



Strathfield Council

Housing Strategy Research

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Date: January 2024

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Research Objectives

Strathfield Council, in consultation with SGS Economics and Planning, commissioned Micromex Research to conduct a random telephone survey with residents living in the Strathfield local government area (LGA). Micromex surveyed a sample of 514 residents to determine 'general population sentiment' regarding planning in the Strathfield LGA (Stage 1). These respondents were recruited to participate in a follow up survey (Stage 2) which involved receipt of an information package regarding the Strathfield Council Medium Density Housing Strategy. Following the review of the information package residents were asked to complete an online survey which sought to gauge residents' opinions regarding housing variety and choice within the community. At the conclusion of the study 261 residents had provided their feedback.

- **Stage 1 Research** (Recruitment):
 - Conducted between 30th November to 11th December 2023
 - N = 514 residents
- **Stage 2 Research** (Recontact):
 - Conducted between the 5th to 18th December 2023
 - N = 261 residents

Methodology and Sample



Sample selection and error

Step 1: The Phone recruitment survey achieved a sample of N=452 residents and asked them to participate in a research program either via online link emailed to them or mailed out info pack. From this effort, pre-measures (i.e.: collect some initial thoughts about medium density development) were obtained.

Step 2: The 452 recruits were then sent an email with a link to the second questionnaire (hosted online), which contained an 'Information Pack' and the follow-up questions.

During this stage N=199 responses were obtained from residents.

In order to boost the sample achieved in Stage 2, an external panel provider was engaged and an additional N=62 residents were recruited to participate in both Stage 1 and Stage 2.

We received N=261 online survey completes from Stage 2.

A sample size of 261 out of 514 residents provides a maximum sampling error of plus or minus 4.3% at 95% confidence. This means that if the survey was replicated with a new universe of N=261 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.3%.

For the survey under discussion the greatest margin of error is 4.3%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 46% to 54%.

Interviewing

Interviewing was conducted in accordance with The Research Society Code of Professional Behaviour.

Data analysis

The data within this report was analysed using Q Professional.

Within the report **blue** and **red** font colours are used to identify statistically significant differences between groups, i.e., gender, age, etc.

Significance difference testing is a statistical test performed to evaluate the difference between two measurements. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

Note: All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

Ratings questions

The Unipolar Scale of 1 to 5 was used in all rating questions, where 1 was the lowest importance or support and 5 the highest importance or support.

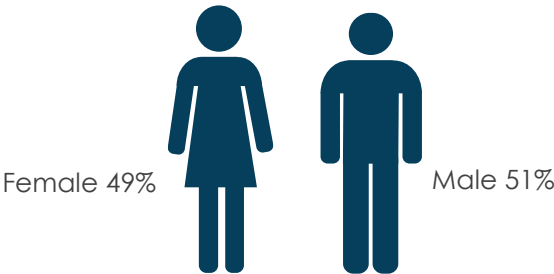
This scale allowed us to identify different levels of importance and satisfaction across respondents.

Top 2 (T2) Box: refers to the aggregate percentage (%) score of the top two scores for importance. (i.e. supportive & very supportive and agree & strongly agree)

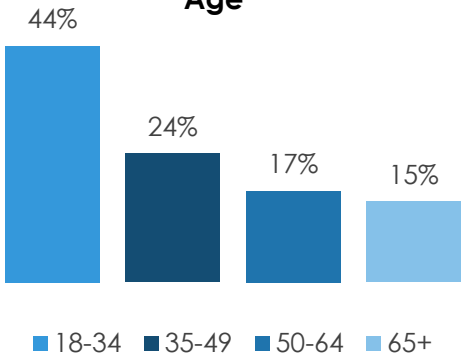
Sample Profile: Recontact Sample

The sample was weighted by age and gender to reflect the 2021 ABS Census data for Strathfield Council area.

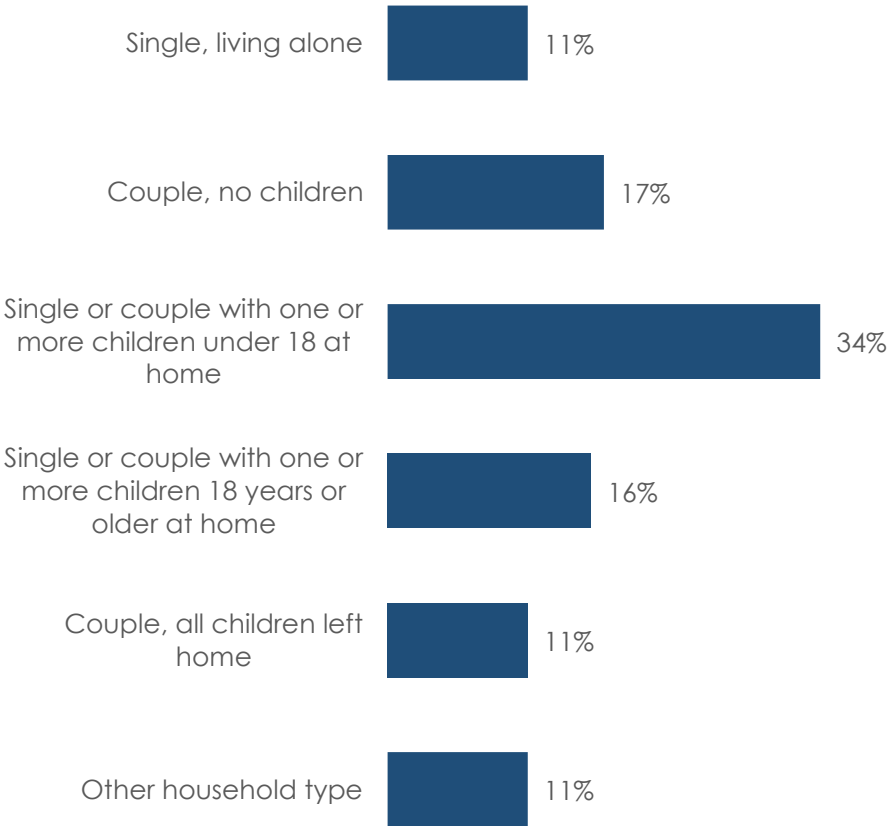
Gender



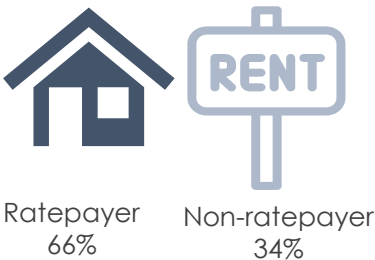
Age



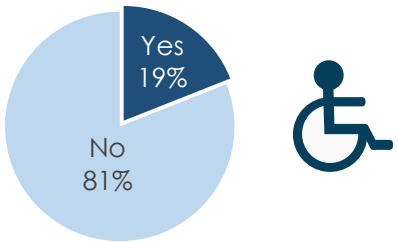
Family status



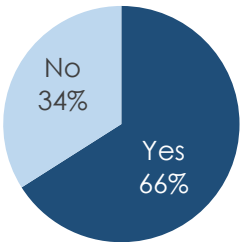
Ratepayer status



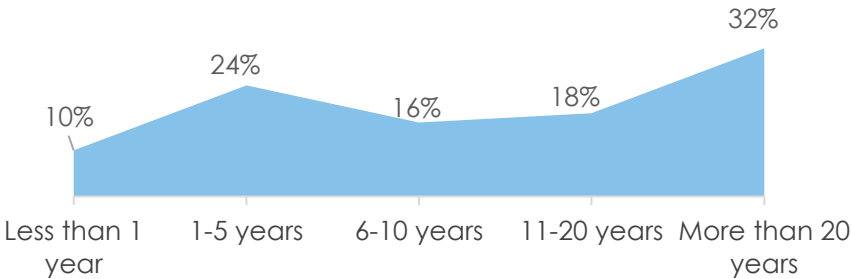
Do you identify as having/ or care for somebody with a disability?



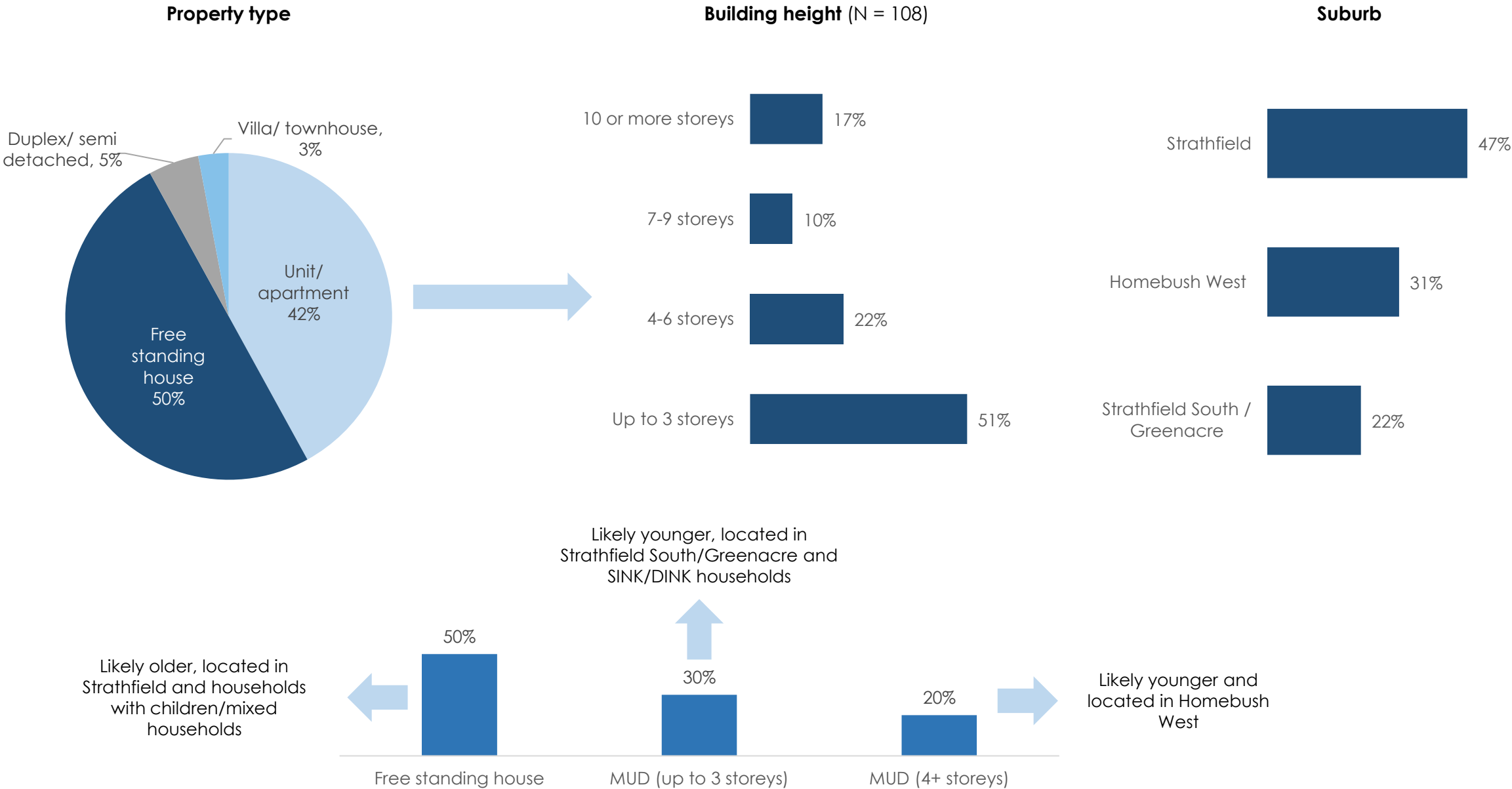
Language other than English?



Time lived in the area



Sample Profile: Recontact Sample



Summary Findings

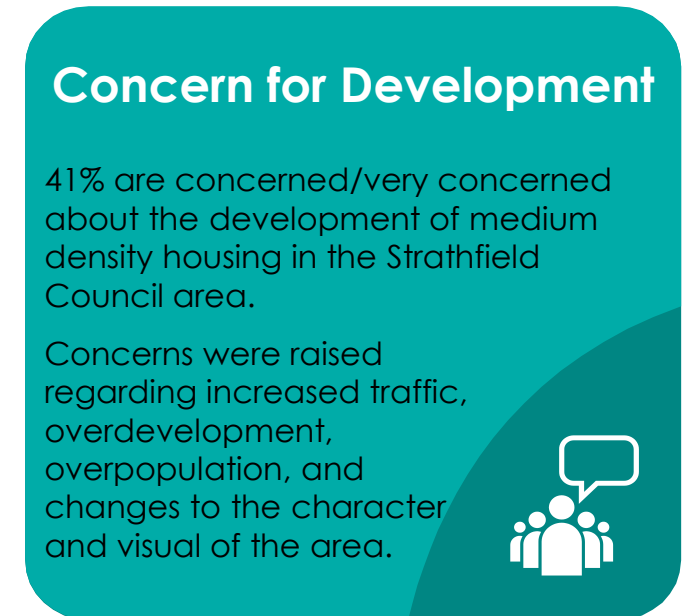
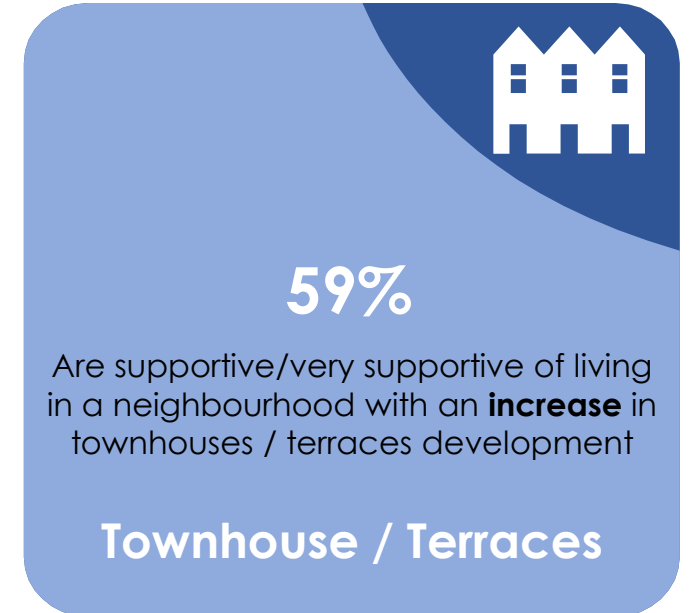
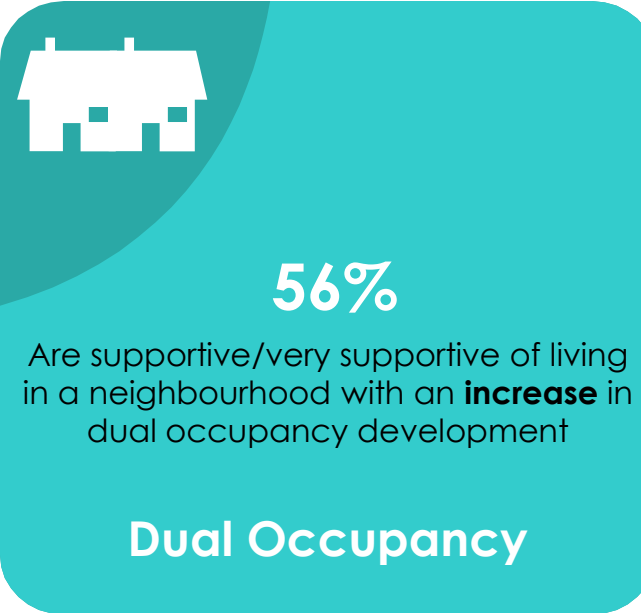


Summary Findings

Support is highest for an increase in development of townhouses / terraces (59%) and dual occupancy housing (56%). These types of development are generally more supported by younger residents and those currently residing in multi-unit dwellings.

There is a moderate level of concern regarding medium density development across the LGA, which can be alleviated by addressing concerns regarding an influx in traffic, availability of parking and ensuring infrastructure matches the development/population growth.

Safety, security, privacy and access to public transport, shops and open spaces being the most important overall in regards to housing choice in the LGA. Residents would like to see more affordable housing options, developments to be of high quality/well designed, maintain the character/aesthetic of the area and maintain the greenery of the area.

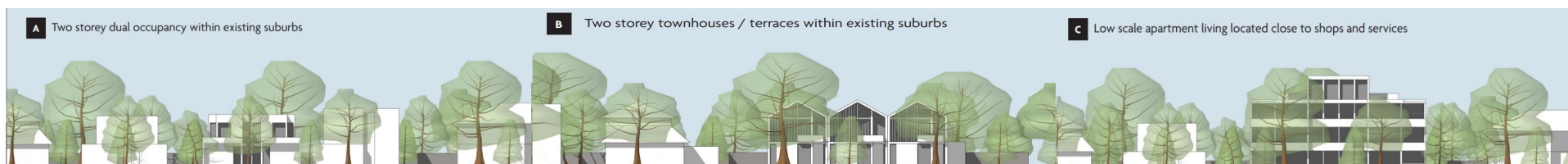
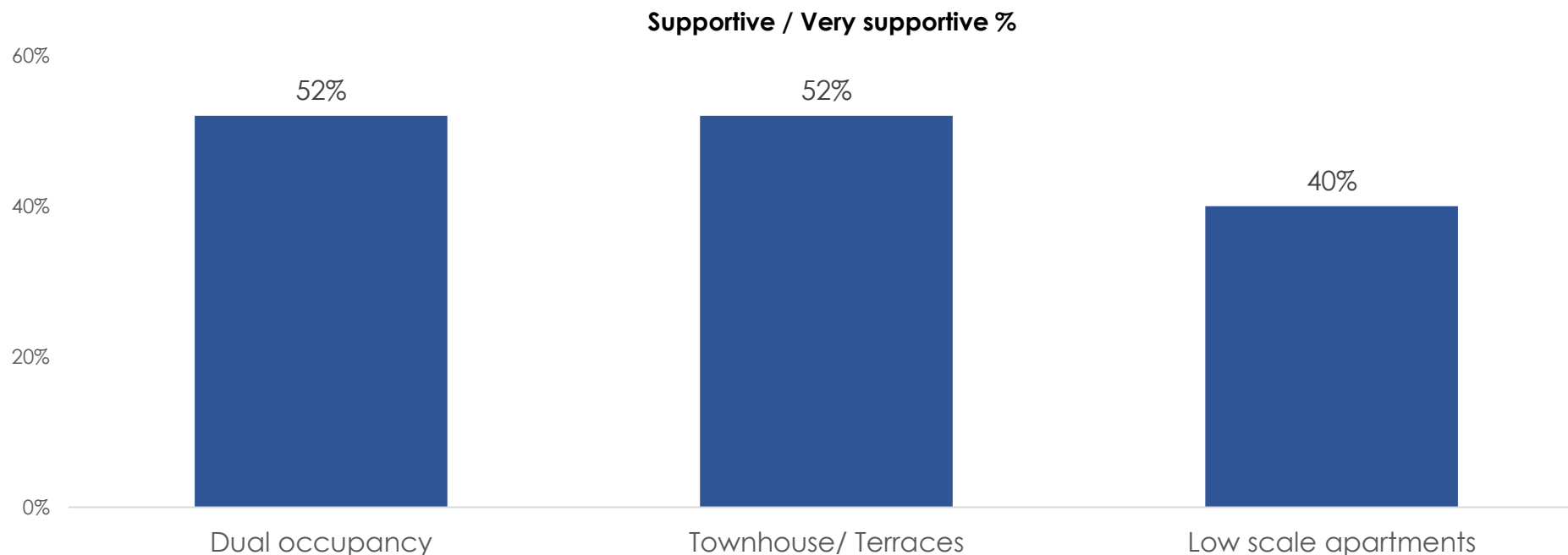


Support for Allowing Development Types across the LGA

Q. How supportive are you of allowing this type of development in local neighbourhoods or suburbs across the Council area?

Support was greater for allowing dual occupancy and townhouse / terrace development than low scale apartment style developments.

