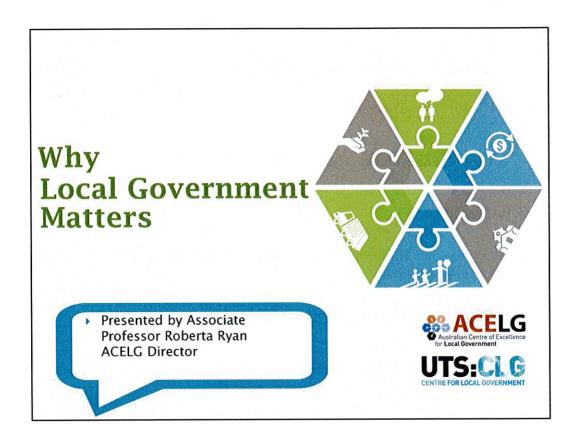
Tendered by Professor Ryan. 27 July 2015.



# Rationale - sector positioning



- Little empirical research
- Increasing skepticism about governments
- Governance
- Move beyond traditional conceptions representation and service delivery
- Draws on other successful examples
- Difficult to ask about directly





Little empirical research to determine why (or if) local government matters to communities

Increasing skepticism about the intrinsic value of governments at different levels

Increasingly complex understandings of governance

Necessitates local government to move beyond traditional arguments about local representation, and service satisfaction

Draws on successful examples used to articulate the value of policy fields such as the arts, disability and the environment

Difficult to ask about levels of government (value-laden, respondent uncertainty of who provides, bias due to local contexts, lack of understanding)

Cannot ask about levels of government, so questions designed to provide nuanced understanding of the value of local government

Factor analysis between what the survey reveals about how the community conceives the inputs (demographic characteristics/societal values), processes (community participation/decision-making) and outcomes (place/services) of governance will identify preferred governance typologies and, by inference, why local government matters to the community.

Governance is the overarching and most appropriate lens to reveal why local government matters as it acknowledges the complexity of the inputs, processes and outcomes that shape local communities, and responds to the unbounded nature of the concepts being tested:

- the services communities use know no boundaries;
- the community's understanding of how and who provides services knows no boundaries;
- the processes of, and influences on, community value formation know no boundaries;
- the places communities experience know no boundaries; and
- how people conceive of communities and decision-making know no boundaries.

For these reasons, the survey will only ask 3-4 questions directly about local government, and at the very end of the survey. These questions are a proxy for community connectedness to local government.

# Purpose of Study



- Determine if local government matters
- Establish foundational understanding
- Sector-influencing research
- Establish baseline
- This does not ask about individual councils and *is not* a community satisfaction survey or measure of performance



UTS:CLG

Determine if (or not) local government matters to communities

Establish foundational understanding of what it is that communities value (or not) about local government

Sector-influencing research, developed in collaboration with the sector

Establish baseline for future benchmarking and provide local governments with more sophisticated and nuanced understanding of the value communities see in local government

This does not ask about individual councils and *is not* a community satisfaction survey or measure of performance

Federalism has buttressed the role of both central and state governments, local government has been viewed as the least capable arm of government and can often find it difficult to move beyond the charge of being a 'creature of statute' attending to rudimentary service functions ('roads, rates, rubbish').

A priori arguments about the value of local representation and measures of service delivery satisfaction aside, little empirical research has been done to determine why (or if) local government matters to communities.

The study is not designed as a means to ascertain citizen perceptions of their local Council's performance. Many studies of local government in Australia have focused on this issue, often comparing levels of satisfaction with people's expectations of their Councils.

# Team effort



- Associate Professor Roberta Ryan
- ACELG Research Advisory Committee
- Ronald Woods
- Catherine Hastings
- Alex Lawrie
- Dr. Bligh Grant
- Dr. Shaun Wilson (Macquarie University)
- Dr. Liana Wortley
- Dr. Eidin O'Shea
- Therese Alvarez
- Sasindu Gamage



# Conceptual Framework - 1



- Why does local government matter?
- Local government enables service and infrastructure delivery to people at the local level, which drives satisfaction with where they are living and attachment to place in which they
  - attachment to place (measured)
    - aesthetic
    - emotional and
    - instrumental dimensions
- Local government is responsible for or can influence delivery of services which people rely on every day
  - service delivery preferences, including service priorities and levels, willingness to pay, and delivery models (measured)





Local government's role as a place shaper and its importance in meeting the needs of citizens that drive attachment and satisfaction with the area in which they live;

The preferences of communities for how their services are delivered at the local level and the ability of local governments to offer flexible and community specific service delivery;

