

Queanbeyan-Palerang Regional Council Community Satisfaction and Wellbeing Survey



Results from a random and statistically valid telephone survey of 600 adult residents in the QPRC LGA, and parallel online survey

Client:

Queanbeyan-Palerang Regional Council

Dated:

October 2018

Contact:
James Parker
e: James.Parker@jettyresearch.com.au
p: 02 6650 9175

Level 1, 30 Industrial Drive
Coffs Harbour NSW
PO Box 1555
Coffs Harbour NSW 2450

w: www.jettyresearch.com.au
e: info@jettyresearch.com.au
Coffs Harbour Sydney
ACN 121 037 429

Prepared by	Christine Dening
Reviewed by	James Parker
Date	11 th October 2018
Document Name	QPRC Community Satisfaction and Wellbeing Survey 2018 Draft Report
Version	Draft v3.0

Table of Contents

DISCLAIMER.....	5
EXECUTIVE SUMMARY	6
INTRODUCTION	10
BACKGROUND AND OBJECTIVES	10
METHODOLOGY	11
SAMPLING ERROR.....	12
<i>Graph i: How sampling error varies with sample and population size.....</i>	<i>12</i>
SAMPLE CHARACTERISTICS.....	13
<i>Graph i: Sample by age (unweighted).....</i>	<i>13</i>
<i>Graph ii: Gender (unweighted).....</i>	<i>13</i>
<i>Graph iii: Urban, Village or Rural setting - unprompted</i>	<i>14</i>
<i>Graph iv: Suburb or village.....</i>	<i>14</i>
<i>Graph v: Children at home</i>	<i>15</i>
<i>Graph v: Age of children.....</i>	<i>16</i>
<i>Graph vi: Length of time in the area</i>	<i>16</i>
PART 1: SATISFACTION AND IMPORTANCE WITH SPECIFIC FACILITIES/SERVICES.....	17
<i>Graph 1.1: Satisfaction ratings</i>	<i>17</i>
<i>Table 1.1: Satisfaction ratings, by age, gender, region and children at home.....</i>	<i>18</i>
<i>Graph 1.2: Importance ratings.....</i>	<i>19</i>
<i>Table 1.2: Importance ratings, by age, gender, region and children at home</i>	<i>20</i>
<i>Table 1.3: Gap Analysis - difference in Importance and Satisfaction</i>	<i>21</i>
<i>Graph 1.3: Summary of satisfaction and importance, set against 1-5 scale.....</i>	<i>22</i>
<i>Graph 1.4: Summary of satisfaction and importance (detail).....</i>	<i>23</i>
<i>Table 1.4: Summary of satisfaction/important quadrants.....</i>	<i>24</i>
PART 2: OVERALL SATISFACTION WITH COUNCIL.....	25
<i>Graph 2.1: Satisfaction with Council's overall performance</i>	<i>25</i>
<i>Graph 2.2: Satisfaction with Council's overall performance, QPRC vs. benchmark Councils</i>	<i>26</i>
<i>Picture 2.1: Drivers of overall satisfaction</i>	<i>27</i>
<i>Graph 2.3: Reasons for satisfaction scores</i>	<i>28</i>
<i>Graph 2.4: Three most important use of Council resources</i>	<i>29</i>
PART 3: PERFORMANCE BENCHMARKS TO OTHER COUNCILS.....	30
<i>Graph 3.1: QPRC relative performance - infrastructure.....</i>	<i>30</i>
<i>Graph 3.2: QPRC relative performance - services</i>	<i>31</i>
PART 4: SATISFACTION WITH COUNCIL CONTACT.....	32
<i>Graph 4.1: Contact with Council in the past 12 months.....</i>	<i>32</i>
<i>Graph 4.2 (If yes) Number of contacts</i>	<i>32</i>
<i>Graph 4.3: Reason for most recent inquiry</i>	<i>33</i>
<i>Graph 4.4: Number of contacts required to have your issue resolved</i>	<i>33</i>
<i>Graph 4.5: Reason why issue has not yet been resolved.....</i>	<i>34</i>
<i>Graph 4.6: Method of contact with Council</i>	<i>35</i>
<i>Graph 4.7: Overall satisfaction with the way Council handled your latest inquiry</i>	<i>36</i>
<i>Table 4.1: Satisfaction with Council and with the inquiry, by number of calls required to resolve it.....</i>	<i>36</i>

PART 5: COUNCIL INFORMATION.....	38
<i>Graph 5.1: In your dealings with Council, how would you prefer to conduct the following?.....</i>	<i>38</i>
<i>Graph 5.2: Currently source of information from Council?.....</i>	<i>39</i>
<i>Graph 5.3: Preferred source of receiving Council information.....</i>	<i>39</i>
PART 6: QPRC VISION AND ASPIRATIONAL INDICATORS.....	41
<i>Graph 6.1: Quality of Life.....</i>	<i>41</i>
<i>Graph 6.2: Change in quality of life over time.....</i>	<i>42</i>
<i>Graph 6.3: Reasons for change in quality of life.....</i>	<i>42</i>
<i>Graph 6.4: Achievement of Personal Aspirations.....</i>	<i>43</i>
<i>Table 6.1: Achievement of Personal Aspirations, by age, gender, region and children at home.....</i>	<i>44</i>
<i>Graph 6.5: Achievement of Community Aspirations.....</i>	<i>44</i>
<i>Table 6.2: Achievement of Community Aspirations, by age, gender, region and children at home.....</i>	<i>45</i>
<i>Table 6.3: All quality of life measures.....</i>	<i>46</i>
<i>Graph 6.6: Council success in achievement of its vision.....</i>	<i>47</i>
APPENDIX 1: SURVEY QUESTIONNAIRE.....	48
APPENDIX 2: WEIGHTING CALCULATION.....	59
APPENDIX 3: ONLINE AND CATI RESULTS COMPARED.....	60
<i>Table A3.1: Survey demographics.....</i>	<i>60</i>
<i>Table A3.2: Satisfaction with Council services and facilities.....</i>	<i>61</i>
<i>Table A3.3: Importance of Council services and facilities.....</i>	<i>62</i>
<i>Table A3.4: Gap Analysis.....</i>	<i>63</i>
<i>Table A3.5: Top five priorities for Council.....</i>	<i>64</i>
<i>Table A3.6: Quality of life indicators.....</i>	<i>64</i>
<i>Table A3.7: Contact with Council.....</i>	<i>65</i>
<i>Table A3.8: Preference for dealing with Council and Council sources of information.....</i>	<i>66</i>

Front cover photo: From QPRC Facebook page

Disclaimer

While all care and diligence has been exercised in the preparation of this report, Jetty Research Pty. Ltd. does not warrant the accuracy of the information contained within and accepts no liability for any loss or damage that may be suffered as a result of reliance on this information, whether or not there has been any error, omission or negligence on the part of Jetty Research Pty. Ltd. or its employees.

Executive summary

In August 2018, Queanbeyan-Palerang Regional Council (QPRC) commissioned Jetty Research to conduct a random telephone survey of 600 adult residents living within the local government area (LGA). That survey aimed to assess satisfaction with, and priorities towards different Council-managed facilities and services using a random and statistically valid sample. It also sought to understand perception of quality of life within the region and Council's success in achieving its wellbeing and lifestyle goals for residents. It was also designed to provide baseline data from which longitudinal (i.e. time-based) comparisons could be made in future years.

Based on the number of QPRC LGA households, a random sample of 600 adult residents implies a margin for error of +/- 4.0% at the 95% confidence level. This essentially means that if we conducted a similar poll 20 times, results should reflect the views and behaviour of the overall survey population – in this case “all QPRC LGA adult residents excluding council employees and Councillors” - to within a +/- 4.0% margin in 19 of those 20 surveys.

The random telephone survey was accompanied by a parallel "opt-in" online survey. Results of the online survey have been reported side-by-side with the telephone survey in Appendix 3 to this report.

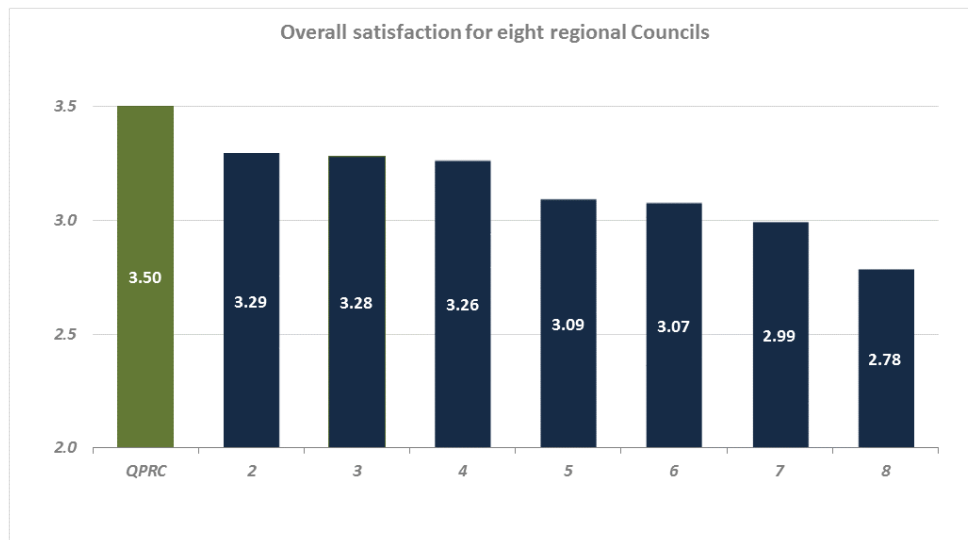
For more information on survey methodology, sampling error and sample characteristics, see pages 10-12. For more detailed information on the demographic breakdown of survey respondents see pages 13-15.

Among the survey's major conclusions:

1. Of the 24 facilities and services rated, four scored in the “very high satisfaction” region (where average rating is >4 out of a possible 5.) These comprised sewerage (4.25 out of 5.0), libraries (4.22), water supply (4.20) and parks, reserves and playgrounds (4.04). Lowest satisfaction was recorded among DA processing (2.75), unsealed roads (2.84) and tourism marketing (2.87).
2. In terms of importance, and using a skewed 1-5 scale (where 1 = not important, 2 = important, 4 = very important and 5 = critical), only three services achieved importance scores of 4 or more. These were sealed roads (with a mean importance rating of 4.43 out of 5.0), waste/recycling (4.33) and water supply (4.08). Community halls, online services, development applications, building inspections and unsealed roads ranked below the 3.0 midpoint on the 5-point scale.
3. When placed into a quadrant-style matrix of importance vs. satisfaction, and using an arbitrary 3.5 “dividing line” across both satisfaction and importance scores, the following picture emerged. Of the 24 facilities and services measured, bridges, cleanliness of public domain (streets etc.), parks, reserves and playgrounds, sewage collection and treatment, waste and recycling and water supply were perceived as being of highest satisfaction and highest importance:

Higher importance/lower satisfaction	Higher importance/higher satisfaction
Community services Environmental monitoring and protection Sealed roads	Bridges Cleanliness of public domain (streets etc.) Parks, reserves and playgrounds Sewage collection and treatment Waste and recycling Water supply
Lower importance/lower satisfaction	Lower importance/higher satisfaction
Building inspections Development applications Disability access Dog control Econ. Development/attracting new investment Footpaths and cycleways Online services Public toilets Storm water drainage Tourism marketing Unsealed roads Weed control	Community halls Council pools and sporting facilities Libraries

4. Overall satisfaction with Council was extremely positive, with a net satisfaction rating¹ of +44% (whereby 44% more residents were satisfied than dissatisfied) and a mean rating of 3.50. The proportion of respondents saying they were satisfied was impressive (at 56% - 11% very satisfied and 45% satisfied), and only 12% dissatisfied. When plotted against seven other regional LGA's who have conducted similar surveys since 2016², results suggest that QPRC is outperforming its peers:



¹ i.e. Percentage scoring overall satisfaction 4 or 5, less percentage scoring it 1 or 2

² Kempsey, Nambucca, Bellingen, Coffs Harbour, Clarence Valley, Glen Innes-Severn and Muswellbrook. All surveys have been conducted in 2016 or later.

5. To drill down into the specific drivers of perceptions of overall satisfaction, we undertook a driver analysis which seeks to understand the correlations between the specific satisfaction statements and overall satisfaction with Council. The driver analysis indicated that the strongest drivers of overall satisfaction with QPRC are development applications and environmental monitoring and protection. Results suggest that if Council were to improve in any or all of these measures, perceptions of Council's overall performance would improve significantly.
6. Respondents were also asked to rank the relative importance for future resourcing of any facilities and services they had ranked as being of "critical" importance (excluding the "known criticals" of sealed road maintenance, water supply, sewerage and waste/recycling). Parks, reserves and playgrounds, footpaths and cycleways, council pools and sporting facilities and bridges were the top mentioned Council priorities (mentioned by 24%, 22%, 19% and 19% respectively).
7. A total of 46% of respondents had contacted Council within the previous 12 months for a reason other than paying rates.
8. Of most recent inquiries:
 - a. Some 44% were resolved with just one call, while 22% had taken two or three calls, and 4% four or more. A further 29% of inquiries were deemed by respondents "not yet resolved".
 - b. The most frequent reason for contacting Council centred around garbage, waste and recycling (20%) followed by DA's (18%) or ranger matter (10%).
 - c. Telephone remains the main form of contact, used in over half of most recent contacts (followed by face-to-face at 21% and email at 12%).
 - d. Over half of all those making inquiries were satisfied with the outcome (59% rated satisfaction as 4 or 5 out of 5), against 28% dissatisfied and the balance neutral. Net satisfaction³ was +31%.
9. There was a direct and significant correlation between (a) number of inquiries a resident makes over a 12-month period; and (b) the number of times an inquiry or issue takes to resolve; with (c) that person's satisfaction with Council's overall performance.
10. QPRC residents preferred method for dealing with Council is online. Specifically, online was the preferred method of contact with Council when making a payment (76%), researching Council policies and activities (65%), gathering information on local events and activities (58%), lodging a form or application online (54%) and/or providing feedback on important or topical issues (53%). When requesting Council to do something, the largest proportion (42%) still preferred to pick up the phone: this may be due to a phone call giving people comfort that their inquiry is being handled by a "real person", which may in turn give them a perception that this creates greater accountability.

(Continued over page...)

³ Proportion scoring 4 or 5 (handled inquiry "well" or "very well") proportion scoring 1 or 2 (handled inquiry "poorly" or "very poorly")

11. Almost two-thirds (66%) of residents receive Council information via the QPRC News newsletter and a further 21% receive the weekly e-newsletter or email. And preference for information sources saw little variation, suggesting contentment with current sources available (QPRC News newsletter being preferred among 37% of residents, against the weekly e-newsletter at 33% and information posted on Council's website at 13%).
12. Quality of life measures performed well:
 - a. The majority (92%) rated their quality of life as either good or extremely good with less than 3% rating it as poor (a net health rating of +90% and mean score of 4.35 out of 5.0).
 - b. Seven in ten felt their quality of life was stable in 2017 while 18% felt it had increased and 11% felt it had decreased.
 - c. Agreement with the majority of personal aspiration statements was impressively high with six out of 11 scoring 4.0 or higher out of 5.0. Those personal aspiration statements rating particularly high included that they "have a happy life", "have a healthy environment", "feel safe", "are financially secure" and "have access to sport and recreation". Rating that they "have access to reliable and efficient public transport" was low at 2.49 out of 5.0.
13. Across all Community Aspiration statements, more residents agreed than disagreed. Agreement was particularly higher that "We feel safe in the places we visit", "We are friendly and caring community", "We take pride in our public places" and "We enjoy the beauty of our natural environment and act to protect it" with mean scores of 3.85 or higher out of 5.0.
14. Council achieved a Net Vision Success Rating of +38% (with 49% agreeing that Council has been successful in moving closer to the vision in the past 12 months and 11% disagreeing) and a mean score of 3.41 out of 5.0.

Introduction

Background and Objectives

In August 2018 Queanbeyan-Palerang Regional Council (QPRC) commissioned Jetty Research to conduct a representative telephone survey of 600 adult residents to: (a) assess resident satisfaction; and (b) better understand the community's priorities with regard to services and facilities, using a random and statistically valid sample.

The survey also sought to determine baseline measure of perception of quality of life and to address ad hoc measures outlined in the framework for measuring Council's progress against the Integrated Planning documents.

Specifically, the research sought to address the following research objectives:

1. Measuring community wellbeing including perceived quality of life, Council's achievement of vision statement and perception of achievement of Council's aspirations
2. Assessing and establishing the community's priorities and satisfaction in relation to Council activities, services and facilities;
3. Identifying the community's overall level of satisfaction with Council's performance (and benchmarking this against previous surveys);
4. Identifying community satisfaction in regards to customer service and rate additional aspects of the service experience;
5. Identifying preferred means of communication and engagement;
6. Ensuring any ad hoc measures outlined in the framework for measuring Council's progress against the Integrated Planning documents are addressed;
7. Elicit ideas for future improvement in local amenities;
8. See how results above vary by factors such as age, gender, region and urban/rural;
9. Create baseline scores for possible future benchmarking, and;
10. Offer the community the opportunity to participate in the online survey.

Methodology

The survey comprised a random fixed line and mobile telephone poll of 600 residents aged 18+. Respondents were selected at random from a verified random sample residential telephone database of 6,900 telephone numbers (approx. two-thirds fixed-line and one-third mobile) within the LGA⁴. A survey form was constructed collaboratively between Council management and Jetty Research (see Appendix 1), based on satisfying the above objectives.

Polling was conducted between September 5th and 19th (inclusive) from Jetty Research's Coffs Harbour CATI⁵ call centre. A team of 12 researchers called QPRC LGA residents on weekday evenings (excluding Friday) from 3.30 to 8pm, and Saturdays 12.30 to 5pm. Where phones went unanswered, were engaged or diverted to answering machines, researchers phoned on up to five occasions at different times of the afternoon or evening.

The poll was conducted on a purely random basis, other than ensuring an adequate mix of respondents across different sub-regions. Respondents were screened to ensure they were aged 18 or over, had lived within the QPRC LGA for at least 12 months, and were not councillors or permanent Council employees.

Survey time varied from 9 to 30 minutes, with an average of 16 minutes. Response rate was satisfactory for a survey of this length, with 39% of eligible households reached agreeing to participate.

In addition to the random and representative CATI survey, the questionnaire was recreated as an online and hard-copy survey and distributed widely to allow residents to undertake the survey if they wished. The survey was programmed into an online survey platform, QuestionPro, and links distributed via Council's newsletter. By the survey completion deadline (October 2nd) 155 valid responses had been received.

Due to the nature of the survey, not all respondents answered every question. The number of respondents answering each question is marked as "n = XXX" in the graph accompanying that question. Caution should be taken in analysing some questions due to the small sample size.

Results for the CATI survey have been post-weighted to match the age and gender profile of the QPRC LGA as per the 2016 ABS Census (Usual Residents Profile). See Appendix 2 for details of the weighting process.

Where differences in this report are classed as significant, this implies they are statistically significant based on independent sample t-scores or other analysis of variation (or ANOVA) calculations. In statistical terms, significant differences are unlikely to have been caused by chance alone. Cross analysis was undertaken by a number of demographic and attitudinal characteristics. Only where differences by groups were statistically significant are they generally mentioned in the report commentary.

Online and hard-copy surveys have been analysed separately to the random and representative CATI survey. Due to their opt-in nature, online and hard-copy responses are not representative of the population and results should be analysed with caution. A full breakdown of the online and hard-copy results is available in Appendix 3.

⁴ Postcodes sourced were 2619-2623 inclusive. As with any postcode-based source, some records may lie outside LGA boundaries. SamplePages, the provider of verified random residential numbers, is a respected supplier of random numbers to the market and social research industry.

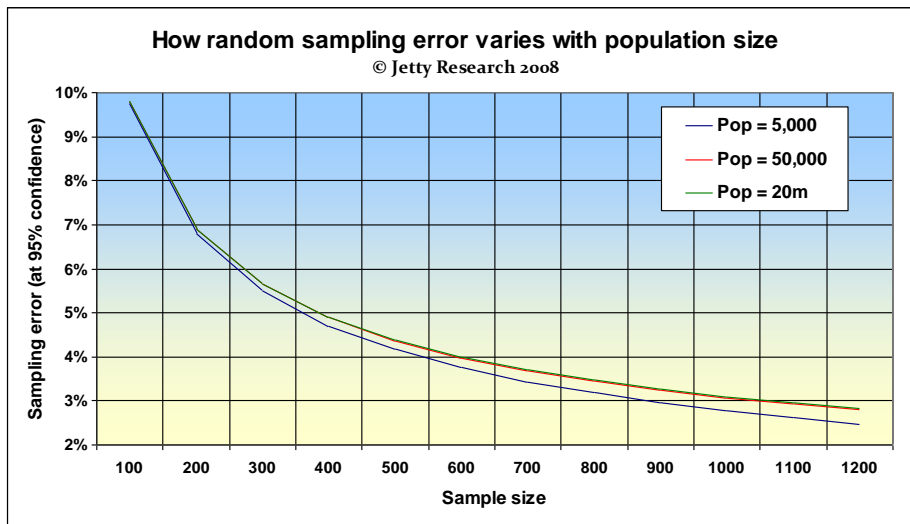
⁵ Computer-assisted telephone interviewing

Sampling error

According to the 2016 ABS Census (Usual Resident profile) the total population of QPRC LGA was 56,031 of which 42,825 (76%) were aged 18 years or older. A sample of 600 implies a margin for error of +/- 4.4% at the 95% confidence level. (This means in effect that if we conducted a similar poll twenty times, results should reflect the views and behaviour of the overall survey population to within a +/- 4.4% margin in 19 of those 20 surveys.)

