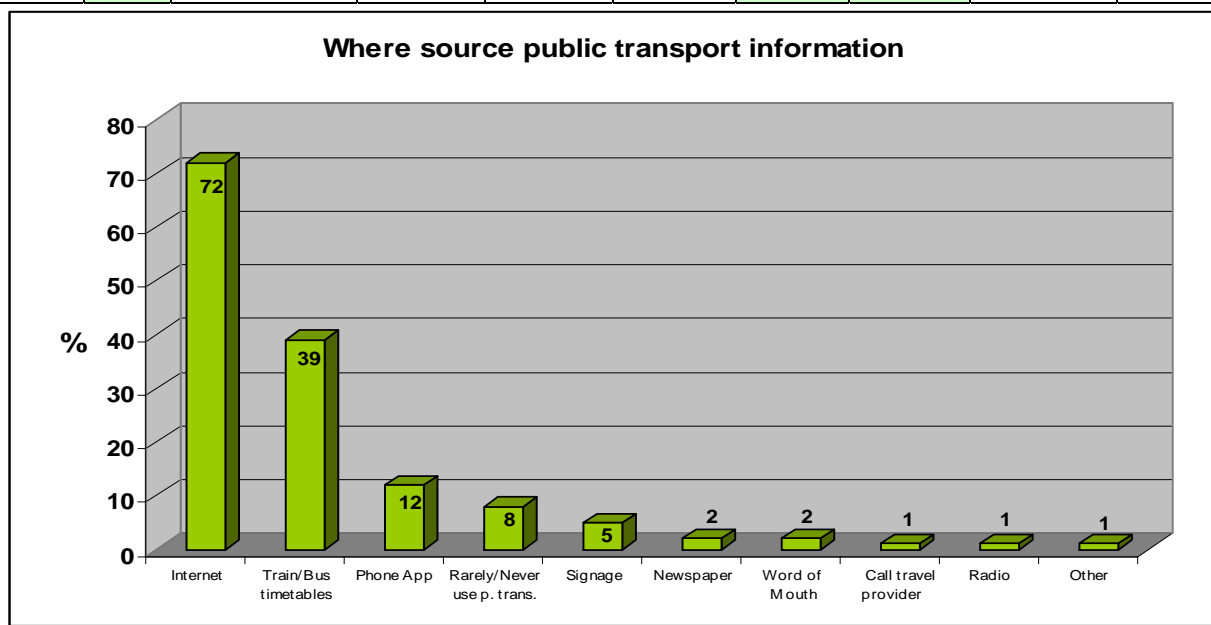
65% of this sample did not own or use a bicycle, with 29% only using a bicycle for recreation. This latter group were most likely to be families with children under 12 years.

Training and fitness reasons were most applicable to males (17%) and to people aged 25 – 55 years.



How do you source information about public transport options? (multiple responses)

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1934</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>904</b>	<b>1030</b>	<b>55</b>	<b>404</b>	<b>724</b>	<b>655</b>	<b>96</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Internet	72	82	79	77	63	72	72	76	82	77	67	36
Train/Bus timetables	39	37	33	32	48	39	38	24	31	35	46	56
Phone App	12	20	18	11	7	1	1	-	1	1	2	1
Rarely/Never use public transport	8	3	6	7	10	9	6	-	4	7	10	14
Signage	5	7	3	6	5	5	4	4	4	4	6	4
Newspaper	2	1	1	2	2	2	2	-	1	2	2	2
Word of Mouth	2	2	2	3	2	2	3	2	2	2	2	4
Call bus company/ travel provider	1	1	<1	1	2	1	1	-	<1	<1	1	9
Radio	1	2	1	2	1	1	1	-	<1	2	1	-
Other	1	-	1	1	2	13	11	20	21	13	6	3



The internet is the most popular information source for people in all age groups (72%) followed by the use of traditional train and bus timetables (39%). Phone apps are currently a small proportion of the mix with only 12% of respondents using this facility.