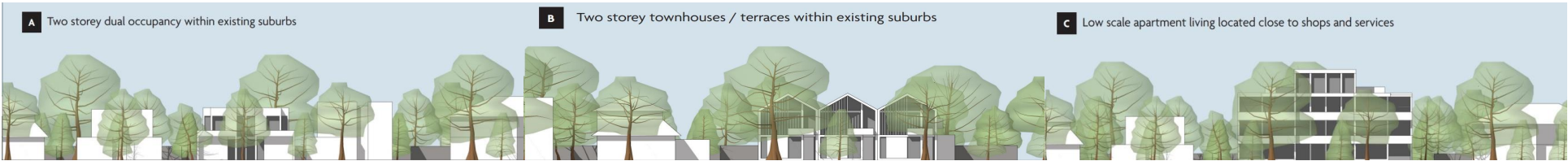
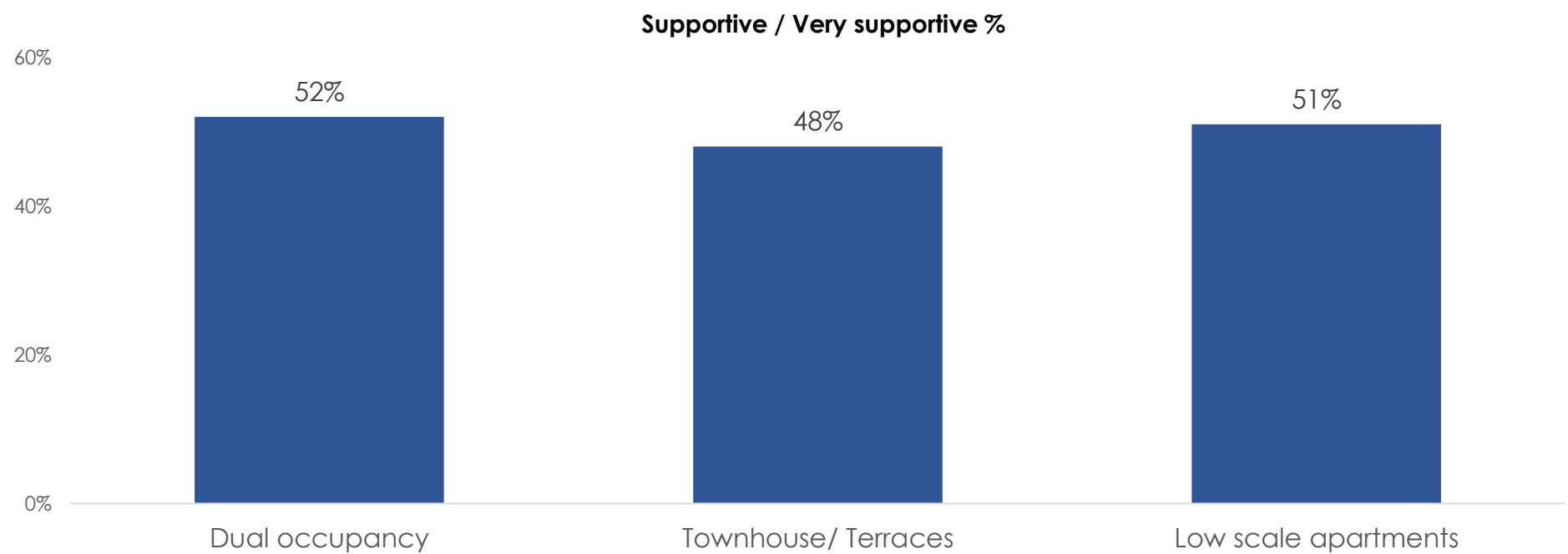
Younger residents (18-34), those currently located in the Homebush West area and those currently living in a multi-unit dwelling are more supportive of all 3 development types.



Support for Allowing Development around Major Road Corridors

Q. How supportive are you of allowing this type of development around major road corridors (such as Parramatta Road, Liverpool Road, Punchbowl Road)?

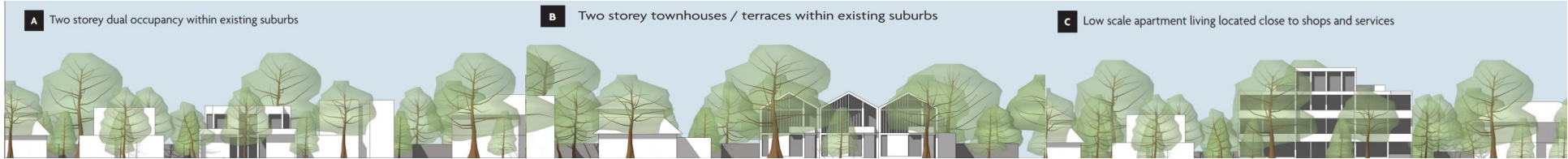
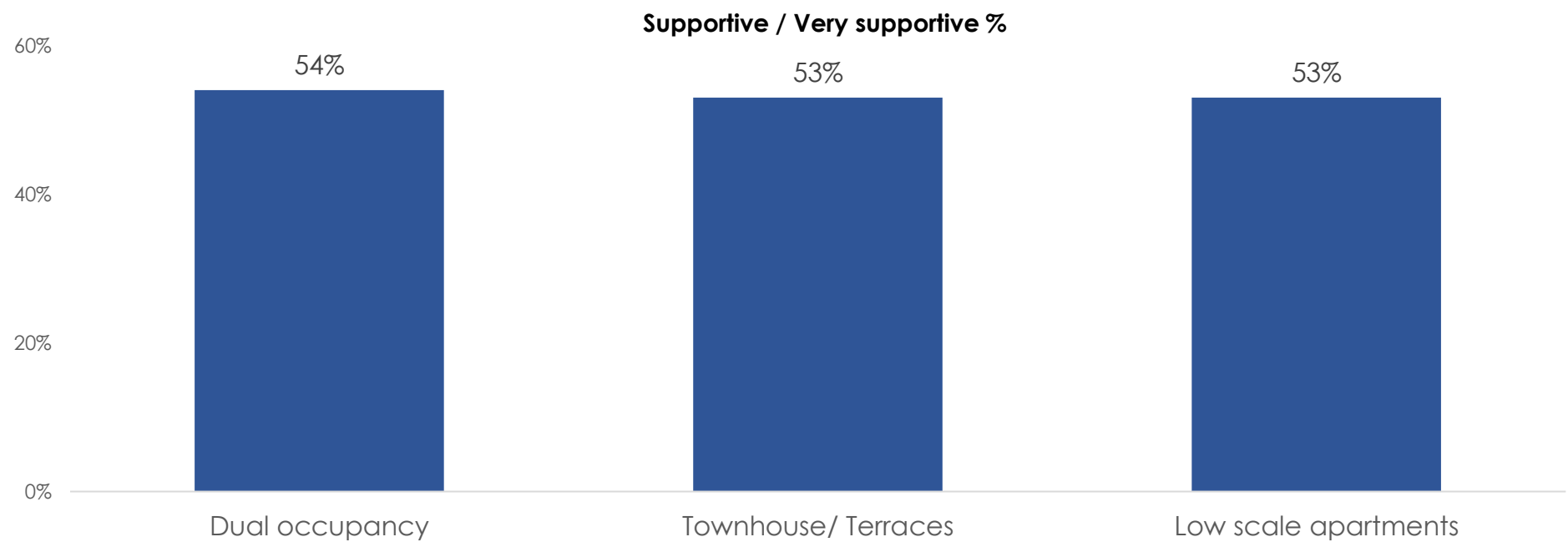
Very similar levels of support for allowing development near major roads. A slight shift of older residents having greater support for allowing development around major road corridors such as Parramatta Road, Liverpool Road and Punchbowl Road.



Support for Allowing Development Near Train Stations

Q. How supportive are you of allowing this type of development within 15 minutes' walk to train stations?

Again, very similar levels of support for allowing development near train stations, with more than 50% committing to the top 2 boxes for agreement (agree/strongly agree). Younger residents (18-34), those currently located in the Homebush West area and those currently living in a multi-unit dwelling are more supportive of all 3 development types being near train stations.





Response to Concepts

Section One



WHAT IS MEDIUM DENSITY HOUSING?

Medium density housing fits between single dwelling houses and large residential flat buildings or high-rise apartment buildings. Sometimes referred to as the 'Missing Middle'.

Medium density housing can be accommodated within a variety of settings and readily adapted to reflect the prevailing character of the existing community. These housing types can also provide suitable alternatives to single detached houses to provide for a diverse range of residents in the Strathfield area.

Medium density housing types being considered:



Dual Occupancy

- 2 storeys, 2 dwellings
- Each may be Torrens titled



Townhouses / Terraces

- 2 - 3 storeys
- Shared basement parking & common areas
- Strata titled



Manor House

- 2 storeys, up to 4 dwellings
- Shared basement parking & common areas
- Strata titled



Low Scale Apartment

- 3 - 6 storeys
- Shared basement parking & common areas
- Strata titled

Residents were provided access to an information pack that provided detail of suggested proposals and visual examples of each dwelling type. Residents had time to peruse the document to provide an informative response to Stage 2 of the survey.

This section explores the responses to each of the 3 main development concepts and gauges attitudes for creating more housing opportunities for medium density housing across the Strathfield LGA.

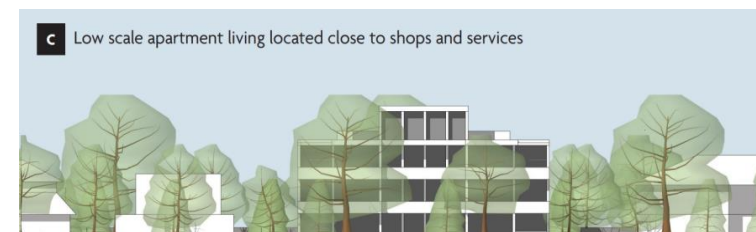
1.



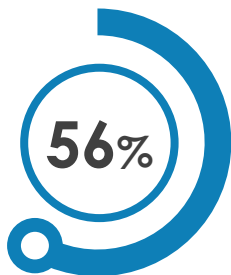
2.



3.



DUAL OCCUPANCY



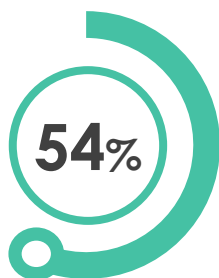
Supportive/very supportive of living in a neighbourhood with an increase in dual occupancy development



Supportive/very supportive of allowing this development across the LGA



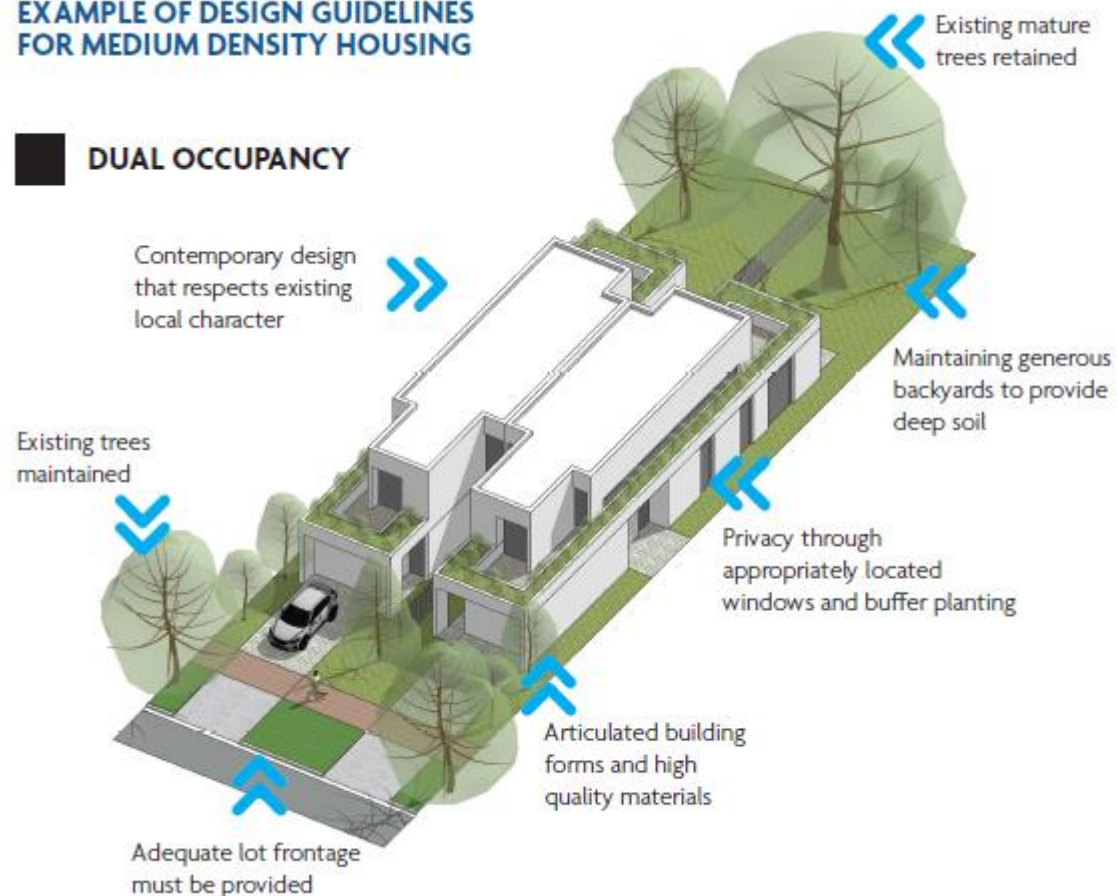
Supportive/very supportive of allowing this development around major road corridors



Supportive/very supportive of allowing this development near train stations

EXAMPLE OF DESIGN GUIDELINES FOR MEDIUM DENSITY HOUSING

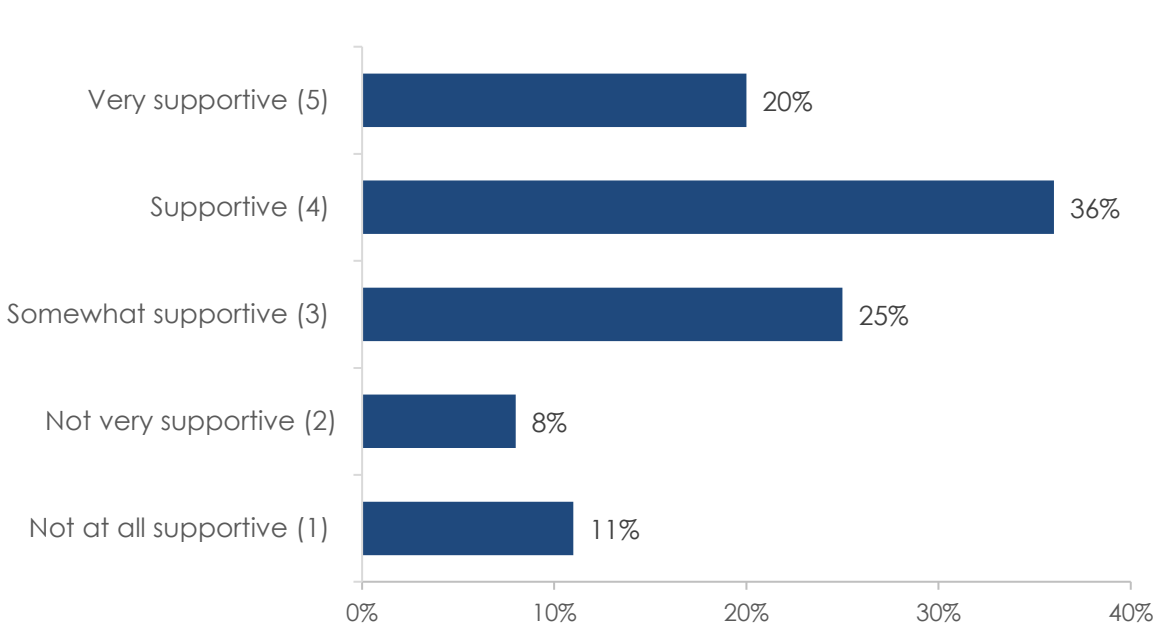
DUAL OCCUPANCY



Support for Increased Dual Occupancy Development

56% of residents are supportive/very supportive of living in a neighbourhood where there is an increase of dual occupancy development. Support is higher amongst younger residents, those located in the Homebush West area, those living in MUDs and larger households.

	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Top 2 Box %	56%	62%	58%	53%	42%	64%	51%	57%
Mean rating	3.46	3.62	3.58	3.30	2.97	3.85	3.12	3.63
Base	261	115	62	46	38	81	121	58



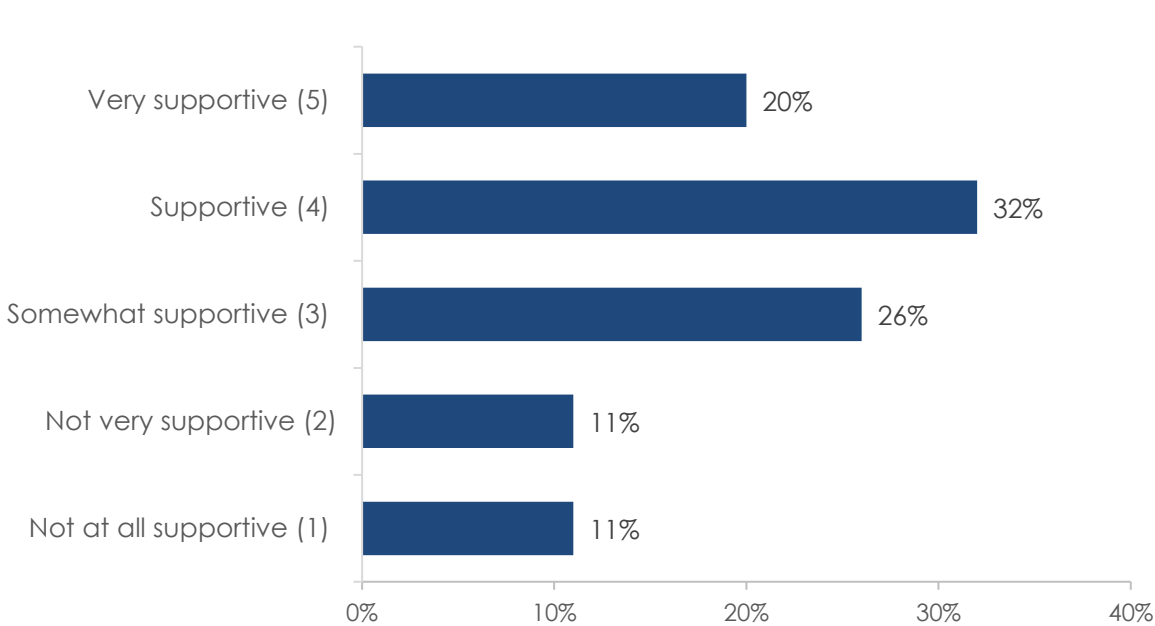
	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Top 2 Box %	49%	58%	70%	49%	61%
Mean rating	3.22	3.68	3.74	3.23	3.61
Base	130	77	53	104	157



Support for Allowing Dual Occupancy Development

52% of residents are supportive/very supportive of allowing dual occupancy development across the LGA. Again, support is higher amongst younger residents, those located in the Homebush West area, those living in MUDs and larger households.

	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Top 2 Box %	52%	62%	58%	43%	28%	69%	38%	59%
Mean rating	3.40	3.68	3.58	2.99	2.75	3.88	2.94	3.67
Base	261	115	62	46	38	81	121	58



	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Top 2 Box %	42%	65%	61%	43%	59%
Mean rating	3.15	3.68	3.60	3.10	3.59
Base	130	77	53	104	157



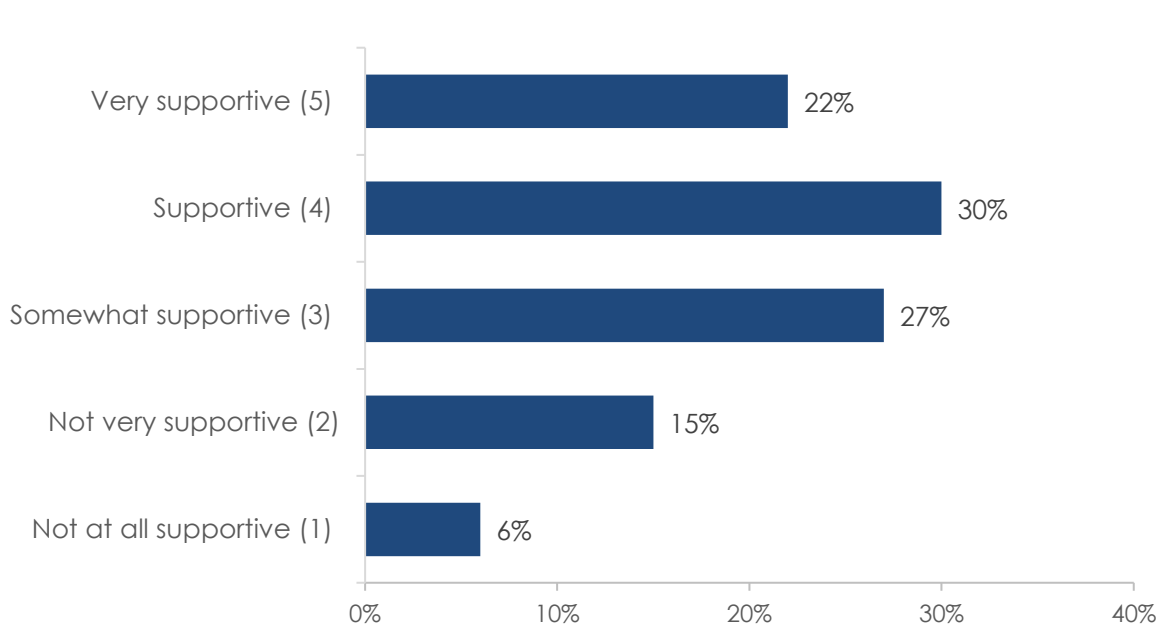
Base: Stage 2 (N = 261)
Q7a. Please refer to image A, page 6, in the information pack, (Two storey dual occupancy within existing suburbs). How supportive are you of allowing this type of development in local neighbourhoods or suburbs across the Council area?

Scale: 1 = Not at all supportive, 5 = Very supportive
A significantly higher/lower level of support (by group)

Support for Allowing Dual Occupancy around Major Road Corridors

52% of residents are supportive/very supportive of allowing dual occupancy development around major road corridors such as Parramatta Road. Support is higher amongst residents aged 35+ and larger households.