As graph i below shows, margin for error falls as sample size rises. Hence sub-groups within the overall sample will typically create much higher margins for error. For example using the above population sizes, a sample size of 100 exhibits a margin for error of +/- 9.8% (again at the 95% confidence level).

Graph i: How sampling error varies with sample and population size

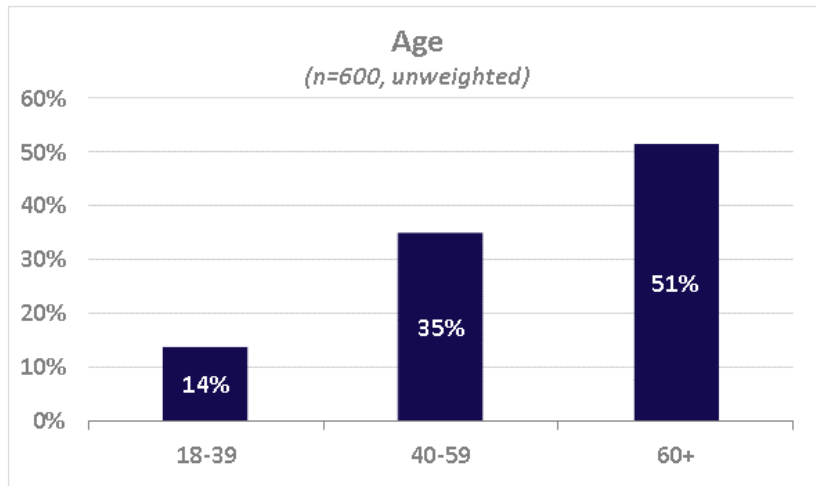


In addition to the random sampling error, above, there may also be some forms of non-random sampling error which may have affected results. These include respondents outside our sampling frame, the proportion of non-respondents (refusals, no answers etc.) and/or imperfections in the survey database. However steps have been taken at each step of the research process to minimise non-random error wherever possible.

Sample characteristics

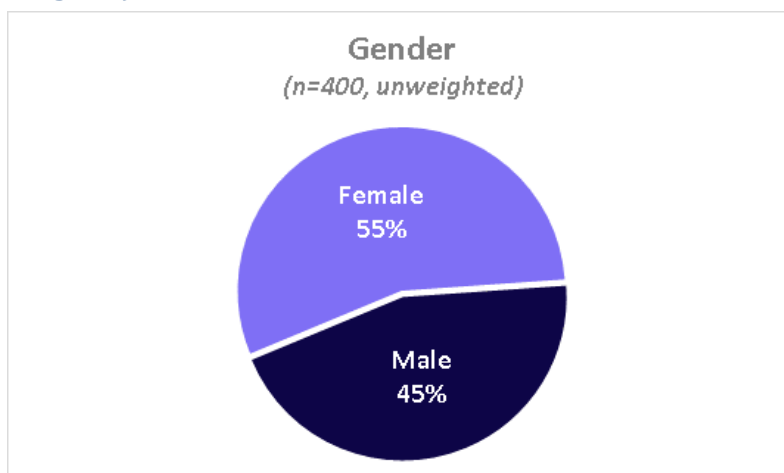
The following breaks down the (unweighted) survey sample by age, gender, place of residence, children at home and length of time in the LGA:

Graph i: Sample by age (unweighted)



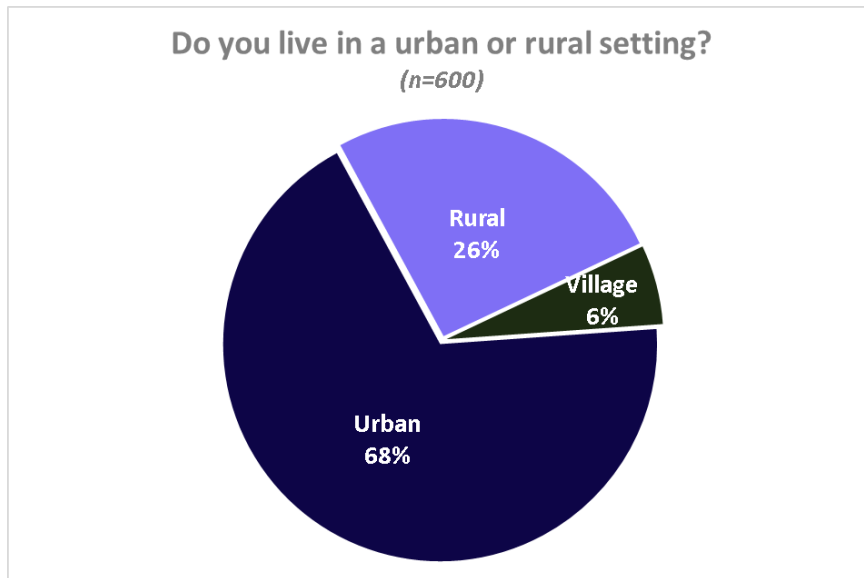
The 2018 sample was weighted to match the 2016 ABS Census on age and gender (see Appendix 2 for weighting calculations) resulting in 23% of the weighted sample being aged 60 years and over (against 51% when unweighted).

Graph ii: Gender (unweighted)



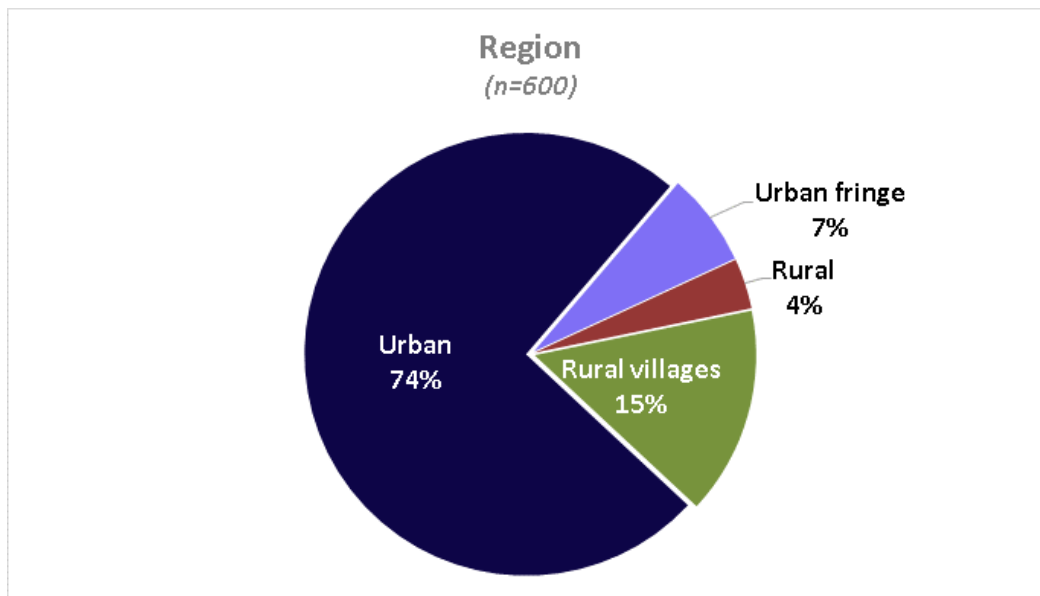
Similarly to age, the sample was biased towards female residents (55%). Again, this has been corrected through post-weighting according to 2016 Census data for the LGA.

Graph iii: Urban, Village or Rural setting - unprompted



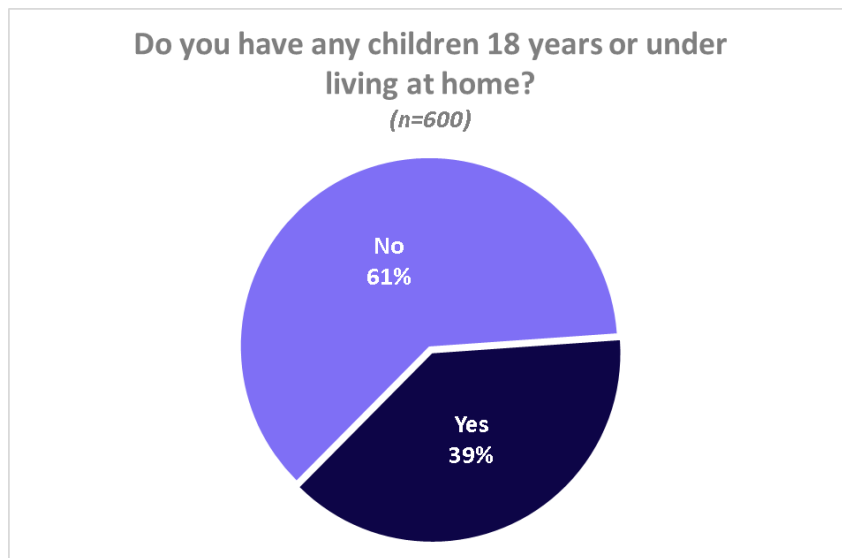
Two-thirds of residents sampled lived in urban areas of the LGA, while 26% resided in a rural area and 6% in a village.

Graph iv: Suburb or village



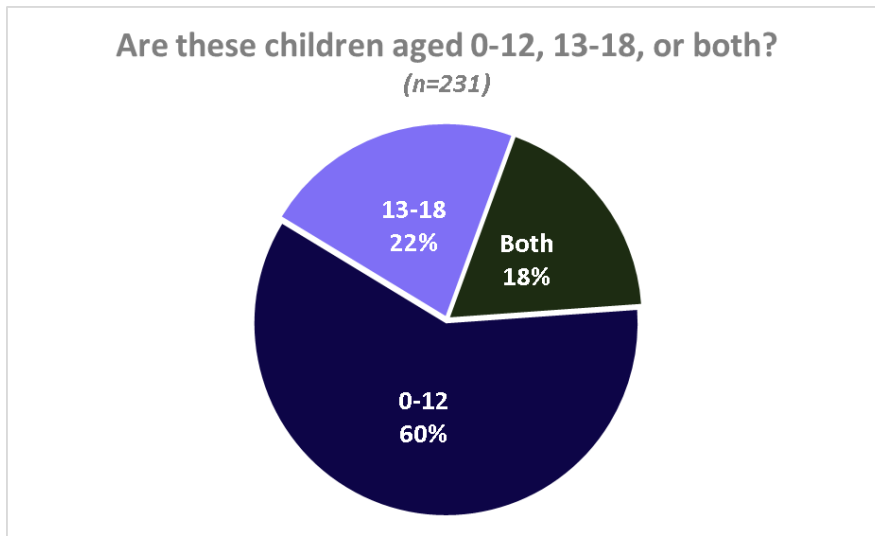
Residents were asked which suburb or village they resided in. Suburbs or villages were then recoded into urban, urban fringe, rural and rural villages according to a previously used framework.

Graph v: Children at home



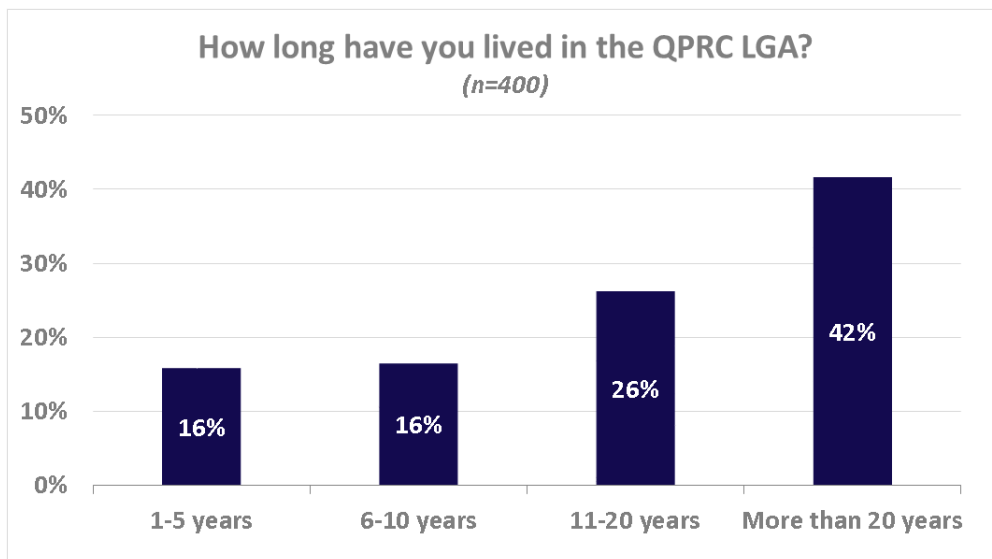
Almost two in five respondents (39%) had children living at home.

Graph v: Age of children



Almost four in five of those with children living at home had children aged 12 years old and under (18% of this proportion also had teenagers at home).

Graph vi: Length of time in the area



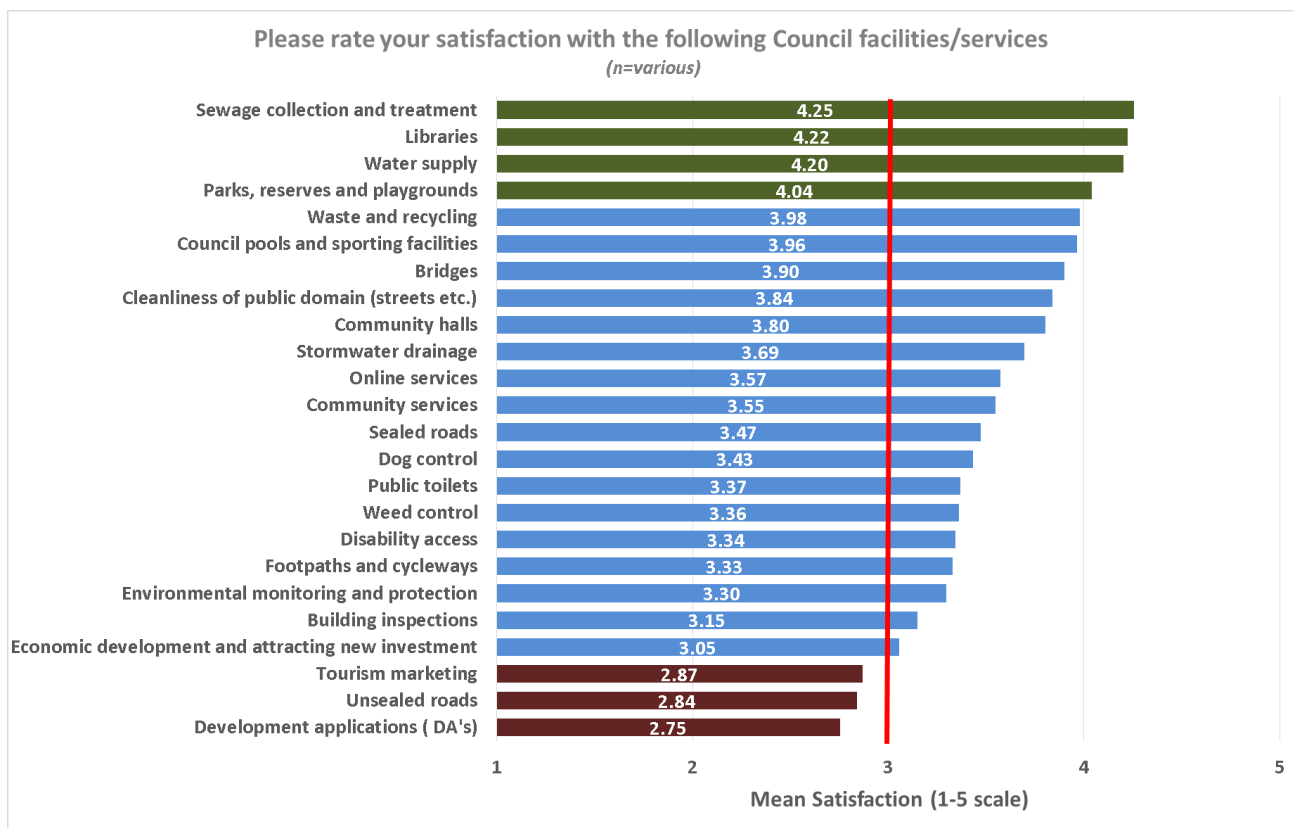
Meanwhile seven in ten respondents had lived in the QPRC LGA for more than 10 years.

Part 1: Satisfaction and importance with specific facilities/services

The survey commenced with residents being asked to rate their satisfaction with 24 different Council facilities and services. A rating scale of 1-5 was used, with 1 being very poor and 5 being excellent. (Those who had not used the question were not required to provide a satisfaction score.)

The mean (i.e. average) satisfaction scores for each of the 24 facilities and services among users is shown in Graph 1.1, below:

Graph 1.1: Satisfaction ratings



This indicates that of the 24 services rates, four scored in the “very high satisfaction” region (where average rating is >4 out of a possible 5.) These comprised sewerage (4.25 out of 5.0), libraries (4.22), water supply (4.20) and parks, reserves and playgrounds (4.04).

A further 17 facilities and services rated “good”, with mean scores of between 3 and 4. Only three rated “poor” (i.e. mean <3): these comprised DA processing (2.75), unsealed roads (2.84) and tourism marketing (2.87).

Table 1.1, over page, outlines these satisfaction ratings by age, gender, region and children at home:

Table 1.1: Satisfaction ratings, by age, gender, region and children at home

COUNCIL FACILITY / SERVICE	AGE			GENDER		Region			Children	
	18-39	40-59	60+	Male	Female	Urban	Urban fringe	Rural	Children at home	No Children at home
Sealed roads	3.56	3.36	3.53	3.46	3.49	3.60	2.92	3.15	3.44	3.50
Unsealed roads	2.93	2.82	2.75	2.93	2.74	3.02	2.69	2.50	2.86	2.84
Bridges	4.00	3.83	3.85	3.90	3.90	3.97	4.00	3.59	3.91	3.90
Footpaths and cycleways	3.60	3.16	3.14	3.30	3.36	3.43	3.23	2.88	3.34	3.33
Cleanliness of public domain (streets etc.)	4.05	3.68	3.78	3.89	3.79	3.89	3.68	3.69	3.87	3.82
Online services	3.42	3.63	3.73	3.62	3.53	3.63	3.43	3.40	3.55	3.59
Dog control	3.71	3.31	3.17	3.49	3.38	3.48	3.51	3.21	3.60	3.33
Storm water drainage	3.91	3.54	3.57	3.72	3.67	3.81	3.50	3.18	3.75	3.65
Public toilets	3.31	3.33	3.55	3.43	3.31	3.42	3.44	3.17	3.27	3.44
Weed control	3.64	3.20	3.20	3.46	3.28	3.51	2.85	3.00	3.50	3.28
Waste and recycling	4.10	3.81	4.10	3.99	3.97	4.18	3.25	3.37	4.04	3.95
Water supply	4.17	4.13	4.40	4.26	4.14	4.33	3.44	3.46	4.10	4.27
Sewage collection and treatment	4.34	4.13	4.31	4.37	4.13	4.35	3.78	3.70	4.19	4.30
Council pools and sporting facilities	4.07	3.79	4.10	3.98	3.95	4.10	3.85	3.51	3.97	3.96
Parks, reserves and playgrounds	4.14	3.86	4.20	4.04	4.04	4.16	4.09	3.53	3.93	4.11
Libraries	4.19	4.07	4.49	4.17	4.27	4.27	4.39	3.99	4.17	4.26
Community halls	3.72	3.75	3.99	3.74	3.87	3.88	3.63	3.65	3.67	3.89
Econ. Development/attracting new investment	3.28	2.80	3.13	3.06	3.05	3.09	3.19	2.89	3.15	2.99
Tourism marketing	2.94	2.65	3.15	2.79	2.94	2.93	2.80	2.66	2.86	2.88
Development applications	2.81	2.68	2.78	2.84	2.64	2.93	2.72	2.27	2.76	2.75
Building inspections	3.22	3.12	3.08	3.27	3.02	3.40	2.97	2.53	3.13	3.16
Environmental monitoring and protection	3.38	3.20	3.33	3.28	3.31	3.44	2.82	2.97	3.24	3.33
Community services	3.68	3.36	3.65	3.62	3.49	3.68	3.43	3.09	3.47	3.60
Disability access	3.51	3.16	3.42	3.46	3.25	3.51	3.18	2.82	3.21	3.42