Which of the following would you use if available to source public transport information? (multiple responses)

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1932</b>	<b>115</b>	<b>563</b>	<b>521</b>	<b>733</b>	<b>904</b>	<b>1028</b>	<b>55</b>	<b>404</b>	<b>723</b>	<b>654</b>	<b>96</b>
	%	%	%	%	%	%	%	%	%	%	%	%
None of these	58	55	54	56	63	55	61	33	51	58	64	60
Other	18	12	16	17	21	20	16	2	11	18	22	26
Facebook	13	16	20	14	5	10	15	40	22	13	5	3
RSS Feeds	6	4	6	5	7	10	4	2	6	7	7	2
Phone app	6	10	5	10	2	7	4	33	9	5	3	4
Twitter	3	6	6	3	1	4	3	7	7	3	1	2
Internet search/ Google	1	2	2	1	1	1	1	-	1	2	1	2
Call the bus company/ transport provider	<1	-	<1	-	<1	<1	<1	-	-	<1	-	3
Transport provider's website	<1	-	-	1	<1	<1	<1	2	-	<1	1	<1

58% of this sample would not choose any of the listed examples, to source public transport information, perhaps suggesting they would automatically refer to the internet (see previous question).

## SAFETY QUESTIONS:

Do you feel safe walking around your neighbourhood? **During the Day**

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1934</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>904</b>	<b>1030</b>	<b>55</b>	<b>404</b>	<b>724</b>	<b>655</b>	<b>96</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	98	98	98	98	97	98	98	98	97	98	98	99
No	1	-	<1	<1	1	<1	1	2	-	<1	1	-
Sometimes	1	2	1	1	2	1	2	-	3	1	1	1

**At Night Time**

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1934</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>904</b>	<b>1030</b>	<b>55</b>	<b>404</b>	<b>724</b>	<b>655</b>	<b>96</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	61	57	59	69	59	75	49	78	57	62	62	66
No	14	10	10	11	20	7	20	11	8	13	17	26
Sometimes	25	33	32	20	21	18	31	11	35	25	21	18

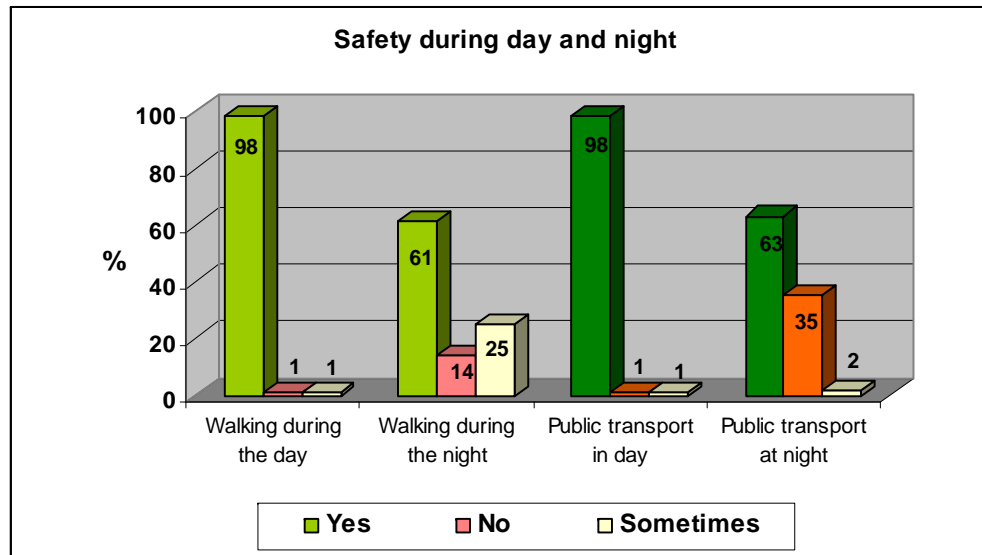
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Would you feel safe using local public transport? **During the Day**

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1934</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>904</b>	<b>1030</b>	<b>55</b>	<b>404</b>	<b>724</b>	<b>655</b>	<b>96</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	98	99	99	99	98	98	99	100	98	98	98	98
No	1	1	1	1	2	2	1	-	2	1	2	2
Sometimes	<1	-	-	-	<1	<1	<1	-	-	<1	<1	-

Would you feel safe using local public transport? **At Night Time**

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1934</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>904</b>	<b>1030</b>	<b>55</b>	<b>404</b>	<b>724</b>	<b>655</b>	<b>96</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	63	63	65	64	60	73	54	62	65	63	63	59
No	35	35	34	32	37	25	43	27	34	34	35	41
Sometimes	2	2	1	4	2	2	3	11	1	3	2	-



98% of Hornsby Shire residents obviously feel quite safe in their local areas walking and using public transport during the day. Even walking and using public transport at night was of no concern to 61 – 63% of residents, clearly showing there to be no major safety issues in this part of Sydney.