	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Top 2 Box %	52%	45%	56%	55%	57%	52%	51%	51%
Mean rating	3.46	3.35	3.55	3.57	3.54	3.42	3.46	3.52
Base	261	115	62	46	38	81	121	58



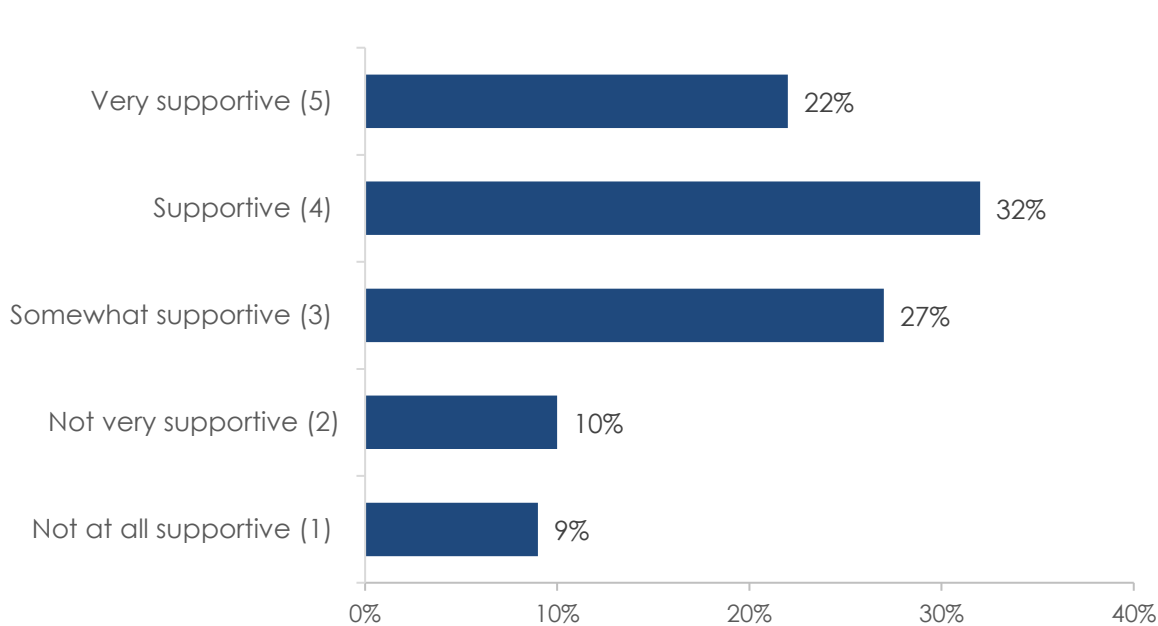
	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Top 2 Box %	54%	46%	53%	41%	58%
Mean rating	3.61	3.29	3.33	3.11	3.69
Base	130	77	53	104	157



Support for Allowing Dual Occupancy close to Train Stations

54% of residents are supportive/very supportive of allowing dual occupancy development within 15 minutes' walk to train stations. Those located in Homebush West and living in a medium-sized MUD are significantly more supportive.

	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Top 2 Box %	54%	58%	55%	49%	47%	73%	41%	54%
Mean rating	3.48	3.60	3.60	3.24	3.20	3.94	3.11	3.61
Base	261	115	62	46	38	81	121	58



	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Top 2 Box %	44%	70%	55%	54%	54%
Mean rating	3.26	3.82	3.51	3.32	3.58
Base	130	77	53	104	157



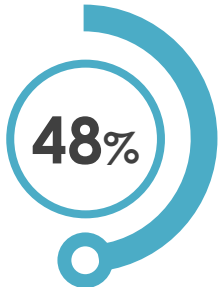
TOWNHOUSES / TERRACES



Supportive/very supportive of living in a neighbourhood with an increase in townhouses / terraces development



Supportive/very supportive of allowing this development across the LGA



Supportive/very supportive of allowing this development around major road corridors

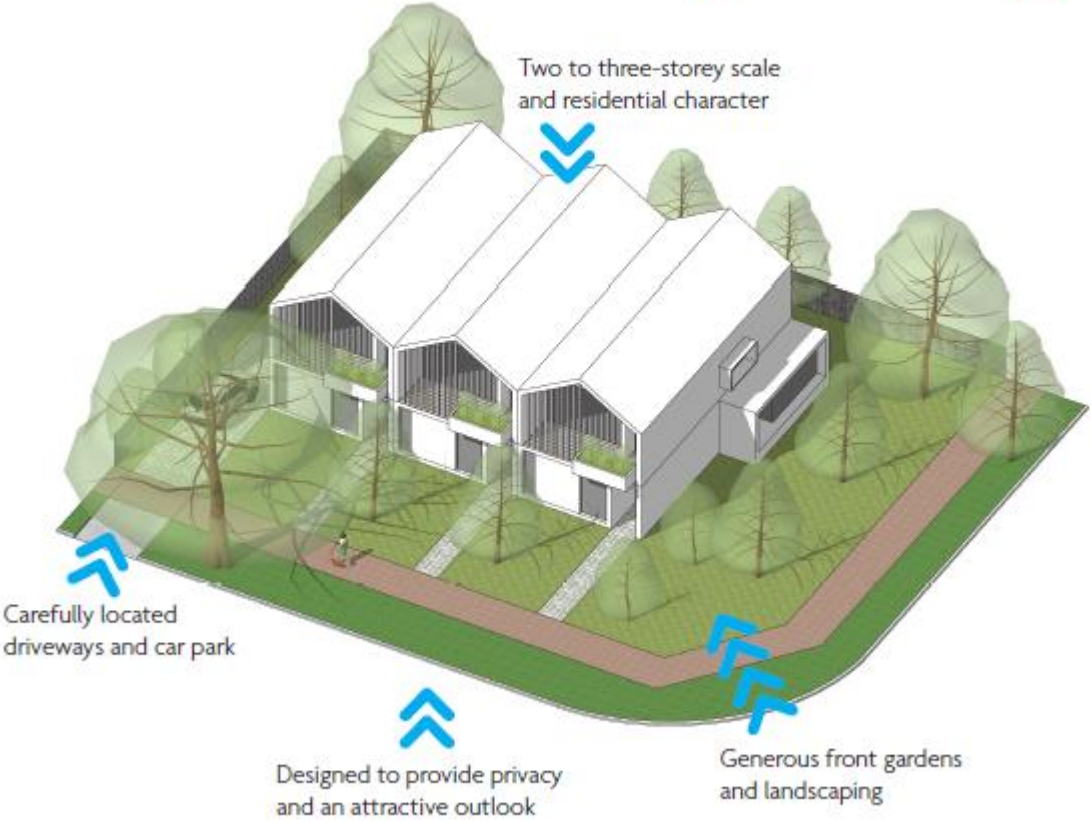


Supportive/very supportive of allowing this development near train stations

EXAMPLE OF DESIGN GUIDELINES FOR MEDIUM DENSITY HOUSING

TOWNHOUSES

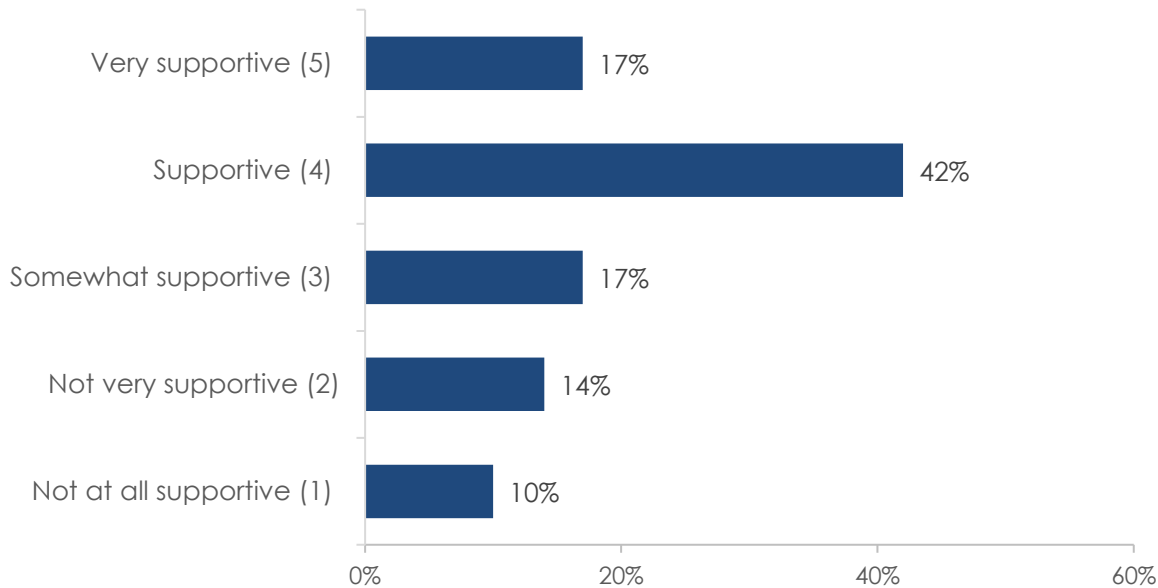
Respectful relationship with existing neighbours



Support for Increased Townhouses or Terraces

59% of residents are supportive/very supportive of living in a neighbourhood where there is an increase of townhouse or terraces development. Support is higher amongst younger residents, those located in the Homebush West area, and those living in MUDs.

	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Top 2 Box %	59%	72%	59%	49%	34%	77%	47%	61%
Mean rating	3.43	3.64	3.63	3.13	2.84	3.95	3.02	3.57
Base	261	115	62	46	38	81	121	58



	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Top 2 Box %	48%	70%	72%	57%	61%
Mean rating	3.13	3.65	3.85	3.32	3.51
Base	130	77	53	104	157



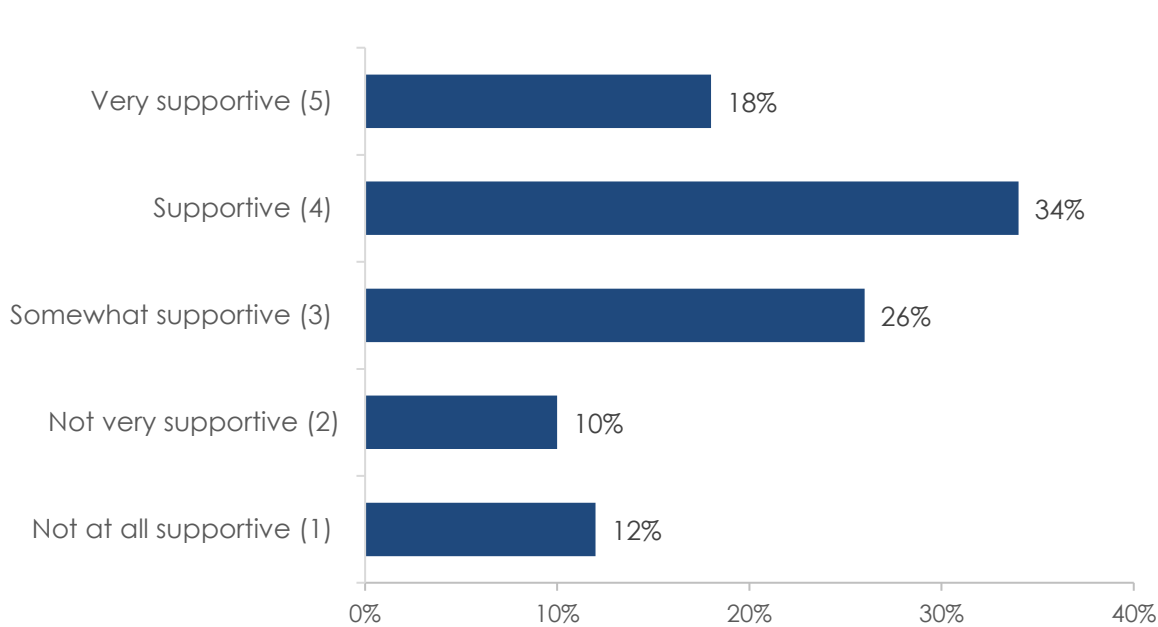
Base: Stage 2 (N = 261)
Q5b. Please refer to image B, page 6, in the information pack, (Two storey townhouses / terraces within existing suburbs). To promote housing diversity and choice, how supportive are you of living in a neighbourhood where there is an increase of townhouse or terraces development?

Scale: 1 = Not at all supportive, 5 = Very supportive
A significantly higher/lower level of support (by group)

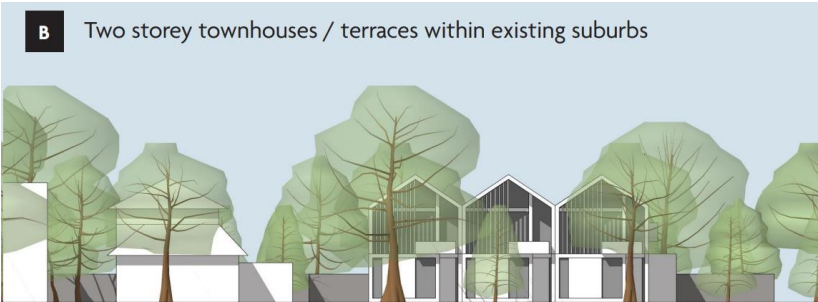
Support for Allowing Townhouse/Terrace Development

52% of residents are supportive/very supportive of allowing townhouse and terrace development across the LGA. Again, support is higher amongst younger residents, those located in the Homebush West area, those living in MUDs and larger households.

	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Top 2 Box %	52%	60%	58%	40%	33%	72%	35%	60%
Mean rating	3.37	3.70	3.55	2.87	2.70	3.91	2.90	3.61
Base	261	115	62	46	38	81	121	58



	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Top 2 Box %	41%	66%	58%	42%	58%
Mean rating	3.07	3.71	3.62	3.09	3.56
Base	130	77	53	104	157



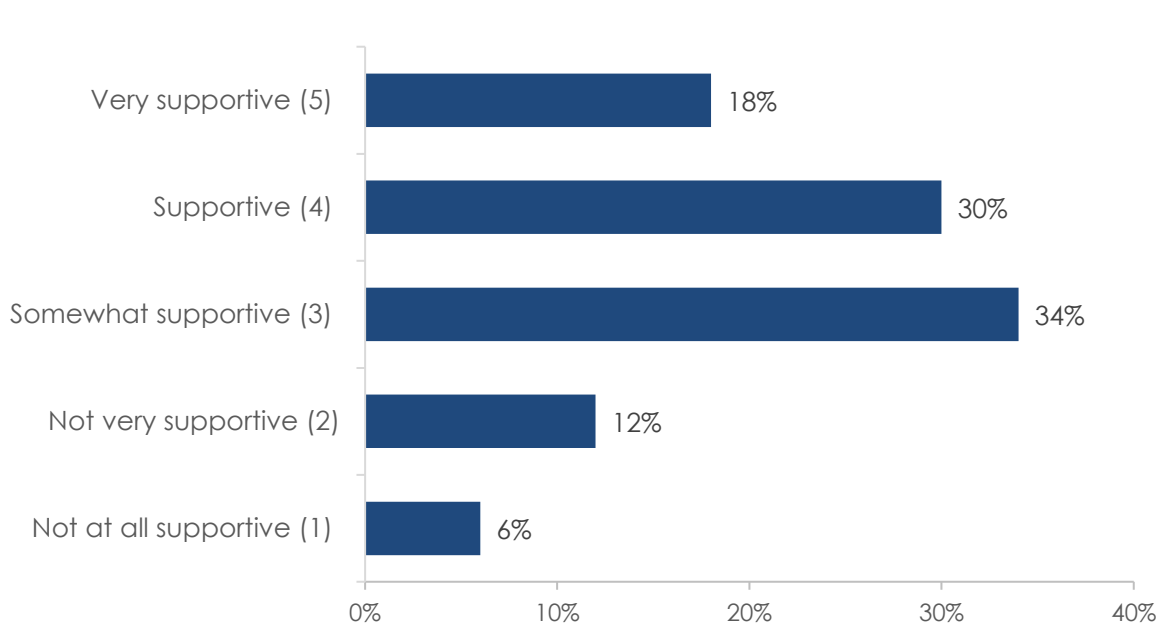
Scale: 1 = Not at all supportive, 5 = Very supportive
A significantly higher/lower level of support (by group)

Base: Stage 2 (N = 261)
Q8a. Please refer to image B, page 6, in the information pack, (Two storey townhouses / terraces within existing suburbs). How supportive are you of allowing these types of developments in local neighbourhoods or suburbs across the Council area?

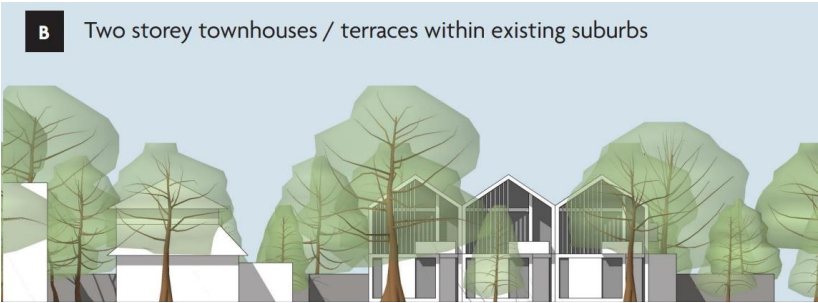
Support for Allowing Townhouse/Terrace's around Major Road Corridors

48% of residents are supportive/very supportive of allowing townhouse and terrace development around major road corridors. Support is slightly higher amongst larger households and those currently living in a free standing house.

	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Top 2 Box %	48%	44%	44%	64%	50%	46%	48%	51%
Mean rating	3.41	3.42	3.23	3.65	3.43	3.40	3.37	3.53
Base	261	115	62	46	38	81	121	58



	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Top 2 Box %	51%	44%	47%	40%	53%
Mean rating	3.53	3.21	3.44	3.24	3.53
Base	130	77	53	104	157

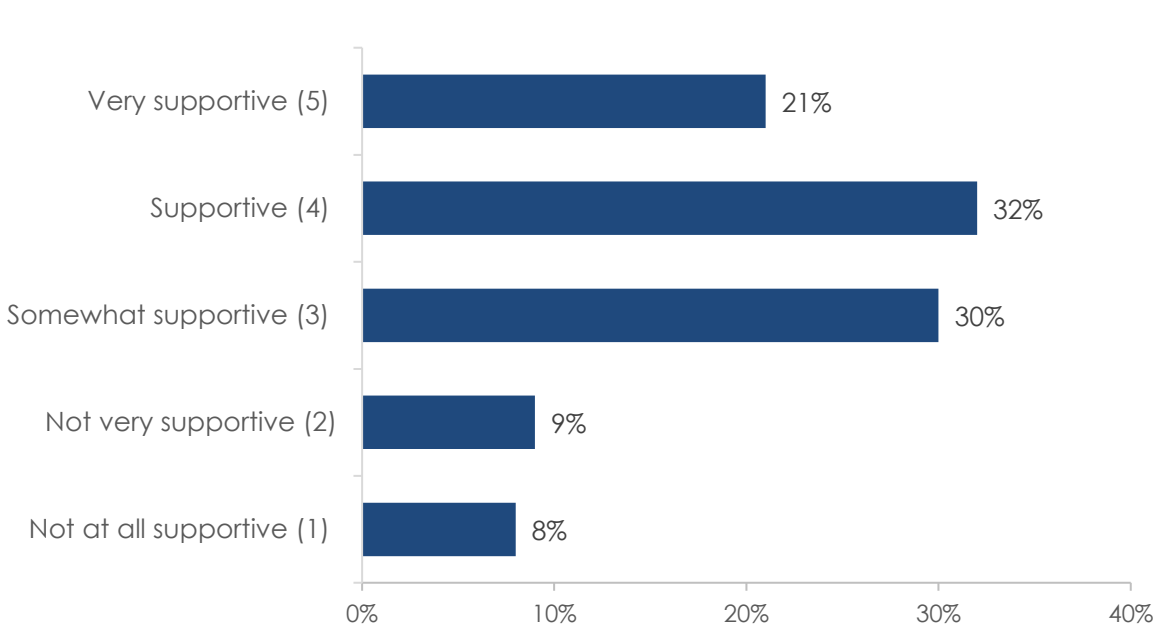


Scale: 1 = Not at all supportive, 5 = Very supportive
A significantly higher/lower level of support (by group)

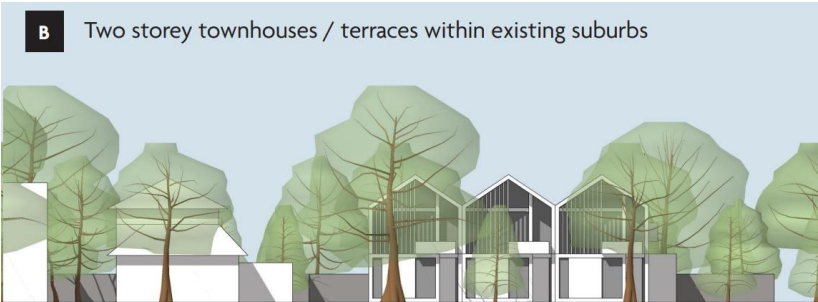
Support for Allowing Townhouse/Terrace's close to Train Stations

53% of residents are supportive/very supportive of allowing townhouse and terrace development within 15 minutes' walk to train stations. Younger residents, those located in Homebush West, living in a medium-sized MUD and larger households are significantly more supportive.

