

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

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Front cover photo: From QPRC Facebook page

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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.

This study has been repeated in March 2020, to (a) provide a comparison to the 2018 baseline data; and (b) understand performance of Council over time.

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 which was completed by 82 residents. 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. Satisfaction with facilities and service provided by Council remained high and stable in 2020.
 - a. Of the 25 facilities and services rated, four scored in the “very high satisfaction” region (where average rating is >4 out of a possible 5.) These comprised libraries (4.26 out of 5.0), water supply (4.11), sewage collection and treatment (4.11) and parks, reserves and playgrounds (4.09). Community Consultation, asked for the first time in 2020, scored a mean rating of 3.06.
 - b. Slight (but not significant) decreases in satisfaction were seen regarding weed control, stormwater drainage, building inspections and online services.
2. Gap analysis identified the delivery of sealed roads as being the least effective in meeting resident needs, with a satisfaction rating 23% lower than the importance rating.
 - a. Other services potentially under-delivering included environmental monitoring and protection (16% gap), footpaths and cycleways (13% gap) and economic development/attracting new investment (11% gap).
 - b. Conversely, resident satisfaction was considerably higher than expectations for community halls (28%), libraries (27%), online services (15%) and Council pools and sporting facilities (12%). These results were very similar to those seen in 2018. suggesting little change to how Council is meeting resident expectations in this time.
3. Overall satisfaction with Council was extremely positive, with a net satisfaction rating of +40% (whereby 40% more residents were satisfied than dissatisfied) and a mean (average) rating of 3.50. This NSR rating was very slightly, but not significantly, lower than 2018 (40% vs. 44% in 2018) driven by a very slight increase in those dissatisfied (15%, up from 12% in 2018).

4. Contact with Council was higher in 2020 and residents rated Council handling of their enquiries higher than in 2018:
 - a. Over half of all residents had contacted Council in the past 12 months, other than to make a payment (up from 45% in 2018).
 - b. The most frequent reason for contacting Council centered around garbage, waste and recycling (18%, on par with 20% in 2018) followed by a development application (13%, a slight decline from 18% in 2018) or road and footpath improvements (7%).
 - c. Overall satisfaction with the way the respondent's most recent inquiry was handled had a mean of 3.61 out of 5 (up slightly from 3.53 in 2018).
5. QPRC residents' preferred method for dealing with Council was, again in 2020, 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 (54%) and/or providing feedback on important or topical issues (53%).
6. Three in five (61%) residents received Council information via the QPRC News Newsletter, a further 23% received information in the post (up from 8% in 2018) and 11% received the weekly e-newsletter or email (down from 21% in 2018). Note: the question regarding the weekly e-newsletter was refined to ensure accurate reporting, therefore resulting in a reduction from the 2018 survey.
7. Quality of life measures performed extremely well despite the survey being completed in March 2020, a few months after devastating bushfires impacted the Local Government Area and just as the COVID-19 pandemic was starting to have a significant impact on life in Australia
 - a. The majority (89%) rated their quality of life as either good or extremely good with around 3% rating it as poor (a net health rating of +86%). This represents a very slight and not significant decrease on 2018.
 - b. Almost two-thirds felt that their quality of life was stable in 2020. This represents a slight decline from the previous wave of research in 2018 (down from 71%) with a coinciding increase in the proportion feeling their quality of life decreased significantly or to some extent (17%, up from 11% in 2018).
 - c. The majority of residents agreed that the Queanbeyan-Palerang LGA was a great place to live (88% total agreement including 48% strongly agree).
 - d. Over a third felt the Queanbeyan-Palerang LGA had improved as a place to live and many of these put this down to Council's improvement of services and infrastructure.
 - e. Agreement with the majority of personal and community aspiration statements remained impressively high.
 - i. The proportion agreeing that "We feel safe in the places we visit", "We take pride in our public places", "Our community is made vibrant by the expression of arts and culture" and "We are well connected to accessible services and facilities" increased significantly in 2020 (82% vs 64%, 74% vs. 59%, 60% vs. 34% and 59% vs. 39% respectively).
 - ii. Conversely, the proportion agreeing that "We enjoy the beauty of our natural environment and act to protect it" and "We have a diverse, resilient and smart economy that creates jobs and wealth" declined (64% vs. 75% and 36% vs. 70% respectively).

8. While 40% of residents rated Council's achievement of its vision as a 3 out of 5 (suggesting they are uncertain), over half rated Council as a 4 or 5 out of 5. Thus, Council achieved a Net Vision Success Rating of +39% and a mean score of 3.5 (against 3.41 in 2018) 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 a 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.

This study has now been repeated in March 2020 to provide a comparison to the 2018 data and understand Council's performance over time.

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. Eliciting ideas for future improvement in local amenities;
8. Seeing how results above vary by factors such as age, gender, region and urban/rural;
9. Creating baseline scores for possible future benchmarking, and;
10. Offering 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 5,040 telephone numbers (approx. two-thirds fixed-line and one-third mobile) within the LGA¹. A survey form was constructed collaboratively between Council management and Jetty Research (see Appendix 1), based on satisfying the above objectives. Few changes were made to the 2018 survey instrument to ensure valid comparisons over time.

Polling was conducted between March 9th and 20th (inclusive) from Jetty Research's Coffs Harbour CATI² 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 not all questions relevant to all residents and some taking their time to answer open-ended questions in detail. Overall average completion time was 19 minutes. Response rate was satisfactory for a survey of this length, with 34% 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 (March 30th) 80 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.

¹ 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.

² Computer-assisted telephone interviewing

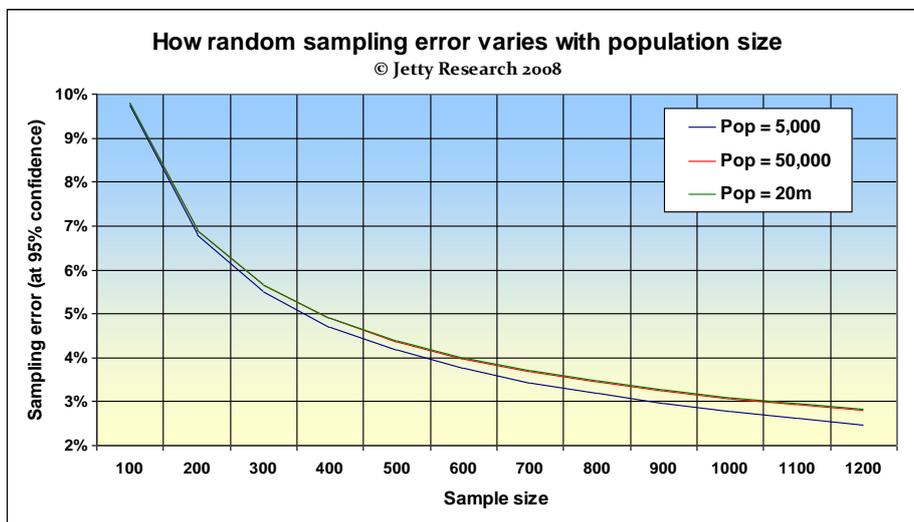
Online and hard-copy surveys have been analysed separately to the random and representative CATI survey. Due to their opt-in nature, online and hard-copy responses are not representative of the population and results should be analysed with caution. A full breakdown of the online and hard-copy results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

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 +/- 4.0% 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 +/- 4.0% margin in 19 of those 20 surveys.)