## SOCIAL WELLBEING QUESTIONS

As a local resident, what do you value most about living in the Hornsby Shire? *(multiple responses)*

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1934</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>904</b>	<b>1030</b>	<b>55</b>	<b>404</b>	<b>724</b>	<b>655</b>	<b>96</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Bushland surrounding/ green space/green environment/Leafy	50	40	51	47	53	48	51	33	42	54	53	38
Good Community/Friendly /good neighbourhood	21	16	25	23	17	18	23	16	25	22	18	22
Easy access to all transport	19	16	17	19	20	18	20	18	18	16	22	16
Clean air/Parks/National Park/open areas/ waterways	18	14	24	16	17	15	21	4	21	19	18	13
Close to shops/Westfield /Medicals	16	14	11	16	20	14	18	13	13	12	20	26
Low crime area/ Safety/Security	15	17	17	18	10	13	16	25	19	16	11	6
Convenience/Necessary services in close proximity	14	14	13	13	15	12	15	11	13	12	17	11
Quiet area/peaceful area	13	15	12	12	14	14	12	18	12	13	12	10
Country/Regional/Rural feeling/Wildlife/Flora/Fauna	9	7	6	10	10	9	9	4	6	9	11	6
Close to metro cities	8	9	7	9	8	8	7	5	8	8	9	3
Good schools (both public and private)	8	3	16	7	3	8	9	4	14	9	5	2
Less high rise buildings/ Low density housing	5	3	5	6	5	5	6	7	3	6	6	3
A good place to raise a family/Family oriented	4	2	8	4	2	3	5	4	7	6	2	1
Library facility	3	3	3	2	3	1	4	7	3	2	4	2
Relaxed lifestyle	2	3	1	3	2	2	2	-	1	2	2	3
Good Council efforts	2	3	1	<1	3	2	2	-	1	1	3	-
Great lifestyle	2	2	1	2	2	2	1	-	1	2	2	2
Other Activities ie bushwalking/bicycling etc	1	3	1	1	1	1	1	2	2	1	1	1
Affordable housing	1	3	2	1	1	2	1	-	2	1	2	-
Lacks swimming pool	1	-	1	1	<1	<1	1	-	<1	1	<1	1
Sporting facilities	1	1	1	2	1	1	1	4	<1	2	1	1
Multicultural	1	-	2	<1	<1	1	1	-	2	1	1	-

As a local resident, what do you value most about living in the Hornsby Shire? (multiple responses) **CONTINUED**

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1934</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>904</b>	<b>1030</b>	<b>55</b>	<b>404</b>	<b>724</b>	<b>655</b>	<b>96</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Not overpopulated/less people in the area	<1	1	1	1	<1	1	<1	2	1	<1	<1	-
Clean environment/fresh air	<1	-	<1	2	1	<1	1	2	-	1	1	2
Close to work/spouse's office	<1	2	-	1	<1	1	<1	-	<1	1	<1	-
Other answers	9	11	9	8	10	11	8	7	10	9	9	16
NA/No response/None	1	3	1	1	1	2	1	2	1	2	1	-
Don't Know/No idea	<1	-	1	<1	<1	<1	<1	2	1	<1	<1	-

As noted in previous studies, the prime reasons residents like to live in the Hornsby Shire are: -

1. The general feeling of the bushland, the green space and leafy environment.
2. The neighbourhood and general community is friendly and feels 'comfortable'.
3. There are choices of transport available, all within reasonable reach.
4. The air feels clean, the open spaces and waterways make Hornsby Shire feel 'apart' from Sydney
5. Westfield shopping centre and many other shopping precincts are nearby as well as the area being well serviced by medical facilities.
6. The area feels 'safe' (see previous question). There is a low crime rate and generally residents feel secure in their environment.

Do you talk to your neighbours?