	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Top 2 Box %	53%	60%	55%	50%	33%	77%	41%	45%
Mean rating	3.49	3.68	3.60	3.25	3.05	3.93	3.16	3.57
Base	261	115	62	46	38	81	121	58



	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Top 2 Box %	45%	63%	58%	45%	59%
Mean rating	3.29	3.78	3.57	3.23	3.67
Base	130	77	53	104	157



Scale: 1 = Not at all supportive, 5 = Very supportive
A significantly higher/lower level of support (by group)

LOW SCALE APARTMENTS

41%

Supportive/very supportive of living in a neighbourhood with an increase in low scale apartment developments

51%

Supportive/very supportive of allowing this development around major road corridors

40%

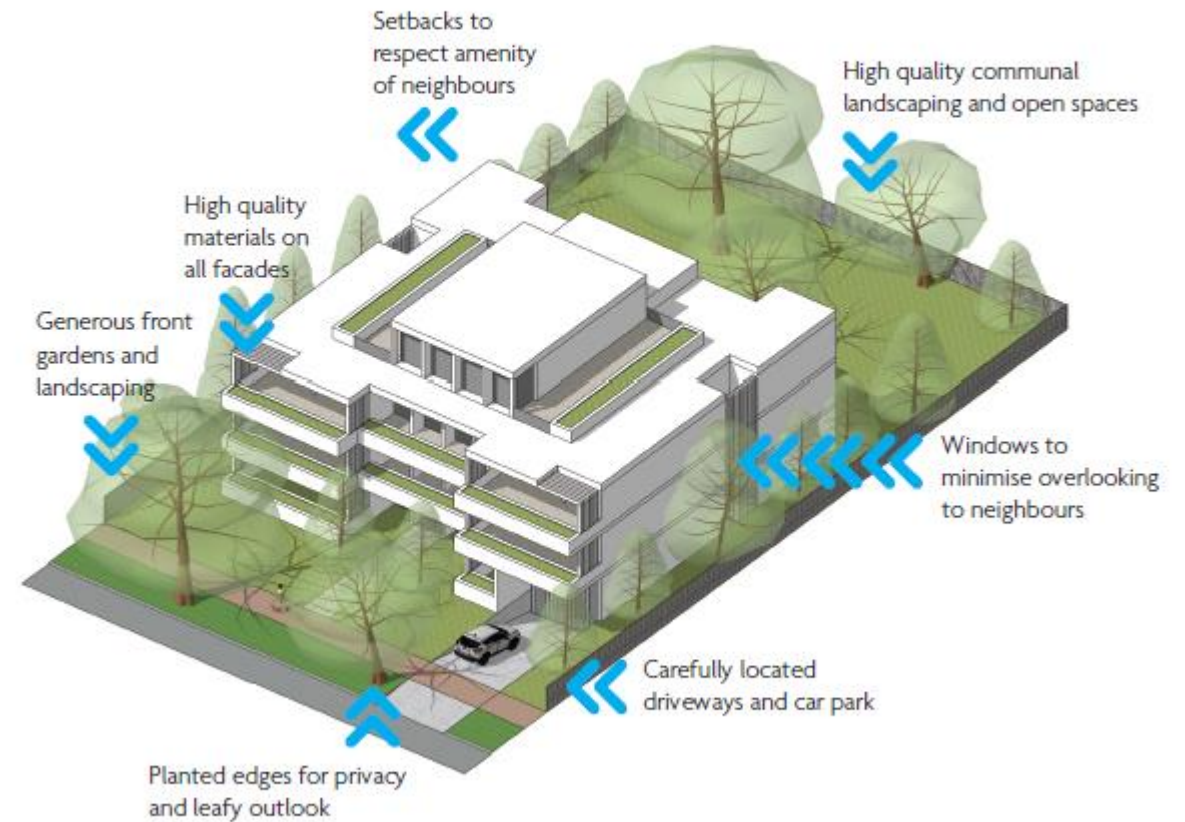
Supportive/very supportive of allowing this development across the LGA

53%

Supportive/very supportive of allowing this development near train stations

EXAMPLE OF DESIGN GUIDELINES FOR MEDIUM DENSITY HOUSING

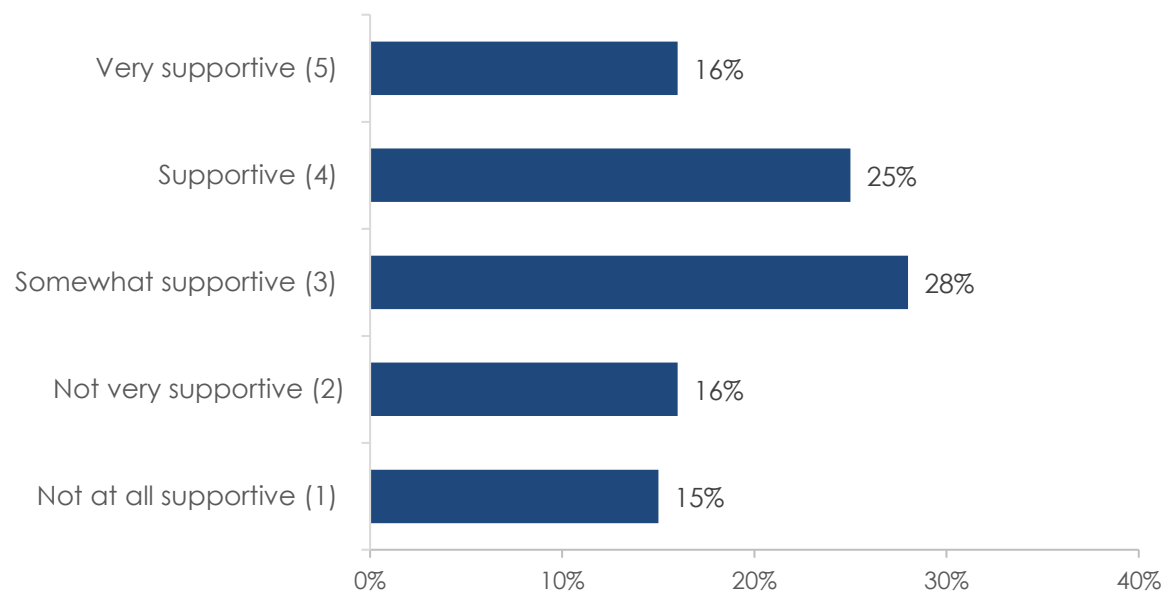
LOW SCALE APARTMENT



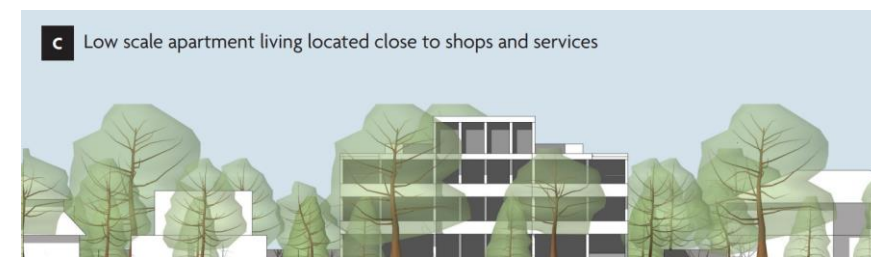
Support for Increased Low Scale Apartment Buildings

41% of residents are supportive/very supportive of living in a neighbourhood where there is an increase of low scale apartment development. Support is higher amongst younger residents, those located in the Homebush West area, and those living in MUDs.

	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Top 2 Box %	41%	54%	39%	23%	26%	60%	33%	31%
Mean rating	3.10	3.62	3.00	2.39	2.56	3.63	2.76	3.08
Base	261	115	62	46	38	81	121	58



	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Top 2 Box %	28%	56%	52%	37%	43%
Mean rating	2.69	3.61	3.37	3.02	3.16
Base	130	77	53	104	157



Base: Stage 2 (N = 261)

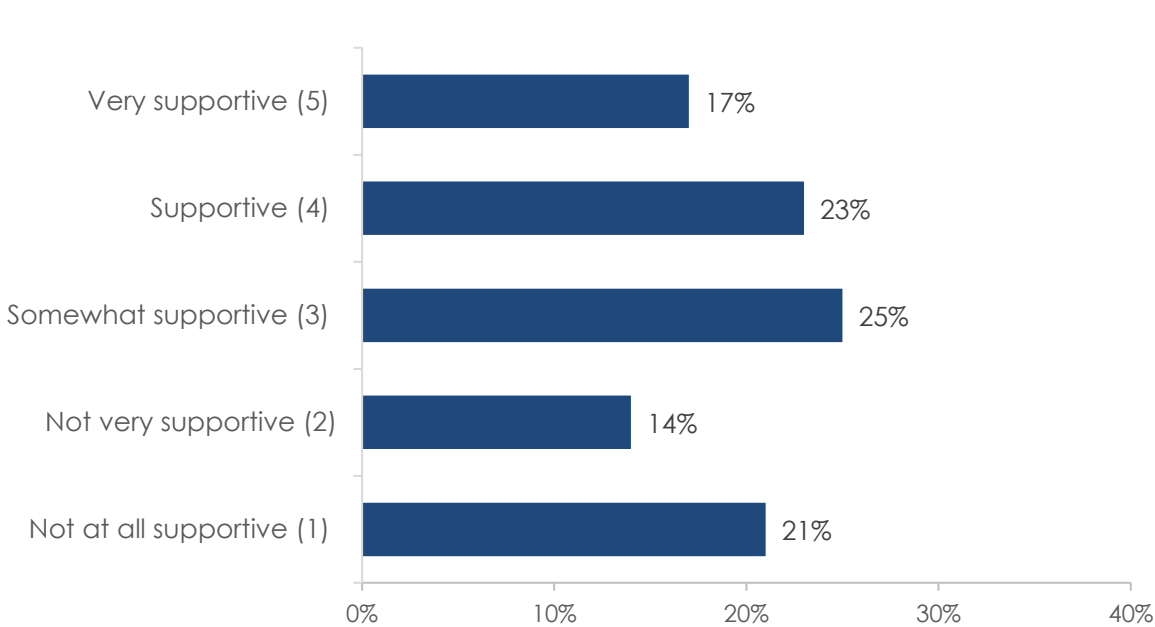
Q5c. Please refer to image C, page 6, in the information pack, (Low scale apartment living located close to shops and services). To promote housing diversity and choice, how supportive are you of living in a neighbourhood where there is an increase of low scale apartment buildings?

Scale: 1 = Not at all supportive, 5 = Very supportive
A significantly higher/lower level of support (by group)

Support for Allowing Low Scale Apartment Development

40% of residents are supportive/very supportive of allowing low scale apartment development across the LGA. Again, support is higher amongst younger residents, those located in the Homebush West area, and those living in MUDs.

	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Top 2 Box %	40%	54%	41%	24%	18%	62%	28%	35%
Mean rating	3.01	3.50	3.11	2.29	2.27	3.72	2.56	2.97
Base	261	115	62	46	38	81	121	58



	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Top 2 Box %	26%	45%	67%	39%	41%
Mean rating	2.51	3.38	3.72	3.03	3.01
Base	130	77	53	104	157



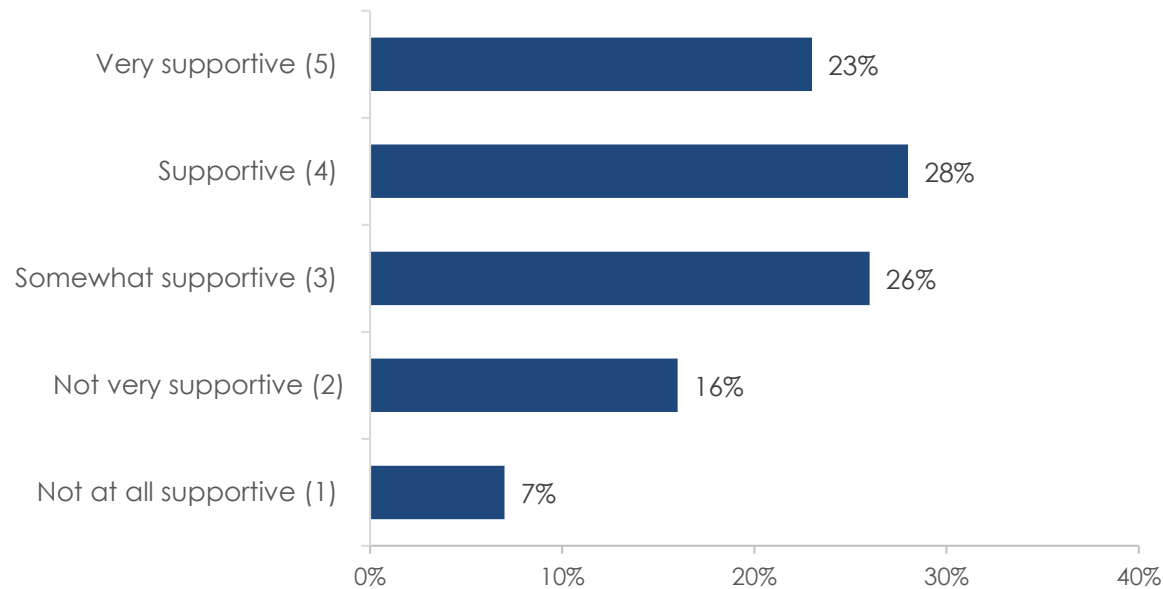
Scale: 1 = Not at all supportive, 5 = Very supportive
A significantly higher/lower level of support (by group)

Support for Allowing Low Scale Apartments around Major Road Corridors

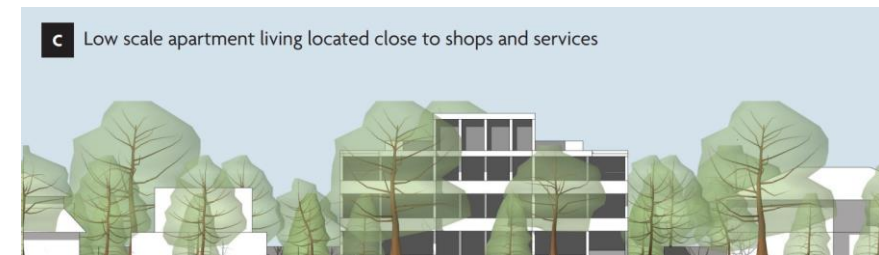
51% of residents are supportive/very supportive of allowing low scale apartment development around major road corridors such as Parramatta Road.

Support is slightly higher for those living in high density MUDs and larger households.

	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Top 2 Box %	51%	52%	48%	54%	54%	51%	54%	47%
Mean rating	3.45	3.53	3.36	3.49	3.32	3.45	3.44	3.49
Base	261	115	62	46	38	81	121	58



	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Top 2 Box %	48%	47%	65%	47%	54%
Mean rating	3.44	3.35	3.64	3.29	3.56
Base	130	77	53	104	157



Base: Stage 2 (N = 261)

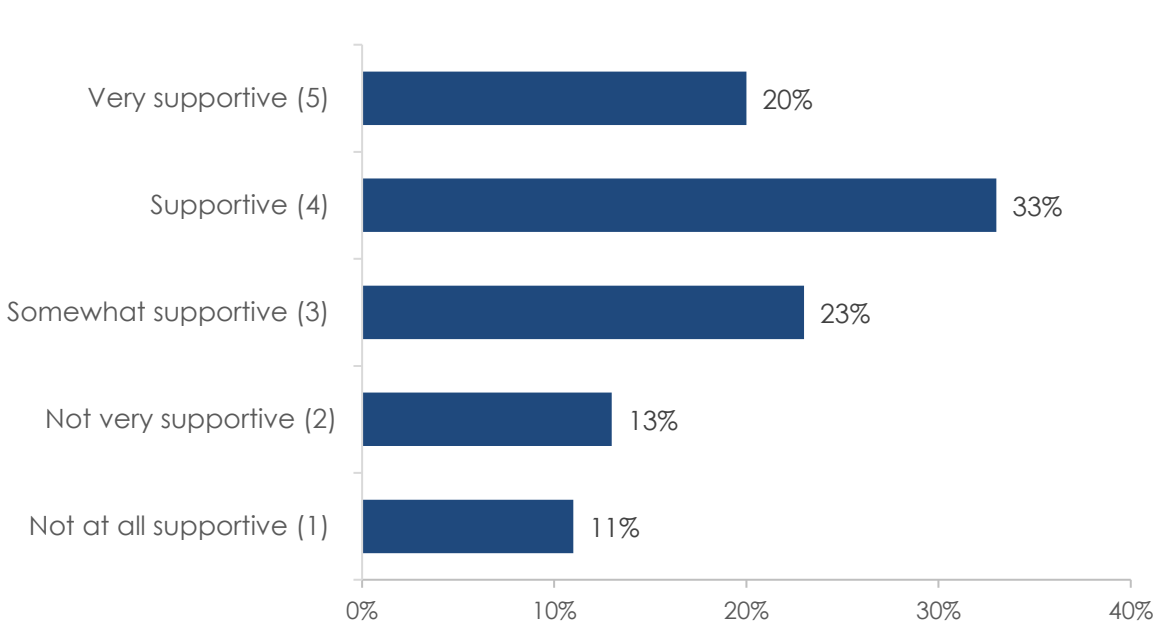
Q9b. How supportive are you of allowing this type of development around major road corridors (such as Parramatta Road, Liverpool Road, Punchbowl Road)?

Scale: 1 = Not at all supportive, 5 = Very supportive 27

Support for Allowing Low Scale Apartments close to Train Stations

53% of residents are supportive/very supportive of allowing low scale apartment development within 15 minutes' walk to train stations. Younger residents, those located in Homebush West and residents living in MUDs are significantly more supportive.

	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Top 2 Box %	53%	68%	52%	39%	30%	74%	42%	47%
Mean rating	3.39	3.74	3.41	2.97	2.80	3.86	3.07	3.38
Base	261	115	62	46	38	81	121	58



	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Top 2 Box %	39%	66%	69%	51%	55%
Mean rating	3.05	3.63	3.87	3.32	3.44
Base	130	77	53	104	157





Section Two

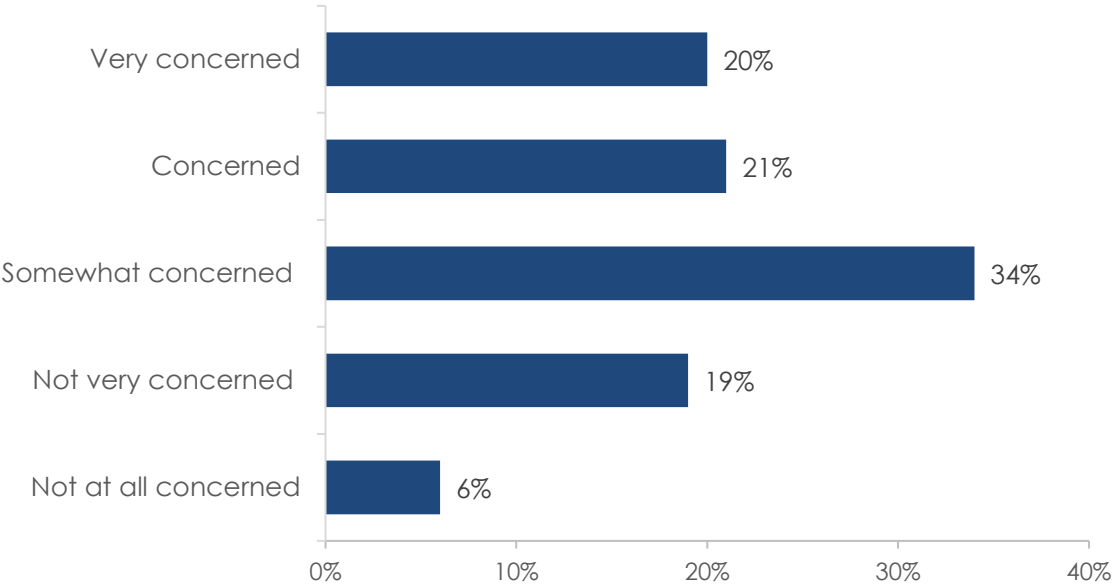
Attitude to Housing in the Strathfield LGA

This section explores the level of concern Strathfield residents have with medium density housing in the LGA and the importance of attributes impacting housing choice.

Concern for the Development of Medium Density Housing

75% of residents are at least somewhat concerned about the development of medium density housing in the Strathfield Council area. Older residents, those located in Strathfield and those in a free standing house are significantly more concerned about this type of development.

	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Concerned / very concerned %	41%	30%	43%	56%	57%	33%	54%	26%
Not at all / not very concerned %	25%	24%	31%	24%	18%	37%	19%	20%
Base	261	115	62	46	38	81	121	58



	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Concerned / very concerned %	52%	24%	40%	41%	42%
Not at all / not very concerned %	20%	29%	31%	20%	28%
Base	130	77	53	104	157

Base: Stage 2 (N = 261)

Q6a. How concerned are you about the development of medium density housing in the Strathfield Council area?

Scale: 1 = Not at all concerned, 5 = Very concerned
A significantly higher/lower level of concern (by group)

Reasons for Level of Concern

Residents who are not concerned about medium density development in the LGA believe the growth is needed and the developments do not necessarily impact or concern them. Of those who are concerned, concerns were raised regarding increased traffic, overdevelopment, overpopulation, and changes to the character and visual of the area.

