

# Data Sheet 8 (DS 008)

## Town and Village Atmosphere

### What are we monitoring?

Difference between resident satisfaction with and importance rating for town and village atmosphere in the Blue Mountains.

The Council conducts a bi-annual Community Survey (previously conducted annually) of a representative sample of the population that includes assessing resident satisfaction and importance for: town and village atmosphere. Survey respondents are asked to indicate satisfaction and importance on a 1 to 5 scale where 1 means 'very dissatisfied' or 'not at all important' and 5 means 'very satisfied' or 'very important'.

This measure assesses the gap between mean importance and mean satisfaction ratings for town and village atmosphere. No gap between satisfaction and importance indicates the needs of the community are being addressed, while a large gap indicates they are not.

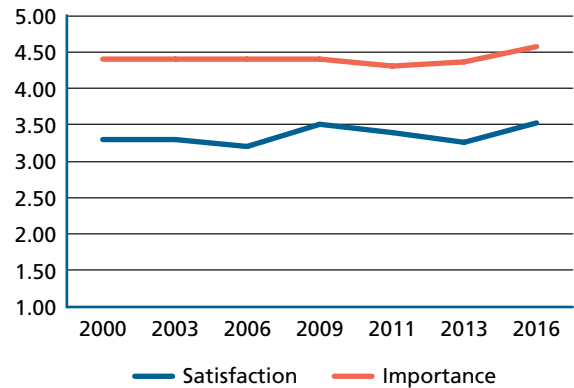
### What is the trend?

The importance of town and villages atmosphere has increased since 2011, as has the satisfaction level. The gap between the two has decreased between 2013 and 2016 but not significantly.

### Why is monitoring this trend important?

Monitoring the importance and satisfaction of services provided helps the Council to plan and prioritise service improvement. A closing gap between importance and satisfaction may indicate that Council is efficiently directing its resources to the appropriate services or that there is a falling level of importance for the service as demographics change or vice versa.

Town and Village Atmosphere – Gap Between Resident Satisfaction and Importance Ratings



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Year	2000	2003	2006	2009	2011	2013	2016
Satisfaction Ratings	3.30	3.30	3.20	3.50	3.40	3.25	3.53
Importance Ratings	4.40	4.40	4.40	4.40	4.30	4.37	4.57
Gap	1.10	1.10	1.20	0.90	0.90	1.12	1.04

Source: Blue Mountains City Council, Blue Mountains Community Surveys 2000–2016