# Conceptual Framework - 2

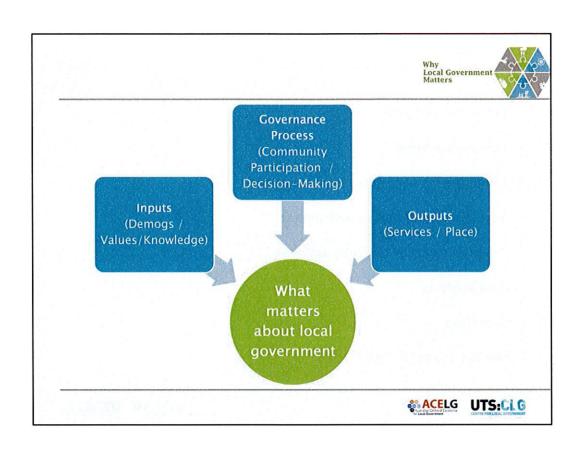


- Local government is the 'closest' level of government to people and is more easily able to be responsive to the governance preferences of citizens
  - participatory democracy
  - role of government including
    - big vs. small government
    - public vs. private provision of services
    - povernment's role in the market and
    - public value creation





Theories of governance, particularly community beliefs about big versus small government and its role in the market, the appropriate role for the private sector in local service provision, the preferred extent of public participation in government decision making, and preferences for the realisation of public value;



# The project so far



- Sector consultation
- Literature review
- Development of conceptual framework
- Development of survey instrument
- ▶ Telephone survey n=2006 national
- Data analysis
- Reporting
- REPORT LAUNCH June 2015





- 1. Sector consultation including the ACELG RAC
- 2. Literature review "Citizen perceptions of local government" (April/May 2013)
- 3. Development of conceptual framework (September 2013 – March 2014) Including literature reviews on place attachment; governance; service delivery; public value; world values survey
- 4. Development of survey instrument (March – September 2014) 3 x panel (online surveys) to test questions – specifically interaction of service delivery and governance questions
- 5. CATI survey n=2006 National. Age, gender and ACLG quotas. (October-November 2014)
- Data analysis (November 2014 current) 6.
- 7. Reporting - report containing all univariate analysis and significant/interesting associations; context, objectives, methodology (February 2015 - current)
- 8. REPORT LAUNCH - June 2015

# What we asked about - Including....



- community views about what they value about where they live
- understandings of local democracy
- how they want to engage in decision making
- service delivery preferences
- what role they would like to see local government play
- knowledge of local government
- what they think about local government amalgamations.

Why local government matters to people across the whole spectrum of its activities





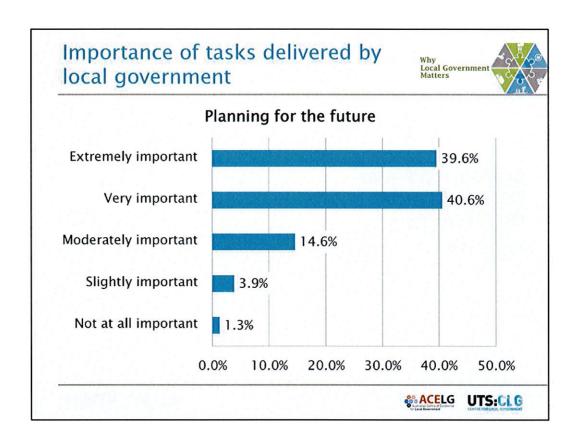


# **GOVERNANCE AND** SERVICE DELIVERY **PREFERENCES**

SNEAK PEEK



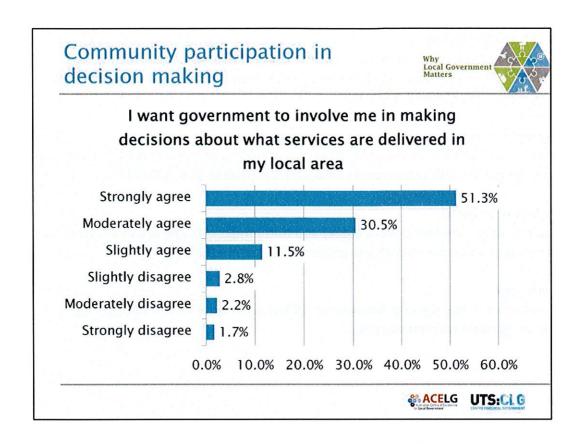




Participants were asked "how important it is to you that local government does each of these things". They were then provided with a list of tasks that local government may be involved in.

"Planning for the future" was identified by 80.2% of respondents as extremely or very important (Figure #). This was particularly important to people who were more engaged with the local government. Respondents who had actively participated in service clubs or sporting, social, welfare, emergency services or recreation group in your community (44%), or could name the mayor correctly (43%) were more likely to report extreme importance than those that hadn't been involved (36.1%) or couldn't name the mayor correctly (37.3%). In addition, those from urban regional areas (46%) were more likely to place extreme importance on this task being delivered by local government than the general population (39.6%).

Extremely important 39.6% Very important 40.6% Moderately important 14.6% Slightly important 3.9% Not at all important 1.3%



51% of respondents strongly agree they want the government to involve them more in making decisions about what services are delivered in their local area, a further 30% of respondents moderately agree.