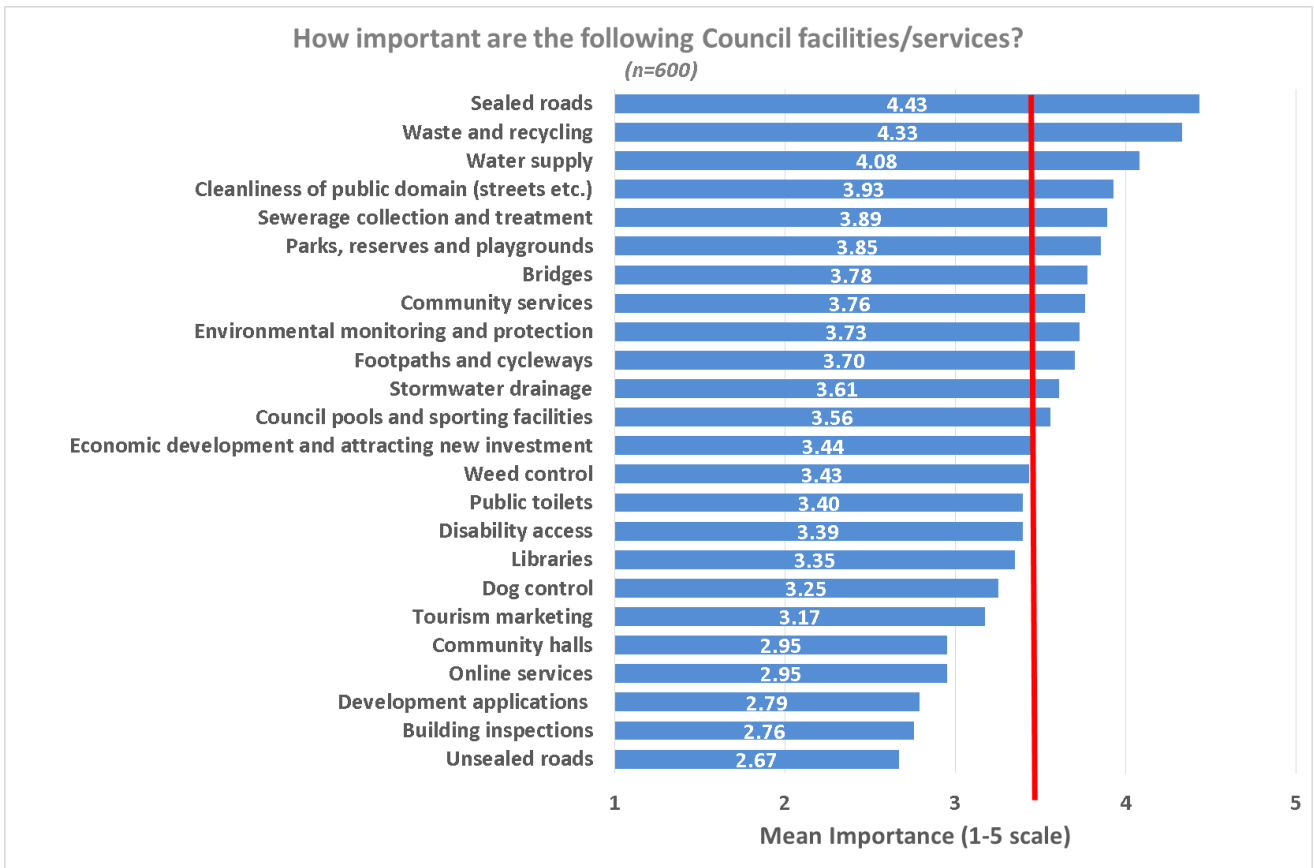
This indicates that urban residents provided significantly higher satisfaction scores for 15 of the 24 facilities and services than their urban fringe or rural counterparts, with the largest differences coming on waste and recycling and water supply.

Those aged 40 to 59 years were less satisfied across seven services than those aged 18 to 39 years and were also less satisfied than those aged 60 years and over on an additional five services.

Graph 1.2 (next page) shows the 2018 importance scores for all 24 facilities and services (rated by both users and non-users), ranked from highest to lowest:

(Continued next page)

Graph 1.2: Importance ratings



Three services ranked “very high” in importance (i.e. mean score >4 out of a possible 5) – unsurprisingly, these comprised sealed roads (4.43 out of 5.0), waste/recycling (4.33) and water supply (4.08). The majority of other facilities and services rated as “high” importance (i.e. mean score of between 3 and 4). Community halls, online services, development applications, building inspections and unsealed roads ranked below 3. (Keep in mind, however, that DA processing tends to be the type of service that is of high importance to a few but little or none to others, making mean scores potentially misleading.)

Table 1.2, over page, outlines these importance ratings by age, gender, region and children at home and indicates that importance of different services varies significantly by time or life and when residents reside:

(Continued over page...)

Table 1.2: Importance ratings, by age, gender, region and children at home

COUNCIL FACILITY / SERVICE	AGE			GENDER		Region			Children	
	18-39	40-59	60+	Male	Female	Urban	Urban fringe	Rural	Children at home	No Children at home
Unsealed roads	2.70	2.69	2.60	2.66	2.68	2.45	2.61	3.55	2.53	2.75
Bridges	3.79	3.91	3.52	3.81	3.75	3.82	3.33	3.76	3.77	3.78
Footpaths and cycleways	3.83	3.69	3.50	3.57	3.83	3.86	2.56	3.47	3.92	3.56
Cleanliness of public domain (streets etc.)	3.98	3.94	3.82	3.84	4.01	3.98	3.47	3.88	4.06	3.85
Online services	3.21	2.95	2.56	2.96	2.95	2.99	2.72	2.90	3.08	2.88
Dog control	3.30	3.22	3.24	3.22	3.29	3.29	2.91	3.23	3.32	3.22
Storm water drainage	3.71	3.62	3.43	3.67	3.55	3.79	2.37	3.34	3.78	3.50
Public toilets	3.49	3.38	3.27	3.35	3.44	3.47	2.57	3.39	3.64	3.24
Weed control	3.26	3.52	3.56	3.41	3.46	3.33	3.68	3.75	3.41	3.44
Council pools and sporting facilities	3.99	3.49	2.98	3.46	3.65	3.60	3.02	3.57	4.18	3.17
Parks, reserves and playgrounds	4.16	3.76	3.51	3.72	3.99	3.90	3.51	3.79	4.36	3.54
Libraries	3.48	3.16	3.46	3.19	3.51	3.34	3.09	3.50	3.57	3.22
Community halls	2.79	3.05	3.05	2.93	2.97	2.87	3.05	3.25	3.01	2.92
Econ. Development/attracting new investment	3.45	3.53	3.29	3.39	3.49	3.42	3.22	3.63	3.58	3.36
Tourism marketing	3.11	3.24	3.17	3.09	3.26	3.11	2.85	3.56	3.25	3.13
Development applications (DA's)	2.78	2.87	2.66	2.81	2.76	2.71	2.61	3.18	2.78	2.79
Building inspections	2.71	2.86	2.66	2.75	2.77	2.69	2.68	3.06	2.73	2.77
Environmental monitoring and protection	3.70	3.78	3.68	3.64	3.82	3.69	3.54	3.93	3.69	3.76
Community services	3.63	3.83	3.85	3.64	3.88	3.77	3.52	3.81	3.86	3.70
Disability access	3.27	3.40	3.58	3.33	3.46	3.39	3.11	3.51	3.42	3.38
Sealed roads	4.49	4.46	4.30	4.39	4.47	4.42	4.54	4.45	4.55	4.36
Water supply	4.26	4.05	3.84	4.08	4.08	4.46	1.90	3.35	4.33	3.93
Sewerage collection and treatment	4.16	3.78	3.65	3.84	3.94	4.24	1.83	3.25	4.07	3.78
Waste and recycling	4.34	4.35	4.27	4.29	4.37	4.43	3.82	4.11	4.44	4.26

Table 1.3 (over page) displays the satisfaction and importance ratings, and difference between the two:

(Continued over page...)

Table 1.3: Gap Analysis - difference in Importance and Satisfaction

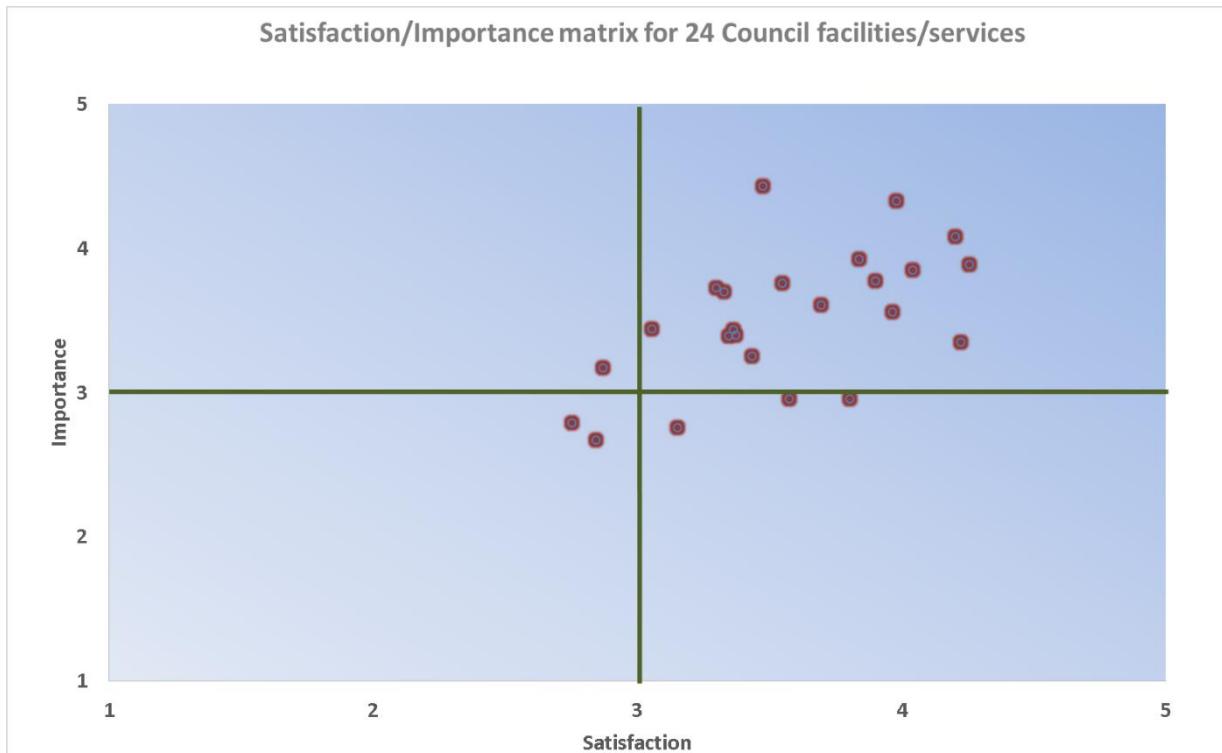
<i>Council services/facilities</i>	<i>Overall satisfaction mean</i>	<i>Overall Importance mean</i>	<i>% difference</i>
Sealed roads	3.47	4.43	-22%
Environmental monitoring and protection	3.30	3.73	-12%
Econ. Development/attracting new investment	3.05	3.44	-11%
Footpaths and cycleways	3.33	3.70	-10%
Tourism marketing	2.87	3.17	-10%
Waste and recycling	3.98	4.33	-8%
Community services	3.55	3.76	-6%
Cleanliness of public domain	3.84	3.93	-2%
Weed control	3.36	3.43	-2%
Disability access	3.34	3.39	-1%
Development applications	2.75	2.79	-1%
Public toilets	3.37	3.40	-1%
Stormwater drainage	3.69	3.61	2%
Water supply	4.20	4.08	3%
Bridges	3.90	3.78	3%
Parks, reserves and playgrounds	4.04	3.85	5%
Dog control	3.43	3.25	6%
Unsealed roads	2.84	2.67	6%
Sewage collection and treatment	4.25	3.89	9%
Council pools and sporting facilities	3.96	3.56	11%
Building inspections	3.15	2.76	14%
Online services	3.57	2.95	21%
Libraries	4.22	3.35	26%
Community halls	3.80	2.95	29%

The gap analysis suggests that half the services measured are meeting residents' expectations, with satisfaction outweighing importance across 12 out of 24 services or facilities. The analysis identified the delivery of sealed roads as being the least effective in meeting resident needs with a satisfaction rating 22% lower than the importance rating. Other services potentially under-delivering included environmental monitoring and protection (12% gap), economic development/attracting new investment (11% gap), footpaths and cycleways (10% gap) and tourism marketing (10% gap). Conversely, resident satisfaction was considerably higher than expectations for community halls (29%), libraries (26%), online services (21%), building inspections (14%) and Council pools and sporting facilities (11%).

Satisfaction and importance scores can be integrated into a four-quadrant matrix, correlating the relationship between them for each of the facilities and services.

Graph 1.3 (next page) shows the 24 facilities and service in “big picture” format, and on the traditional 1-5 scale. Graph 1.4, using an adjusted scale, then provides a more detailed picture of where each of the facilities and services sit relative to each other.

Graph 1.3: Summary of satisfaction and importance, set against 1-5 scale



This clearly shows how, when using an objective mid-score of 3, the vast majority of facilities and services fell into the top-right, “high satisfaction high importance” quadrant. In absolute terms, only two services (DA processing and unsealed roads) fell into the “low satisfaction, low importance” quadrant, and one more – sealed roads – were deemed “low satisfaction, high importance”. There was three services – community halls, libraries and Council pools and sporting facilities – sitting in the “high satisfaction, low importance” quadrant.

This indicates residents believe most facilities and services are important. And that, generally, they are also happy with the way these facilities and services are being delivered.

However we can also investigate how these rated in *relative* terms, by looking at the graph in greater detail. As this requires an adjusted scale, and an arbitrary mid-point of 3.75, results should be seen in the context of “higher” and “lower” (i.e. rather than “high” and “low”) importance and satisfaction:

Graph 1.4: Summary of satisfaction and importance (detail)

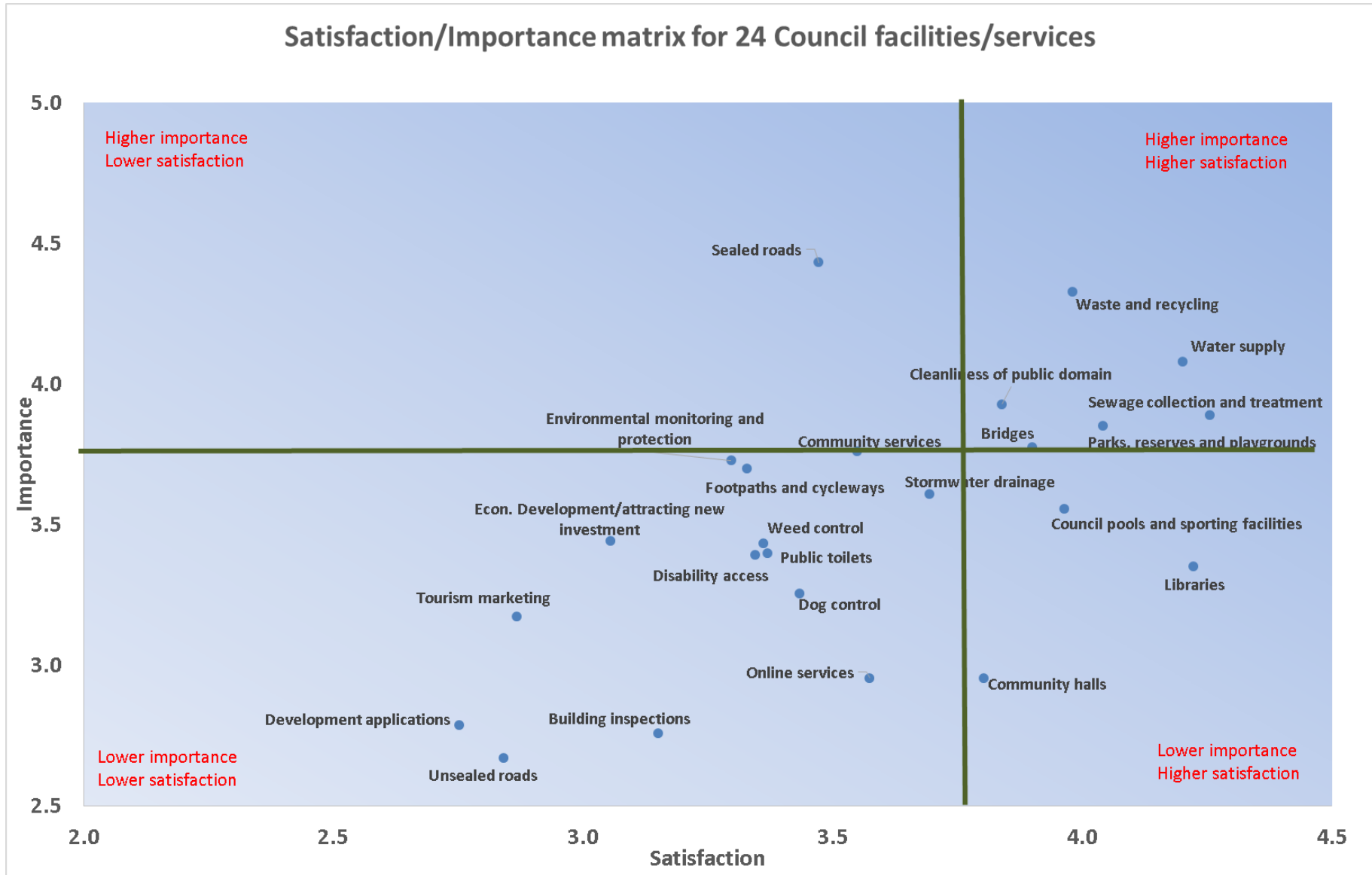


Table 1.4: Summary of satisfaction/important quadrants

Higher importance/lower satisfaction	Higher importance/higher satisfaction
<p style="text-align: center;"> Community services Environmental monitoring and protection Sealed roads </p>	<p style="text-align: center;"> Bridges Cleanliness of public domain (streets etc.) Parks, reserves and playgrounds Sewage collection and treatment Waste and recycling Water supply </p>
Lower importance/lower satisfaction	Lower importance/higher satisfaction
<p style="text-align: center;"> Building inspections Development applications Disability access Dog control Econ. Development/attracting new investment Footpaths and cycleways Online services Public toilets Stormwater drainage Tourism marketing Unsealed roads Weed control </p>	<p style="text-align: center;"> Community halls Council pools and sporting facilities Libraries </p>

This indicates of the 24 services measured, bridges, cleanliness of public domain (streets etc.), parks, reserves and playgrounds, sewage collection and treatment, waste and recycling and water supply were perceived as being of highest satisfaction and highest importance.⁶

Conversely, those services falling into the “higher importance/lower satisfaction” quadrant comprised, community services, environmental monitoring and protection and sealed roads. This indicates residents are seeking improvements in these areas, and class them as personally being of high importance.

⁶ It's important to remember that the quadrant is broken into "higher" and "lower" satisfaction/importance - not necessarily "high" or "low". The distinction is important, in that the higher/lower approach allows us to see how particular services/facilities are scored *relative to each other* - rather than being an absolute ranking based on the 1-5 scale.

That in turn allows us to ensure that there are services/facilities in all four quadrants - whereas in absolute terms (and using 3 as a cut-off on both measures) almost everything would appear above the importance cut-off, and the vast majority would also be above the satisfaction cut-off - hence most items would be clustered in the top-right quadrant. This is of little practical use to Councils, as it gives no idea of where it's (perceived to be) performing best or worst.

In terms of how the information is used, councils approach this in various ways. Some believe that those in top-right quadrant can be left alone, and that additional resources should be considered for those in the top left and bottom left quadrants. Others may look at reducing resourcing of those in the top-right quadrant, to re-allocate into services deemed of lower relative satisfaction.

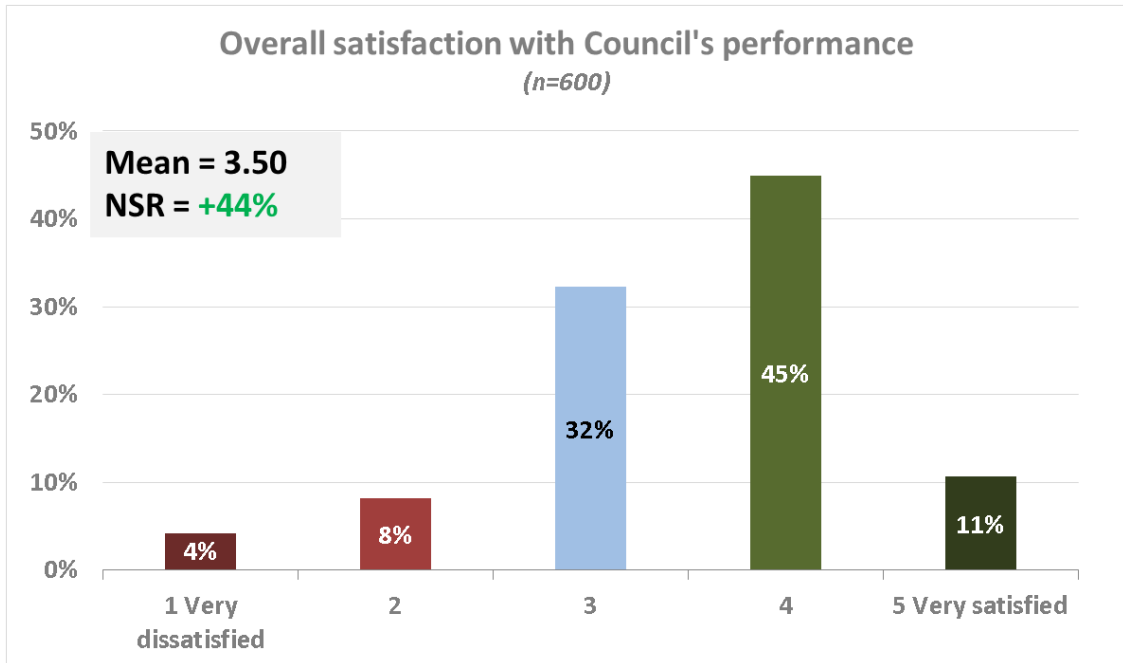
In some other cases (tourism marketing being a typical example) Councils might decide the problem lies not with resourcing but with better informing the community of what is being done - i.e. a belief the problem lies not in the service itself but in the community perceptions of it due to inadequate knowledge.