As picture 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).

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

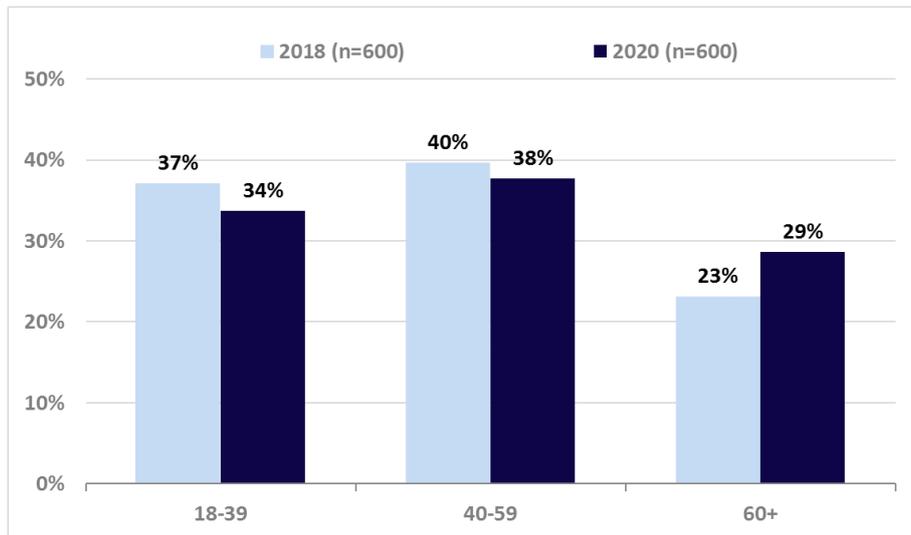


In addition to the random sampling error, above, there may also be some forms of non-random sampling error which may have affected results. These include respondents outside our sampling frame, the proportion of non-respondents (refusals, no answers etc.) and/or imperfections in the survey database.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

Sample characteristics

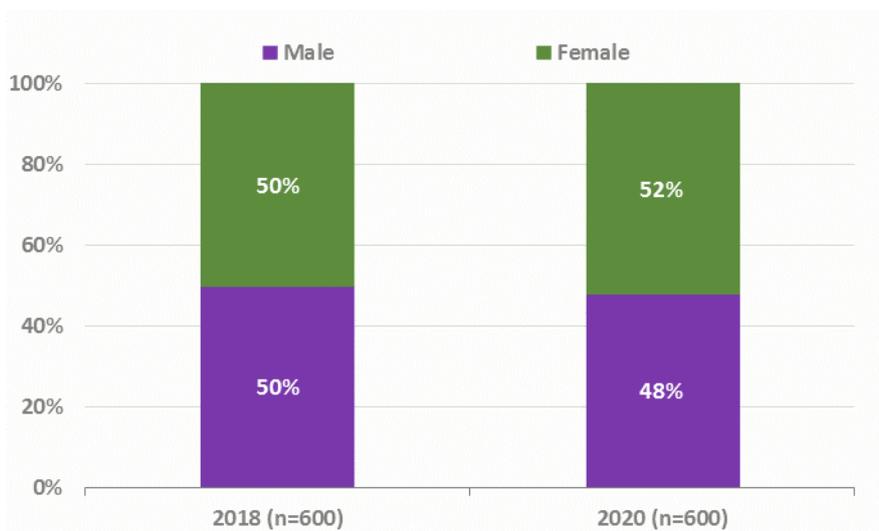
The following breaks down the survey sample by age, gender, place of residence, children at home and length of time in the LGA:

Graph i: Sample by age



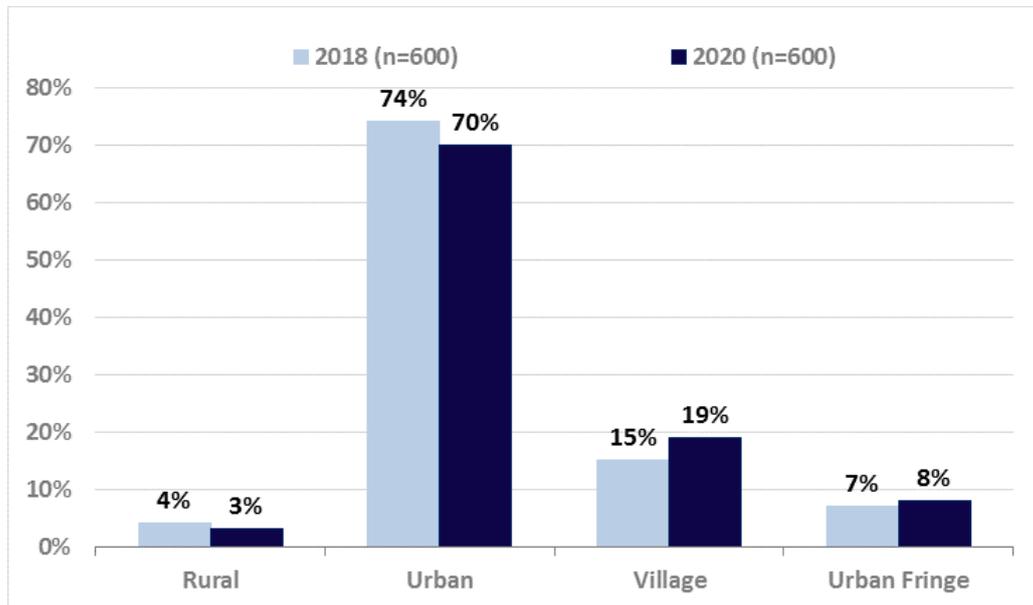
The 2020 sample was weighted to match the 2016 ABS Census on age and gender (see Appendix 2 for weighting calculations) resulting in 29% of the weighted sample being aged 60 years and over. When weighted the sample is reasonably equally split across the three age categories 18-39, 40-59 and 60+.