Strongly agree 51.3% Moderately agree 30.5% Slightly agree 11.5% Slightly disagree 2.8% Moderately disagree 2.2% Strongly disagree 1.7%

# **Association Highlights**

I want government to involve me in making decisions about what services are delivered in my local area

#### Gender

Women (55%) are more likely than men (48%) to strongly agree.

#### Age

Respondents between the ages of 60 to 69 (57%) are more likely to strongly agree compared with respondents between the ages of 30 to 39 (47%) and 70+ (47%).

## **Education attainment**

Increased levels of educational attainment lower the likelihood of strong agreement. (56% for those with a school education level compared with 47% for those with postgraduate degrees).

#### Household income

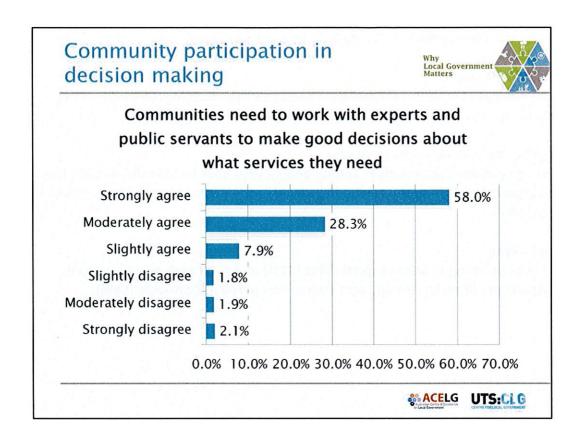
People with \$300,000 or more (44%) in household income are less likely to strongly agree compared with respondents who earn \$30,000 to \$39,999 (51%).

## **Employment status**

People who are unable to work (68%) and homemakers (67%) are more likely to strongly agree compared with the general community (52%).

# Family type

Respondents living in group households (59%) are more likely to strongly agree than the general community (52%).



Respondents strongly agree that communities should be involved with government in making decisions about how and what services should be delivered in their local area.

Communities need to work with experts and public servants to make good decisions about what services they need

58% of respondents strongly agree that communities need to work with experts and public servants to make good decisions about what services they need, while 28% of respondents moderately agree.

Strongly agree 58.0% Moderately agree 28.3% Slightly agree 7.9% Slightly disagree 1.8% Moderately disagree 1.9% Strongly disagree 2.1%

#### **Association Highlights**

Communities need to work with experts and public servants to make good decisions about what services they need

#### **Politics**

People who would normally vote for Labor (62%) are more likely than people who

vote for the Liberal/National Party (55%) to strongly agree.

# **Employment status**

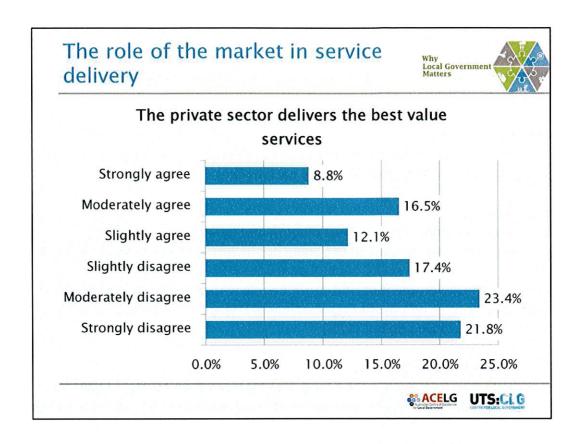
When compared with the **general community (58%)**, **students (66%)** are more likely to strongly agree. Age, however, is not a significant factor.

## Length of time living in the local area

A strong agreement is less likely among people who have lived in the area for less than 2 years (43%) than those who have lived in their community for more than 10 years (59%).

# **Council type**

Respondents living in urban capital cities (51%) and rural and remote councils (53%) are less likely to strongly agree when compared nation-wide (58%).



23% of respondents moderately disagree that the private sector delivers the best value services, while 22% of respondents strongly disagree. Only 9% of respondents strongly agree and 17% of respondents moderately agree that the private sector delivers the best value services.

Strongly agree 8.8% Moderately agree 16.5% Slightly agree 12.1% Slightly disagree 17.4% Moderately disagree 23.4% Strongly disagree 21.8%

## **Association Highlights**

The private sector delivers the best value services Politics

Labor Party (30%) voters have higher levels of strong disagreement than Liberal/National Party voters (11%).

## Age

Respondents between the ages of 60-69 (29%) are more likely to strongly disagree than respondents between the ages of 18 to 29 (13%).

#### **Education attainment**

As education attainment rises, levels of strong disagreement also rise (16% for school education level attainment compared with 25% for postgraduate degree holders).

#### Household income

Respondents who earn household income of \$300,000 or more (9%) are less likely to strongly disagree (compared with 22% nationwide).