	Concerned / very concerned	Not at all / not very concerned
Growth is needed/supportive of development	11%	52%
Overpopulation/overcrowding	15%	2%
Development needs to be controlled e.g., quality, design, location	7%	10%
Increase in traffic	15%	0%
Don't want the character/aesthetic of the area to change	18%	0%
Overdevelopment	16%	0%
Will improve affordability	8%	6%
Limited parking	8%	1%
Doesn't have an affect/no concern	0%	28%
Privacy/security concerns	9%	0%
Lack of infrastructure to support development	5%	1%
Concerns about access to services and facilities	4%	2%
Provision of green spaces/environment	4%	1%
Decreasing home value	5%	0%
Other	7%	0%
Nothing/DK	1%	5%
Base	108	65

Example verbatims from residents who are concerned / very concerned

"Don't want to **increase traffic, pollution and crime rates** with the increase in population from the medium density developments"

"Increasing traffic, **access to schools and shopping centres**"

"Given most houses in the area are either 1 or 2 story detached houses, I believe 4 story developments will **deduct form the appeal and value** of existing houses"

"It will look out of place within the streetscape of Strathfield and has the potential to attract an **undesirable** rental demographics"

"Modern constructions are frequently **eyesores** and rarely built to code. they also rarely provide **adequate parking** for their residents and **public transport** infrastructure is not updated to accommodate the increased population density"

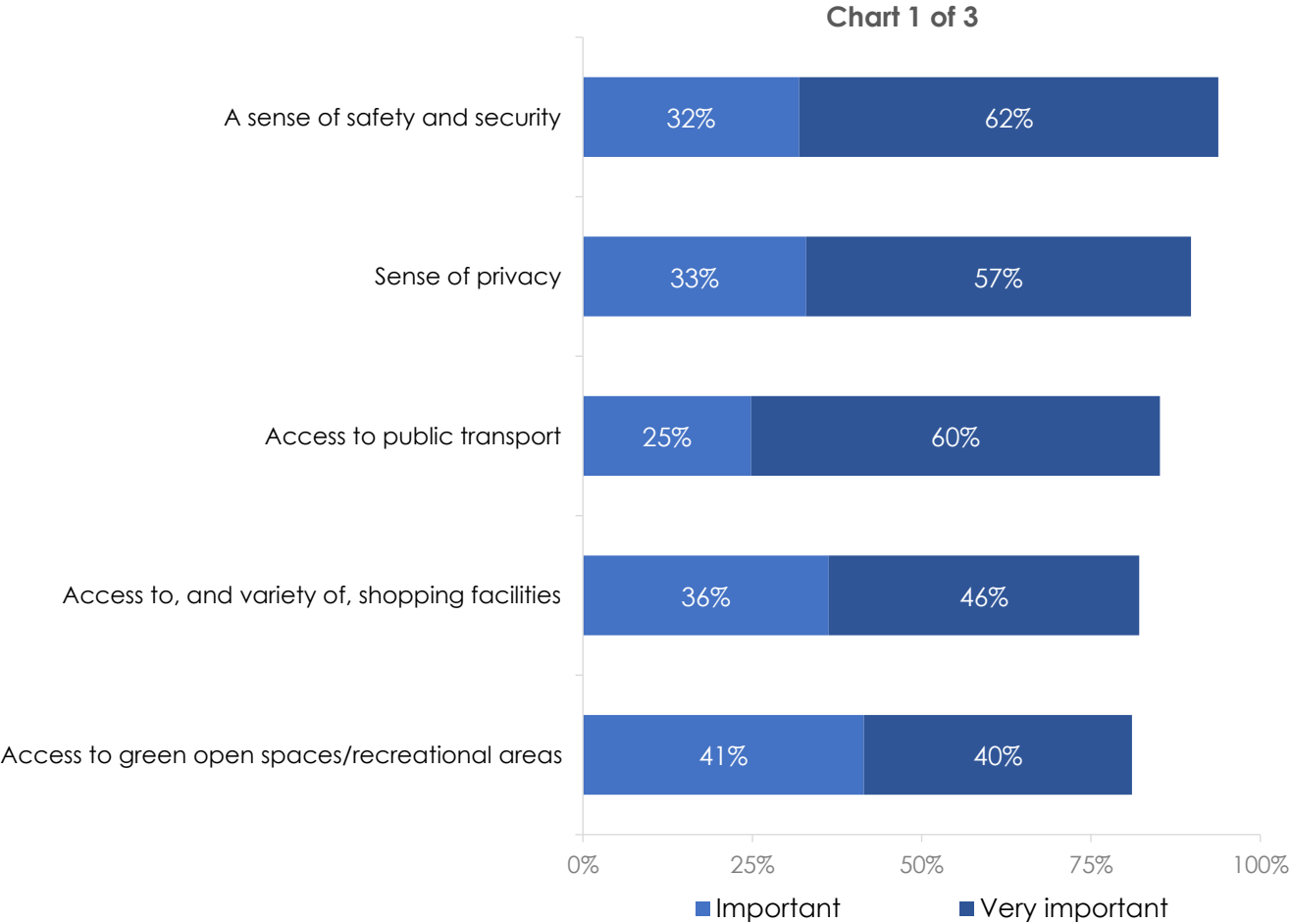
"Strathfield is only one of the examples of green space living with a good size backyard left in close distance to the city. More development means a **reduction in green space and trees**"

Base: Stage 2 (N = 261)

Q6a. How concerned are you about the development of medium density housing in the Strathfield Council area?
Q6b. May I ask why you are (insert rating from Q6a)?

Importance of Housing Attributes (Primary)

The chart below shows the ‘primary’ housing attributes, with safety, security, privacy and access to public transport, shops and open spaces being the most important overall in regards to housing choice in the LGA.



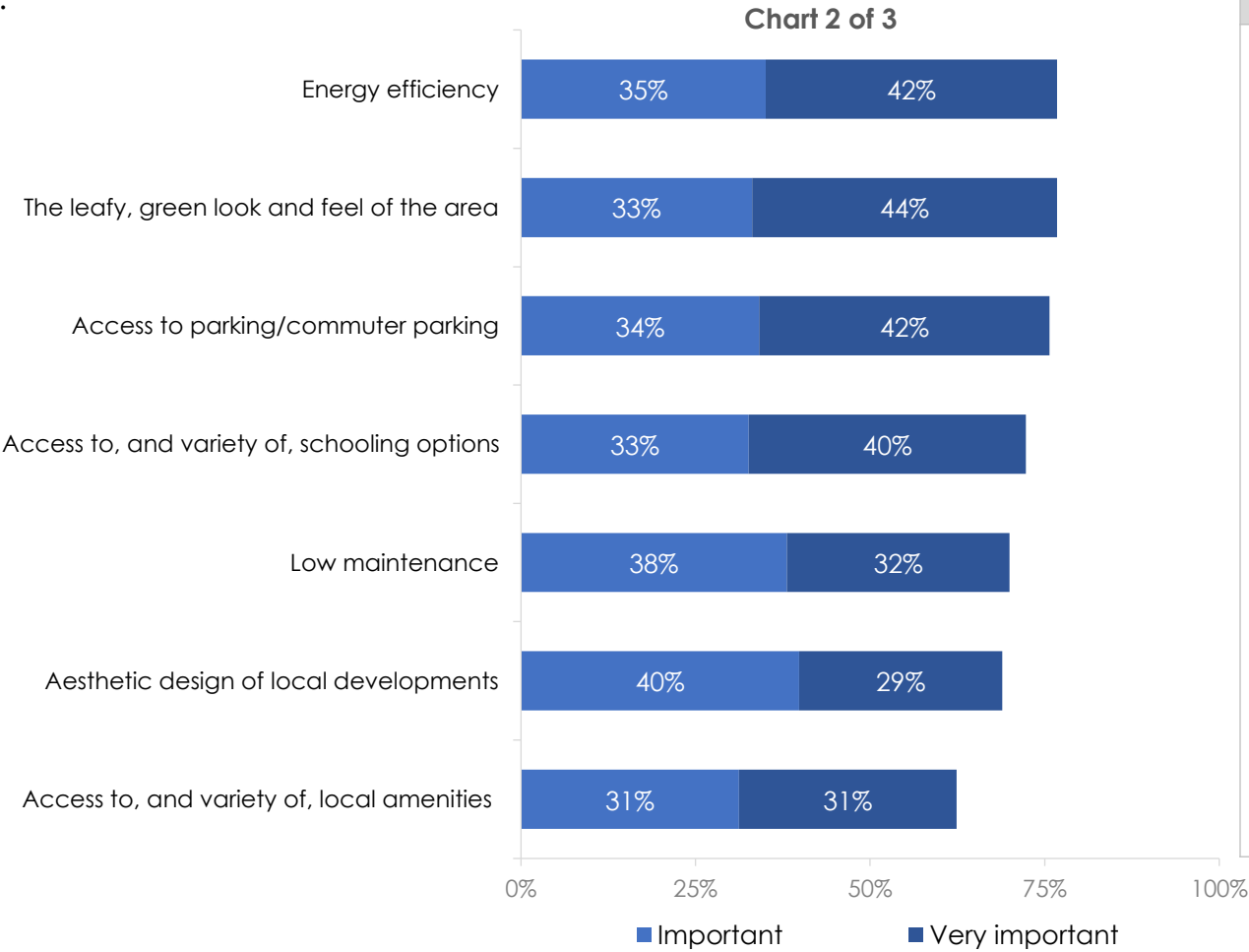
Overall (Top 2 Box %)	Free standing house	MUD up to 3 storey's	MUD 4+ storey's	SINK/DINKs	Households with children/ other households
94%	97%	93%	88%	90%	96%
90%	91%	95%	78%	85%	93%
85%	83%	91%	81%	87%	84%
82%	79%	87%	81%	81%	83%
81%	82%	79%	81%	84%	79%

Base: Stage 2 (N = 261)

Q1. As a resident in the Strathfield Council Area, we are interested to know what attributes are important to you regarding housing choice.

Importance of Housing Attributes (Secondary)

The chart below shows the ‘secondary’ housing attributes, with energy efficiency, greenery in the area and access to parking being of high importance . Residents in high-rise MUDs and larger households rated access to schools significantly more important.



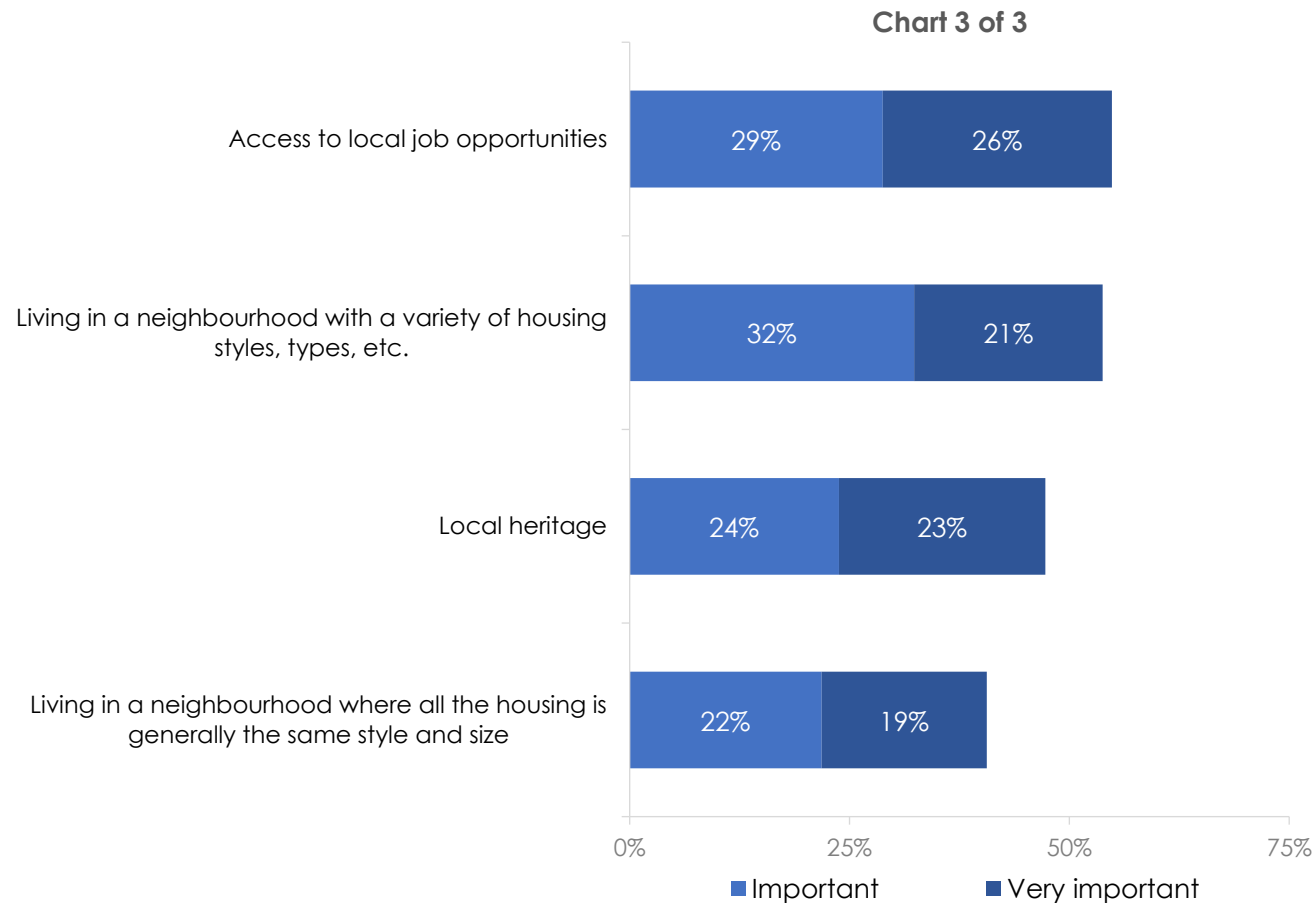
Overall (Top 2 Box %)	Free standing house	MUD up to 3 storey's	MUD 4+ storey's	SINK/DINKs	Households with children/ other households
77%	71%	83%	82%	77%	77%
77%	83%	68%	75%	76%	77%
76%	77%	74%	73%	75%	76%
72%	67%	71%	87%	58%	82%
70%	64%	77%	74%	69%	71%
69%	76%	66%	56%	69%	69%
62%	58%	72%	60%	64%	62%

Base: Stage 2 (N = 261)

Q1. As a resident in the Strathfield Council Area, we are interested to know what attributes are important to you regarding housing choice.

Importance of Housing Attributes (Tertiary)

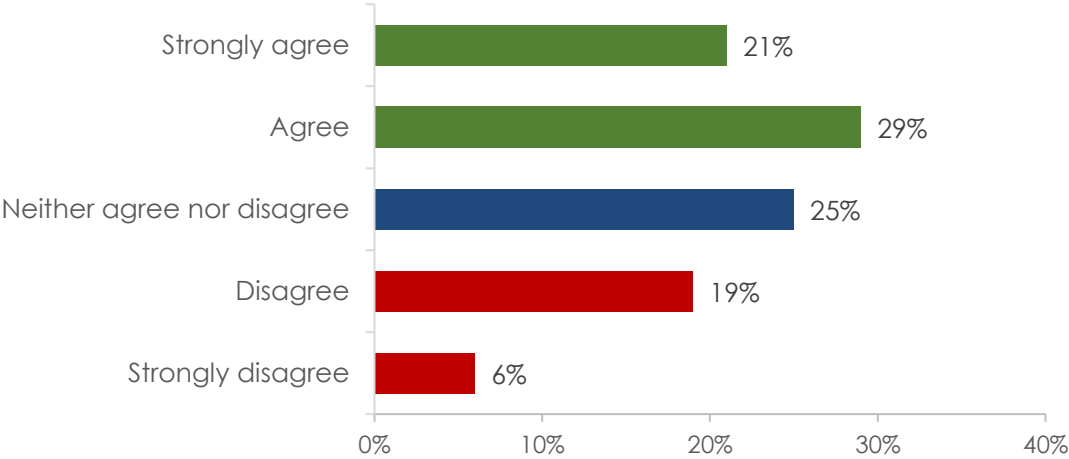
The chart below shows the housing attributes of lower importance impacting housing choice. Residents in MUDs placed a higher level of importance on access to local job opportunities. Overall there appears to be less need for all housing to be the same style and size.



Overall (Top 2 Box %)	Free standing house	MUD up to 3 storey's	MUD 4+ storey's	SINK/DINKs	Households with children/ other households
55%	44%	68%	63%	53%	56%
54%	52%	62%	47%	53%	55%
47%	56%	39%	39%	46%	48%
41%	37%	52%	32%	39%	42%

Appropriate Diversity of Medium Density housing Opportunities in the Strathfield LGA

50% of residents agree that there is an appropriate diversity of medium density housing opportunities in the Strathfield LGA. Those located in Strathfield are significantly more likely to agree. Minimal difference by other demographics.



	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Agree / strongly agree	50%	48%	47%	50%	60%	47%	58%	35%
Neither agree nor disagree	25%	30%	20%	20%	21%	32%	12%	41%
Disagree / strongly disagree	25%	22%	33%	30%	19%	21%	30%	24%
Base	261	115	62	46	38	81	121	58

	Property type			Household type		Have or care for somebody with a disability	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other	Yes	No
Agree / strongly agree	57%	45%	39%	51%	49%	62%	47%
Neither agree nor disagree	15%	36%	32%	26%	24%	14%	27%
Disagree / strongly disagree	28%	19%	29%	24%	27%	24%	26%
Base	130	77	53	104	157	49	212

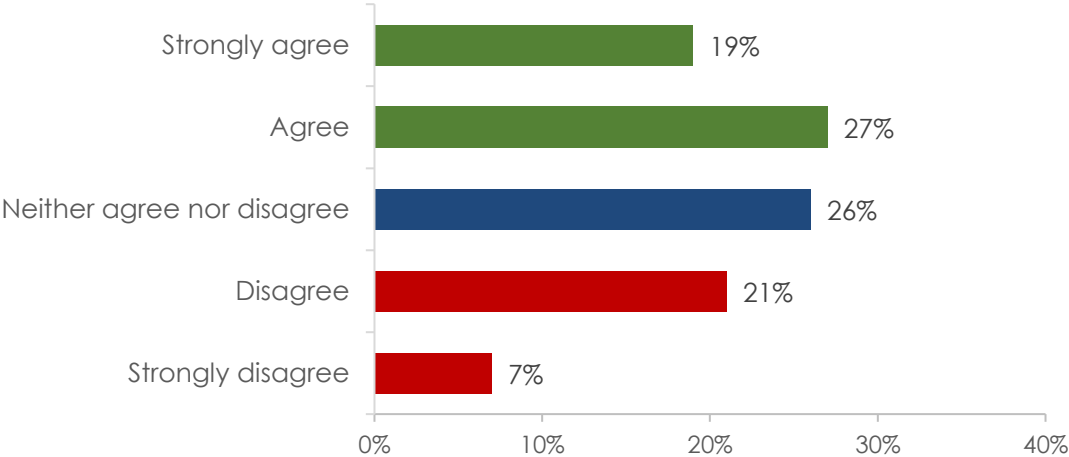
Base: Stage 2 (N = 261)

Q2. To what extent do you, agree or disagree, that there is an appropriate diversity of medium density housing opportunities (types, price points, etc.) in the Strathfield Council Area?

A significantly higher/lower percentage (by group) 35

Current Choice of Housing Stock Will Meet Your Future Needs

46% of residents agree that the current choice of housing stock in the Strathfield Council area will be able to meet their needs in the future. Residents aged 65+ and those currently living in a free standing house are significantly more likely to agree.



	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Agree / strongly agree	46%	40%	44%	55%	61%	45%	53%	36%
Neither agree nor disagree	26%	34%	22%	19%	14%	22%	19%	45%
Disagree / strongly disagree	28%	26%	34%	26%	25%	33%	28%	20%
Base	261	115	62	46	38	81	121	58

	Property type			Household type		Have or care for somebody with a disability	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other	Yes	No
Agree / strongly agree	56%	32%	45%	47%	46%	55%	44%
Neither agree nor disagree	18%	44%	16%	27%	24%	24%	26%
Disagree / strongly disagree	26%	24%	39%	26%	29%	21%	30%
Base	130	77	53	104	157	49	212

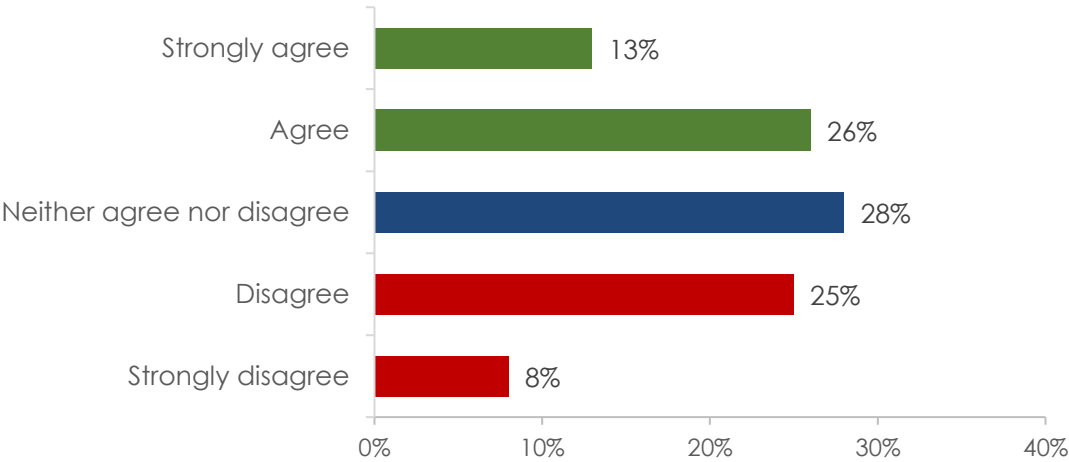
Base: Stage 2 (N = 261)

Q3. To what extent do you, agree or disagree, that the current choice of housing stock in the Strathfield Council area will be able to meet your needs in the future?

A significantly higher/lower percentage (by group) 36

Current Choice of Housing Stock Will Meet Resident Future Needs

39% of residents agree that the current choice of housing stock in the Strathfield Council area will be able to meet future resident needs and 33% disagree. Larger household types (households with children/other households) are significantly less likely to agree current housing choice will meet future resident needs.