Finally, and on a related note, it must be remembered that the scores are about perceptions - not always reality. And also that averages can hide big distortions - especially in "niche" facilities/services (e.g. DAs or online services, which are of huge interest to a minority, but zero interest to everyone else). Hence Council needs to decide whether quadrant analysis in itself is reason to act, or whether other factors should take precedence.

Part 2: Overall satisfaction with Council

Residents were next asked to rate their overall satisfaction with Council on a 1 to 5 scale, where 1 meant very dissatisfied and 5 meant very satisfied:

Graph 2.1: Satisfaction with Council's overall performance



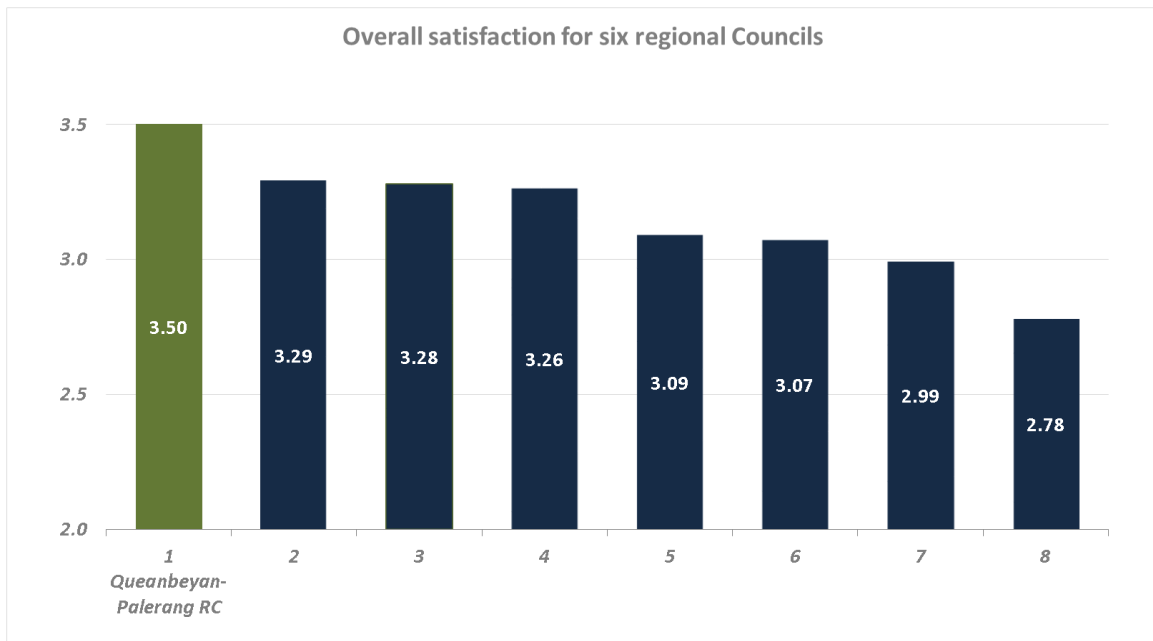
Overall satisfaction with Council was extremely positive, with a net satisfaction rating⁷ of +44% (whereby 44% more residents were satisfied than dissatisfied) and a mean (average) rating of 3.50.

The proportion of respondents saying they were satisfied was impressive (at 56% - 11% very satisfied and 45% satisfied), and only 12% dissatisfied.

Graph 2.2, over page, plots the QPRC overall satisfaction result against seven other NSW regional Councils' overall satisfaction results, recorded in the past two years on the same scale. This suggests that Council is outperforming its peers:

⁷ i.e. Percentage scoring overall satisfaction 4 or 5, less percentage scoring it 1 or 2

Graph 2.2: Satisfaction with Council's overall performance, QPRC vs. benchmark Councils

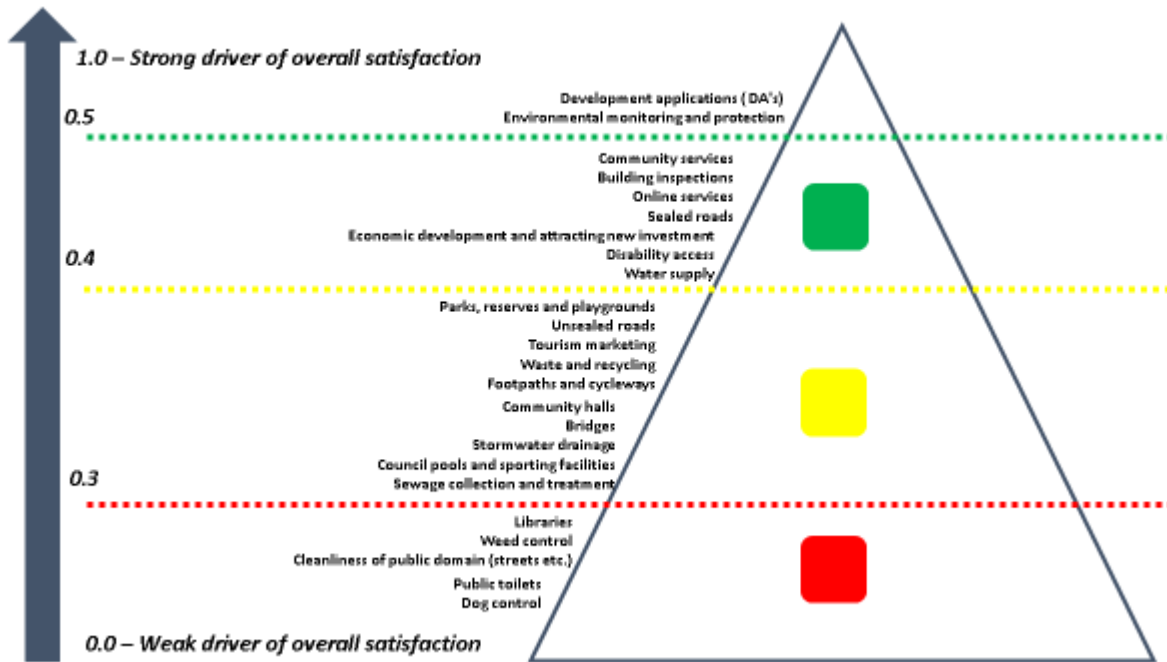


To drill down into the specific "drivers" of perceptions of overall satisfaction, we have undertaken a driver analysis. This seeks to understand the correlations between the specific satisfaction statements and overall satisfaction with Council.

Essentially the analysis outlines what some researchers refer to as the derived importance of specific service elements. This offers us an alternative way to prioritise service tasks. Some service tasks will have a greater impact on perceptions of overall satisfaction than others. Picture 2.1, over page, outlines the ranking of specific service tasks according to how influential they are on impacting overall satisfaction. The closer the correlation coefficient is to 1.0, the stronger it is as a driver of overall satisfaction.

(Continued over page...)

Picture 2.1: Drivers of overall satisfaction

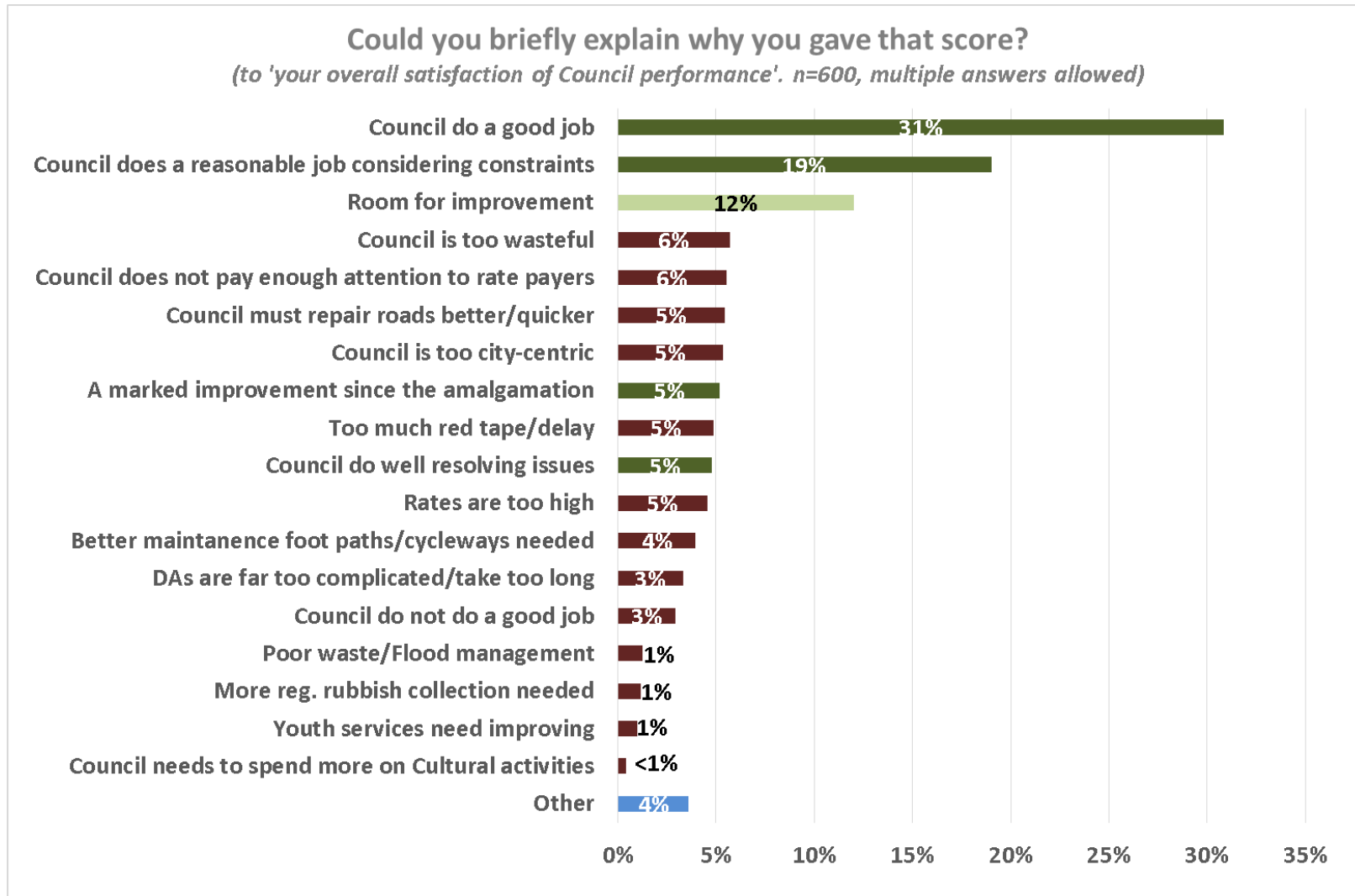


The driver analysis indicates that the strongest drivers of overall satisfaction with QPRC are development applications and environmental monitoring and protection. Results hence suggest that if Council were to improve in any or all of these measures, perceptions of Council’s overall performance would improve significantly.

Respondents were next asked to explain why they had provided a particular satisfaction score. Their open-ended responses have been coded (i.e. themed), and are shown in Graph 2.3 (next page):

(Continued over page...)

Graph 2.3: Reasons for satisfaction scores



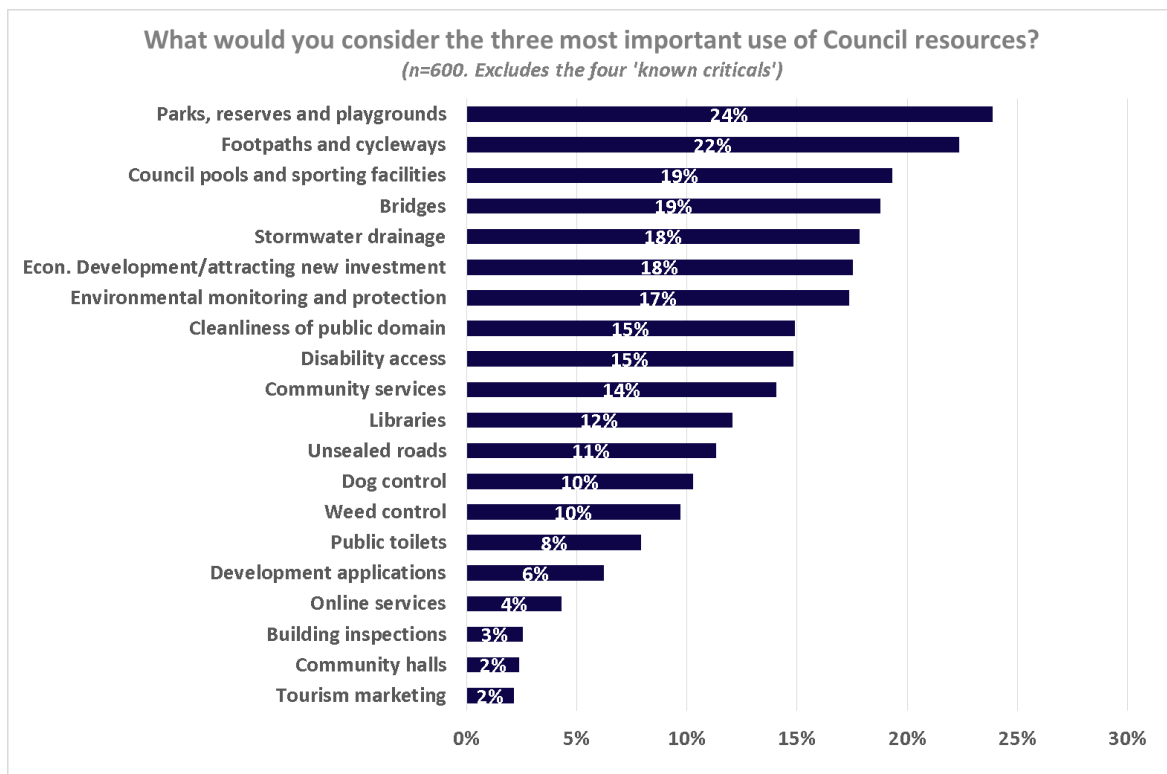
The majority of those with positive scores had trouble articulating specific reasons for their satisfaction, noting instead that Council did a good job generally.

Others noted that Council does well at resolving issues and tried hard given the constraints it faces.

Those with negative comments, on the other hand, tended to be more specific. Specifically, 6% felt Council is wasteful, another 6% felt Council does not pay enough attention to rate payers, 5% felt roads could be repaired more quickly and an additional 5% felt Council is too city-centric.

Residents were next asked what they consider to be the three most important uses of Council resources⁸:

Graph 2.4: Three most important use of Council resources



Parks, reserves and playgrounds, footpaths and cycleways, council pools and sporting facilities and bridges were the top mentioned Council priorities mentioned by 24%, 22%, 19% and 19% respectively.

Parks, reserves and playgrounds were more important to those aged 18-39 (38% of 18-39 year-olds prioritised parks, reserves and playground compared with 13% of those aged 60 and older) as were Council pools and sporting facilities (27% vs. 9%). Parks, reserves and playgrounds were also more likely to be a priority to those with children at home (40% vs. 12% of those without children at home).

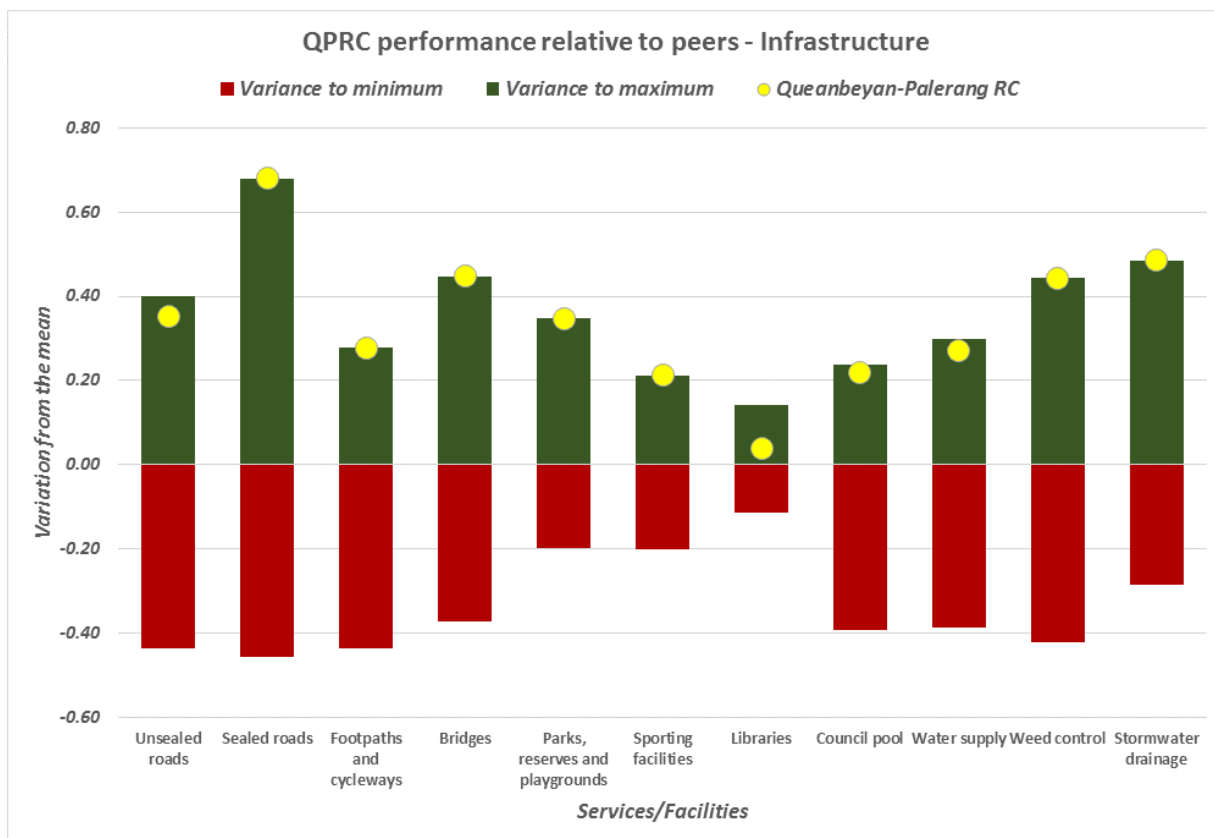
⁸ Note that this question EXCLUDED maintenance of sealed roads, water supply, sewerage and waste/recycling, as there are assumed to be critical. Inclusion would hence have swamped other, less “obvious” facilities and services.

Part 3: Performance benchmarks to other Councils

We can also see how QPRC compares with seven other regional Councils⁹ in relation to those services measured in common. Divided into infrastructure and services, each indicator shows: (a) the extent of variation between minimum and maximum satisfaction scores (relative to the overall average of the 8 Councils, defined here as zero); and (b) QPRC's variance to the overall average.

Looking firstly at Infrastructure:

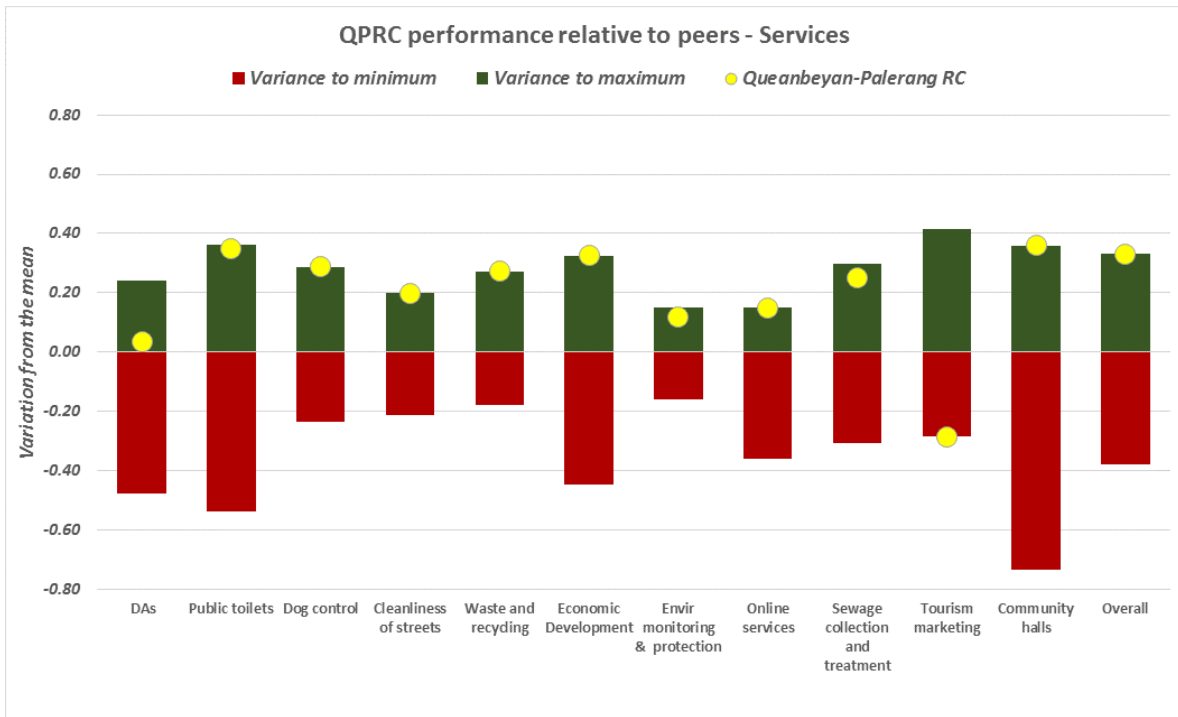
Graph 3.1: QPRC relative performance - infrastructure



This suggests that relative to other Councils measured, QPRC has performed better (or in many cases best) in relation to most infrastructure facilities rated with the exception of libraries and unsealed roads.