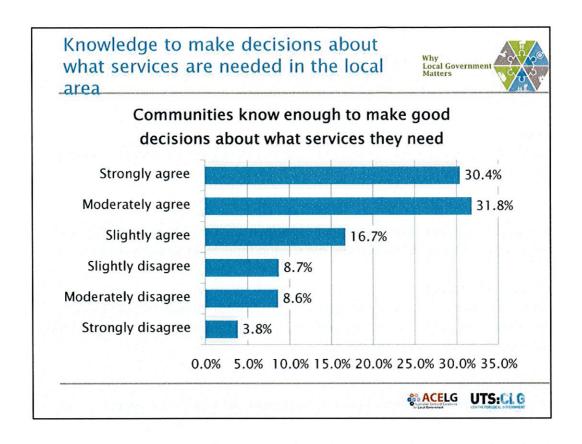
# **Employment status**

People unable to work (29%) and out of work and looking for work (28%) are more likely to strongly disagree than people out of work but not looking for work (10%).

Working for the government or non-profit People who work for the government, public institutions or non-profit organisations (26%) are more likely to strongly disagree than those who do not (17%).

#### Length of time living in local area

Respondents who have lived in their local area for more than 10 years (23%) are more likely to strongly disagree compared with respondents who have lived in their local area for less than 2 years (16%) and those who have lived in their local area for more than 2 but less than 5 years (16%).



Close to two-thirds of respondents either strongly agree (30%) or moderately agree (32%) that communities know enough to make good decisions about what services they need.

Strongly agree 30.4% Moderately agree 31.8% Slightly agree 16.7% Slightly disagree 8.7% Moderately disagree 8.6% Strongly disagree 3.8%

# **Association Highlights**

Communities know enough to make good decisions about what services they need

#### Community participation

Respondents who had actively participated (34%) are more likely to strongly agree than respondents who had not participated (27%) in local clubs or groups.

#### **Politics**

Liberal/National (35%) voters are more likely to strongly agree than Labor (28%) voters; respondents whose votes change from election to election (27%); and Greens (27%) voters.

#### Knowledge of mayor's name

Respondents who correctly (32%) name their mayor are less likely to strongly agree compared with those who do so incorrectly (39%).

#### Gender

Male (25%) respondents are less likely to report strong agreement than female (35%) respondents.

#### Age

Strong agreement increases with age. Respondents aged **70 and over (40%)** most strongly agree, and **18-29 (22%)** year old respondents least strongly agree.

#### **Education attainment**

As education levels rise, strong agreement falls. School education (38%) level holders have the highest strong agreement, and postgraduate (20%) and bachelor (23%) degree-holders have the lowest.

### Household income

In general, strong agreement decreases as household income increases. Respondents with household incomes of \$10-\$19,000 (40%); \$20-\$29,000 (47%); and \$30-\$39,000 (48%) have the highest strong agreement. Those with household incomes of \$150-\$199,000 (17%); \$200-\$299,000 (17%); and \$300,000 or more (22%) have the lowest.

## **Employment status**

Respondents who are **retired (41%)**; **unable to work (41%)**; and **homemakers (39%)** report the highest levels of strong agreement.

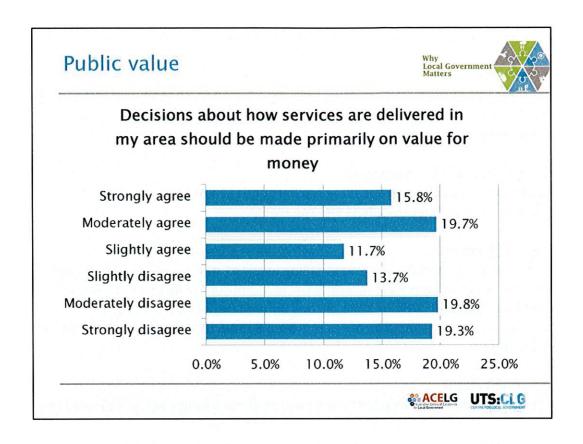
Respondents who are students (22%); employed for wages (26%); and out of work but not currently looking (33%) report the lowest levels of strong agreement.

## Family type

Respondents of one-parent families (38%) are most likely to strongly agree. Couples with children (28%) and couples with no children (31%) have lower levels of strong agreement, while non-family group households have the lowest (17%).

#### Council type

Strong agreement is lowest at urban capital cities (22%) and small/medium urban development (24%) councils. It is highest at urban regional (36%), followed by rural and remote (35%) councils.



20% of respondents moderately agree that decisions about how services are delivered in their area should be made primarily on value for money, while 16% of respondents strongly agree. A slightly larger proportion (39%) either strongly disagree (19%) or moderately disagree (20%).

Strongly agree 15.8% Moderately agree 19.7% Slightly agree 11.7% Slightly disagree 13.7% Moderately disagree 19.8% Strongly disagree 19.3%

#### **Association Highlights**

Decisions about how services are delivered in my area should be made primarily on value for money

#### **Politics**

Liberal/National (21%) voters are most likely to strongly agree, followed by respondents whose votes change from election to election (19%) and Labor (14%) voters. Greens (3%) voters have the lowest level of strong agreement.