	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Agree / strongly agree	39%	42%	41%	39%	30%	39%	40%	38%
Neither agree nor disagree	28%	32%	26%	20%	24%	34%	22%	30%
Disagree / strongly disagree	33%	26%	33%	41%	46%	27%	38%	32%
Base	261	115	62	46	38	81	121	58

	Property type			Household type		Have or care for somebody with a disability	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other	Yes	No
Agree / strongly agree	36%	50%	33%	50%	32%	61%	34%
Neither agree nor disagree	27%	28%	28%	21%	32%	14%	31%
Disagree / strongly disagree	37%	22%	40%	29%	36%	25%	35%
Base	130	77	53	104	157	49	212

Base: Stage 2 (N = 261)

Q4. To what extent do you, agree or disagree, that the current choice of housing stock in the Strathfield Council area will be able to meet future resident (e.g., young people, new jobholders and families) needs?

A significantly higher/lower percentage (by group) 37

Availability and Diversity of Housing in the Strathfield LGA

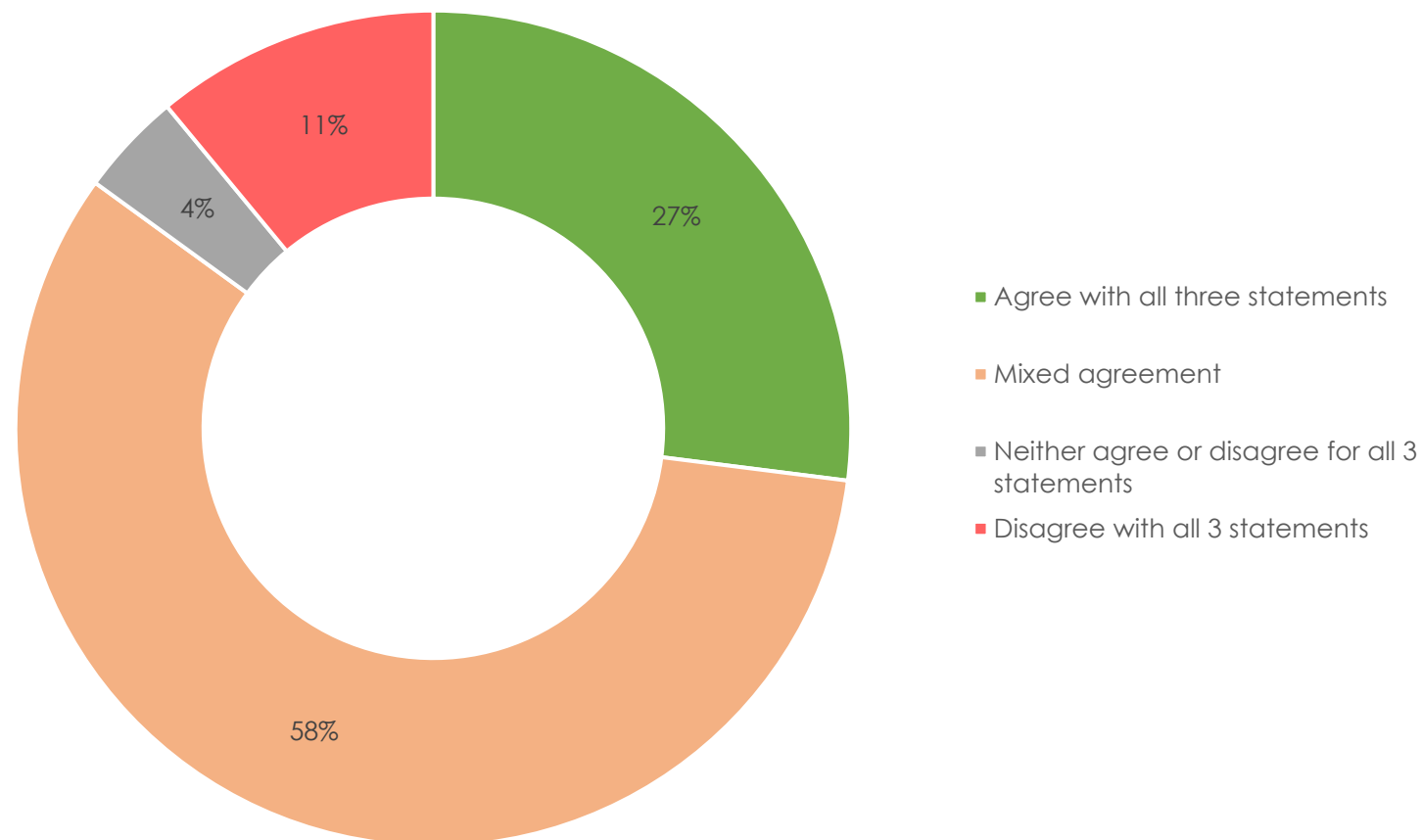
Agreement statements - To what extent do you, agree or disagree...

- that there is an appropriate diversity of medium density housing opportunities (types, price points, etc.) in the Strathfield Council Area?
- that the current choice of housing stock in the Strathfield Council area will be able to meet your needs in the future?
- that the current choice of housing stock in the Strathfield Council area will be able to meet future resident (e.g., young people, new jobholders and families) needs?

Looking at the 3 agreement statements combined, we can see in the chart to the right that 27% of residents agreed with all 3 statements, the majority (58%) had mixed levels of agreement and 11% disagreed with all 3.

Those agreeing with all 3 were more likely to be:

- Aged 18-34
- Located in Strathfield
- Living in a freestanding house
- Households with children/other households
- Ratepayer



Thoughts on Housing Diversity

Example verbatims of top codes:

Development needs to be well planned e.g., quality, design, location (17%)

"We need very tall apartments (40-50 storey's) within 500 metres of the stations and Parramatta Road then 4-6 story apartments in the next 500 metres of the railway then a mix of houses and town houses"

"Proper planning regarding needs"

"Allow duplexes on smaller frontage"

Affordability of housing (7%)

"I love Strathfield but I feel housing is too expensive"

"It should be more affordable and near the station and shops"

Broader diversity of housing is needed (7%)

"Make a suitable balancing act of various types of housing diversity"

"Need more housing developments with larger dwelling/more rooms for bigger families"

Retain aesthetic/character of the area/keep development as is (7%)

"The current diversity is very good in Strathfield"

"Strongly in favour of keeping Strathfield as a original tree and green space area"

When asked what other thoughts or comments residents had on housing diversity in the Strathfield LGA, comments tended to focus on well-planned development, affordability, diversity, aesthetics and character of the LGA.

Other comments raised mentioned concerns for traffic, roads and parking, maintaining greenery and green spaces and ensuring infrastructure matches development growth.





Planning for the Future

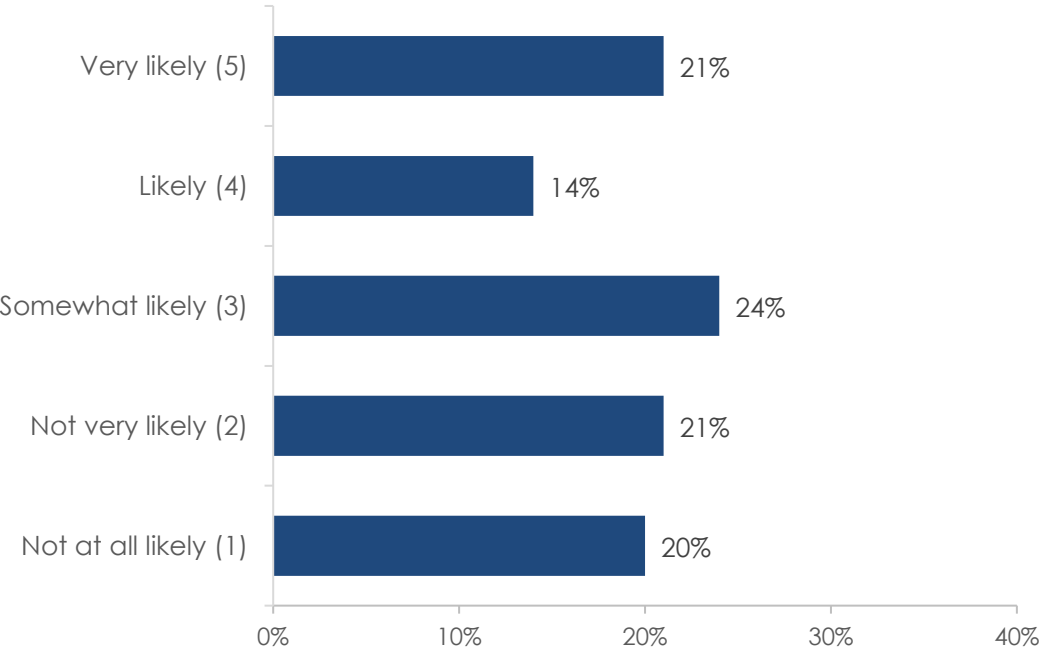
This section explores future plans and housing choice i.e. do they plan to move out of area and what type of home would they prefer.

Section Three

Likelihood of Moving

59% of residents are at least somewhat likely (35% likely/very likely) to move from their current home in the next 1-5 years. Younger residents, those located in Homebush West, those in MUDs and newcomers to the area are more likely to move soon.

	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Top 2 Box %	35%	47%	39%	17%	14%	56%	28%	22%
Mean rating	2.95	3.43	3.01	2.34	2.10	3.56	2.59	2.82
Base	261	115	62	46	38	81	121	58

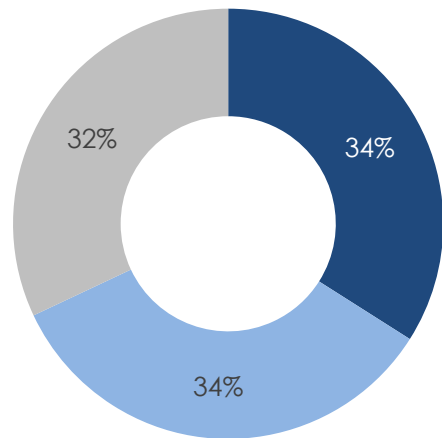


	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Top 2 Box %	21%	39%	63%	38%	33%
Mean rating	2.42	3.35	3.64	2.93	2.96
Base	130	77	53	104	157

	Time lived in area			
	5 years or less	6 – 10 years	11 – 20 years	Over 20 years
Top 2 Box %	53%	29%	19%	28%
Mean rating	3.61	2.68	2.54	2.61
Base	89	42	48	83

Moving Inside or Outside the LGA

Responses of where to move were divided amongst those who are likely to move from their current home, with approx. 1 in 3 likely to move and remain within the LGA and 1 in 3 looking to move outside of the LGA.



- Move within the Strathfield LGA
- Move outside the Strathfield LGA
- Don't know/Unsure

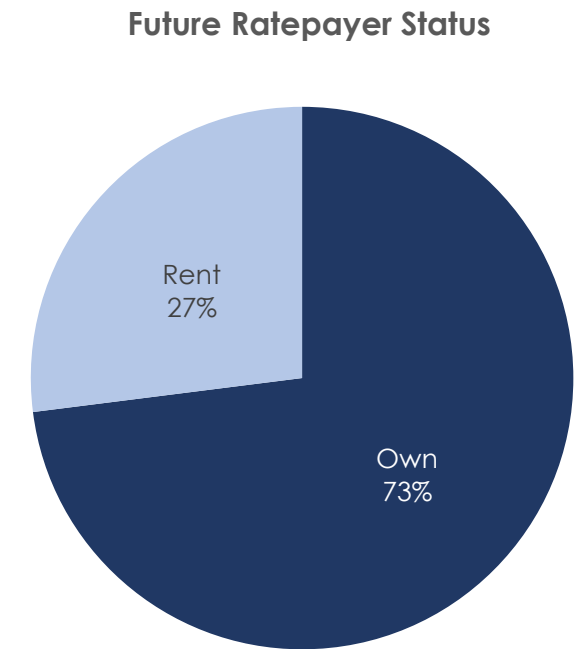
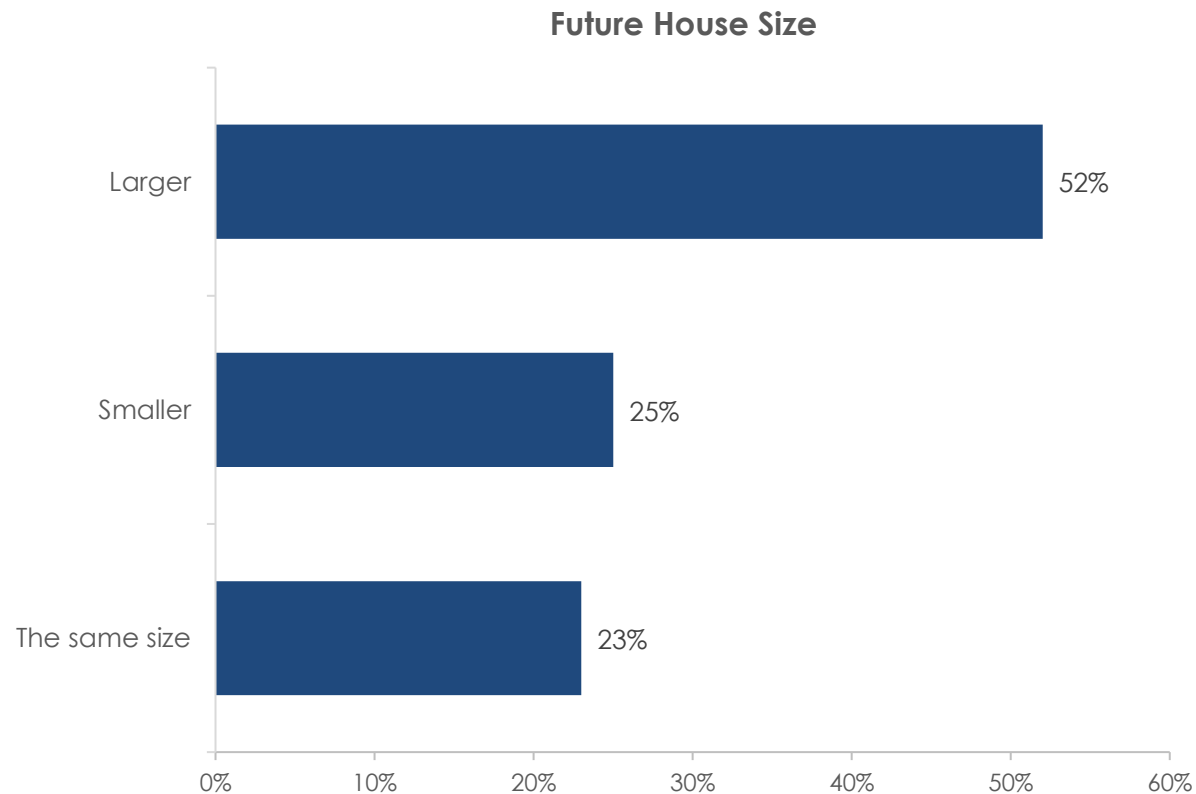
	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Within LGA	34%	37%	34%	24%	22%	38%	23%	45%
Outside LGA	34%	35%	31%	40%	28%	34%	43%	21%
Unsure	32%	28%	35%	36%	50%	28%	35%	34%
Base	153	92	34	17	11	63	56	35

	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Within LGA	40%	37%	23%	28%	37%
Outside LGA	33%	25%	46%	37%	32%
Unsure	27%	38%	30%	34%	30%
Base	53	56	45	56	97

	Time lived in area			
	5 years or less	6 – 10 years	11 – 20 years	Over 20 years
Within LGA	35%	37%	32%	31%
Outside LGA	37%	27%	32%	35%
Unsure	28%	36%	36%	33%
Base	68	24	23	38

Future Housing Size/Rental Status

Approximately half of those wanting to move from their current home in the next 1 to 5 years are seeking to move into and a larger home and 73% would like to own their future home.



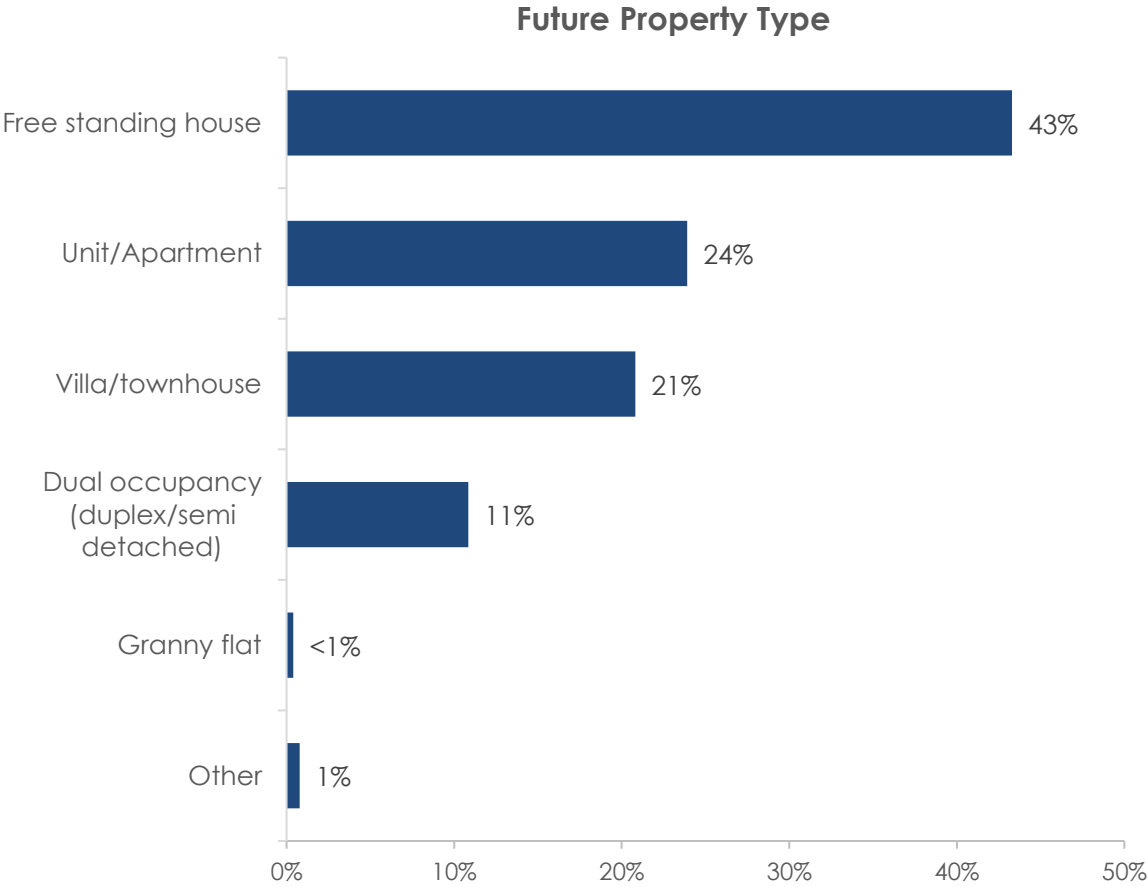
Base: Stage 2 / considering moving (N = 153)

Q10c. Do you expect your home to be larger, smaller or the same size as your current home?

Q10d. Do you expect to own or rent?

Type of Property Likely to Move To

Moving into a free standing house is preferred by 43% of those likely to move from their current home in the next 1 to 5 years. 1 in 4 are likely to move into a unit/apartment. Households with children/other households are more likely to seek a free standing house, whilst compared to households with children/other households, SINK/DINK households are more likely to seek dual occupancy housing (see next slide).



Current Property Type by Future Property Type			
Current property type→ Future property type↓	Free standing house	Unit/ apartment	Duplex/ semi detached/ Villa/ townhouse
Free standing house	65%	31%	38%
Unit/Apartment	15%	31%	16%
Villa/townhouse	17%	22%	30%
Dual occupancy (duplex/semi detached)	2%	15%	16%
Granny flat	0%	1%	0%
Other	1%	1%	0%
Base	53	85	15

Type of Property Likely to Move To

	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Free standing house	43%	40%	42%	54%	62%	47%	31%	57%
Unit/Apartment	24%	25%	26%	23%	10%	19%	38%	10%
Villa/townhouse	21%	23%	20%	16%	11%	24%	21%	16%
Dual occupancy	11%	13%	11%	7%	0%	10%	8%	16%
Base	153	92	34	17	11	63	56	35

	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Free standing house	65%	43%	19%	26%	53%
Unit/Apartment	15%	18%	41%	24%	24%
Villa/townhouse	17%	18%	29%	22%	20%
Dual occupancy	2%	19%	11%	24%	3%
Base	53	56	45	56	97



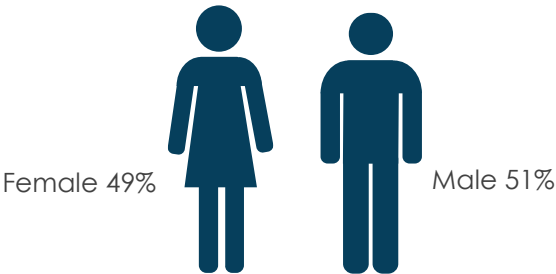
General Population Sentiment

This section looks at the results from Stage 1 of the research (the Recruit survey N = 514 residents) and asks their level of agreement with statements regarding community attitudes around planning in the LGA.