Graph ii: Sample by gender



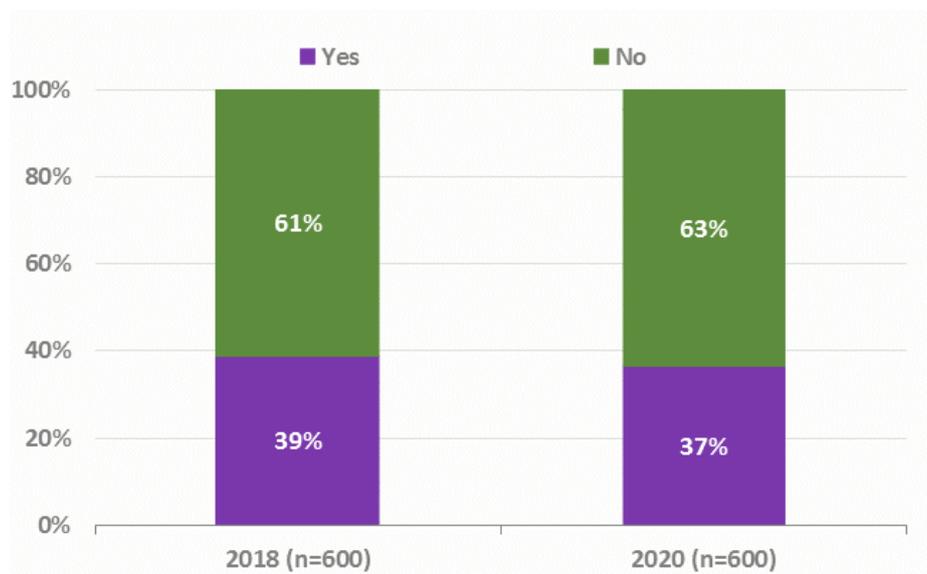
Similarly to age, the sample was biased towards female residents (57% when unweighted). Again, this has been corrected through post-weighting according to 2016 Census data for the LGA.

Graph iii: Sample by sub-region



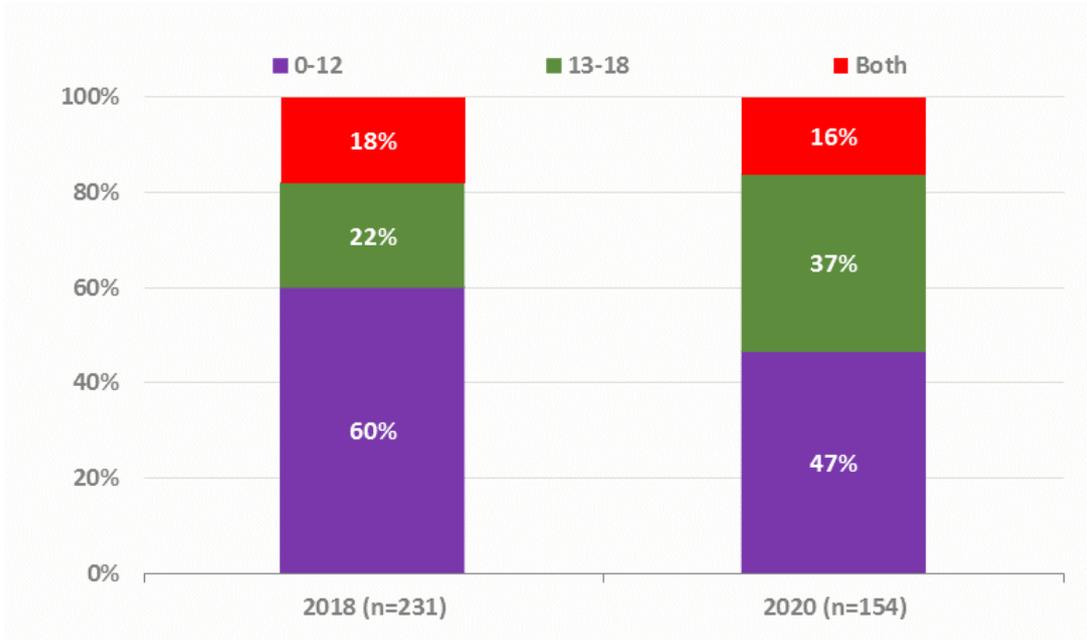
Residents were asked which suburb or village they resided in. Suburbs or villages were then recoded into urban, urban fringe, rural and rural villages according to a previously used framework. In 2020, there was a slightly higher representation of those residing in urban villages (quotas were used to ensure the split by region matched the population profile of the area).

Graph iv: Sample by children at home



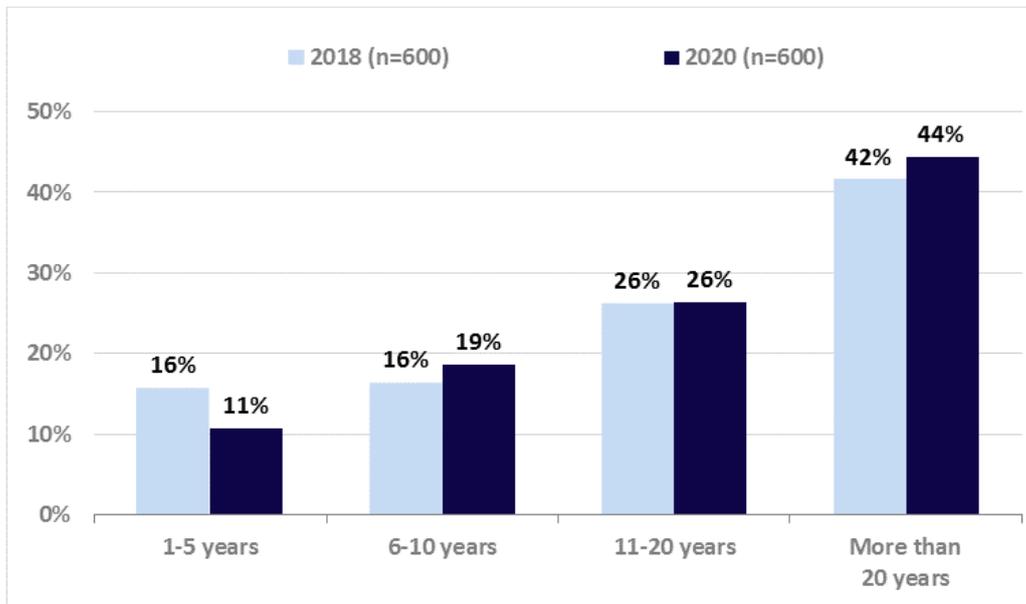
Over a third (37%) had children living at home.

Graph v: Age of children



Over half had teenagers at home (37% had teenagers only and 16% had both teenagers and younger children).

Graph vi: Length of time in the area



Similarly to 2018, seven in ten respondents had lived in the QPRC LGA for more than 10 years. Residents living in the local government area for less than one year were excluded from the survey.