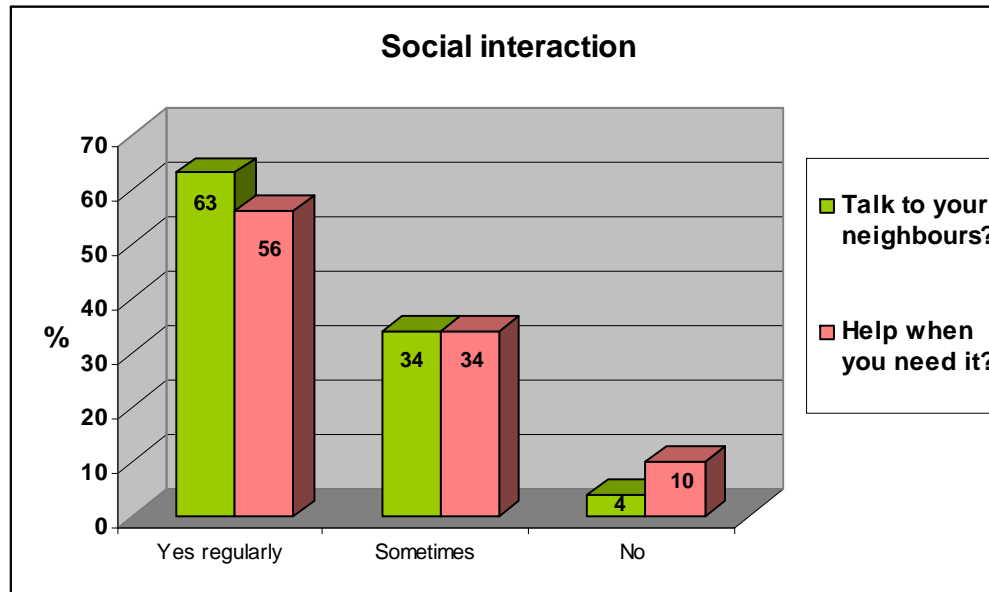
	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1934</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>904</b>	<b>1030</b>	<b>55</b>	<b>404</b>	<b>724</b>	<b>655</b>	<b>96</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Yes regularly	63	41	66	58	67	62	64	25	57	62	68	75
Sometimes	34	48	31	39	30	35	33	64	36	34	30	25
No	4	11	3	3	3	3	4	11	7	4	2	-

Do you feel you can get help from your local community when you need it?

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1934</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>904</b>	<b>1030</b>	<b>55</b>	<b>404</b>	<b>724</b>	<b>655</b>	<b>96</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	56	31	55	56	60	56	56	47	45	56	60	81
Sometimes	34	45	38	31	31	34	34	38	41	36	31	11
No	10	23	7	12	8	11	9	15	14	9	9	7

Whilst 63% of respondents regularly talk to their neighbours, this figure drops slightly when responding to feeling they can get help from their local community when needed (56%).

Those who mostly feel they would not get help from their local community are single/young couples and people under the age of 40 years.



Do you talk to your Neighbours x Do you feel you can get help from your local community when you need it?

	Total	Q.18 - Do you feel you can get help from your local community when you need it?		
		Yes	No	Sometimes
No of respondents	1934	1082	193	659
<b>Q.17.Do you talk to neighbours?</b>	%	%	%	%
Yes, regularly	63	76	29	51
No, not at all	34	1	11	5
Sometimes	4	23	60	44

76% of respondents who feel they can get help from their local community, also regularly talk to their neighbours.

60% of residents who do not feel they would get help, only 'sometimes' talk to their neighbours.