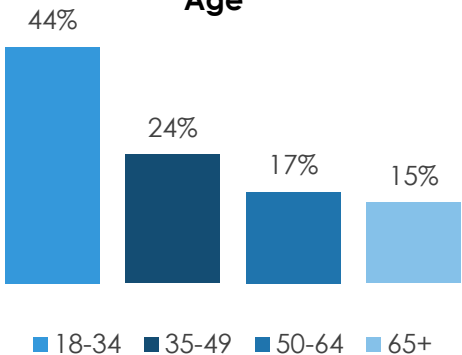
Section Four

Sample Profile: Recruit Sample

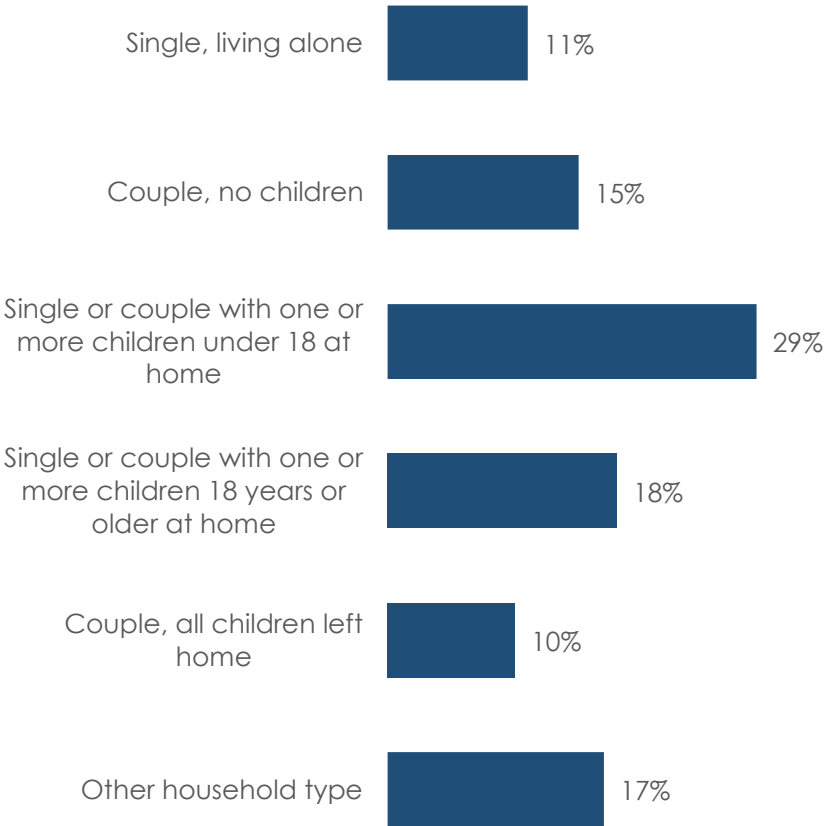
Gender



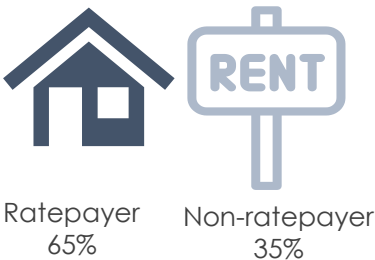
Age



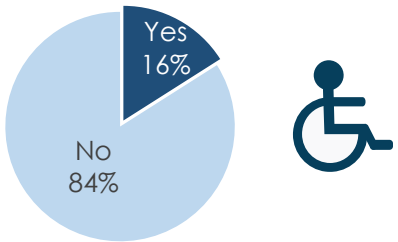
Family status



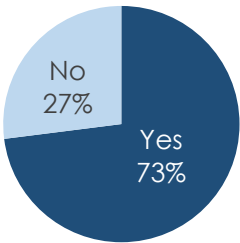
Ratepayer status



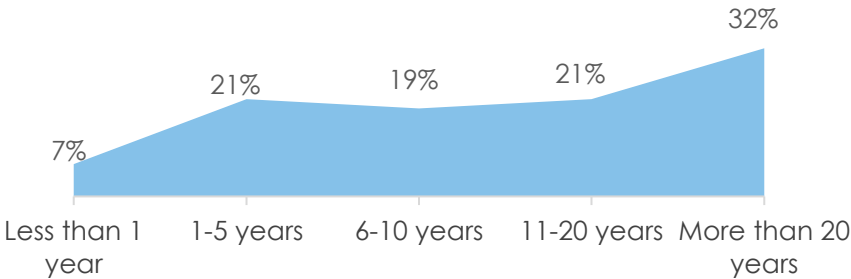
Do you identify as having/ or care for somebody with a disability?



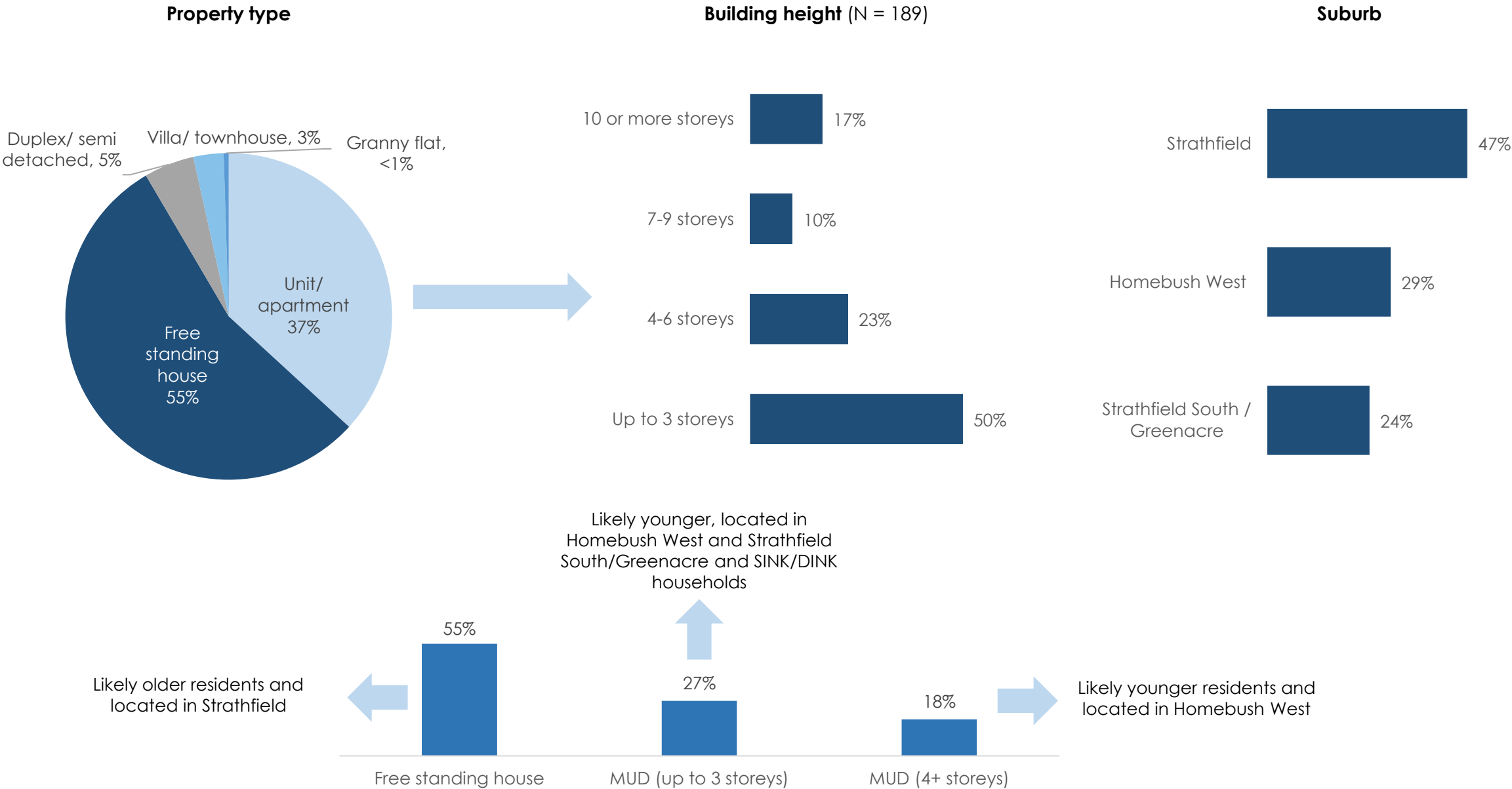
Language other than English?



Time lived in the area

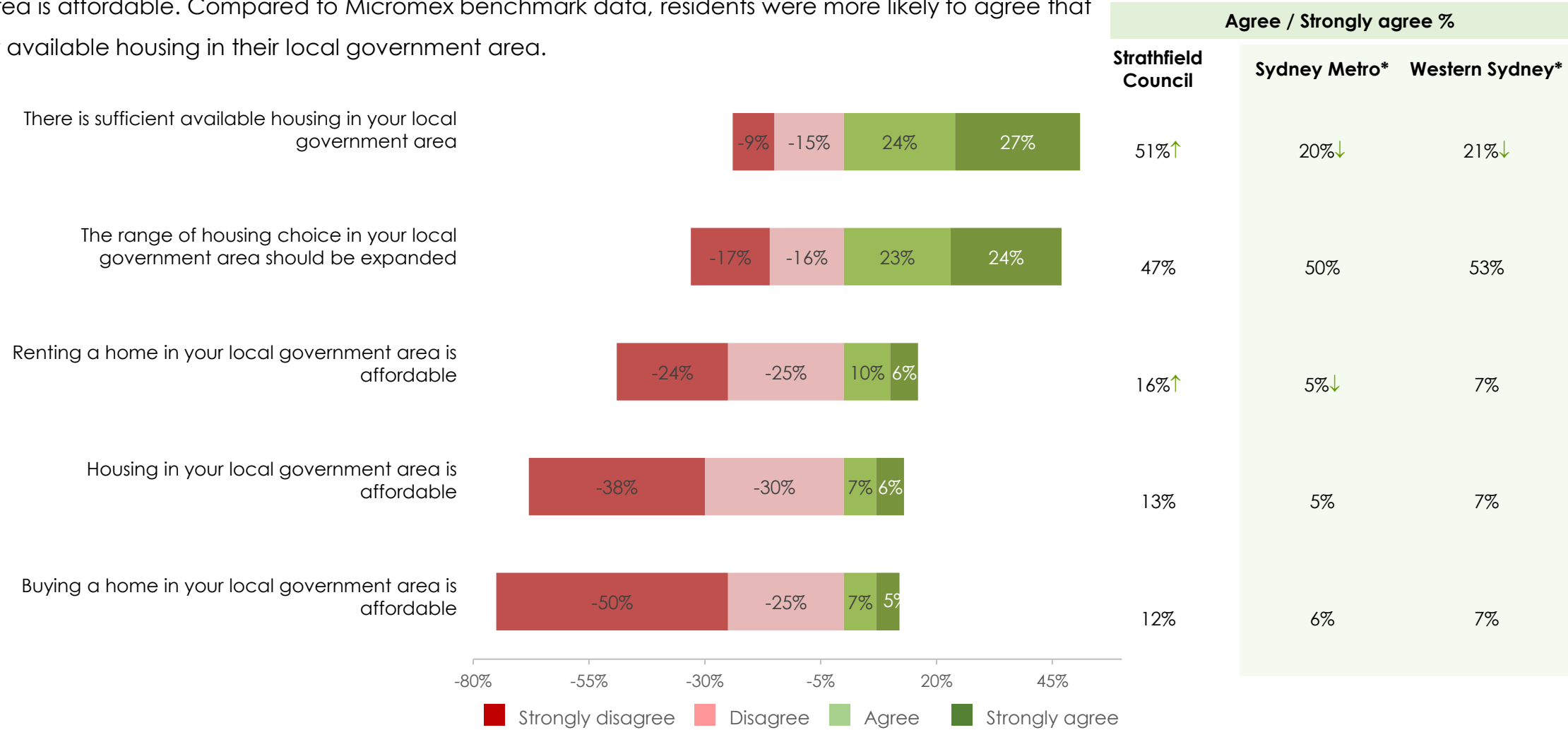


Sample Profile: Recruit Sample



Attitude Towards Housing Access & Affordability

Just over half of residents believe there is sufficient available housing in the LGA (agreement slightly higher amongst those living in Homebush West and those living MUDs (4+)). Agreement is very low for housing affordability in the LGA, particularly for buying a home. Agreement is significantly lower for housing affordability measures for those currently living in free standing houses, whilst those in Homebush West were significantly more likely to agree that housing in the area is affordable. Compared to Micromex benchmark data, residents were more likely to agree that there is sufficient available housing in their local government area.



Base: Stage 1 (N = 514)

Q1. How strongly do you agree with the following statements, on a scale on 1 to 5 where 1 is strongly disagree, and 5 is strongly agree.

Attitude Towards Housing Access & Affordability

Top 2 Box % - Agree / Strongly agree	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
There is sufficient available housing in your local government area	51%	52%	52%	44%	53%	56%	54%	38%
The range of housing choice in your local government area should be expanded	47%	56%	45%	41%	32%	54%	40%	53%
Housing in your local government area is affordable	16%	17%	11%	9%	10%	21%	11%	9%
Renting a home in your local government area is affordable	13%	17%	19%	11%	13%	23%	12%	14%
Buying a home in your local government area is affordable	12%	19%	7%	3%	11%	20%	10%	7%
Base	514	226	123	90	75	151	241	122

Top 2 Box % - Agree / Strongly agree	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
There is sufficient available housing in your local government area	53%	44%	56%	49%	52%
The range of housing choice in your local government area should be expanded	37%	62%	55%	49%	46%
Housing in your local government area is affordable	9%	18%	20%	16%	12%
Renting a home in your local government area is affordable	13%	17%	24%	18%	15%
Buying a home in your local government area is affordable	7%	17%	19%	12%	12%
Base	281	139	95	184	330

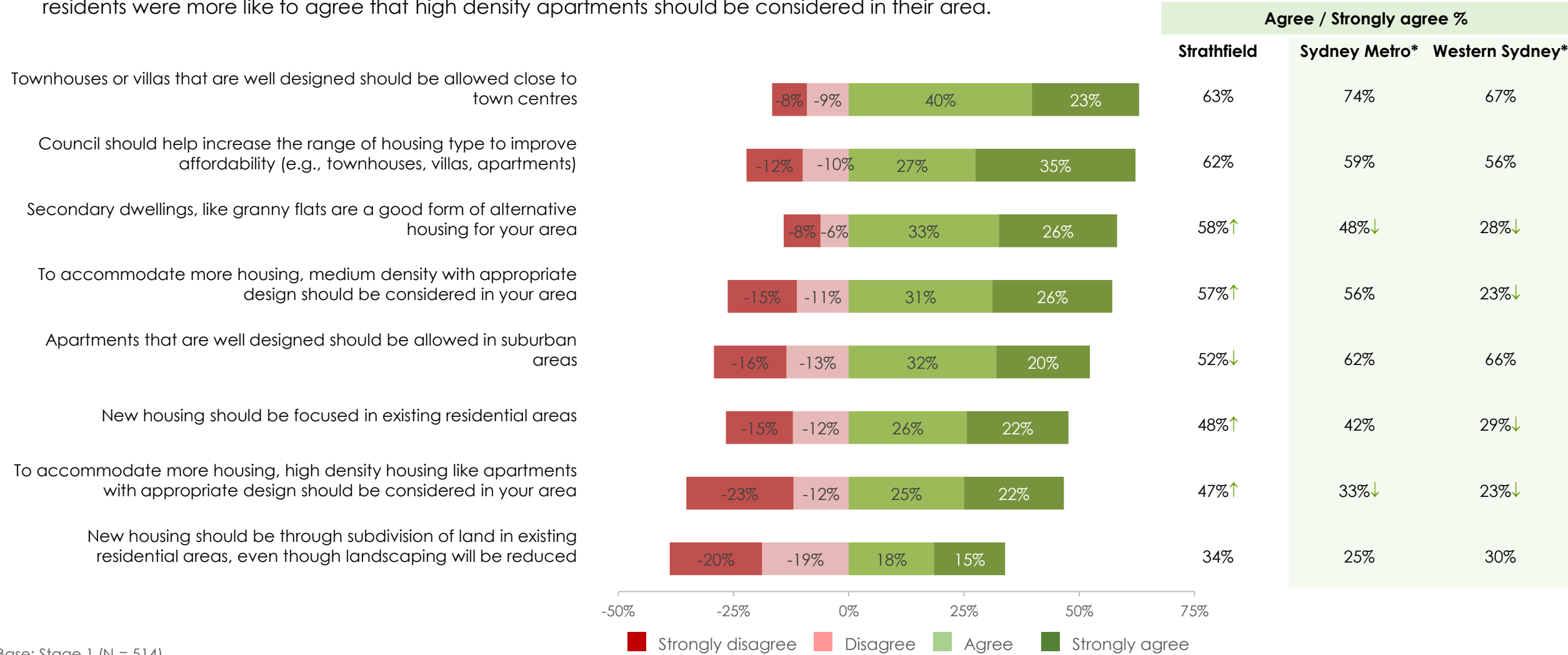
Base: Stage 1 (N = 514)

Q1. How strongly do you agree with the following statements, on a scale on 1 to 5 where 1 is strongly disagree, and 5 is strongly agree.

A significantly higher/lower percentage (by group) 50

Location of New Housing

Overall agreement was highest for townhouses/villas should be well designed and close to town centres and that Council should help to improve affordability by increasing the range of housing types. Younger residents are more likely to agree with increasing the range of housing, having well designed apartments, new housing in existing residential areas and having more high density housing. Compared to Micromex benchmark data, overall, residents were more like to agree that high density apartments should be considered in their area.



Base: Stage 1 (N = 514)

Q2. How strongly do you agree or disagree with the following statements about where new housing should go in your local government area?

↑↓ = a difference of +/-10% to Micromex Benchmark
*Source: Micromex Housing Affordability Study 2023 51

Location of New Housing

Top 2 Box % - Agree / Strongly agree	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Townhouses or villas that are well designed should be allowed close to town centres	63%	64%	64%	64%	57%	70%	56%	69%
Council should help increase the range of housing type to improve affordability (e.g., townhouses, villas, apartments)	62%	73%	62%	53%	40%	77%	47%	74%
Secondary dwellings, like granny flats are a good form of alternative housing for your area	58%	55%	59%	63%	62%	58%	55%	64%
To accommodate more housing, medium density with appropriate design should be considered in your area	57%	63%	62%	50%	41%	65%	46%	69%
Apartments that are well designed should be allowed in suburban areas	52%	61%	51%	43%	41%	60%	47%	53%
New housing should be focused in existing residential areas	48%	57%	45%	41%	32%	53%	40%	55%
To accommodate more housing, high density housing like apartments with appropriate design should be considered in your area	47%	60%	43%	33%	28%	67%	38%	38%
New housing should be through subdivision of land in existing residential areas, even though landscaping will be reduced	34%	38%	37%	29%	22%	44%	28%	33%
Base	514	226	123	90	75	151	241	122

Base: Stage 1 (N = 514)

Q2. How strongly do you agree or disagree with the following statements about where new housing should go in your local government area?

A significantly higher/lower percentage (by group) 52

Location of New Housing

Top 2 Box % - Agree / Strongly agree	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Townhouses or villas that are well designed should be allowed close to town centres	60%	66%	68%	55%	68%
Council should help increase the range of housing type to improve affordability (e.g., townhouses, villas, apartments)	53%	73%	75%	57%	65%
Secondary dwellings, like granny flats are a good form of alternative housing for your area	58%	61%	55%	55%	60%
To accommodate more housing, medium density with appropriate design should be considered in your area	51%	67%	61%	55%	58%
Apartments that are well designed should be allowed in suburban areas	41%	64%	68%	48%	55%
New housing should be focused in existing residential areas	39%	54%	65%	46%	48%
To accommodate more housing, high density housing like apartments with appropriate design should be considered in your area	32%	55%	77%	45%	48%
New housing should be through subdivision of land in existing residential areas, even though landscaping will be reduced	31%	37%	38%	30%	36%
Base	281	139	95	184	330

Base: Stage 1 (N = 514)

Q2. How strongly do you agree or disagree with the following statements about where new housing should go in your local government area?

A significantly higher/lower percentage (by group) 53



Additional Analyses

Appendix 1

Importance of Housing Attributes

Table 1 of 2 Top 2 Box % (Important/ Very important)	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
A sense of safety and security	94%	90%	100%	93%	96%	95%	95%	91%
Sense of privacy	90%	86%	91%	91%	96%	91%	88%	91%
Access to public transport	85%	80%	89%	89%	90%	86%	85%	83%
Access to, and variety of, shopping facilities	82%	80%	89%	78%	82%	85%	78%	86%
Access to green open spaces/recreational areas	81%	74%	91%	85%	82%	83%	81%	79%
Energy efficiency	77%	70%	80%	82%	85%	79%	75%	76%
The leafy, green look and feel of the area	77%	68%	80%	84%	90%	72%	79%	79%
Access to parking/commuter parking	76%	68%	83%	79%	84%	72%	81%	70%
Base	261	115	62	46	38	81	121	58

Base: Stage 2 (N = 261)

Q1. As a resident in the Strathfield Council Area, we are interested to know what attributes are important to you regarding housing choice.