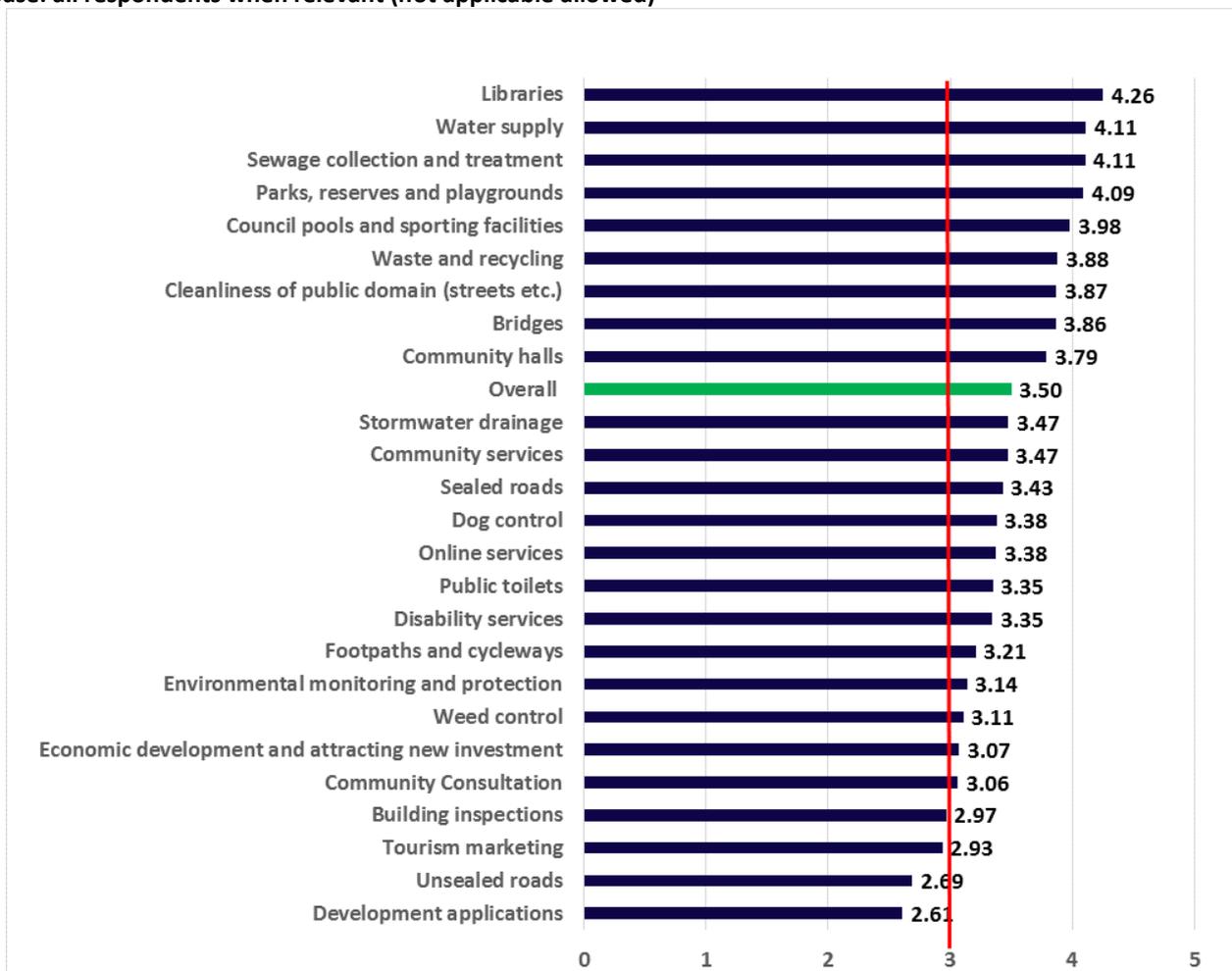
Part 1: Satisfaction and importance with specific facilities/services

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 facility or service were not required to provide a satisfaction score.)

The mean (i.e. average) satisfaction scores for each of the 25 facilities and services among users is shown in Graph 1.1, below:

Graph 1.1: Satisfaction ratings

Base: all respondents when relevant (not applicable allowed)



This indicates that of the 25 services rates, four scored in the “very high satisfaction” region (where average rating is >4 out of a possible 5.) These comprised libraries (4.26 out of 5.0), water supply (4.11), sewage collection and treatment (4.11) and parks, reserves and playgrounds (4.09). Community Consultation, asked for the first time in 2020, scored a mean rating of 3.06.

A further 17 facilities and services rated “good”, with mean scores of between 3 and 4. Only four rated “poor” (i.e. mean <3): these comprised DA processing (2.61), unsealed roads (2.69), tourism marketing (2.93) and building inspections (2.97).

These satisfaction results remained high and stable over time with very few differences except for slight (but not significant) decreases in satisfaction with weed control, stormwater drainage, building inspections and online services:

Table 1.1: Satisfaction ratings, 2018 vs. 2020

Base: all respondents when relevant (not applicable allowed)

<i>Council services/facilities</i>	<i>Overall satisfaction mean 2018</i>	<i>Overall satisfaction mean 2020</i>	<i>% difference</i>
Tourism marketing	2.87	2.93	2%
Parks, reserves and playgrounds	4.04	4.09	1%
Cleanliness of public domain (streets etc.)	3.84	3.87	1%
Libraries	4.22	4.26	1%
Economic development and attracting new investment	3.05	3.07	1%
Council pools and sporting facilities	3.96	3.98	0%
Disability access	3.34	3.35	0%
Community halls	3.80	3.79	0%
Community Consultation	na	3.06	na
Public toilets	3.37	3.35	-1%
Bridges	3.90	3.86	-1%
Sealed roads	3.47	3.43	-1%
Dog control	3.43	3.38	-2%
Community services	3.55	3.47	-2%
Water supply	4.20	4.11	-2%
Waste and recycling	3.98	3.88	-3%
Sewage collection and treatment	4.25	4.11	-4%
Footpaths and cycleways	3.33	3.21	-4%
Environmental monitoring and protection	3.30	3.14	-5%
Development applications (DA's)	2.75	2.61	-5%
Unsealed roads	2.84	2.69	-5%
Online services	3.57	3.38	-6%
Building inspections	3.15	2.97	-6%
Stormwater drainage	3.69	3.47	-6%
Weed control	3.36	3.11	-8%

Table 1.2, over page, outlines these satisfaction ratings by age, gender, region and children at home:

(Continued over page...)