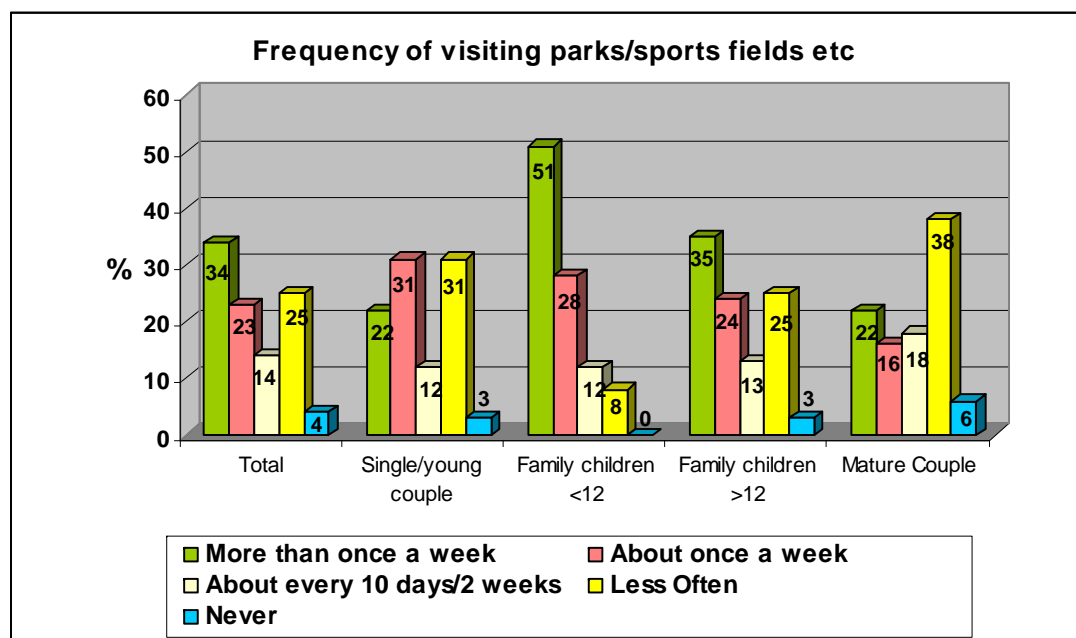
How do you and your family spend your spare time? (multiple responses)

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1934</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>904</b>	<b>1030</b>	<b>55</b>	<b>404</b>	<b>724</b>	<b>655</b>	<b>96</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Housework/gardening	75	66	77	73	76	73	77	35	73	76	79	72
Visiting family/friends	66	62	74	59	66	61	71	40	73	64	70	51
Shopping locally	65	68	70	62	64	62	68	27	68	65	68	59
Entertaining friends/family	58	58	66	56	54	53	63	36	63	57	61	42
Bushwalking	38	47	38	36	38	37	39	27	36	41	40	18
Playing sport	32	23	47	40	18	32	31	42	33	45	18	13
Going for drives	30	35	31	25	32	31	29	13	32	28	33	24
Watching sport	24	19	23	30	22	27	22	7	20	26	27	17
Other	22	15	21	20	26	20	24	15	18	21	27	24
On the water/boating /fishing	13	13	14	14	11	12	14	11	13	15	11	5
Movies	2	3	<1	3	2	1	2	5	1	2	1	2
Visiting local parks	2	-	4	2	<1	1	2	4	4	2	<1	-
Bike riding/cycling	1	1	1	1	<1	1	<1	2	1	1	<1	-
Reading	1	2	-	1	2	1	1	7	1	<1	1	11
Walking	1	2	<1	1	1	<1	1	2	<1	1	<1	2
Watch TV	1	1	<1	3	1	1	1	15	1	1	1	1
Going to church	1	-	<1	<1	1	1	<1	2	<1	<1	1	4
Holidays/travelling	1	-	<1	1	1	1	<1	-	<1	1	1	1
Community groups/ events	1	-	1	<1	1	<1	1	-	<1	<1	<1	4
Eating out/ restaurants	1	3	-	2	1	1	1	7	1	<1	1	1
Computer games	<1	3	-	1	<1	1	<1	2	1	<1	<1	-
Art projects/crafts	<1	2	<1	<1	-	<1	<1	-	<1	<1	<1	-
Babysitting	<1	-	-	-	<1	-	<1	-	-	-	<1	1
Play cards	<1	-	-	<1	<1	<1	<1	2	-	<1	<1	-
Go to the theatre	<1	-	-	-	<1	<1	<1	-	-	-	<1	-
Relaxing at home	<1	1	<1	1	-	<1	<1	-	1	1	-	-
Photography	<1	-	-	<1	<1	<1	<1	-	-	<1	<1	-
Internet/surf the web	<1	1	<1	1	1	1	<1	-	1	<1	<1	2
Camping	<1	-	-	-	<1	<1	-	-	-	-	<1	-
Volunteering work	<1	-	-	<1	<1	<1	-	-	<1	-	<1	1
Go to the beach	<1	1	-	1	-	<1	<1	4	-	<1	<1	-
Picnics	<1	-	<1	<1	<1	<1	<1	-	<1	<1	<1	-

The majority of activities consuming family 'spare time' centre around family, home and garden upkeep i.e. housework, shopping etc. Visiting and entertaining family and friends is also a priority, with playing and/or watching sport another frequent occupation.