⁹ Kempsey, Nambucca, Bellingen, Coffs Harbour, Clarence Valley, Glen Innes-Severn and Muswellbrook. All surveys have been conducted in 2016 or later.

Graph 3.2: QPRC relative performance - services

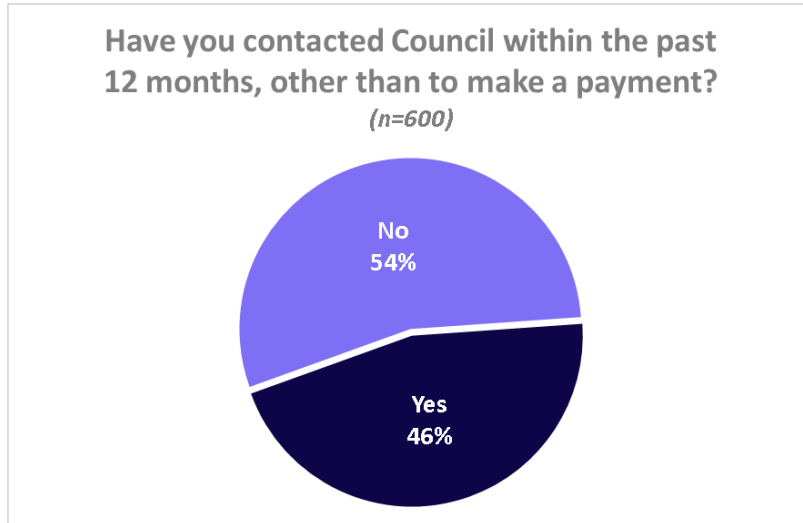


In terms of services, QPRC was deemed significantly better than its peers at all services excepting DAs, tourism marketing and, to a lesser extent, environmental monitoring and protection and sewage collection and treatment.

Part 4: Satisfaction with Council contact

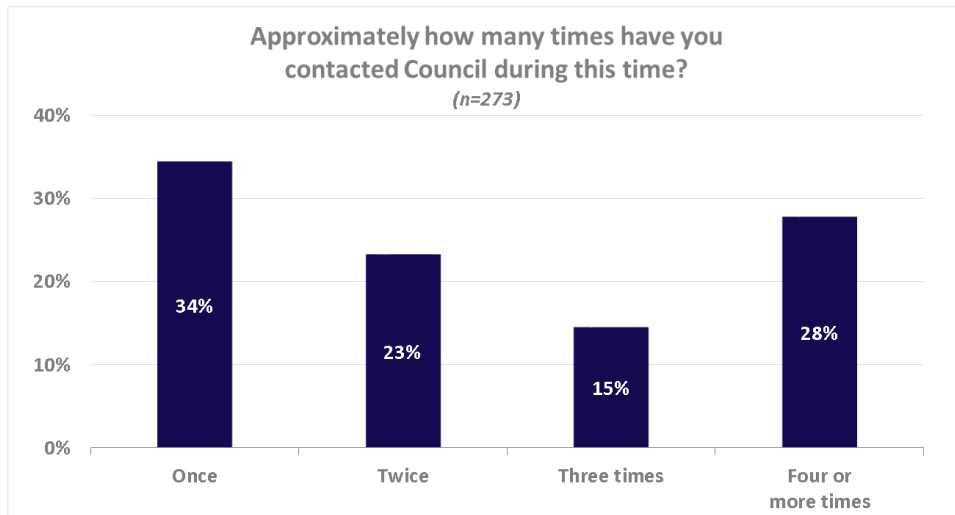
This section of the report looks at the satisfaction levels of those residents who had contacted Council (other than to pay rates) over the previous 12 months. Residents were first asked whether they had contacted Council in the past 12 months:

Graph 4.1: Contact with Council in the past 12 months



Almost half of residents had contacted Council in the past 12 months other than to make a payment (higher among those aged 40-59 years, at 54%).

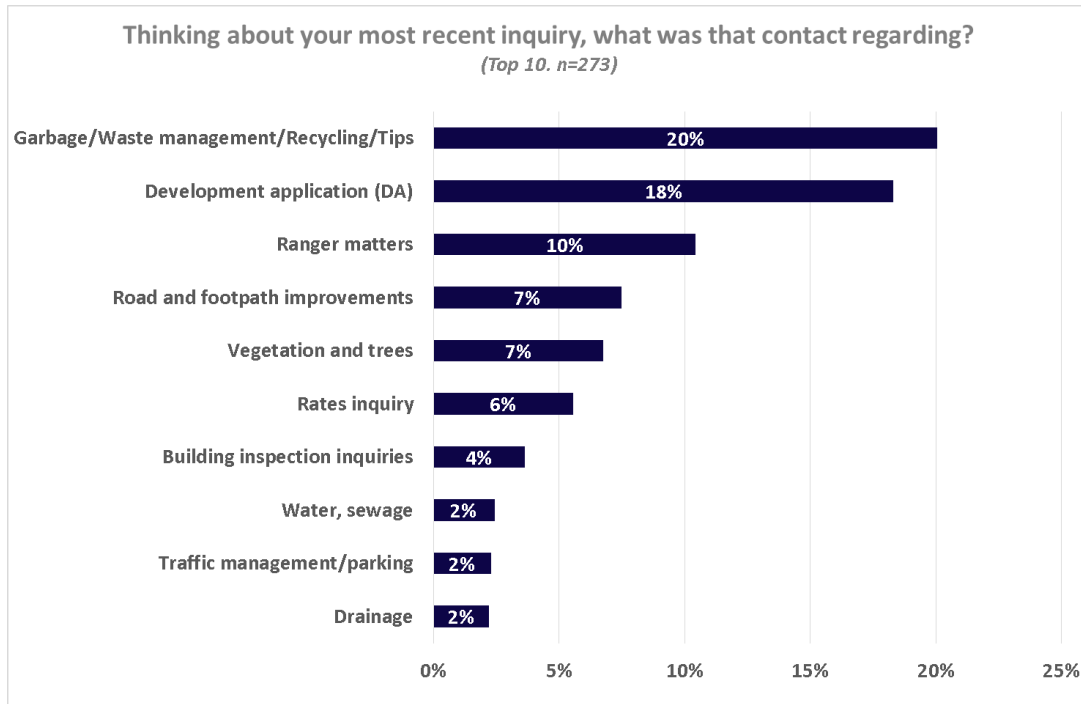
Graph 4.2 (If yes) Number of contacts



Of those who had contacted Council, over half (57%) had their issue resolved within two contacts, but 28% required four or more contacts.

Residents were next asked to consider what their most recent contact was regarding. The top ten responses are shown below:

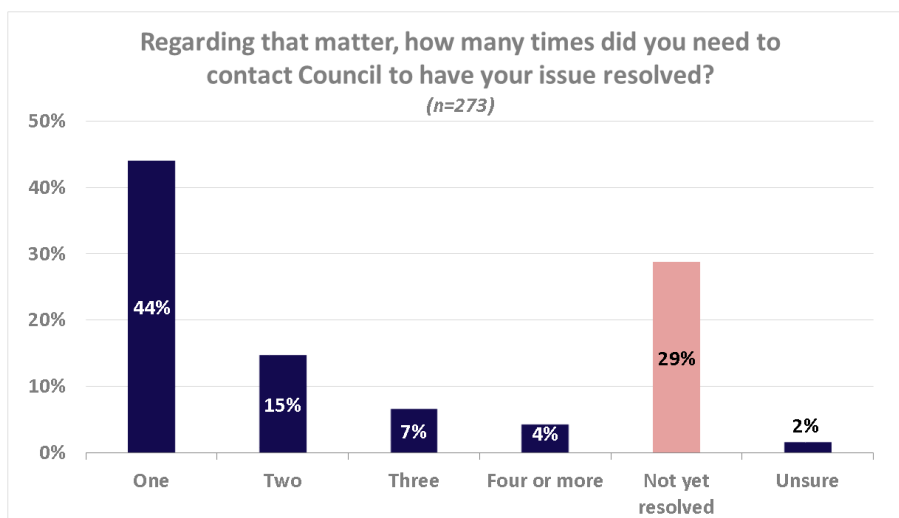
Graph 4.3: Reason for most recent inquiry



The most frequent reason for contacting Council centred around garbage, waste and recycling (20%) followed by a development application (18%) or ranger matter (10%).

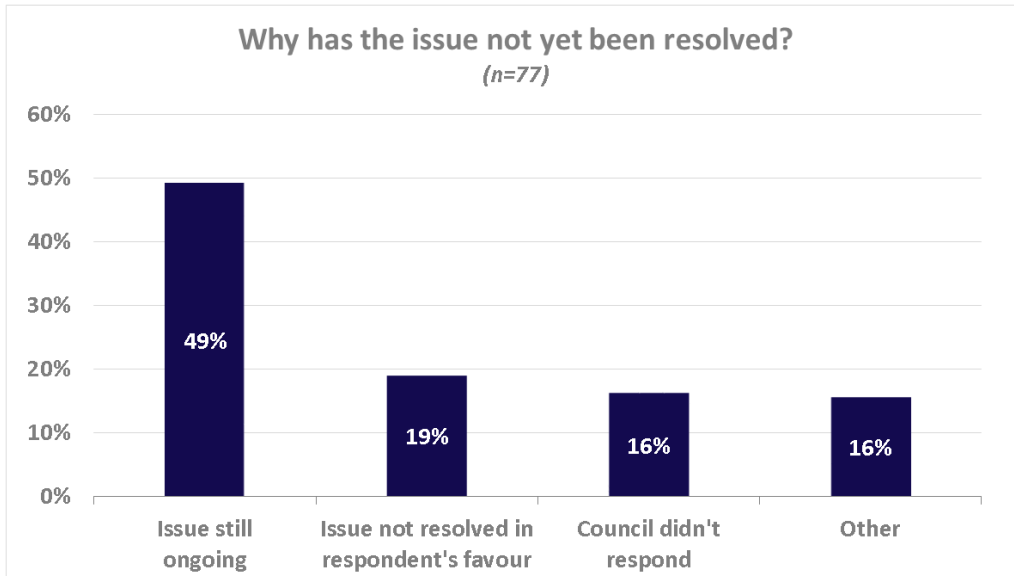
Residents were next asked how many contacts were required to have their issue resolved:

Graph 4.4: Number of contacts required to have your issue resolved



Over two in five inquiries (44%) were resolved in one call, with a further 15% being resolved in two contacts and 11% in three or more contacts. The proportion of contacts “not yet resolved” was reasonably high at 29%: these (77) respondents were next asked why their issue was yet to be resolved:

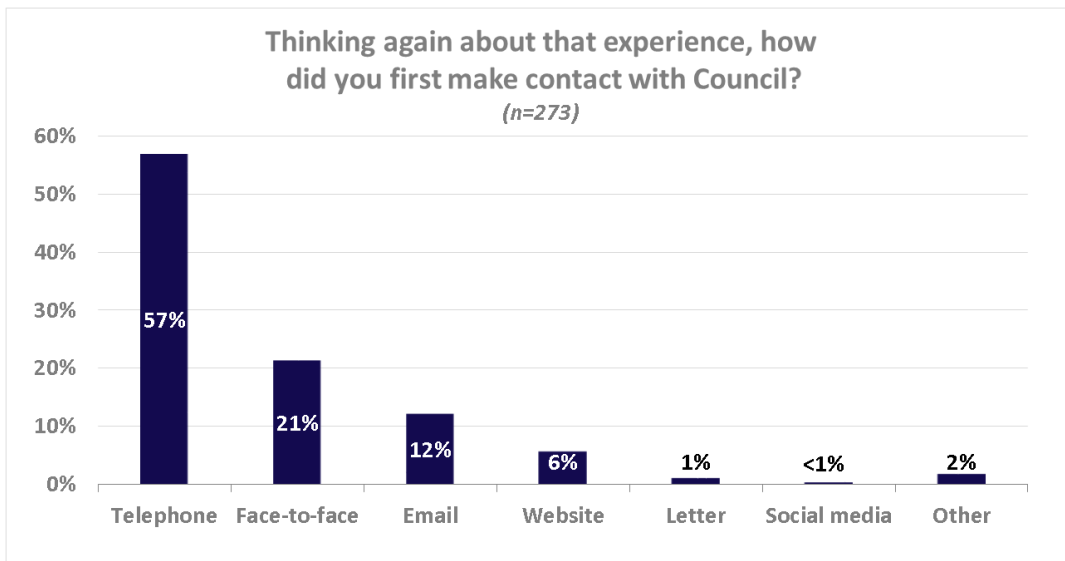
Graph 4.5: Reason why issue has not yet been resolved



Of those 77 respondents who said their issue had not been resolved, almost half (49%) said this was because the issue was still ongoing. In 19% of cases, the issue was resolved from Council’s perspective but not the resident’s and, disappointingly, 16% noted that Council did not respond to their enquiry¹⁰. Other reasons for a non-resolution were specific to the enquiry type (for example, “*The Council has not yet stopped the building next door without a permit*”).

¹⁰ Noting this due to the small sample size, this only represents 12 people.

Graph 4.6: Method of contact with Council



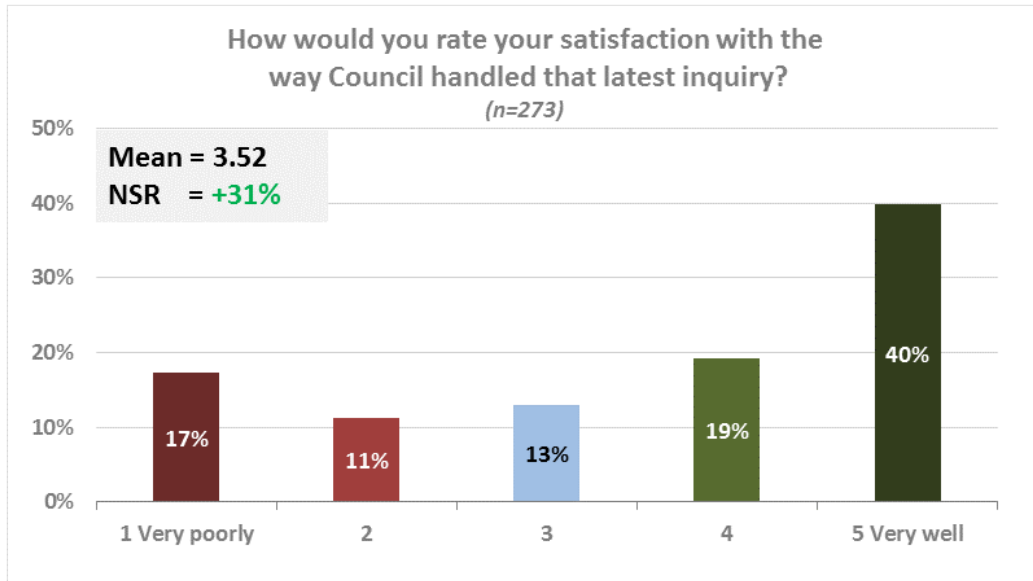
Telephone was the main form of contact, used in over half of most recent contacts followed by face-to-face at 21% and email at 12%.

Contact types was relatively consistent by age, gender and location, with the exception that those aged 40 to 59 years were more likely to contact Council by telephone than were those aged 60 years and over (66% vs. 43%) and those aged 18 to 39 were more likely to contact Council via email than were those aged 60 years and over (21% vs. 8%). Those aged 60 years and over preferred face-to-face contact (40% vs. 17% of those aged 40 to 59 years and 17% of those aged 18 to 39 years).

The survey continued with a request to rate overall satisfaction with the way Council handled the residents' latest enquiry:

(Continued over page...)

Graph 4.7: Overall satisfaction with the way Council handled your latest inquiry



Mean overall satisfaction with the way the respondent’s most recent inquiry was handled was rated 3.52 out of 5 (higher among those aged 40 to 59 years, those residing in an urban location and those with children at home at 3.74, 3.67 and 3.75 respectively). Net satisfaction¹¹ was +31%.

As one would expect, overall satisfaction with Council and satisfaction with the way an inquiry was handled was inversely proportional to the number of calls required to resolve it. This is shown in Table 4.1:

Table 4.1: Satisfaction with Council and with the inquiry, by number of calls required to resolve it

Measure		Times to resolve	
		One	More than one
Satisfaction with Council's overall performance	Dissatisfied	6.7%	23.0%
	Neutral	25.2%	31.8%
	Satisfied	68.1%	45.3%
Satisfaction with the way Council handled that latest inquiry	Poor	10.8%	43.0%
	Neutral	6.7%	18.8%
	Well	82.5%	38.3%

¹¹ Proportion scoring 4 or 5 less proportion scoring 1 or 2

Some 68% of those for whom an issue was resolved one call gave a satisfaction score of 4 or 5: this compares with just 45% where two or more calls were needed. Likewise, 43% rated their last Council contact as poor or very poor where the issue required two or more calls against 83% who rated their enquiry contact as performing well when it required one call.

Thus there is also an inverse relationship between number of times the most recent issues took to resolve, and overall satisfaction with Council.

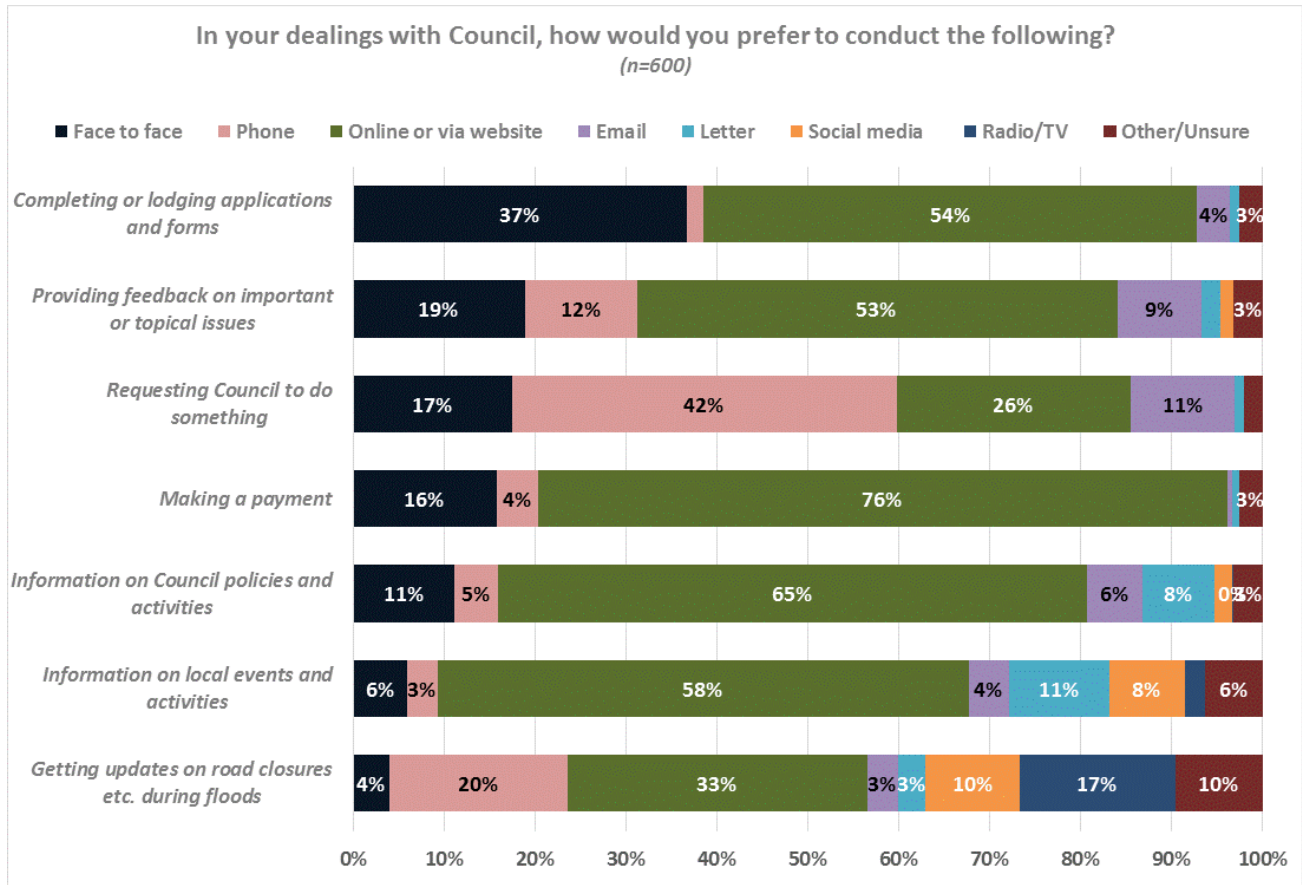
In conclusion:

- There is clear evidence that the faster an issue is resolved, the more favourably that resident will assess Council's performance;
- For those residents who have interacted with Council, overall satisfaction with Council's performance is more closely aligned to how well their interactions have been handled than they are to satisfaction with facilities and services generally.