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

Base: all respondents when relevant (not applicable allowed)

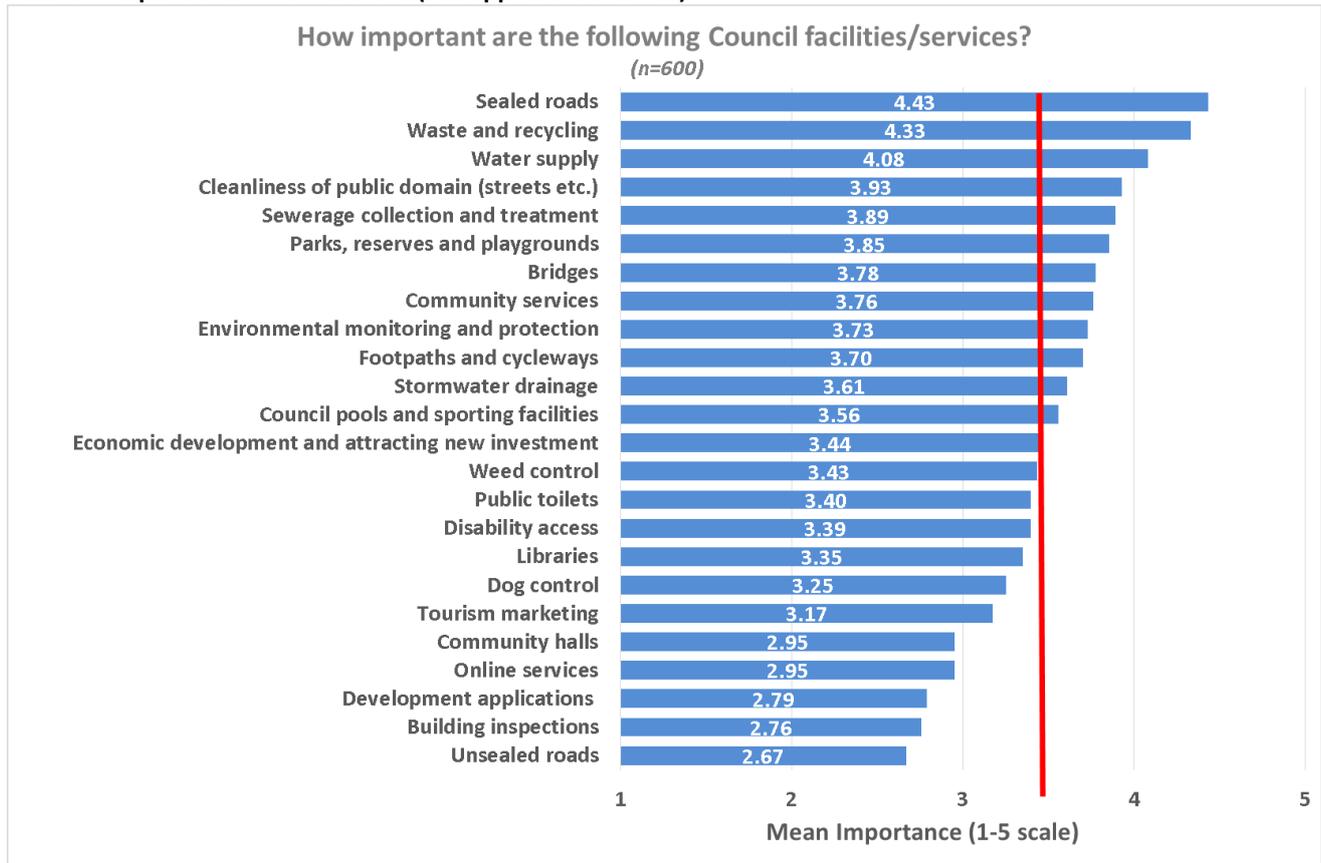
Service or facility	Q32 Gender		Q5 Would your age be between?			Q34 Which city or town do you live in or nearest to?			
	Male	Female	18-39	40-59	60+	Urban	Urban Fringe	Rural Villages	Rural
Sealed roads	3.4	3.4	3.4	3.4	3.5	3.6	3.0	2.9	3.1
Community Consultation	3.0	3.1	3.0	3.0	3.2	3.3	2.7	2.4	2.3
Unsealed roads	2.7	2.6	2.8	2.6	2.6	3.1	2.6	2.0	1.4
Bridges	3.9	3.8	3.9	3.8	3.9	4.1	3.7	3.3	2.8
Footpaths and cycleways	3.3	3.1	3.3	3.2	3.2	3.4	3.2	2.4	2.6
Cleanliness of public domain (streets etc.)	3.9	3.8	4.0	3.9	3.8	4.0	3.7	3.7	3.5
Online services	3.4	3.3	3.4	3.3	3.4	3.5	3.5	3.0	3.0
Dog control	3.3	3.5	3.5	3.4	3.2	3.5	3.3	2.9	3.1
Stormwater drainage	3.5	3.4	3.6	3.4	3.4	3.8	3.3	2.5	2.3
Public toilets	3.3	3.4	3.4	3.3	3.3	3.4	3.0	3.4	3.3
Weed control	3.0	3.2	3.3	3.0	3.0	3.3	2.9	2.6	2.6
Waste and recycling	3.8	3.9	3.9	3.8	4.0	4.1	3.4	3.2	2.7
Water supply	4.0	4.2	4.1	4.1	4.2	4.4	3.2	2.8	2.1
Sewage collection and treatment	4.1	4.1	4.1	4.0	4.2	4.3	3.1	3.4	4.6
Council pools and sporting facilities	3.9	4.0	4.0	3.9	4.1	4.2	3.7	3.3	3.3
Parks, reserves and playgrounds	4.0	4.2	4.1	4.0	4.2	4.2	3.8	3.6	3.9
Libraries	4.2	4.3	4.2	4.2	4.4	4.4	4.1	4.0	4.0
Community halls	3.7	3.9	3.7	3.8	4.0	4.0	3.7	3.4	3.7
Economic development and attracting new investment	3.1	3.0	3.1	3.0	3.1	3.2	2.9	2.6	2.8
Tourism marketing	2.8	3.0	2.9	2.9	3.1	3.0	2.8	2.6	3.1
Development applications	2.5	2.7	2.7	2.6	2.5	2.9	2.1	2.2	2.2
Building inspections	2.9	3.0	3.1	2.9	2.9	3.1	2.9	2.8	2.5
Environmental monitoring and protection	3.1	3.2	3.2	3.1	3.2	3.4	2.5	2.7	2.7
Community services (including seniors, family, children and youth services)	3.5	3.4	3.5	3.4	3.6	3.7	3.4	2.9	2.7
Disability services	3.5	3.2	3.7	3.1	3.2	3.6	3.3	2.5	2.0

Again in 2020, urban residents were significantly more satisfied than rural residents across the majority of services and facilities provided by Council with the only exceptions being building inspections, tourism marketing and public toilets. No other differences by demographic groups of interest were evident.

Graph 1.2 shows the 2018 importance scores for all 24 facilities and services (rated by both users and non-users), ranked from highest to lowest. (Note that to allow inclusion of additional measures, importance was not asked in 2020. Research shows that importance places on facilities and services typically demonstrates little change over time and can be thus asked on an irregular basis.)

Graph 1.2: Importance ratings, 2018 only

Base: all respondents when relevant (not applicable allowed)



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 1.3, 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 of life and where residents reside:

(Continued over page...)