#### Knowledge of mayor's name

Those who name their mayor incorrectly (21%) have the highest strong agreement

compared with all other respondents (16% nationwide).

## Age

Strong agreement rises with age. Respondents aged 18 to 49 (11% to 13%) have the lowest levels of strong agreement. Respondents aged 70 and over (27%) have the highest strong agreement.

# **Non-English Speaking Background**

Respondents of non-English speaking backgrounds (28%) are more likely to strongly agree than English-only (15%) speakers.

#### Household income

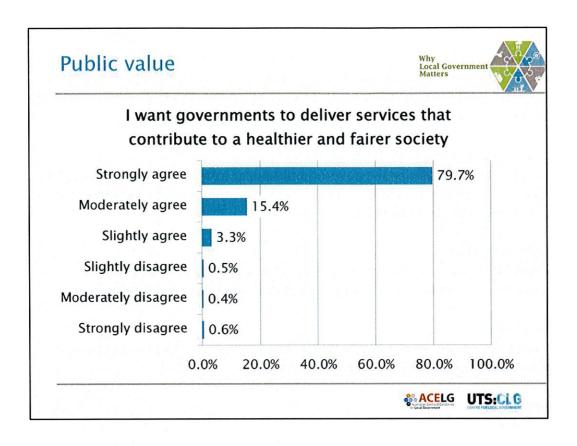
Overall, rising household income sees falling levels of strong agreement. Strong agreement is highest amongst respondents with household incomes between \$10,000 and \$49,999 (21% to 23%). Strong agreement is lower amongst respondents with household incomes between \$150-\$199,000 (12%) and \$300,000 or more (8%).

#### **Employment status**

Respondents who are **retired (24%)** are most likely to strongly agree, followed by those who are **self-employed (19%)** and **unable to work (19%)**. **Students (4%)** are least likely to strongly agree, followed by respondents who are **out of work and looking (8%)**.

# **Family type**

Lone-person (18%) households and couples with no children (18%) report higher levels of strong agreement compared with (one-parent families (8%) and couples with children (13%).



The majority of respondents, 80% (n=1585) strongly agree that they want governments to deliver services that contribute to a healthier and fairer society, while 15% of respondents (n=307) moderately agree.

Strongly agree 79.7% Moderately agree 15.4% Slightly agree 3.3% Slightly disagree 0.5% Moderately disagree 0.4% Strongly disagree 0.6%

#### **Association Highlights**

I want governments to deliver services that contribute to a healthier and fairer society

# **Politics**

Greens (95%) voters are most likely to strongly agree, followed by Labor (85%) voters and respondents whose voting preferences change from election to election (81%). Liberal/National (72%) voters express lower strong agreement.

#### Gender

Female (83%) respondents report higher strong agreement compared with male (77%) respondents.

#### **Employment status**

Respondents who are out of work and looking for work (87%); students (83%); and employed for wages (82%) most strongly agree. Respondents who are out of work but not currently looking (60%) least strongly agree.

## Working in government and Not-for-Profit

Respondents who work for the government and/or not-for-profit organisations (84%) are more likely to report strong agreement compared with respondents who work for other organisations (79%).

#### **Housing tenure**

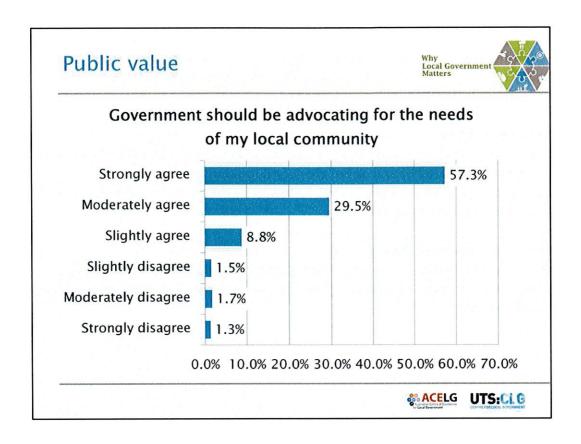
Renters (85%) are more likely to express strong agreement compared with respondents whose homes are on a mortgage or owned outright (79%).

## Family type

Respondents of **one-parent family (86%)** households have the highest strong agreement (compared with **80% community wide**).

## **Council type**

Urban development small/medium (82%); urban regional (82%); and urban development large/very large (81%) councils report higher levels of strong agreement. Respondents of urban capital cities (75%) report the lowest levels of strong agreement.



The majority of respondents, 70% (n=1399) strongly agree that governments should work with each other and other service providers to provide local services, while 22% moderately agree.

Strongly agree 57.3% Moderately agree 29.5% Slightly agree 8.8% Slightly disagree 1.5% Moderately disagree 1.7% Strongly disagree 1.3%

# **Association Highlights**

Government should be advocating for the needs of my local community

## **Community participation**

Respondents who had actively participated (62%) in clubs, services or groups in their local community are more likely to strongly agree than those who had not actively participated (53%).