Part 5: Council Information

The survey continued with a series of questions designed to understand how residents prefer to interact with Council on a range of different activities:

Graph 5.1: In your dealings with Council, how would you prefer to conduct the following?



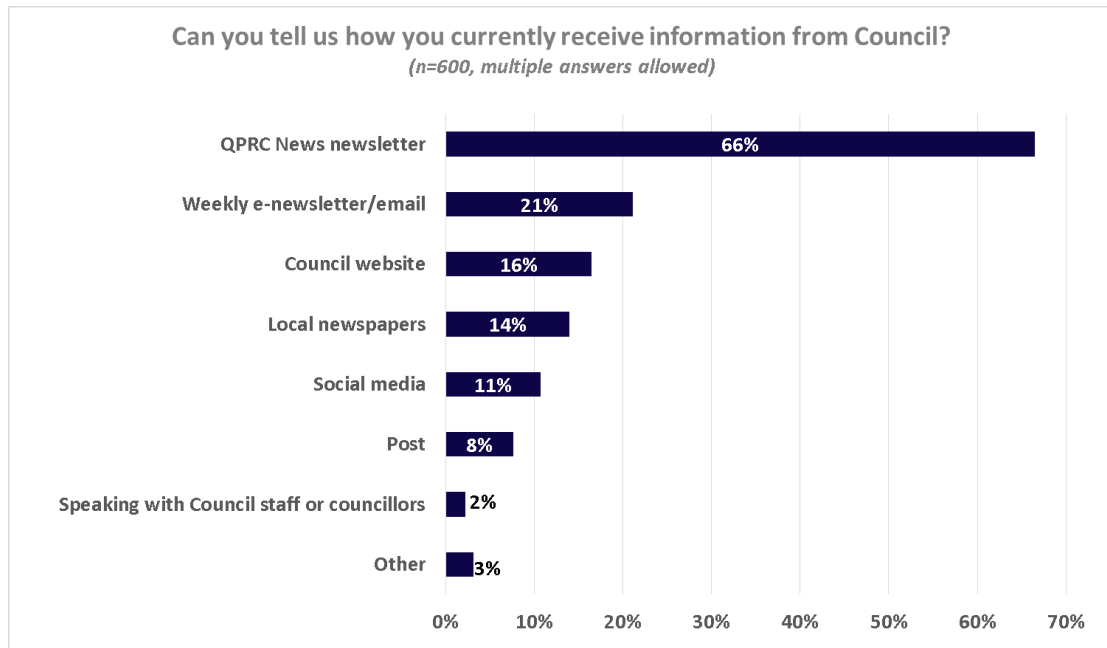
While this indicates a high degree of divergence in preferred methods, QPRC residents' preferred method for dealing with Council is generally online. Specifically, online was the preferred method of contact with Council when making a payment (76%), researching Council policies and activities (65%), gathering information on local events and activities (58%), lodging a form or application online (54%) and/or providing feedback on important or topical issues (53%).

When requesting Council to do something, the largest proportion (42%) still preferred to pick up the phone: this may be due to a phone call giving people comfort that their inquiry is being handled by a “real person”, which may in turn give them a perception that this creates greater accountability. If Council wishes to migrate more of its communication online, it may need to address these wishes/concerns.

Residents were next asked how they currently receive information from Council:

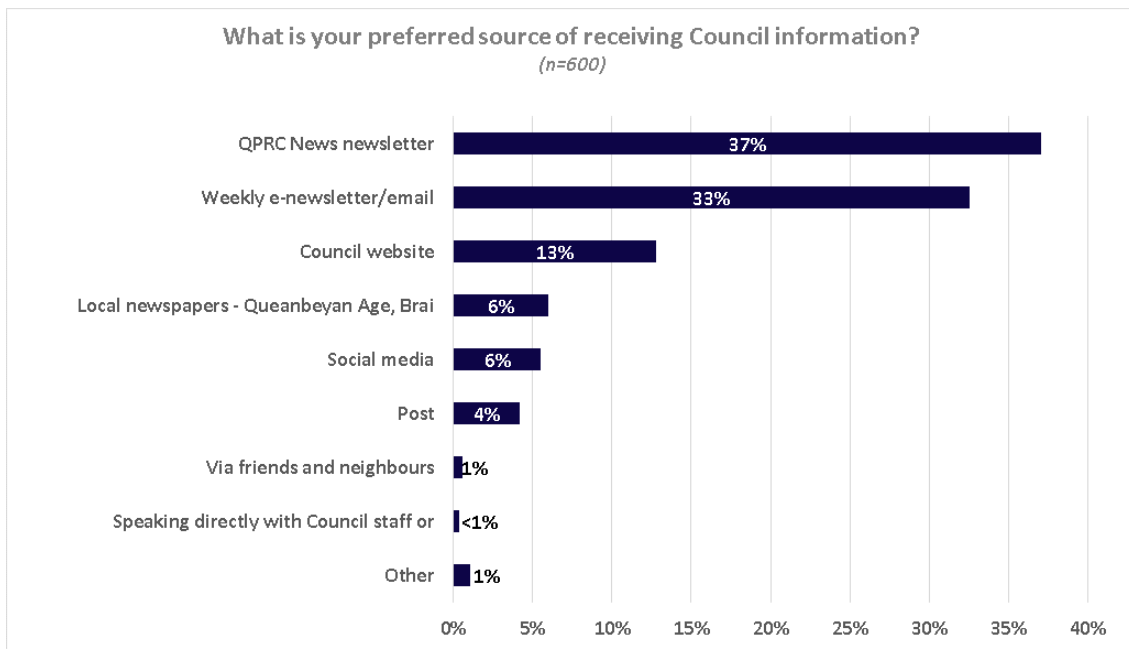
(Continued over page...)

Graph 5.2: Currently source of information from Council?



Almost two-thirds (66%) of residents receive Council information via the QPRC News newsletter and a further 21% receive the weekly e-newsletter or email.

Graph 5.3: Preferred source of receiving Council information



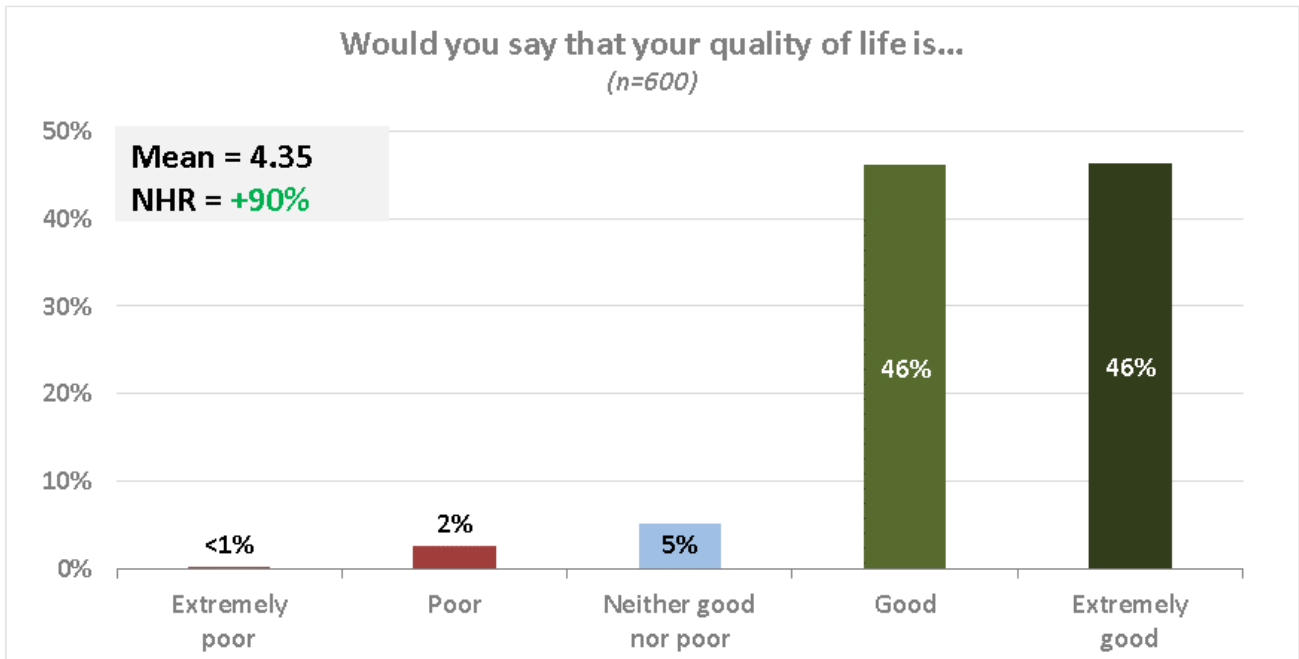
The QPRC News newsletter remained the preferred source of information among 37% of residents (higher at 49% among those aged 60 years and older) followed by the weekly e-newsletter at 33% (higher among younger residents at 36%). Information posted on Councils website was preferred by 13%.

Other sources of information mentioned included information via the rates notice, mobile alerts and apps.

Part 6: QPRC Vision and Aspirational Indicators

The survey concluded with a number of measures designed to measure QPRC performance against its vision and aspirational indicators outlined in the Community Strategic Plan and associated documents. First, residents were asked to rate their quality of life as extremely poor, poor, neither good nor poor, good or extremely good:

Graph 6.1: Quality of Life

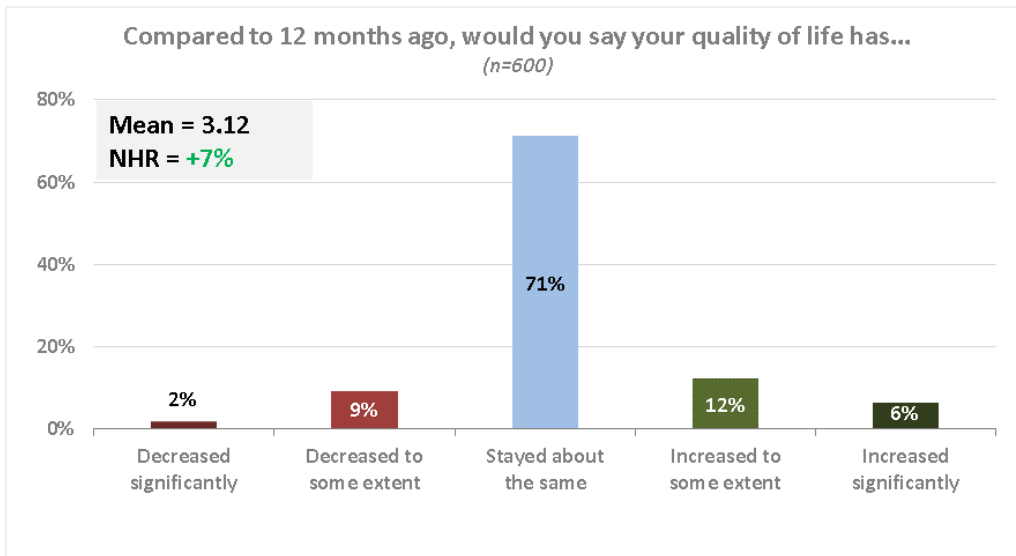


The majority (92%) rated their quality of life as either good or extremely good with less than 3% rating it as poor (a net health rating of +90% and mean score of 4.35 out of 5.0).

Residents were next asked whether compared with 12 months ago, their quality of life has decreased or increased:

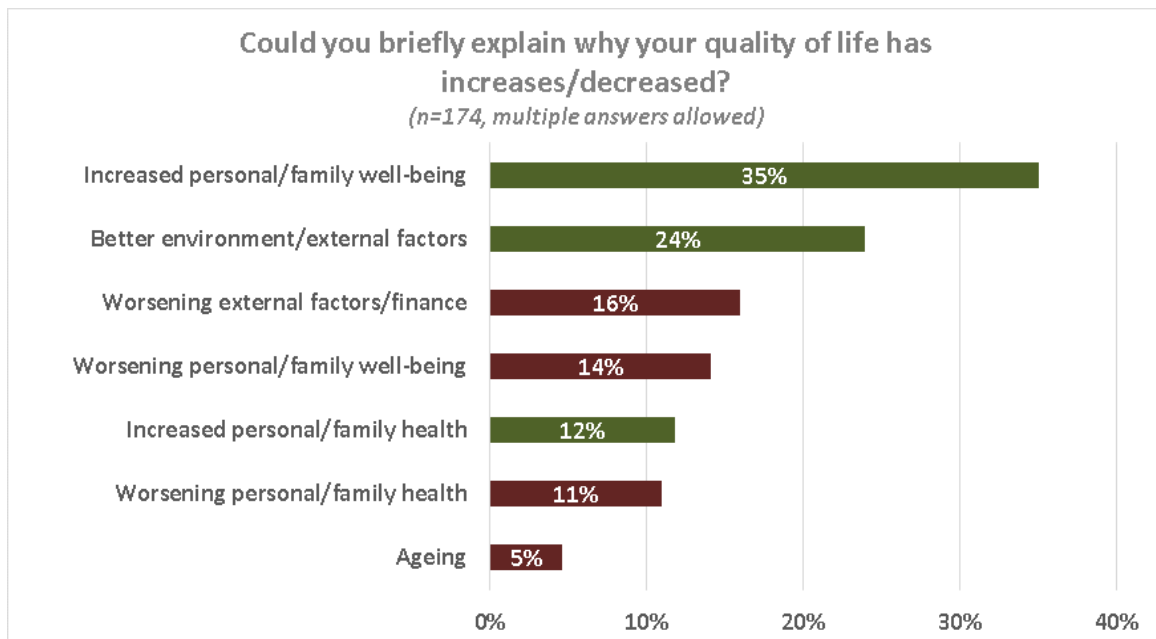
(Continued over page...)

Graph 6.2: Change in quality of life over time



Seven in ten felt their quality of life was stable on 2017 while 18% felt it had increased and 11% felt it had decreased. Those (29%) who felt their quality of life had increased or decreased were then asked why:

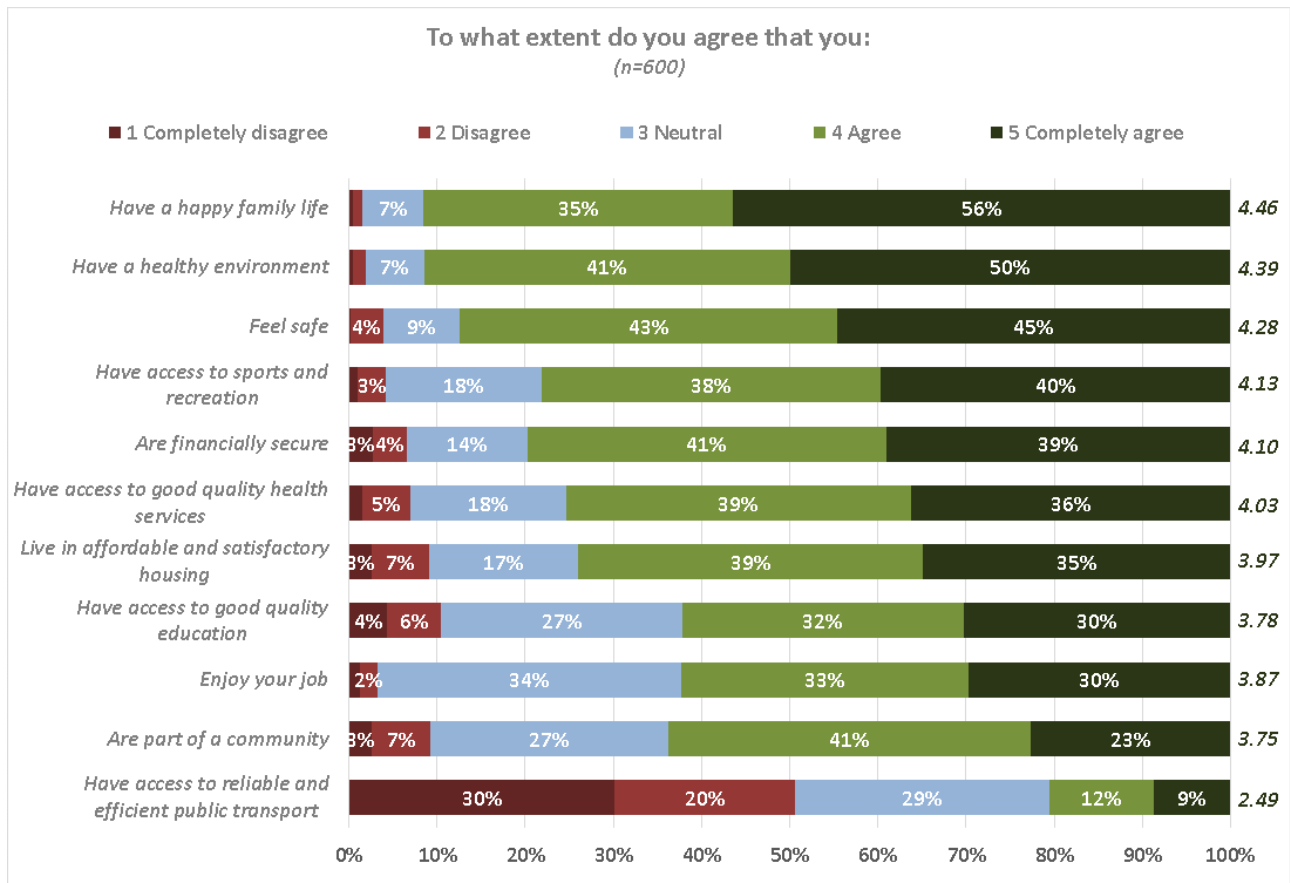
Graph 6.3: Reasons for change in quality of life



Those claiming improvement typically mentioned improved personal or family well-being, an improved environment, or improving health. A decline in quality of life was typically attributed to worsening finances or family wellbeing or health or to general aging.

Residents were next asked to rate their agreement with a number of statements commonly used to understand whether they are achieving personal aspirations known to impact on perception of quality of life. Agreement was rated on a 1 to 5 scale, where 1 denoted completely disagree and 5 denoted completely agree:

Graph 6.4: Achievement of Personal Aspirations



Agreement with the majority of personal aspiration statements was impressively high, with six out of 11 scoring 4.0 or higher out of 5.0. Those personal aspiration statements rating particularly high included that they “have a happy life”, “have a healthy environment”, “feel safe”, “are financially secure” and “have access to sport and recreation”.

Rating that they “have access to reliable and efficient public transport” was low at 2.49 out of 5.0.

Some differences existed by demographic groups of interest and are highlighted in Table 6.1 over page:

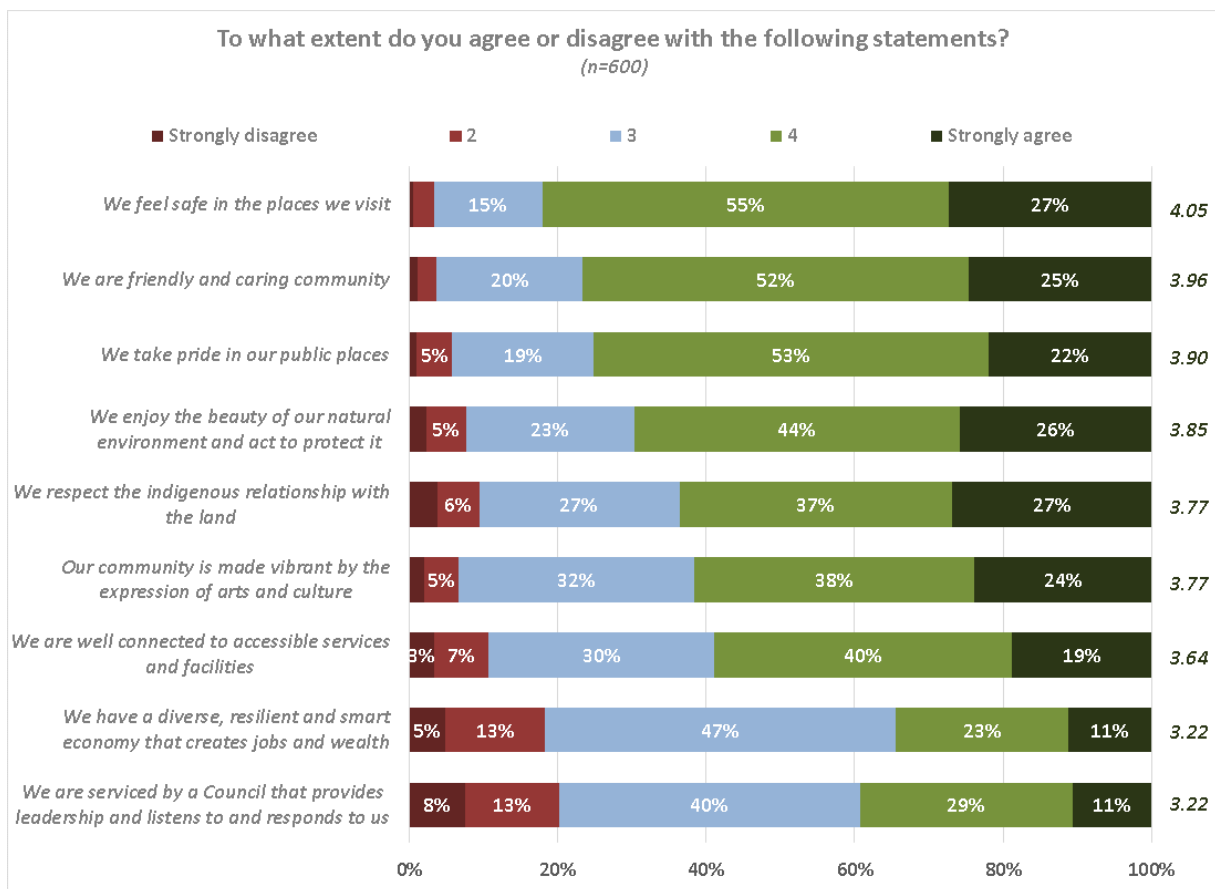
(Continued over page...)