Table 1.3: Importance ratings, by age, gender, region and children at home

Base: all respondents when relevant (not applicable allowed)

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
Stormwater 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 1.4 displays the satisfaction and importance ratings, and difference between the two:

Table 1.4: Gap Analysis - difference in Importance and Satisfaction

Base: all respondents when relevant (not applicable allowed)

<i>Council services/facilities</i>	<i>Overall Satisfaction mean 2020</i>	<i>Overall Importance mean 2018</i>	<i>% difference</i>
Sealed roads	3.43	4.43	-23%
Environmental monitoring and protection	3.14	3.73	-16%
Footpaths and cycleways	3.21	3.70	-13%
Econ. Development/attracting new investment	3.07	3.44	-11%
Waste and recycling	3.88	4.33	-10%
Weed control	3.11	3.43	-9%
Community services	3.47	3.76	-8%
Tourism marketing	2.93	3.17	-8%
Development applications	2.61	2.79	-6%
Stormwater drainage	3.47	3.61	-4%
Cleanliness of public domain	3.87	3.93	-2%
Public toilets	3.35	3.4	-1%
Disability services	3.35	3.39	-1%
Community Consultation	3.06	na	na
Water supply	4.11	4.08	1%
Unsealed roads	2.69	2.67	1%
Bridges	3.86	3.78	2%
Dog control	3.38	3.25	4%
Sewage collection and treatment	4.11	3.89	6%
Parks, reserves and playgrounds	4.09	3.85	6%
Building inspections	2.97	2.76	8%
Council pools and sporting facilities	3.98	3.56	12%
Online services	3.38	2.95	15%
Libraries	4.26	3.35	27%
Community halls	3.79	2.95	28%

The gap analysis suggests that half or more of the services measured, are meeting residents' expectations, with satisfaction outweighing or approximately matching importance across 16 out of 25 services or facilities (excluding Community Consultation, where comparison was not possible).

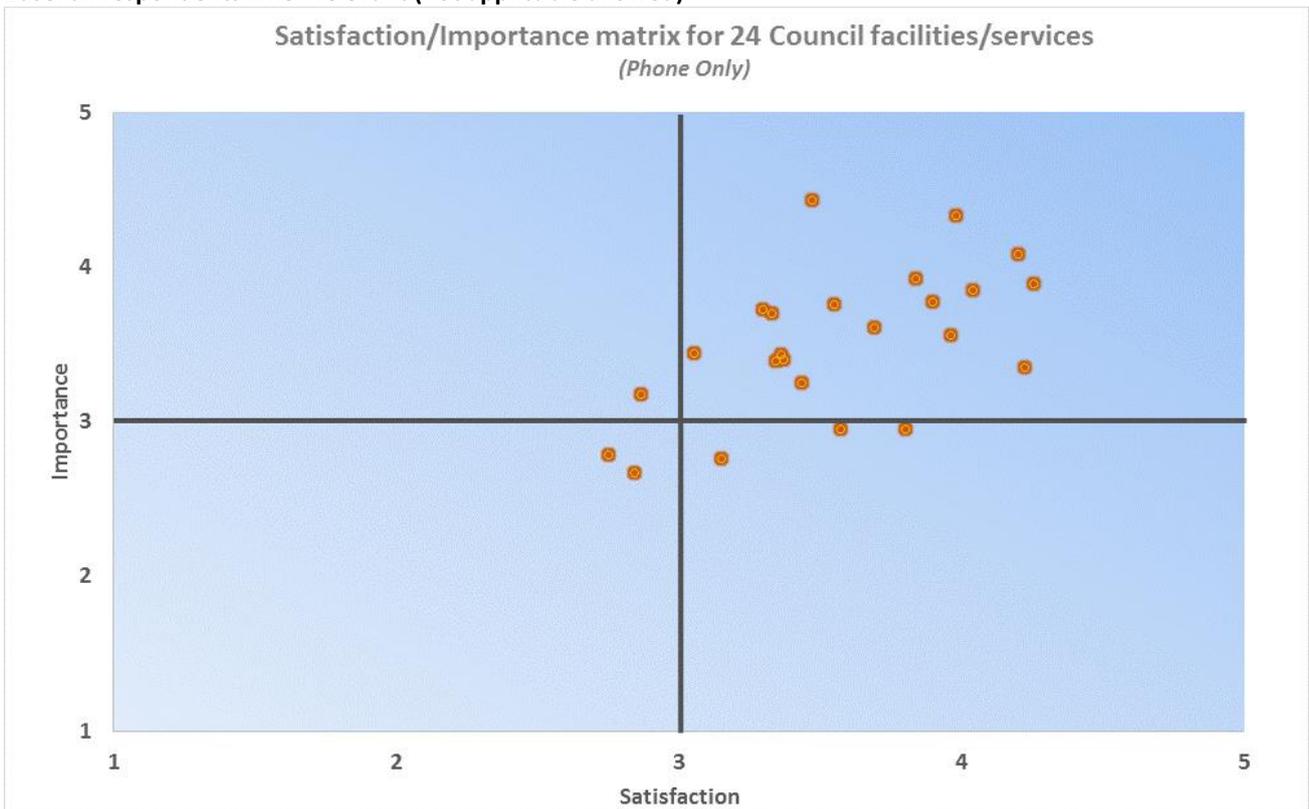
The analysis identified the delivery of sealed roads as being the least effective in meeting resident needs with a satisfaction rating 23% lower than the importance rating. Other services potentially under-delivering included environmental monitoring and protection (16% gap), footpaths and cycleways (13% gap) and economic development/attracting new investment (11% gap). Conversely, resident satisfaction was considerably higher than expectations for community halls (28%), libraries (27%), online services (15%) and Council pools and sporting facilities (12%). These results were very similar to those seen in 2018, suggesting little change to how Council is meeting resident expectations in this time.

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 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

Base: all respondents when relevant (not applicable allowed)



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 uses 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)

Base: all respondents when relevant (not applicable allowed)