How often do you visit any of the parks, sports fields, netball courts, skate parks, bike tracks, natural areas/bushland reserves and other recreational facilities in your neighbourhood?

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1934</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>904</b>	<b>1030</b>	<b>55</b>	<b>404</b>	<b>724</b>	<b>655</b>	<b>96</b>
	%	%	%	%	%	%	%	%	%	%	%	%
More than once a week	34	22	51	35	22	33	35	35	41	41	24	16
About once a week	23	31	28	24	16	24	21	20	27	24	20	16
About every 10 days – 2 weeks	14	12	12	13	18	15	14	24	13	13	16	13
Less Often	25	31	8	25	38	25	26	22	17	19	35	42
Never	4	3	<1	3	6	3	4	-	1	3	4	15

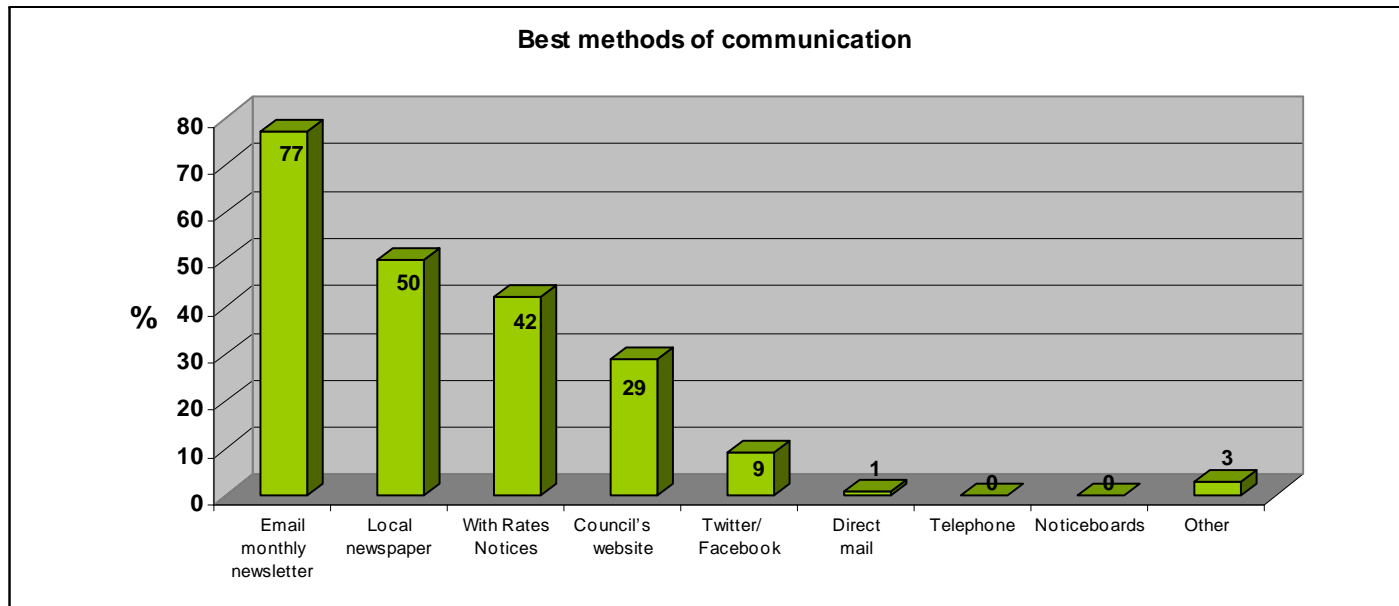


79% of young families go to parks 'more than once a week/about once a week' whereas singles/young couple, as well as mature couples only go to parks, sports fields etc infrequently.