Table 6.1: Achievement of Personal Aspirations, by age, gender, region and children at home

PERSONAL ASPIRATION	AGE			GENDER		Region			Children	
	18-39	40-59	60+	Male	Female	Urban	Urban fringe	Rural	Children at home	No Children at home
Have access to good quality health services	4.12	3.91	4.10	4.02	4.04	4.13	3.91	3.69	3.95	4.08
Live in affordable and satisfactory housing	3.78	3.92	4.37	3.90	4.04	4.02	3.69	3.87	3.85	4.05
Have access to reliable and efficient public transport	2.64	2.31	2.55	2.55	2.42	2.75	1.56	1.79	2.49	2.48
Are part of a community	3.76	3.67	3.86	3.65	3.84	3.73	3.75	3.81	3.79	3.72
Enjoy your job	4.12	3.89	3.46	3.90	3.85	3.86	3.93	3.93	4.07	3.75
Have access to good quality education	3.97	3.67	3.66	3.79	3.77	3.88	3.85	3.36	3.82	3.75
Have a happy family life	4.62	4.32	4.44	4.39	4.53	4.43	4.56	4.52	4.57	4.40
Are financially secure	4.03	4.08	4.24	4.05	4.14	4.11	3.96	4.09	4.05	4.13
Have a healthy environment	4.45	4.31	4.43	4.32	4.46	4.37	4.61	4.39	4.37	4.40
Have access to sports and recreation	4.30	4.03	4.01	4.12	4.14	4.21	4.16	3.79	4.23	4.07
Feel safe	4.32	4.22	4.32	4.30	4.26	4.24	4.43	4.39	4.28	4.28

Residents were next asked to rate their agreement with a number of statements outlined in Council's Community Strategic Plan and relating to Community Aspirations. Again, agreement was rated on a 1 to 5 scale whether 1 denoted completely disagree and 5 denoted completely agree:

Graph 6.5: Achievement of Community Aspirations



Across all Community Aspiration statements, more residents agreed than disagreed. Agreement was particularly higher that “We feel safe in the places we visit”, “We are friendly and caring community”, “We take pride in our public places” and “We enjoy the beauty of our natural environment and act to protect it” with mean scores of 3.85 or higher out of 5.0.

A large proportion were indifferent as to whether “We have a diverse, resilient and smart economy that creates jobs and wealth” and “We are serviced by a Council that provides leadership and listens to and responds to us”, offering opportunity to improve perceptions across these measures.

Again, some differences existed by demographic groups of interest:

Table 6.2: Achievement of Community Aspirations, by age, gender, region and children at home

PERSONAL ASPIRATION	AGE			GENDER		Region			Children	
	18-39	40-59	60+	Male	Female	Urban	Urban fringe	Rural	Children at home	No Children at home
We are friendly and caring community	4.04	3.85	4.04	3.85	4.07	3.98	3.79	3.96	4.00	3.94
We feel safe in the places we visit	4.12	3.89	4.23	4.11	4.00	4.02	4.02	4.21	4.00	4.09
We respect the indigenous relationship with the land	3.81	3.62	3.97	3.63	3.91	3.77	3.87	3.75	3.74	3.80
Our community is made vibrant by the expression of arts and culture	3.77	3.64	3.97	3.59	3.94	3.74	3.68	3.90	3.74	3.79
We have a diverse, resilient and smart economy that creates jobs and wealth	3.38	3.05	3.27	3.21	3.24	3.28	2.90	3.12	3.23	3.23
We enjoy the beauty of our natural environment and act to protect it	3.84	3.74	4.07	3.84	3.87	3.86	3.64	3.91	3.83	3.88
We take pride in our public places	3.94	3.77	4.08	3.90	3.90	3.89	3.99	3.92	3.81	3.97
We are well connected to accessible services and facilities	3.68	3.50	3.80	3.63	3.64	3.77	3.45	3.18	3.53	3.71
We are serviced by a Council that provides leadership and listens to and responds to us	3.36	3.02	3.33	3.19	3.25	3.31	3.07	2.93	3.23	3.22

When viewing the quality of life, personal and community aspiration measures on a continuum the following picture emerges (over page):

(Continued over page...)

Table 6.3: All quality of life measures

<i>Wellness Statement</i>	<i>Mean (1-5)</i>
Have a happy family life	4.46
Have a healthy environment	4.39
Quality of life	4.35
Feel safe	4.28
Have access to sports and recreation	4.13
Are financially secure	4.10
We feel safe in the places we visit	4.05
Have access to good quality health services	4.03
Live in affordable and satisfactory housing	3.97
We are friendly and caring community	3.96
We take pride in our public places	3.90
Enjoy your job	3.87
We enjoy the beauty of our natural environment and act to protect it	3.85
Have access to good quality education	3.78
We respect the indigenous relationship with the land	3.77
Our community is made vibrant by the expression of arts and culture	3.77
Are part of a community	3.75
We are well connected to accessible services and facilities	3.64
Council has been successful in moving closer to this vision in the past 12 months	3.41
We have a diverse, resilient and smart economy that creates jobs and wealth	3.22
We are serviced by a Council that provides leadership and listens to and responds to us	3.22
Quality of life as compared to 12 months ago	3.12
Have access to reliable and efficient public transport	2.49

The survey concluded by informing residents that:

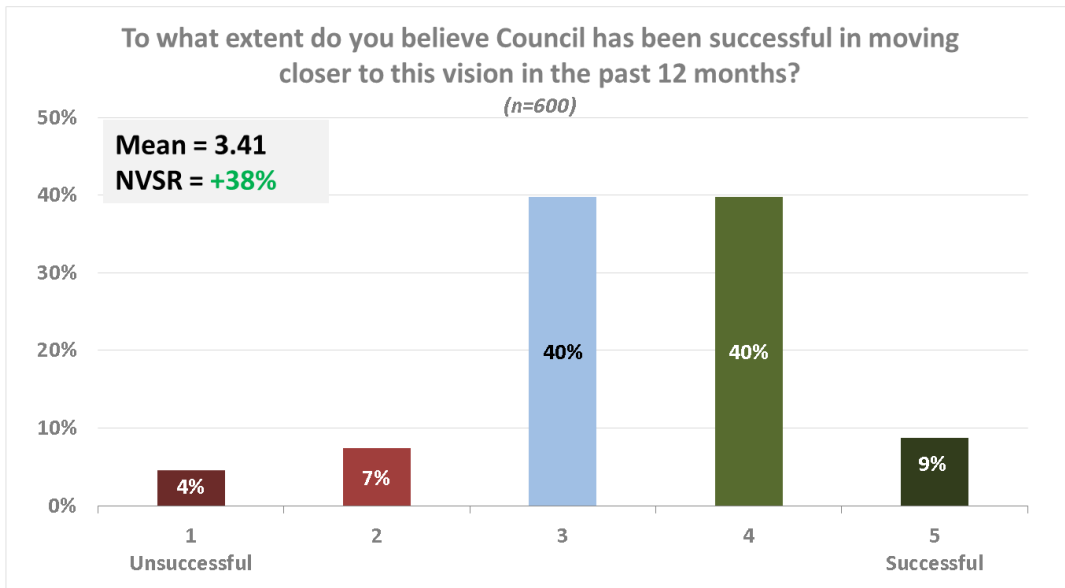
Queanbeyan-Palerang Community's vision is to be "A place offering a wonderful lifestyle for residents, families and visitors, a lifestyle created in large by passive and attractive enjoyment of the natural and built environment. The lifestyle is friendly, safe and relaxed - the result of living in an environmental haven, with clean and pristine waterways and bushland, well maintained public space and a commitment to sustainable energy and waste."

And asking them:

"To what extent do you believe Council has been successful in moving closer to this vision in the past 12 months? We'll use a scale of 1-5, where 1 means you think it has been totally unsuccessful and 5 means you think it has been very successful?"

(Continued over page...)

Graph 6.6: Council success in achievement of its vision



While two in five rated Council's achievement of its vision as a 3 out of 5 (suggesting they are uncertain), almost half rated Council as a 4 or 5 out of 5. Thus, Council achieved a Net Vision Success Rating of +38% and a mean score of 3.41 out of 5.0.

Appendix 1: Survey questionnaire

Version 1

QPRC_CSS_2018

Last modified:5/09/2018 3:58:09 PM

Q1. Good afternoon/evening, my name is (name) and I am calling from Jetty Research on behalf of Queanbeyan-Palerang Regional Council. Council is conducting a customer satisfaction survey of its residents, and you have been randomly selected to participate. The survey takes around 15 minutes, we're not trying to sell anything and all answers are confidential. Would you be willing to assist Council this afternoon/evening?

Offer a CALL BACK if inconvenient time. If still NO, ask if there is any other adult's home who may be willing to do the survey. If they wish to check validity of poll, ask them to call Council during office hours on 1300 735 025 and arrange callback.

Yes	1
No	2

Answer If Attribute "No" from Q1 is SELECTED

Q1

Q2. Thank you for your time. . . LESS THAN 1 YEAR IN LGA: I'm sorry but you need to have lived in the LGA for at least 12 months to qualify for this survey. Thank you for your time.

End

Q3. Before we commence I just have a few quick qualifying questions. Firstly can you confirm that you live in the Queanbeyan-Palerang Regional Council local government area?

If unsure ask which is their local Council.

Yes	1
No	2

Answer If Attribute "No" from Q3 is SELECTED

Q3

Q4. I'm sorry but you have to be living in the Queanbeyan-Palerang local government area to participate in this survey. Thank you for your time.

End

Q5. Would your age be between?

PROMPTED. Researchers note respondents must be 18 or over to participate. If under 18, ask if there an adult available to speak with.

18-39	1	
40-59	2	
60+	3	

Q5

Q6. And have you lived in the local area for at least 1 year?

UNPROMPTED

Yes	1	
No	2	Go to Q2

Q6

Q7. Are you or immediate family members currently a Councillor or employed by Queanbeyan-Palerang Regional Council?

Immediate family is husband, wife or children

Yes	1	
No	2	

Answer If Attribute "Yes" from Q7 is SELECTED

Q7

Q8. I'm sorry, but immediate family members of Councillors or Council staff do not qualify to participate in this survey. Thank you for your time.

End

Q9. May I have your first name for the survey?

Only so we can refer to you by name

Q9

Q10. To get us underway can you please rate your satisfaction with the following Council facilities or services, we'll use a scale of 1-5, where 1 means you think it's very poor, and 5 is excellent? If you haven't used this service within the past 12 months just say so and I'll move to the next one. Now [Q9], please note there is a large list of options, so it's important that you only answer each option with a number ONLY as we can't take any comments here. So on a scale of 1-5, how satisfied are you with?

PROMPTED 1 to 5 answers only

	1 Very poor	2	3	4	5 Excellent	6 N/A	
Sealed roads	1	2	3	4	5	6	Q10_1
Unsealed roads	1	2	3	4	5	6	Q10_2
Bridges	1	2	3	4	5	6	Q10_3
Footpaths and cycleways	1	2	3	4	5	6	Q10_4
Cleanliness of public domain (streets etc.)	1	2	3	4	5	6	Q10_5
Online services	1	2	3	4	5	6	Q10_6
Dog control	1	2	3	4	5	6	Q10_7
Stormwater drainage	1	2	3	4	5	6	Q10_8
Public toilets	1	2	3	4	5	6	Q10_9
Weed control	1	2	3	4	5	6	Q10_10
Waste and recycling	1	2	3	4	5	6	Q10_11
Water supply	1	2	3	4	5	6	Q10_12
Sewage collection and treatment	1	2	3	4	5	6	Q10_13
Council pools and sporting facilities	1	2	3	4	5	6	Q10_14
Parks, reserves and playgrounds	1	2	3	4	5	6	Q10_15
Libraries	1	2	3	4	5	6	Q10_16
Community halls	1	2	3	4	5	6	Q10_17
Economic development and attracting new investment	1	2	3	4	5	6	Q10_18
Tourism marketing	1	2	3	4	5	6	Q10_19
Development applications (DA's)	1	2	3	4	5	6	Q10_20
Building inspections	1	2	3	4	5	6	Q10_21
Environmental monitoring and protection	1	2	3	4	5	6	Q10_22
Community services (including seniors, family, children and youth services)	1	2	3	4	5	6	Q10_23
Disability access	1	2	3	4	5	6	Q10_24

Q11. Thanks very much [Q9]. I'm now going to read the list to you again, this time please rate how IMPORTANT these Council facilities or services are to you or your family. We'll use a scale of 1-5, where 1 means you think it is unimportant, 4 is very important and 5 is critical. Again answering with a number only, on a scale of 1-5, how important to you or your family is:

PROMPTED. Offer to repeat ranking system.If giving 5 for most options,ask is this something you definitely could not live without i.e. hence CRITICAL

	1 Unimportant	2	3	4 Very important	5 Critical	
Unsealed roads	1	2	3	4	5	Q11_1
Bridges	1	2	3	4	5	Q11_2
Footpaths and cycleways	1	2	3	4	5	Q11_3
Cleanliness of public domain (streets etc.)	1	2	3	4	5	Q11_4
Online services	1	2	3	4	5	Q11_5
Dog control	1	2	3	4	5	Q11_6
Stormwater drainage	1	2	3	4	5	Q11_7
Public toilets	1	2	3	4	5	Q11_8
Weed control	1	2	3	4	5	Q11_9
Council pools and sporting facilities	1	2	3	4	5	Q11_10
Parks, reserves and playgrounds	1	2	3	4	5	Q11_11
Libraries	1	2	3	4	5	Q11_12
Community halls	1	2	3	4	5	Q11_13
Economic development and attracting new investment	1	2	3	4	5	Q11_14
Tourism marketing	1	2	3	4	5	Q11_15
Development applications (DA's)	1	2	3	4	5	Q11_16
Building inspections	1	2	3	4	5	Q11_17
Environmental monitoring and protection	1	2	3	4	5	Q11_18

Community services (including seniors, family, children and youth services)	1	2	3	4	5	Q11_19
Disability access	1	2	3	4	5	Q11_20

Q12. CONTINUED from previous question.

PROMPTED

	1 Unimportant	2	3	4 Very important	5 Critical	
Sealed roads	1	2	3	4	5	Q12_1
Water supply	1	2	3	4	5	Q12_2
Sewerage collection and treatment	1	2	3	4	5	Q12_3
Waste and recycling	1	2	3	4	5	Q12_4

Q13. Please rate your satisfaction with Council's overall performance on a scale of 1-5, where 1 is very dissatisfied, and 5 is very satisfied.

Confirm rating if necessary

1 Very dissatisfied	1					
2	2					
3	3					
4	4					
5 Very satisfied	5					

Q14. Can you briefly explain why you gave that rating?

RECORD comment

***Q15. You rated the following services as being of critical importance. Once I read the list back to you, could you tell me which you see as being the 3 most important uses of council resources?**

Excludes sealed road maintenance, water supply, sewerage and waste/Recycling.If asked why these weren't read out, SAY..... We know from previous surveys that these are always critical and would like to see what else is important.

Answer If Attribute "Unsealed roads" from Q11 is 5 Critical

Unsealed roads	2					Q15_1
<i>Answer If Attribute "Bridges" from Q11 is 5 Critical</i>						
Bridges	3					Q15_2
<i>Answer If Attribute "Footpaths and cycleways" from Q11 is 5 Critical</i>						
Footpaths and cycleways	4					Q15_3
<i>Answer If Attribute "Cleanliness of public domain (streets etc.)" from Q11 is 5 Critical</i>						
Cleanliness of public domain (streets etc.)	5					Q15_4

<i>Answer If Attribute "Online services" from Q11 is 5 Critical</i>		
Online services	6	Q15_5
<i>Answer If Attribute "Dog control" from Q11 is 5 Critical</i>		
Dog control	7	Q15_6
<i>Answer If Attribute "Stormwater drainage" from Q11 is 5 Critical</i>		
Stormwater drainage	8	Q15_7
<i>Answer If Attribute "Public toilets" from Q11 is 5 Critical</i>		
Public toilets	9	Q15_8
<i>Answer If Attribute "Weed control" from Q11 is 5 Critical</i>		
Weed control	10	Q15_9
<i>Answer If Attribute "Council pools and sporting facilities" from Q11 is 5 Critical</i>		
Council pools and sporting facilities	14	Q15_10
<i>Answer If Attribute "Parks, reserves and playgrounds" from Q11 is 5 Critical</i>		
Parks, reserves and playgrounds	15	Q15_11
<i>Answer If Attribute "Libraries" from Q11 is 5 Critical</i>		
Libraries	17	Q15_12
<i>Answer If Attribute "Community halls" from Q11 is 5 Critical</i>		
Community halls	18	Q15_13
<i>Answer If Attribute "Economic development and attracting new investment" from Q11 is 5 Critical</i>		
Economic development and attracting new investment	20	Q15_14
<i>Answer If Attribute "Tourism marketing" from Q11 is 5 Critical</i>		
Tourism marketing	21	Q15_15
<i>Answer If Attribute "Development applications (DA's)" from Q11 is 5 Critical</i>		
Development applications (DA's)	22	Q15_16
<i>Answer If Attribute "Building inspections" from Q11 is 5 Critical</i>		
Building inspections	26	Q15_17
<i>Answer If Attribute "Environmental monitoring and protection" from Q11 is 5 Critical</i>		
Environmental monitoring and protection	23	Q15_18
<i>Answer If Attribute "Community services (including seniors, family, children and youth services)" from Q11 is 5 Critical</i>		
Community services (including seniors, family, children and youth services)	24	Q15_19
<i>Answer If Attribute "Disability access" from Q11 is 5 Critical</i>		
Disability access	25	Q15_20

Q16. Now [Q9], have you contacted Council within the past 12 months, other than to make a payment?

UNPROMPTED

Yes	1		
No	2	Go to Q23	Q16
Unsure	666	Go to Q23	

Q17. Could you please tell me approximately how many times you have contacted Council during this time?

UNPROMPTED

Once	1		
Twice	2		
Three times	3		Q17
Four or more times	4		
Unsure	666		

Q18. Thinking about your most recent inquiry, what was that contact regarding?

UNPROMPTED

Garbage/Waste management/Recycling/Tips	1
Development application (DA)	2
Building inspection inquiries	3
Rates inquiry (including pensioner rebates and change of address)	4
Water billing	5
Water, sewage	6
Septic tanks	7
Drainage problem	8
Community services (availability of facilities, grants for projects, community events, aged and disabled services etc.)	9
Ranger matters - barking dogs, livestock, etc.	10
Vegetation and trees - e.g. requesting council to clear vegetation or mow grass	11
Other parks and gardens	12
Road and footpath improvements	13
Library	14
Cultural facilities	15
Cultural or sporting events	16
Traffic management/parking	17
Road or bridge closures	18
Fees and charges generally	19
Cemetries	20
Pet registrations	21
Website content and access	22
Services/Aged care services	23
Children and Family services	24
Unsure	666

Q18

Q19. And regarding that matter, how many times did you need to contact Council to have your issue resolved?

UNPROMPTED

One	1
Two	2
Three	3
Four or more	4
Not yet resolved	5
Unsure	666

Q19

Q20. Can you briefly explain why you don't believe the issue has been resolved?

Answer If Attribute "Not yet resolved" from Q19 is SELECTED

UNPROMPTED

Issue still ongoing	1
Council didn't respond	2
Issue not resolved in respondent's favour	3

Q20

Q21. Thinking again about that experience, how did you first make contact with Council?

UNPROMPTED

Telephone	1
Face-to-face	2
Letter	3
Email	4
Website	5
Social media	6
Unsure	666

Q21

Q22. And how would you rate your satisfaction with the way Council handled that latest inquiry, on a scale of 1-5, where 1 means you think it was handled very poorly and 5 means you think it was handled very well?