## Gender

Female (61%) respondents are more likely to strongly agree compared with male (54%) respondents.

## Age

**50-59 (64%)** year old respondents have the highest level of strong agreement. Respondents aged **70 years and over (48%)**, followed by **18-29 (54%)** year olds, have the lowest levels of strong agreement.

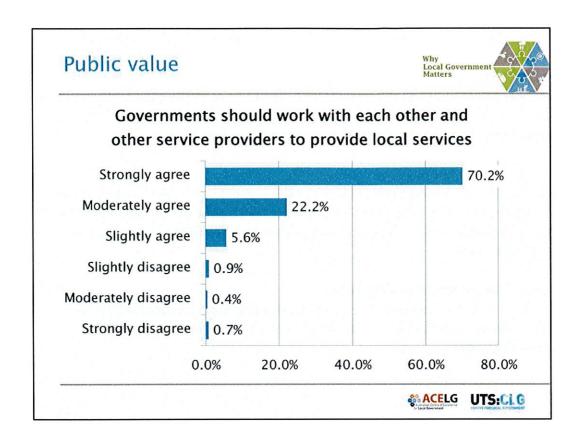
## **Employment status**

Homemakers (67%) report the highest level of agreement, followed by those who are unable to work (62%) and out of work and looking (61%).

Students (47%) report the lowest level, followed by those who are out of work but not currently looking for work (52%).

# Length of time living in the local area

Respondents who have lived in their local area for a **period of less than 2 years** (46%) have lower levels of strong agreement compared with all other respondents (57% nationwide).



The majority of respondents, 70% (n=1399) strongly agree that governments should work with each other and other service providers to provide local services, while 22% moderately agree.

Strongly agree 70.2% Moderately agree 22.2% Slightly agree 5.6% Slightly disagree 0.9% Moderately disagree 0.4% Strongly disagree 0.7%

## **Association Highlights**

Governments should to work with each other and other service providers to provide local services

#### Age

Levels of strong agreement rise between 18-29 year olds (64%) and 50-59 year olds (75%), then fall for those aged over 70 (68%).

## **Employment status**

Individuals who are unable to work (75%); homemakers (73%); employed for wages (72%); and retired (71%) are more likely to have higher levels of strong agreement. Those who are out of work but not currently looking (57%); students

(59%); and out of work and looking (59%) have lower levels of strong agreement.

## **Dwelling type**

Dwellers of flats, units or apartments of 4 stories or more (85%) are more likely to strongly agree compared with respondents living in a separate house (71%) and dwellers of flats, units or apartments of 3 stories or less (65%).

## Family type

Non-group family households (75%) have the highest strong agreement, followed by couples with no children (74%) and couples with children (72%). Individuals of lone-person households (66%) and one-parent families (68%) voice lower levels of strong agreement.

## Length of time living in the local area

Individuals who have lived in their local area for less than 2 years (62%) have low levels of strong agreement in comparison with all other respondents (70% community wide).

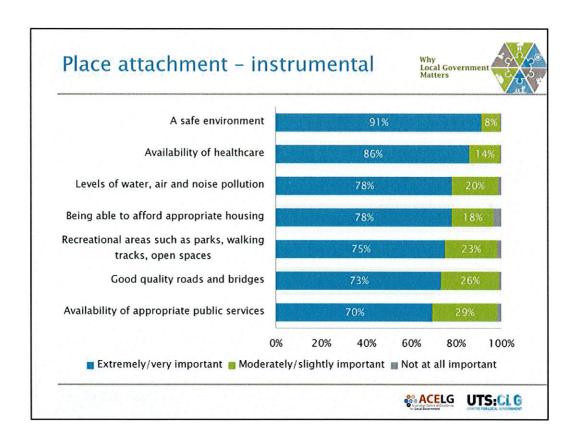


# PLACE ATTACHMENT -**INSTRUMENTAL**

SNEAK PEEK







#### A safe environment

58% of respondents feel that having a safe environment is extremely important, while 34% feel it to be very important.

## Availability of healthcare

48% of respondents feel the availability of healthcare in their local area is extremely important, while 38% feel it to be very important.

## Levels of water, air and noise pollution

42% of respondents feel that seeing to the levels of water, air and noise pollution in their local area was extremely important, while 37% feel it to be very important.

## Being able to afford appropriate housing

40% of respondents feel that being able to afford appropriate housing in their local area is extremely important, while 38% feel it to be very important.

# Recreational areas such as parks, walking tracks, open spaces

36% of respondents feel the presence of recreational areas in their local area is extremely important, and 40% feel it to be very important.

## Good quality roads and bridges

33% of respondents feel the availability of good quality roads and bridges in their local area is extremely important, while a further 41% feel it to be very important.

## Availability of appropriate public services

29% of respondents feel the availability of appropriate public services in their local area is extremely important, a further 40% felt it to be very important.