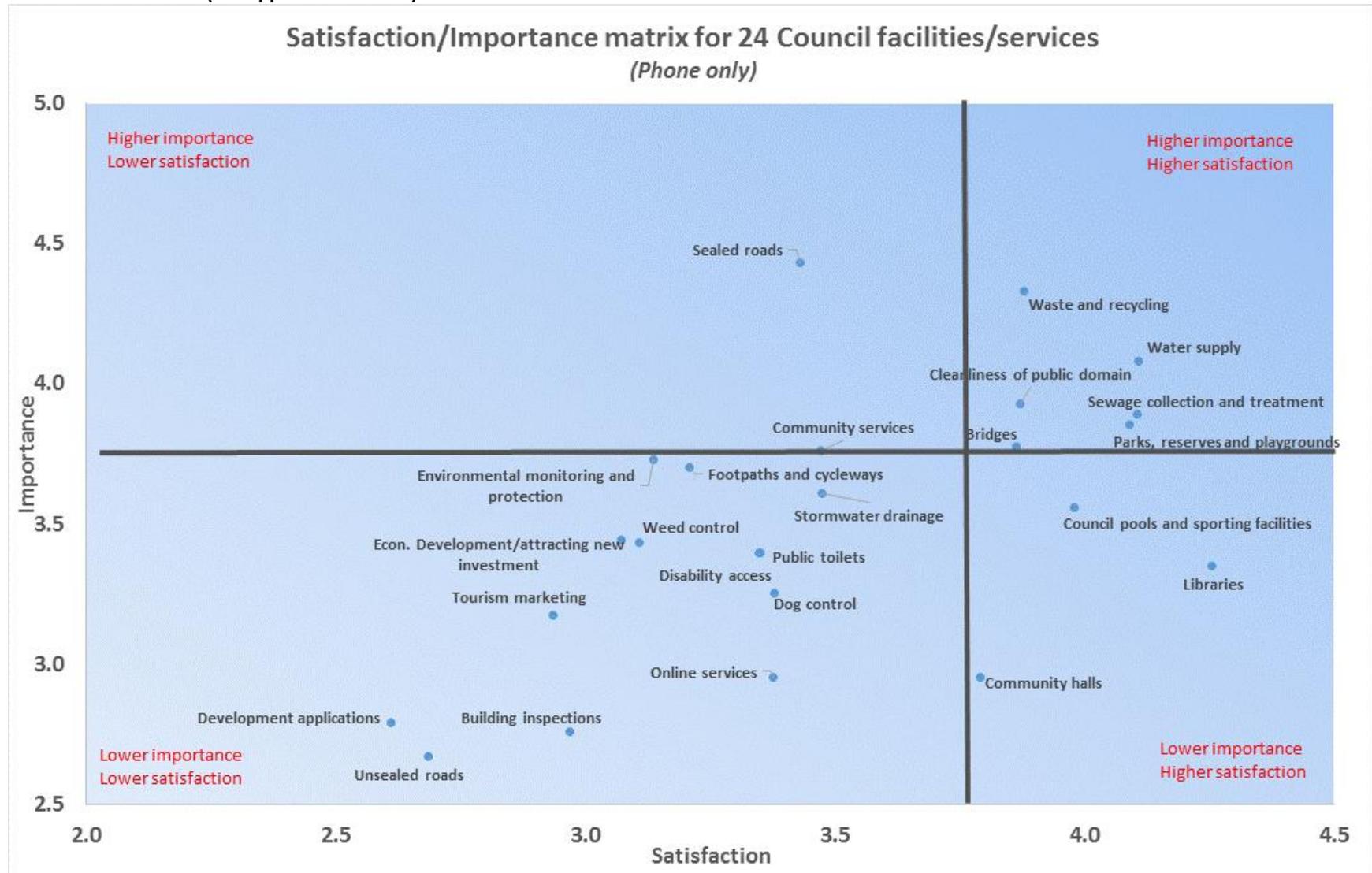


Table 1.5: Summary of satisfaction/important quadrants

Base: all respondents when relevant (not applicable allowed)

Higher importance/lower satisfaction	Higher importance/higher satisfaction
<p style="text-align: center;">Community services 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 Environmental monitoring and protection 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 (excluding community consultation where importance was not asked), 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.³

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

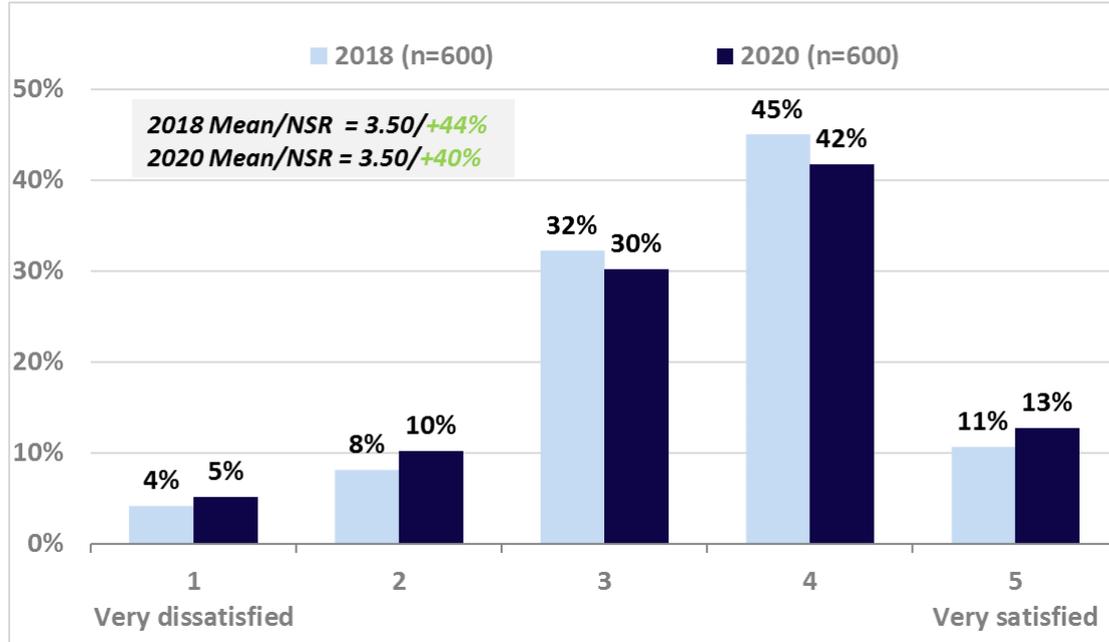
³ See Appendix 4 for notes on reading the quadrant analysis.