UNPROMPTED

1 Very poorly	1
2	2
3	3
4	4
5 Very well	5

Q22

Q23. In your dealings with Council, how would you prefer to conduct the following?

UNPROMPTED.

	Face to face	Phone	Online or via website	Email	Letter	Social media (facebook etc)	Radio/ TV	Other/ Unsure
Making a payment	1	2	3	4	5	6	7	666
Requesting Council to do something (e.g. fix a pothole)	1	2	3	4	5	6	7	666
Completing or lodging applications and forms	1	2	3	4	5	6	7	666
Providing feedback on important or topical issues	1	2	3	4	5	6	7	666
Information on Council policies and activities	1	2	3	4	5	6	7	666
Information on local events and activities	1	2	3	4	5	6	7	666
Getting updates on road closures etc. during floods	1	2	3	4	5	6	7	666

Q23_1
Q23_2
Q23_3
Q23_4
Q23_5
Q23_6
Q23_7

Q24. Can you tell us how you currently receive information from Council?

UNPROMPTED - tick any mentioned

Local newspapers - Queanbeyan Age, Braidwood Times, Bungendore Weekly	1
Council website	2
QPRC News newsletter	3
Weekly e-newsletter	4
Social media	5
Speaking directly with Council staff or councillors	6

Q24_1
Q24_2
Q24_3
Q24_4
Q24_5
Q24_6
Q24_O

Q25. What is your preferred source of receiving Council information?

UNPROMPTED

Local newspapers - Queanbeyan Age, Braidwood Times, Bungendore Weekly	1
Council website	2
QPRC News newsletter	3
Weekly e-newsletter	4
Social media	5
Speaking directly with Council staff or councillors	6
Via friends and neighbours	7

Q25

Q26. Now [Q9], on a slightly different note, would you say that your quality of life is?

PROMPTED

1 - Extremely poor	1
2 - Poor	2
3 - Neither good nor poor	3
4 - Good	4
5 - Extremely good	5

Q26

Q27. And compared to 12 months ago, would you say your quality of life has?

PROMPTED

1 - Decreased significantly	1
2 - Decreased to some extent	2
3 - Stayed about the same	3
4 - Increased to some extent	4
5 - Increased significantly	5

Q27

Q28. Can you briefly explain why?

Do not answer if Attribute "3 - Stayed about the same" from Q27 is SELECTED

RECORD comment

Q28

Q29. I am now going to read a number of statements and would like you to rate each one on a scale of 1-5, where 1 means you completely disagree, 3 is neutral and 5 means you completely agree. To what extent to you agree that you:

PROMPTED

	1 Completel y disagree	2 Disagree	3 Neutral	4 Agree	5 Completel y agree	
Have access to good quality health services	1	2	3	4	5	Q29_1
Live in affordable and satisfactory housing	1	2	3	4	5	Q29_2
Have access to reliable and efficient public transport	1	2	3	4	5	Q29_3
Are part of a community	1	2	3	4	5	Q29_4
Enjoy your job	1	2	3	4	5	Q29_5
Have access to good quality education	1	2	3	4	5	Q29_6
Have a happy family life	1	2	3	4	5	Q29_7
Are financially secure	1	2	3	4	5	Q29_8
Have a healthy environment	1	2	3	4	5	Q29_9
Have access to sports and recreation	1	2	3	4	5	Q29_10
Feel safe	1	2	3	4	5	Q29_11

Q30. Now, thinking about your local government are, to what extent do you agree or disagree with the following statements. We'll use a scale of 1-5, where 1 means you strongly disagree and 5 means you strongly agree. Again answering with a number only, on a scale of 1-5, to what extent would you agree or disagree that:

PROMPTED

	1 Strongly disagree	2	3	4	5 Strongly agree	
We are friendly and caring community	1	2	3	4	5	Q30_1
We feel safe in the places we visit	1	2	3	4	5	Q30_2
We respect the indigenous relationship with the land	1	2	3	4	5	Q30_3
Our community is made vibrant by the expression of arts and culture	1	2	3	4	5	Q30_4
We have a diverse, resilient and smart economy that creates jobs and wealth	1	2	3	4	5	Q30_5
We enjoy the beauty of our natural environment and act to protect it	1	2	3	4	5	Q30_6
We take pride in our public places	1	2	3	4	5	Q30_7
We are well connected to accessible services and facilities	1	2	3	4	5	Q30_8
We are serviced by a Council that provides leadership and listens to and responds to us	1	2	3	4	5	Q30_9

Q31. Queanbeyan-Palerang Community's vision is to be "A place offering a wonderful lifestyle for residents, families and visitors, a lifestyle created in large by passive and attractive enjoyment of the natural and built environment. The lifestyle is friendly, safe and relaxed - the result of living in a environmental haven, with clean and pristine waterways and bushland, well maintained public space and a commitment to sustainable energy and waste." To what extent do you believe Council has been successful in moving closer to this vision in the past 12 months? We'll use a scale of 1-5, where 1 means you think it has been totally unsuccessful and 5 means you think it has been very successful?

UNPROMPTED

1 - Unsuccessful	1
2	2
3	3

Q31

4	4
5 - Successful	5

Q32. Gender?

DONT ASK

Male	1
Female	2

Q32

Q33. Is your residence in an urban, rural or village location?

Urban	1
Rural	2
Village	3

Q33

Q34. Which city or town do you live in or nearest to?

Queanbeyan	1
Jerrabomberra	2
Karabar	3
Googong Township	4
The Ridgeway	5
Greenleigh	6
Fernleigh Park	7
Royalla	8
Wamboin	9
Bywong	10
Mt Campbell	11
Carwoola	12
Burra	13
Williamsdale	14
Sutton	15
Captains Flat	16
Braidwood	17
Bungendore	18
Majors Creek	19
Nerriga	20
Hoskinstown	21
Mt Fairy	22
Mulloon	23
Marlowe	24
Durrans Durra	25
Tomboye	26
Wog Wog	27
Back Creek	28
Charleys Forest	29
Mongarlowe	30
Monga	31
Reidsdale	32
Bombay	33
Jembaicumbene	34
Bendoura	35
Araluen	36
Neringla	37
Berland	38
Harolds Cross	39
Wyanbene	40
Krawarree	41
Hereford Hall	42
Jinden	43
Snowball	44
Forbes Creek	45

Q34

Rossi	46
Warri	47

Q35. Do you have any children 18 years or under living at home?

Yes	1
No	555
Declined	2

Q35

Q36. Are these children aged 0-12, 13-18, or both?

*Do not answer if Attribute "No" from Q35 is SELECTED OR
Do not answer if Attribute "Declined" from Q35 is SELECTED*

UNPROMPTED

0-12	1
13-18	2
Both	3

Q36

Q37. And finally, how long have you lived in the Queanbeyan-Palerang LGA?

UNPROMPTED

1-5 years	1
6-10 years	2
11-20 years	3
More than 20 years	4

Q37

Q38. Thank you [Q9], that's the end of the survey. Council greatly appreciates your time and feedback. Just to let you know a manager from our office may contact you to confirm this survey was conducted correctly. Thank you again and have a great afternoon/evening.

End

Appendix 2: Weighting Calculation

It is common in random surveys such as this to weight results by age and gender. This avoids the need to sample by quota (which is far more expensive than purely random sampling), and ensures the data from under- and over-represented groups is adjusted to meet the demographic profile of the survey population.

Population weighting can only occur where the true survey population is known. In this case the population, defined as “adults 18-plus living in the QPRC LGA”, can be accurately measured through the 2016 ABS Census¹². We can hence weight the survey data by the known population.

To do this we divide the survey sample by gender (male/female) and across three age groups (16-39, 40-59 and 60-plus.) This divides respondents into one of six age and gender categories, as shown below:

Randomly selected survey respondents by age and gender		
Age	Male	Female
18-39	6.3%	7.5%
40-59	15.8%	19.0%
60+	22.7%	28.7%

Meanwhile ABS data for the adult (16+) population of the QPRC LGA postcode (as per 2016 ABS census, Usual Resident profile), is shown in the following table:

CHCC adult population by age and gender (ABS 2016 Census data)		
Age	Male	Female
18-39	16.5%	17.1%
40-59	18.4%	19.3%
60+	13.1%	15.5%
TOTAL	48.04%	51.96%

Dividing the “true” population by the sample population for each age and gender category provides the following weighting factors:

Weighting factor by age and gender		
Age	Male	Female
18-39	2.88	2.51
40-59	1.26	1.04
60+	0.50	0.41

These weightings are then assigned to each data record based on each respondent’s age/gender profile, and the raw data for each question is adjusted accordingly.

¹² ABS Census for QPRC LGA, Usual Resident profile.

Appendix 3: Online and CATI results compared

Tables A3.1 to A3.8 outline the results of the online survey against the random and representative CATI survey. Statistically significant results are highlighted in red (a significantly lower proportion or score) and blue (against a significantly higher proportion or score).

Table A3.1: Survey demographics

<i>Survey demographics</i>		CATI (n=600)	Online (n=154)
Age	18-39	37.2%	26.4%
	40-59	39.7%	45.5%
	60+	23.2%	28.2%
Gender	Male	49.7%	40.0%
	Female	50.3%	60.0%
Region	Urban	74.3%	55.1%
	Urban fringe	6.8%	14.5%
	Rural/Rural Villages	18.8%	30.4%
Do you have any children 18 years or under living at home?	Yes	38.5%	44.2%
	Declined	.2%	2.9%
	No	61.3%	52.9%
How long have you lived in the Queanbeyan-Palerang LGA?	1-5 years	15.8%	22.2%
	6-10 years	16.5%	16.3%
	11-20 years	26.2%	23.7%
	More than 20 years	41.5%	34.1%

Rural residents were over-represented in the online sample (30% vs. 19% in the CATI sample) while urban residents were underrepresented (55% vs. 74%).

(Continued over page...)

Table A3.2: Satisfaction with Council services and facilities

Satisfaction with the following...	% satisfied		1-5 mean	
	CATI (n=600)	Online (n=154)	CATI mean	Online mean
Cleanliness of public domain (streets etc.)	71%	45%	3.84	3.27
Bridges	68%	46%	3.90	3.32
Waste and recycling	74%	57%	3.98	3.45
Sealed roads	53%	38%	3.47	2.94
Water supply	69%	54%	4.20	3.49
Storm water drainage	52%	37%	3.69	3.18
Parks, reserves and playgrounds	72%	58%	4.04	3.59
Community services	40%	28%	3.55	2.97
Weed control	43%	32%	3.36	2.84
Footpaths and cycleways	42%	31%	3.33	2.83
Environmental monitoring and protection	32%	24%	3.30	2.76
Sewage collection and treatment	58%	51%	4.25	3.49
Public toilets	33%	33%	3.37	3.03
Council pools and sporting facilities	57%	60%	3.96	3.58
Economic development and attracting new investment	25%	29%	3.05	2.92
Disability access	26%	30%	3.34	3.01
Dog control	36%	40%	3.43	3.05
Development applications (DA's)	12%	16%	2.75	2.64
Tourism marketing	21%	26%	2.87	2.75
Unsealed roads	13%	20%	2.84	2.75
Building inspections	16%	23%	3.15	2.89
Online services	30%	40%	3.57	3.24
Community halls	37%	49%	3.80	3.45
Libraries	50%	70%	4.22	3.89
<i>Satisfaction with Council's overall performance</i>	56%	35%	3.50	2.90

Overall, online respondents were more dissatisfied than CATI respondents (with an overall satisfaction score of 2.90 out of 5.0, vs. 3.50 among CATI respondents). This also resonated in lower satisfaction ratings across 13 of the 24 Council provided services or facilities.

Table A3.3: Importance of Council services and facilities

Importance of the following...	% important		1-5 mean	
	CATI (n=600)	On-line (n=154)	CATI mean	Online mean
Online services	41%	56%	2.95	3.60
Weed control	53%	68%	3.43	3.81
Development applications (DA's)	36%	47%	2.79	3.23
Unsealed roads	37%	47%	2.67	3.23
Dog control	52%	62%	3.25	3.68
Building inspections	36%	44%	2.76	3.21
Bridges	68%	74%	3.78	3.90
Storm water drainage	66%	71%	3.61	3.79
Cleanliness of public domain (streets etc.)	78%	82%	3.93	4.03
Community halls	35%	39%	2.95	3.23
Public toilets	58%	61%	3.40	3.68
Community services	68%	71%	3.76	3.98
Libraries	56%	58%	3.35	3.56
Environmental monitoring and protection	70%	71%	3.73	4.03
Water supply	82%	83%	4.08	4.15
Footpaths and cycleways	67%	68%	3.70	3.77
Sewerage collection and treatment	76%	77%	3.89	3.99
Disability access	59%	58%	3.39	3.57
Waste and recycling	91%	90%	4.33	4.32
Economic development and attracting new investment	55%	55%	3.44	3.42
Tourism marketing	45%	43%	3.17	3.13
Sealed roads	94%	88%	4.43	4.25
Council pools and sporting facilities	66%	59%	3.56	3.60
Parks, reserves and playgrounds	77%	69%	3.85	3.79

Five of the 24 Council managed services and facilities were considered more important among online respondents when compared with CATI respondents. Specifically, online services, weed control, development applications, unsealed roads and dog control were more important to online respondents vs. CATI.

Table A3.4: Gap Analysis

<i>Council services/facilities</i>	<i>Overall satisfaction mean</i>	<i>Overall Importance mean</i>	<i>% difference</i>
Libraries	3.89	3.56	9%
Community halls	3.45	3.23	7%
Council pools and sporting facilities	3.58	3.60	-1%
Parks, reserves and playgrounds	3.59	3.79	-5%
Online services	3.24	3.60	-10%
Building inspections	2.89	3.21	-10%
Tourism marketing	2.75	3.13	-12%
Sewage collection and treatment	3.49	3.99	-13%
Econ. Development/attracting new investment	2.92	3.42	-15%
Unsealed roads	2.75	3.23	-15%
Bridges	3.32	3.90	-15%
Disability access	3.01	3.57	-16%
Water supply	3.49	4.15	-16%
Stormwater drainage	3.18	3.79	-16%
Dog control	3.05	3.68	-17%
Public toilets	3.03	3.68	-18%
Das	2.64	3.23	-18%
Cleanliness of public domain	3.27	4.03	-19%
Waste and recycling	3.45	4.32	-20%
Footpaths and cycleways	2.83	3.77	-25%
Weed control	2.84	3.81	-25%
Community services	2.97	3.98	-25%
Sealed roads	2.94	4.25	-31%
Environmental monitoring and protection	2.76	4.03	-32%

The Gap analysis among online respondents revealed that Council is exceeding residents expectations in delivering libraries and community halls but falls short in meeting expectations regarding the delivery or most other facilities and services. This is online with previous findings whereby online respondents are more critical of Council than the random and representative CATI sample.

Table A3.5: Top five priorities for Council

Top 5 priorities for Council	Priority	
	CATI (n=600)	Online (n=154)
Parks, reserves and playgrounds	1st	4th
Footpaths and cycleways	2nd	3rd
Council pools and sporting facilities	3rd	-
Bridges	4th	-
Stormwater drainage	5th	-
Environmental monitoring and protection	-	1st
Community services	-	2nd
Unsealed roads	-	5th

When asked to outline the top three priorities for Council, online respondents focussed on environmental monitoring and protection, community services, footpaths and cycleways, parks, reserves and playgrounds and (unsurprisingly given the online sample was over represented by rural residents), unsealed roads.

Table A3.6: Quality of life indicators

Quality of Life	CATI (n=600)	Online (n=154)	CATI mean	Online mean
Would you say that your quality of life is?	% good		1-5 mean	
	92%	83%	4.35	4.09
Compared to 12 months ago, would you say your quality of life has?	% increased		1-5 mean	
	18%	26%	3.12	3.11
Life statements	% agree		1-5 mean	
We take pride in our public places	75%	52%	3.90	3.44
Have a healthy environment	91%	72%	4.39	3.79
Feel safe	88%	69%	4.28	3.72
Have access to sports and recreation	78%	61%	4.13	3.56
We enjoy the beauty of our natural environment and act to protect it	70%	53%	3.85	3.22
We are well connected to accessible services and facilities	59%	43%	3.64	3.13
We respect the indigenous relationship with the land	64%	48%	3.77	3.35
We feel safe in the places we visit	82%	68%	4.05	3.67
Are financially secure	80%	68%	4.10	3.69
We are friendly and caring community	77%	64%	3.96	3.54
We are serviced by a Council that provides leadership and listens to and responds to us	39%	27%	3.22	2.71
We have a diverse, resilient and smart economy that creates jobs and wealth	34%	25%	3.22	2.88
Live in affordable and satisfactory housing	74%	65%	3.97	3.75
Have access to reliable and efficient public transport	21%	14%	2.49	2.14
Have access to good quality education	62%	56%	3.78	3.43
Our community is made vibrant by the expression of arts and culture	62%	55%	3.77	3.45
Have a happy family life	92%	86%	4.46	4.17
Are part of a community	64%	59%	3.75	3.52
Have access to good quality health services	75%	70%	4.03	3.74
Enjoy your job	62%	64%	3.87	3.74
To what extent do you believe Council has been successful in moving closer to this vision in the past 12 months?	% successful		1-5 mean	
	48%	27%	3.41	2.74

Online respondents were generally more critical towards Council, less likely to feel Council has been successful in achieving its vision (27% vs. 48% of CATI respondents) and also less likely to feel listened to by Council (27% vs. 39%). Online respondents were also less likely to agree with a number of important wellness measures (such as feeling safe, being financially secure and feeling well connected) indicating that this group of online respondents were generally lower in morale than the random and representative CATI sample.

Table A3.7: Contact with Council

<i>Contact with Council</i>		CATI (n=600)	Online (n=154)
Have you contacted Council within the past 12 months, other than to make a payment?	Yes	45.5%	70.1%
	No	54.2%	26.0%
	Unsure	.3%	3.9%
Approximately how many times you have contacted Council during this time?	Once	34.4%	11.1%
	Twice	23.1%	26.9%
	Three times	14.7%	27.8%
	Four or more times	27.8%	33.3%
	Unsure	0.0%	.9%
Thinking about your most recent inquiry, what was that contact regarding? (Top 8)	Garbage/Waste management/Recycling/Tips	20.2%	9.3%
	Development application (DA)	18.4%	8.3%
	Ranger matters	10.3%	10.2%
	Road and footpath improvements	7.4%	13.0%
	Vegetation and trees	6.6%	3.7%
	Rates inquiry	5.5%	6.5%
	Building inspection inquiries	3.7%	4.6%
Water, sewage	2.6%	1.9%	
How many times did you need to contact Council to have your issue resolved?	One	44.1%	26.9%
	Two	14.7%	17.6%
	Three	6.6%	10.2%
	Four or more	4.4%	6.5%
	Not yet resolved	28.7%	36.1%
	Unsure	1.5%	2.8%
Can you briefly explain why you don't believe the issue has been resolved?	Issue still ongoing	48.7%	46.2%
	Council didn't respond	16.7%	41.0%
	Issue not resolved in respondent's favour	19.2%	0.0%
	Other	15.4%	12.8%

Online respondents were more likely than CATI respondents to have contacted Council in the past 12 months. They were also more likely to have had to contact Council multiple times and more likely to have experienced Council's non-response to an enquiry.

Table A3.8: Preference for dealing with Council and Council sources of information

<i>Action</i>	<i>1st and 2nd choice</i>	<i>CATI (n=600)</i>	<i>Action</i>	<i>1st and 2nd choice</i>	<i>Online (n=154)</i>
Getting updates on road closures etc. during floods	Online or via website	33%	Getting updates on road closures etc. during floods	Social media	27.9%
	Phone	20%		Email	25.3%
Information on local events and activities	Online or via website	58%	Information on local events and activities	Online or via website	39.0%
	Letter	11%		Email	24.7%
Information on Council policies and activities	Online or via website	65%	Information on Council policies and activities	Online or via website	54.5%
	Face to face	11%		Email	22.7%
Making a payment	Online or via website	76%	Making a payment	Online or via website	72.1%
	Face to face	16%		Face to face	8.4%
Requesting Council to do something	Phone	42%	Requesting Council to do something	Online or via website	44.8%
	Online or via website	26%		Phone	22.1%
Providing feedback on important or topical issues	Online or via website	53%	Providing feedback on important or topical issues	Online or via website	59.1%
	Face to face	19%		Email	18.2%
Completing or lodging applications and forms	Online or via website	54%	Completing or lodging applications and forms	Online or via website	65.6%
	Face to face	37%		Face to face	16.9%
What is your preferred source of receiving Council information?	QPRC News newsletter	37%	What is your preferred source of receiving Council information?	Weekly e-newsletter/email	21.6%
	Weekly e-newsletter/email	33%		Social media	26.8%
Can you tell us how you currently receive information from Council?	QPRC News newsletter	66%	Can you tell us how you currently receive information from Council?	QPRC News newsletter	66.0%
	Weekly e-newsletter/email	21%		Social media	46.4%

Unsurprisingly, online respondents preferred to deal with Council and receive information from Council via online mediums.