## COMMUNICATION QUESTIONS

What is the most effective way for Council to communicate with you? *(multiple responses)*

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1932</b>	<b>115</b>	<b>563</b>	<b>521</b>	<b>733</b>	<b>904</b>	<b>1028</b>	<b>55</b>	<b>404</b>	<b>723</b>	<b>654</b>	<b>96</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Email via monthly newsletter	77	81	82	76	74	78	76	62	80	78	78	61
Local newspaper	50	39	47	49	54	48	52	38	47	48	54	59
With Rates Notices	42	35	36	40	48	40	44	18	39	39	48	47
Council's website	29	30	31	30	28	31	28	31	32	29	28	28
Twitter/Facebook	9	20	14	9	2	8	9	44	20	7	2	1
Direct mail/newsletters in the post	1	-	1	1	1	1	1	2	<1	1	1	3
Telephone	<1	1	-	-	<1	<1	<1	-	<1	-	-	3
Noticeboards	<1	-	-	1	-	<1	<1	2	-	<1	-	-
Other	3	1	3	4	4	3	4	2	3	3	4	4



Emailing a monthly newsletter is clearly the most popular method of communicating with residents across all lifestyle segments (77%), followed by communication through the local newspaper (50%) which is a little more popular with older residents than with people under 24 years.

Are you aware that Council advertises in local newspapers?

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1932</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>904</b>	<b>1030</b>	<b>55</b>	<b>404</b>	<b>724</b>	<b>655</b>	<b>96</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	85	73	81	86	90	85	86	64	78	83	93	93
No	15	27	19	14	10	15	14	36	22	17	7	7

Can you recall what Council advertises in the local newspapers? (multiple responses)

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1885</b>	<b>112</b>	<b>553</b>	<b>500</b>	<b>720</b>	<b>877</b>	<b>1008</b>	<b>42</b>	<b>394</b>	<b>710</b>	<b>646</b>	<b>93</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Development applications	73	57	72	73	77	73	73	26	65	74	81	66
Events	71	63	70	71	72	66	75	48	68	70	74	69
Public notices/exhibitions	66	55	63	65	70	65	66	29	59	63	76	60
Waste information	50	32	46	49	55	48	51	17	41	48	60	48
Council meeting dates	27	13	19	27	36	26	28	7	16	24	38	27
Job vacancies	1	2	1	2	1	1	1	5	2	1	1	-
Mayors column/message from the Mayor	<1	-	<1	1	<1	-	1	-	-	<1	<1	2
General information of what the council is doing	<1	1	<1	<1	1	1	<1	-	1	<1	<1	4
Information/notifications of free plants	<1	-	<1	-	<1	<1	<1	-	-	<1	<1	-
Zone changes/rezoning information	<1	-	-	<1	<1	<1	<1	-	-	<1	<1	-
Other	9	13	9	7	10	10	8	12	7	11	8	8
Don't Know/Can't recall	2	3	1	3	2	2	2	24	3	1	1	6

85% of residents are aware Council advertises in the local newspapers, with D.As (73%), Local Events (71%) and Public Notices/Exhibitions (66%) being the most frequently recalled types of advertisements. Waste information was recalled by 50% of respondents but the Mayor's Column was only recalled by 6 respondents (less than 1% of the sample).

What is your local newspaper? (multiple responses)

	Total	Household Composition				Gender		Respondent Age Group				
		Single/young couple	Family children <12	Family children >12	Mature Couple	Male	Female	18-24 years	25-39 years	40-55 years	56-75 years	76+ years
<b>No of respondents</b>	<b>1934</b>	<b>115</b>	<b>564</b>	<b>522</b>	<b>733</b>	<b>904</b>	<b>1030</b>	<b>55</b>	<b>404</b>	<b>724</b>	<b>655</b>	<b>96</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Hornsby Advocate	56	63	61	49	55	53	58	42	62	56	54	48
Northern District Times	16	6	14	19	18	16	16	22	12	16	19	17
Hills News	7	4	5	8	7	7	6	5	5	7	7	11
Hills Shire Times	7	4	7	10	6	7	7	7	6	9	7	4
The Bush Telegraph	7	11	6	7	7	8	7	9	7	8	6	9
Other	6	8	5	5	7	7	5	4	6	5	6	9
Don't Know/Can't recall	1	3	1	2	1	2	1	11	2	<1	1	1

The Hornsby Advocate was the most widely known and received local paper (56%) with the second most frequently mentioned paper being The Northern District Times (16%).

**END OF REPORT**