



COMMUNITY PERCEPTIONS INDEX

The new concept for measuring Community Outcomes

Recent studies conducted by Key Research for local and regional authorities have identified the need for a clear and actionable model for measuring the performance of Community Outcomes.

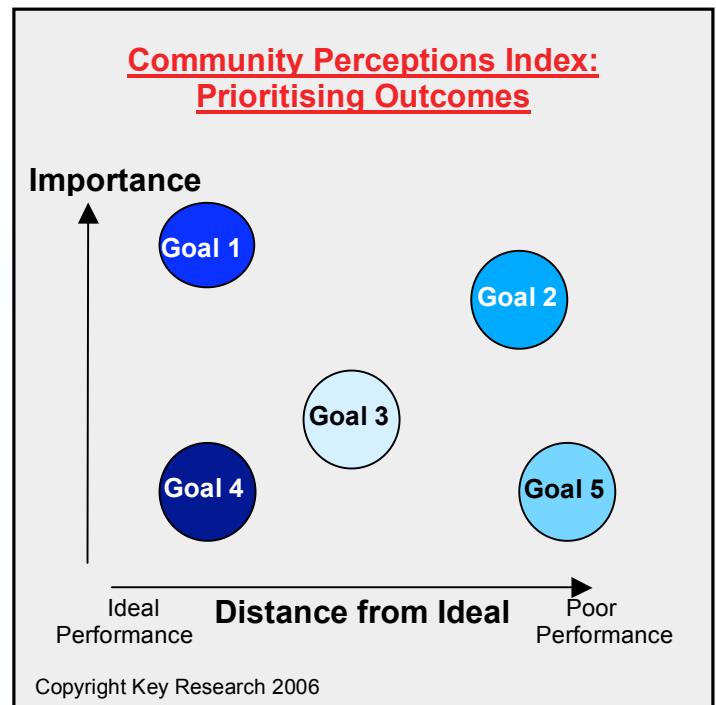
The Community Perceptions Index is an innovative and holistic concept that identifies the community's perceptions of progress towards the Community Outcomes and prioritises goals:

- Where a goal is identified as important and as reaching ideal performance (Goal 1), the Index indicates that actions are suitable and should be maintained at the same level.
- If a goal has been identified as highly important to the community and not achieving ideal performance (Goal 2), the Index highlights the need to focus resources.

Key Benefits

The Community Perceptions Index:

- Identifies the importance of goals and actions (as stated by respondents) as well as the distance from ideal performance.
- Analyses each goal separately and ultimately provides a ranking of your goals to help you prioritise your actions and allocate resources.
- Depicts data in graphical and tabular forms, ideal for use in presentations.
- Is highly flexible and adaptable to your specific current measurable requirements.



The Community Perceptions Index: Empowering Decision Making

- Determine priorities for action, funding, assistance and support.
- Determine where each goal sits in terms of importance to the community.
- Determine how far away from 'ideal' the goals are at a certain point in time.



Research Expertise

Key Research uses a wide range of research methods including large scale surveys, discussion groups and 'future direction' studies.

Community Research

We have extensive experience in Community Outcomes, Levels of Service, Community Monitoring and State of the Environment Studies.

Partnering with local authorities

We have assisted many city, district and regional councils to understand their community's visions for the future.