## Availability of good schools

36% of respondents feel the availability of good schools in their local area is extremely important, while 33% feel it to be very important.

## A positive economic outlook

30% of respondents feel the presence of a positive economic outlook in their local area is extremely important, while 38% feel it to be very important.

# Convenient public transport

31% of respondents feel the availability of convenient public transport in their local area is extremely important, while 33% feel it to be very important.

#### Job opportunities

29% of respondents feel the availability of job opportunities in their local area is extremely important, while 30% feel it to be very important. Nearly a quarter of respondents feel the availability of jobs is either only slightly important (9%) or not at all important (14%).

# A supportive and cohesive community

25% of respondents feel the presence of a supportive and cohesive community in their local area is extremely important, while 39% feel it to be very important.

#### Being close to my family

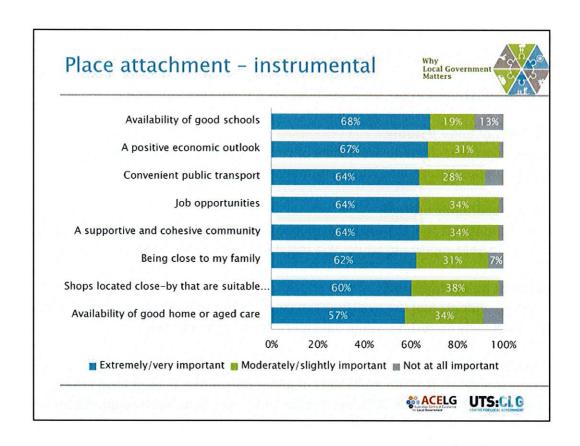
35% of respondents feel that having shops located close by that are suitable to their needs in their local area was extremely important, while 28% feel it to be very important.

## Shops located close by that are suitable to my needs

24% of respondents feel that having shops located close by that are suitable to their needs in their local area is extremely important, while 37% feel it to be very important.

#### Availability of good home or aged care

27% of respondents feel the availability of good home or aged care in their local area is extremely important, while 30% feel it to be very important.



#### A safe environment

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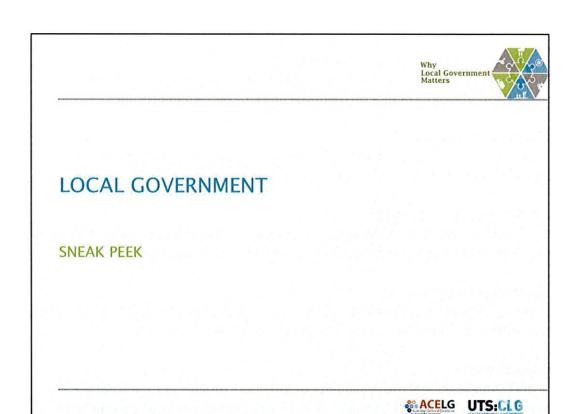
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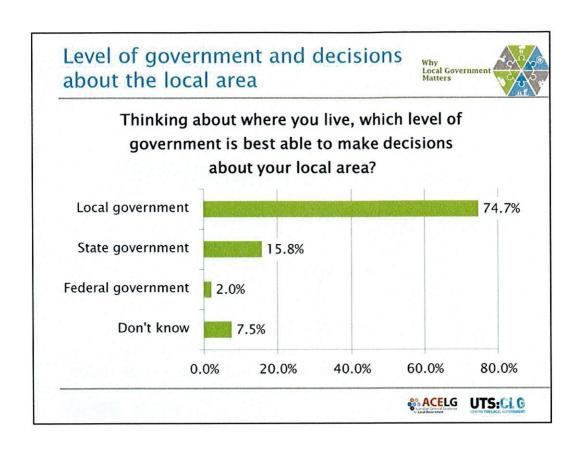
#### Shops located close by that are suitable to my needs

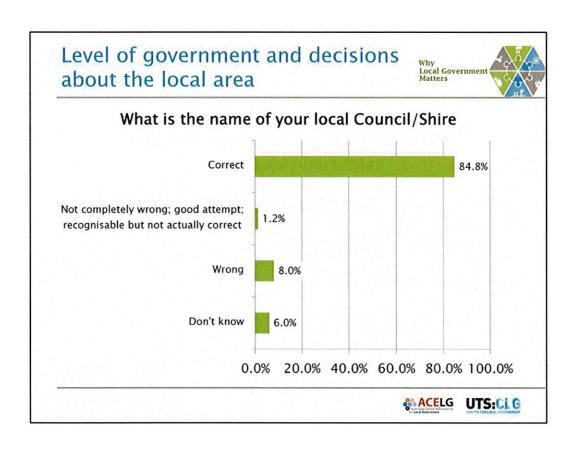
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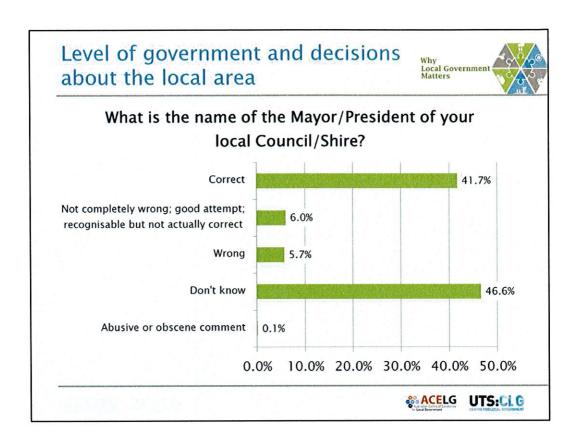
#### Availability of good home or aged care