A significantly higher/lower percentage (by group) 55

Importance of Housing Attributes

Table 2 of 2 Top 2 Box % (Important/ Very important)	Overall	Age				Residential location		
		18-34	35-49	50-64	65+	Homebush West	Strathfield	Strathfield South / Greenacre
Access to, and variety of, schooling options	72%	78%	86%	60%	47%	81%	67%	72%
Low maintenance	70%	68%	72%	69%	73%	79%	66%	66%
Aesthetic design of local developments	69%	60%	77%	71%	79%	64%	74%	65%
Access to, and variety of, local amenities	62%	58%	67%	66%	63%	64%	65%	55%
Access to local job opportunities	55%	68%	60%	36%	29%	65%	43%	65%
Living in a neighbourhood with a variety of housing styles, types, etc.	54%	62%	53%	43%	43%	60%	48%	57%
Local heritage	47%	32%	58%	58%	63%	44%	51%	43%
Living in a neighbourhood where all the housing is generally the same style and size	41%	46%	40%	35%	33%	45%	36%	44%
Base	261	115	62	46	38	81	121	58

Importance of Housing Attributes

Table 1 of 2 Top 2 Box % (Important/ Very important)	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
A sense of safety and security	97%	93%	88%	90%	96%
Sense of privacy	91%	95%	78%	85%	93%
Access to public transport	83%	91%	81%	87%	84%
Access to, and variety of, shopping facilities	79%	87%	81%	81%	83%
Access to green open spaces/recreational areas	82%	79%	81%	84%	79%
Energy efficiency	71%	83%	82%	77%	77%
The leafy, green look and feel of the area	83%	68%	75%	76%	77%
Access to parking/commuter parking	77%	74%	73%	75%	76%
Base	130	77	53	104	157

Base: Stage 2 (N = 261)

Q1. As a resident in the Strathfield Council Area, we are interested to know what attributes are important to you regarding housing choice.

A significantly higher/lower percentage (by group) 57

Importance of Housing Attributes

Table 2 of 2 Top 2 Box % (Important/ Very important)	Property type			Household type	
	Free standing house	MUD (up to 3 storey's)	MUD (4+ storey's)	SINK / DINK households	Households with children / Other
Access to, and variety of, schooling options	67%	71%	87%	58%	82%
Low maintenance	64%	77%	74%	69%	71%
Aesthetic design of local developments	76%	66%	56%	69%	69%
Access to, and variety of, local amenities	58%	72%	60%	64%	62%
Access to local job opportunities	44%	68%	63%	53%	56%
Living in a neighbourhood with a variety of housing styles, types, etc.	52%	62%	47%	53%	55%
Local heritage	56%	39%	39%	46%	48%
Living in a neighbourhood where all the housing is generally the same style and size	37%	52%	32%	39%	42%
Base	130	77	53	104	157

Base: Stage 2 (N = 261)

Q1. As a resident in the Strathfield Council Area, we are interested to know what attributes are important to you regarding housing choice.

A significantly higher/lower percentage (by group) 58

Importance of Housing Attributes

Table 1 of 2 Top 2 Box % (Important/ Very important)	Overall	Time lived in area				Have or care for somebody with a disability		Speaks another language other than English	
		5 years or less	6 – 10 years	11 – 20 years	Over 20 years	Yes	No	Yes	No
A sense of safety and security	94%	87%	100%	97%	97%	91%	94%	95%	91%
Sense of privacy	90%	86%	100%	86%	90%	91%	90%	92%	85%
Access to public transport	85%	81%	80%	88%	91%	92%	84%	88%	80%
Access to, and variety of, shopping facilities	82%	83%	83%	85%	80%	77%	83%	81%	85%
Access to green open spaces/recreational areas	81%	81%	82%	76%	84%	80%	81%	78%	86%
Energy efficiency	77%	76%	82%	74%	77%	69%	78%	80%	70%
The leafy, green look and feel of the area	77%	67%	84%	80%	83%	69%	79%	74%	82%
Access to parking/commuter parking	76%	74%	76%	77%	77%	79%	75%	81%	66%
Base	261	89	42	48	83	49	212	171	90

Base: Stage 2 (N = 261)

Q1. As a resident in the Strathfield Council Area, we are interested to know what attributes are important to you regarding housing choice.

A significantly higher/lower percentage (by group) 59

Importance of Housing Attributes

Table 2 of 2 Top 2 Box % (Important/ Very important)	Overall	Time lived in area				Have or care for somebody with a disability		Speaks another language other than English	
		5 years or less	6 – 10 years	11 – 20 years	Over 20 years	Yes	No	Yes	No
Access to, and variety of, schooling options	72%	76%	76%	69%	68%	72%	72%	76%	65%
Low maintenance	70%	73%	77%	62%	68%	70%	70%	75%	60%
Aesthetic design of local developments	69%	64%	65%	65%	78%	77%	67%	65%	76%
Access to, and variety of, local amenities	62%	70%	64%	48%	62%	83%	58%	69%	49%
Access to local job opportunities	55%	69%	62%	48%	40%	65%	53%	62%	41%
Living in a neighbourhood with a variety of housing styles, types, etc.	54%	62%	61%	49%	44%	59%	53%	54%	53%
Local heritage	47%	40%	41%	39%	63%	59%	45%	42%	57%
Living in a neighbourhood where all the housing is generally the same style and size	41%	55%	42%	27%	33%	49%	39%	44%	35%
Base	261	89	42	48	83	49	212	171	90

Thoughts on Housing Diversity

Thoughts and comments	N = 261
Development needs to be well planned e.g., quality, design, location	17%
Affordability of housing	7%
Broader diversity of housing is needed	7%
Retain aesthetic/character of the area/keep development as it is	7%
Traffic/road concerns	5%
Additional parking	3%
Stop overdevelopment/high-rise	3%
Provision of the environment/green spaces	3%
Infrastructure to cater to growth	2%
Improved public transport	1%
Remove heritage listing	1%
Supportive of development	<1%
Other	3%
Nothing/DK	54%

Base: Stage 2 (N = 261)

Q11. Do you have any thoughts or comments you would like to make regarding housing diversity and choice in the Strathfield Council area?



Questionnaire

Appendix 2

Strathfield Council
Housing Strategy – Recruitment – November 2023

Spiel

Hi, my name is ____ from Micromex Research. We have been engaged by Strathfield Council to conduct research into community attitudes around planning.

It will be a two-step process. If you are interested in taking part, we'll send you some more detailed information about the planning changes for you to go through in your own time, then ask you some questions about what you think about it.

QA. Your feedback is really important. Are you happy to take part?

Position	Answers	Notes
1	Yes	
2	No	(Terminate)

QB. Can you confirm that you live in the Strathfield area?

Position	Answers	Notes
1	Yes	
2	No	(Terminate)

Great thank you. I now need to collect some basic information about you to send you the information pack.

I also need to collect some basic demographic information to assist us in understanding your responses and obtaining a representative sample.

Recruitment survey

To ensure we get a representative sample of the community, I just have a few questions about you.

QD1. Record gender (By voice) (SR)

Position	Answers	Notes
1	Male	
2	Female	

QD2. Which of these age groups do you fit into? (SR) Prompt

Position	Answers	Notes
1	18-34 years	
2	35-49 years	
3	50-64 years	
4	65+	

QD3. Which area of the Strathfield LGA do you reside? (SR)

Position	Answers	Notes
1	Homebush West	
2	Greenacre	
3	Homebush	
4	Strathfield	
5	Strathfield South	

QD4. Which of the following best describes the dwelling where you are currently living? (SR) Prompt

Position	Answers	Notes
1	I/We own/are currently buying this property	
2	I/We currently rent this property	

QD5. How long have you been a resident of the Strathfield Local government area? (SR) Prompt

Position	Answers	Notes
1	6 – 12 months	
2	1 – 5 years	
3	6 – 10 years	
4	11 – 20 years	
5	Over 20 years	
6	Less than 6 months	

QD6. Do you live in a: (SR) Prompt

Position	Answers	Notes
1	Free standing house	
2	Duplex/semi detached	
3	Villa/townhouse	
4	Unit/Apartment	Go to QD6ii
5	Granny flat	
6	Other (please specify)	Go to QD6i

QD6i. Other (Please specify). (TEXT)

Position	Answers	Notes
1		1 Line

QD6ii. [If Code 4 – unit/apartment – ask] Is your building... Prompt (SR)

Position	Answers	Notes
1	Up to 3 storeys	
2	4-6 storeys	
3	7-9 storeys	
4	10 or more storeys	

QD7. Do you have, or do you care, for somebody with a disability? (SR)

Position	Answers	Notes
1	Yes	
2	No	
3	Prefer not to say	

QD8. Do you speak a language other than English? (SR)

Position	Answers	Notes
1	Yes	
2	No	

QD9. Which of the following best describes your household status? Prompt (SR)

Position	Answers	Notes
1	Couple, no children	
2	Single or couple with one or more children under 18 at home	
3	Single or couple with one or more children 18 years or older at home	
4	Couple, all children left home	
5	Other	Go to Q9i
6	Single, living alone	

QD9i. Other (Please specify). (TEXT)

Position	Answers	Notes
1		

I'm now going to ask you a few short questions about your attitude towards planning in the Strathfield LGA.

Q1. How strongly do you agree with the following statements, on a scale on 1 to 5 where 1 is strongly disagree, and 5 is strongly agree. Prompt (SCALE)

Value	Answers	Notes
5	Strongly agree	
4	Agree	
3	Neither agree nor disagree	
2	Disagree	
1	Strongly disagree	

Position	Answers
1	There is sufficient available housing in your local government area
2	The range of housing choice in your local government area should be expanded
3	Housing in your local government area is affordable
4	Buying a home in your local government area is affordable
5	Renting a home in your local government area is affordable

Q2. How strongly do you agree or disagree with the following statements about where new housing should go in your local government area? Prompt (SCALE)

Please rate on the scale of 1-5, where 1 is strongly disagree and 5 is strongly agree.

Value	Answers	Notes
5	Strongly agree	
4	Agree	
3	Neither agree nor disagree	
2	Disagree	
1	Strongly disagree	

Position	Answers
1	New housing should be focused in existing residential areas
2	To accommodate more housing, medium density with appropriate design should be considered in your area
3	New housing should be through subdivision of land in existing residential areas, even though landscaping will be reduced
4	Townhouses or villas that are well designed should be allowed close to town centres
5	Secondary dwellings, like granny flats are a good form of alternative housing for your area
6	Apartments that are well designed should be allowed in suburban areas
7	To accommodate more housing, high density housing like apartments with appropriate design should be considered in your area
8	Council should help increase the range of housing type to improve affordability (e.g., townhouses, villas, apartments)

The next stage of the research for Council will involve us sending you some further information about housing in the Strathfield LGA. Can you please supply us with the following contact information?

Q3. What is your name? (TEXT)

Position	Answers	Notes
1		

Q4a. Could I please have your email address to send you the information pack and a quick online survey, otherwise we can email/post the information to you and give you a call back to go through some questions with you over the phone. (TEXT)

Position	Answers	Notes
1	Post	
2	Email	

Q4b. (If email), What is your email address?

Position	Answers	Notes
1	Email	

Q4c. (If post), What is your residential address to mail you the information?

Position	Answers	Notes
1	Street no	
2	Street name	
3	Suburb	
4	Post code	

Q5a. Would you prefer to complete the follow up survey online or via the phone? (SR)

Position	Answers	Notes
1	Online	
2	Phone	

Q5b. (If phone) What is your preferred contact time? (SR)

Position	Answers	Notes
1	Morning	
2	Afternoon	
3	Evening	

Q5c. (If phone) What is your best contact telephone number? (TEXT)

Position	Answers	Notes
1		

Thank you for your responses and for agreeing to take part in this survey. We will send you some detailed information about the Strathfield Council planning changes soon. Please review the information carefully and look out for a follow up email or phone call from us within the week.

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. Just to remind you, I am calling from Micromex Research on behalf of Strathfield Council.

Spiel

Good morning/afternoon/evening, my name is..... from Micromex Research, could I please speak to [insert name]?

We spoke to you a couple of weeks ago on behalf of Strathfield Council and you agreed to participate in step 2 of our research about a proposed housing strategy for the Strathfield LGA.

QA. Have you received the information pack that was sent to you by Council after our earlier phone call?

Position	Answers	Notes
1	Yes	
2	No	Request that they check with others to see if it was received and reschedule call-back time

QB. Have you had a chance to read the document?

Position	Answers	Notes
1	Yes	Suggest they have it handy to refer to during the survey
2	No	Offer them time to read and reschedule a call-back

Great thank you. I'll now ask you some questions about some of the proposed options detailed in the information pack.

Section 1 – Broad Preferences

Q1. As a resident in the Strathfield Council Area, we are interested to know what attributes are important to you regarding housing choice.

Please rate the following on a scale of 1-5, where 1 is not at all important and 5 is very important.
(SCALE)

Value	Answers	Notes
5	Very important	
4	Important	
3	Somewhat important	
2	Not very important	
1	Not at all important	

Position	Measure
Local area	
1	Access to, and variety of, shopping facilities
2	Access to, and variety of, schooling options
3	Access to local job opportunities
4	Access to public transport
5	Access to parking/commuter parking
6	Access to, and variety of, local amenities (e.g., bus shelters, public toilets, etc.)
7	Access to green open spaces/recreational areas
8	Local heritage
9	The leafy, green look and feel of the area
10	Living in a neighbourhood with a variety of housing styles, types, etc.
11	Living in a neighbourhood where all the housing is generally the same style and size
Building/Property	
12	Aesthetic design of local developments
13	Energy efficiency (e.g., electricity consumption, water storage and reuse, sustainable design)
14	Low maintenance
15	A sense of safety and security
16	Sense of privacy

Section 2 –Housing Diversity in Strathfield

Q2. To what extent do you, agree or disagree, that there is an appropriate diversity of medium density housing opportunities (types, price points, etc.) in the Strathfield Council Area? Prompt (SR)

Value	Answers	Notes
5	Strongly agree	
4	Agree	
3	Neither agree nor disagree	
2	Disagree	
1	Strongly disagree	

Q3. To what extent do you, agree or disagree, that the current choice of housing stock in the Strathfield Council area will be able to meet your needs in the future? Prompt (SR)

Value	Answers	Notes
5	Strongly agree	
4	Agree	
3	Neither agree nor disagree	
2	Disagree	
1	Strongly disagree	

Q4. To what extent do you agree or disagree, that the current choice of housing stock in the Strathfield Council area will be able to meet future resident (e.g., young people, new jobholders, and families) needs? Prompt (SR)

Value	Answers	Notes
5	Strongly agree	
4	Agree	
3	Neither agree nor disagree	
2	Disagree	
1	Strongly disagree	

Section 3 – Location and Perceptions of Medium Density Housing Options

Randomise order Q5a/b/c

Q5a. Please refer to image A, page 6, in the information pack, (Two storey dual occupancy within existing suburbs).

How supportive are you of living in a neighbourhood where there is an increase of dual occupancy development? Prompt (SR)

Value	Answers	Notes
5	Very supportive	
4	Supportive	
3	Somewhat supportive	
2	Not very supportive	
1	Not at all supportive	

Q5b. Please refer to image B, page 6, in the information pack, (Two storey townhouses / terraces within existing suburbs).

To promote housing diversity and choice, how supportive are you of living in a neighbourhood where there is an increase of townhouse or terraces development? Prompt (SR)

Value	Answers	Notes
5	Very supportive	
4	Supportive	
3	Somewhat supportive	
2	Not very supportive	
1	Not at all supportive	

Q5c. Please refer to image C, page 6, in the information pack, (Low scale apartment living located close to shops and services).

To promote housing diversity and choice, how supportive are you of living in a neighbourhood where there is an increase of low scale apartment buildings? Prompt (SR)

Value	Answers	Notes
5	Very supportive	
4	Supportive	
3	Somewhat supportive	
2	Not very supportive	
1	Not at all supportive	

Q6a. How concerned are you about the development of medium density housing in the Strathfield Council area? Prompt (SR)

Value	Answers	Notes
5	Not at all concerned	
4	Not very concerned	
3	Somewhat concerned	
2	Concerned	
1	Very concerned	

Q6b. May I ask why you are (insert rating from Q6a)? (TEXT)

Position	Answers	Notes
1		

Section 4 – Conceptualising the Application of Changes

The questions below are to find out your views on where medium density housing should be located – either broadly distributed across the Council area or concentrated along well serviced areas.

Essentially we are looking to understand your feedback around:

- A. Permitting some medium density housing to occur in all locations across the local government area, subject to meeting minimum lot size requirement and other planning controls
- B. Permitting medium density housing to occur only in locations close to existing town centres, neighbourhood centres or public transport stations.

Randomise order Q7/Q8/Q9

Q7a. Please refer to image A, page 6, in the information pack. (Two storey dual occupancy within existing suburbs).

How supportive are you of allowing this type of development in local neighbourhoods or suburbs across the Council area? Prompt (SR)

Value	Answers	Notes
5	Very supportive	
4	Supportive	
3	Somewhat supportive	
2	Not very supportive	
1	Not at all supportive	

Q7b. How supportive are you of allowing this type of development around major road corridors (such as Parramatta Road, Liverpool Road, Punchbowl Road)? Prompt (SR)

Value	Answers	Notes
5	Very supportive	
4	Supportive	
3	Somewhat supportive	
2	Not very supportive	
1	Not at all supportive	

Q7c. How supportive are you of allowing this type of development within 15 minutes' walk to train stations? Prompt (SR)

Value	Answers	Notes
5	Very supportive	
4	Supportive	
3	Somewhat supportive	
2	Not very supportive	
1	Not at all supportive	

Q8a. Please refer to image B, page 6, in the information pack (Two storey townhouses / terraces within existing suburbs).

How supportive are you of allowing these types of development in local neighbourhoods or suburbs across the Council area? Prompt (SR)

Value	Answers	Notes
5	Very supportive	
4	Supportive	
3	Somewhat supportive	
2	Not very supportive	
1	Not at all supportive	

Q8b. How supportive are you of allowing these types of development around major road corridors (such as Parramatta Road, Liverpool Road, Punchbowl Road)? Prompt (SR)

Value	Answers	Notes
5	Very supportive	
4	Supportive	
3	Somewhat supportive	
2	Not very supportive	
1	Not at all supportive	

Q8c. How supportive are you of allowing these types of development within 15 minutes' walk to train stations? Prompt (SR)

Value	Answers	Notes
5	Very supportive	
4	Supportive	
3	Somewhat supportive	
2	Not very supportive	
1	Not at all supportive	

Q9a. Please refer to image C, page 6, in the information pack (Low scale apartment living located close to shops and services).

How supportive are you of allowing this type of development in local neighbourhood or suburbs across the Council area? Prompt (SR)

Value	Answers	Notes
5	Very supportive	
4	Supportive	
3	Somewhat supportive	
2	Not very supportive	
1	Not at all supportive	

Q9b. How supportive are you of allowing this type of development around major road corridors (such as Parramatta Road, Liverpool Road, Punchbowl Road)? Prompt (SR)

Value	Answers	Notes
5	Very supportive	
4	Supportive	
3	Somewhat supportive	
2	Not very supportive	
1	Not at all supportive	

Q9c. How supportive are you of allowing this type of development within 15 minutes' walk to train stations? Prompt (SR)

Value	Answers	Notes
5	Very supportive	
4	Supportive	
3	Somewhat supportive	
2	Not very supportive	
1	Not at all supportive	

Section 5 – Plans for the future

Q10a. In the next 1-5 years, how likely are you to move from your current home? Prompt (SR)

Value	Answers	Notes
5	Very likely	Go to Q10b
4	Likely	Go to Q10b
3	Somewhat likely	Go to Q10b
2	Not very likely	Go to Q11
1	Not at all likely	Go to Q11

Q10b. Are you most likely to: Prompt (SR)

Position	Answers	Notes
1	Move <u>within</u> the Strathfield LGA	
2	Move <u>outside</u> of Strathfield LGA	
3	Don't know/unsure	Do not prompt

Q10c. Do you expect your home to be larger, smaller or the same size as your current home? (SR)

Position	Answers	Notes
1	Larger	
2	Smaller	
3	The same size	

Q10d. Do you expect to own or rent? (SR)

Value	Answers	Notes
1	Own	
2	Rent	

Q10e. What type of property will you be likely to move to? Prompt

Position	Answers	Notes
1	Free standing house	
2	Dual occupancy (duplex/semi detached)	
3	Villa/townhouse	
4	Unit/Apartment	
5	Granny flat	
6	Other (please specify)	

Q11. Do you have any thoughts or comments you would like to make regarding housing diversity and choice in the Strathfield Council area?

Position	Answers	Notes
1		

Q12. Finally, which of these categories best describes your household income? Prompt SR

Position	Answers	Notes
1	Less than \$25,000 (< \$480 per week)	
2	\$25,001 to < \$35,000 (\$480 - < \$675 per wk.)	
3	\$35,001 to < \$50,000 (\$675 - < \$960 per wk)	
4	\$50,001 to < \$75,000 (\$960 - < \$1450 per wk)	
5	\$75,001 to < \$100,000 (\$1450 - < \$1925 per wk)	
6	\$100,001 to < \$150,000 (\$1925 - < \$2885 per wk)	
7	\$150,001 to < \$200,000 (\$2885 - < \$3850 per wk)	
8	\$200,001 or more (\$3850 per week or more)	
9	Refused (Do NOT prompt)	Prefer not to say (For Online)

Q13a. Would you be interested in receiving further information from Council about the proposed housing strategy?

Position	Answers	Notes
1	Yes	Go to Q13b
2	No	

Q13b. May I please have your contact details?

Position	Answers	Notes
1	Name	
2	Email	
3	Phone number	

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. Just to remind you, I am calling from Micromex Research on behalf of Strathfield Council.

The information contained herein is believed to be reliable and accurate, however, no guarantee is given as to its accuracy and reliability, and no responsibility or liability for any information, opinions or commentary contained herein, or for any consequences of its use, will be accepted by Micromex Research, or by any person involved in the preparation of this report.



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