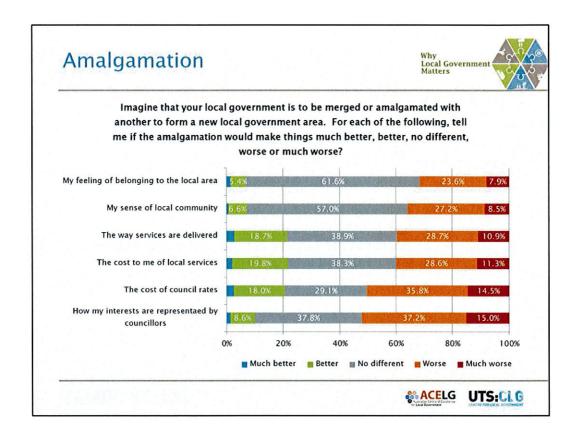
27% of respondents feel the availability of good home or aged care in their local area is extremely important, while 30% feel it to be very important.











#### The Future of Local Governance – people are not against amalgamation

Respondents are most concerned about the impact of amalgamations on how their interests are represented by councillors. Just under half (47.7%) think that representation of their interests will get worse or much worse (13.7%). Representation is different to community identity- Community participation in decision-making is a critical issue. Respondents strongly agree that communities should be involved with government in making decisions about how and what services should be delivered in their local area. Further research is required with the community to explore what it means to be represented within their locality.

Why Local Government Matters found that respondents were most positive about the impact of amalgamation on the cost of council rates, the cost of local services and the way services are delivered. However when broken down older people, those owning or mortgaging a dwelling and respondents in rural and regional areas, the issue of the impact of amalgamations on local government representation and rates is significant. Most people in metropolitan areas are not particularly concerned by the prospect of their local governments amalgamating. Where they do report concern, it is generally about how their interests are represented by councillors and any impact of amalgamations on costs. Amalgamations need to be carefully managed and include a place management approach to protect local identity and sense of belonging. For some respondents, who have lived in an area for a substantial period, own a house and have other connections in the area, there is a sense of locality, which transcends local government boundaries. The idea of

locality and that "communities are not defined by lines on a map" should be explored further.

#### Representation

Politics: People who would normally vote for or most identify with the political party The Greens are more likely to think representation will get worse or much worse (58% compared to 52% community-wide).

Council type: Respondents living in rural and remote councils are more likely to believe representation will be much worse after amalgamation (21% compared to 15% nation-wide). However residents of large/very large urban councils are less likely (9%) to believe representation will be worse.

## **Council Rates**

Council Type: People in urban regional (56%) and rural and remote (57%) councils were more likely to think the cost of council rates will get worse or much worse compared with those in urban development small/medium (49%) and large/very large (46%) councils.

#### **Cost of Services**

Gender: Men are more likely than women to think that the cost of local services will get better or much better (25% compared with 18%).

Age: However those aged 70 and over are more likely than those aged 18-29 to think things will get worse (49% compared with 25%).

Family Type: People living as part of a couple with children (26%) are more likely than a lone parent (13%) or person living alone (12%) to think the cost of local services will be better or much better after amalgamation.

Council type: also had a bearing on results, with people living in urban regional (17%) and rural and remote local government areas (19%) less likely to think that the cost of local services will get better or much better compared with those in urban development (city) local government areas (26%).

#### The way services are delivered

Council type: Respondents living in rural and remote councils are more likely to believe service delivery will be worse or much worse after amalgamation (47% compared to 39% nation-wide).

## Sense of community

Age: As people get older they are more likely to think their sense of local community will get worse, with 42 percent of those aged over 70 compared to 26 percent of those aged 18-28 thinking it will get worse or much worse. Dwelling type: Respondents living in dwelling types that were mortgaged or owned outright are more likely than those who are renting to think their sense of local community will get worse or much worse (37% compared with 29%).

## Belonging to the local area

Length of time in area: For those who have lived in an area for 10 years or more, concerns that feelings of belonging will get worse or much worse are higher compared with those who have lived in the area for less than two years (35% compared with 16%).

Participation: Also people who have participated in their local community in the last 12 months are more likely, compared to those who haven't, to think that amalgamation will make their feeling of belong to the local area worse or much worse (33% compared to 30%).