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

Base: all respondents



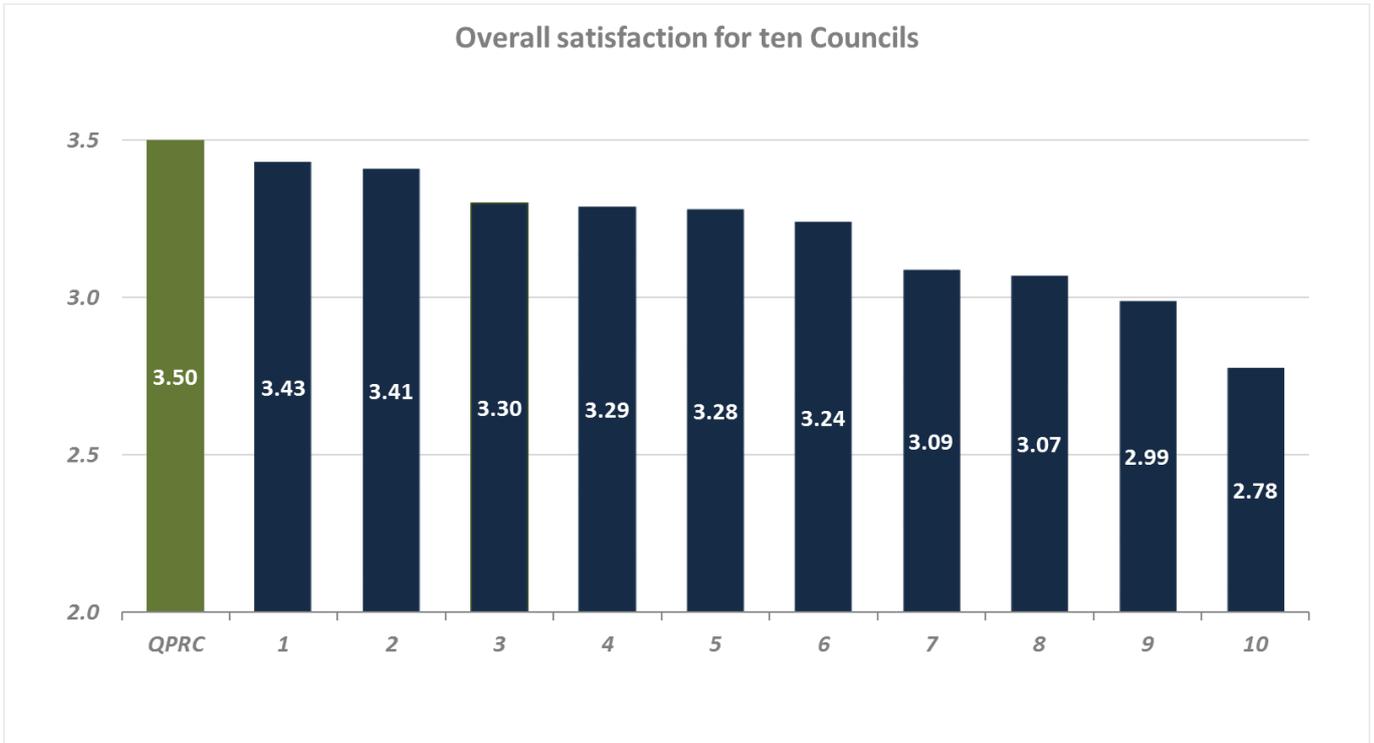
Overall satisfaction with Council was extremely positive, with a net satisfaction rating⁴ of +40% (whereby 40% more residents were satisfied than dissatisfied) and a mean (average) rating of 3.50. This NSR rating was very slightly, but not significantly, lower than 2018 (40% vs. 44% in 2018) driven by a very slight increase in those dissatisfied (15% up from 12% in 2018).

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

⁴ 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 Councils⁵

Base: all respondents



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. Table 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...)

⁵ Benchmark Councils include: Bellingen, Clarence Valley, Coffs Harbour, Coonamble, Glen Innes Severn, Kempsey, Muswellbrook, Nambucca, Northern Beaches and Snowy Valley.

Table 2.1: Drivers of overall satisfaction

Base: all respondents

<i>Council service/facility</i>	<i>Correlation strength to Overall satisfaction with Council</i>
Economic development and attracting new investment	0.601
Water supply	0.592
Community services	0.585
Environmental monitoring and protection	0.584
Disability access	0.580
Stormwater drainage	0.578
Community consultation	0.576
Unsealed roads	0.564
Development applications (DA's)	0.542
Tourism marketing	0.539
Online services	0.517
Bridges	0.515
Sealed roads	0.514
Community halls	0.509
Footpaths and cycleways	0.505
Parks, reserves and playgrounds	0.497
Cleanliness of public domain (streets etc.)	0.483
Sewage collection and treatment	0.476
Building inspections	0.474
Waste and recycling	0.468
Council pools and sporting facilities	0.452
Weed control	0.441
Libraries	0.423
Public toilets	0.284
Dog control	0.279

The driver analysis indicates that the strongest drivers of overall satisfaction with QPRC are economic development and attracting new investment, water supply and community services. 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 Table 2.2 (next page):

(Continued over page...)

Table 2.2: Reasons for satisfaction scores

Base: all respondents

Themed response	2018 (n=600)	2020 (n=600)
Council do a good job	31%	34%
Room for improvement	12%	17%
Council does not pay enough attention to rate payers	6%	13%
Council must repair roads better/quicker	5%	11%
Council do well resolving issues	5%	9%
Too much red tape/delay	5%	7%
Council is too city-centric	5%	6%
Council do not do a good job	3%	6%
Rates are too high	5%	5%
Das are far too complicated/take too long	3%	4%
Council does a reasonable job considering constraints	19%	4%
Poor waste/Flood management	1%	4%
Better maintenance foot paths/cycleways needed	4%	3%
Council is too wasteful	6%	3%
A marked improvement since the amalgamation	N/A	2%
Other	4%	2%

The majority of those with positive scores had trouble articulating specific reasons for their satisfaction, noting instead that Council did a good job generally (34% in 2020 vs. 31% in 2018). Examples of verbatims include:

- *I think the merger was a good thing, I have great confidence in the current mayor. He is doing a great job and there is culture there. Seems to be a very well run council and getting on with the job, which is all I want them to do with minimal fuss.*
- *I don't have any problems with council, they operate well, they manage streets, roads, bridges and spaces well, rates are reasonable, they're getting road systems to work properly, not fighting among themselves (don't appear to be at least)*
- *I'm impressed with the work done in the CBD, the car parks & riverside work. A general 'good job' about the area. Adequate parking, giving life to a dead area- multistorey car parks that are proposed. I'm also impressed with the news pamphlets. The sloping pavements I find difficult, I would like to find them flattened- making it easier for people with disabilities to get around.*

Others noted that there was room for improvements (17% up from 12%). There was an increase in the proportion reporting that Council does not pay enough attention to rate payers (13% up from 6%) in line with sub-par community consultation satisfaction results. More residents also complained that Council must repair roads better/quicker (11% up from 5%).

Those rating their overall satisfaction as a 1 (very dissatisfied) gave specific reasons and, again, weeds and community consultation were mentioned:

- *Our councillors don't listen to community. Eg North Elmslea Development Proposal. They totally disregarded community opinions. Non responsive to enquiries. We're on water restrictions and they're looking at developing 900 homes on small blocks. You do the math! Only one medical centre. Only 4 police. Do entire area. Under-resourced.*
- *The commitment to local business is a disgrace, they seem to be more worried about parks and recreational stuff then having sustainable business.*
- *Because they are a very self centred selfish group of people who only care for themselves, they don't care about the land holders/ the certainly don't back you up in any way shape or form.*
- *We have very poor services...I pay rates but have no town water and only one street light. It's a gravel road that is rarely graded / we live 100km from the nearest town and if you want meals on wheels, that's where it comes from / our area is not a respite home for the elderly - not a retirement village, and there are lots of young people and no facilities for them.*

The full list of verbatims have been provided to Council separately.

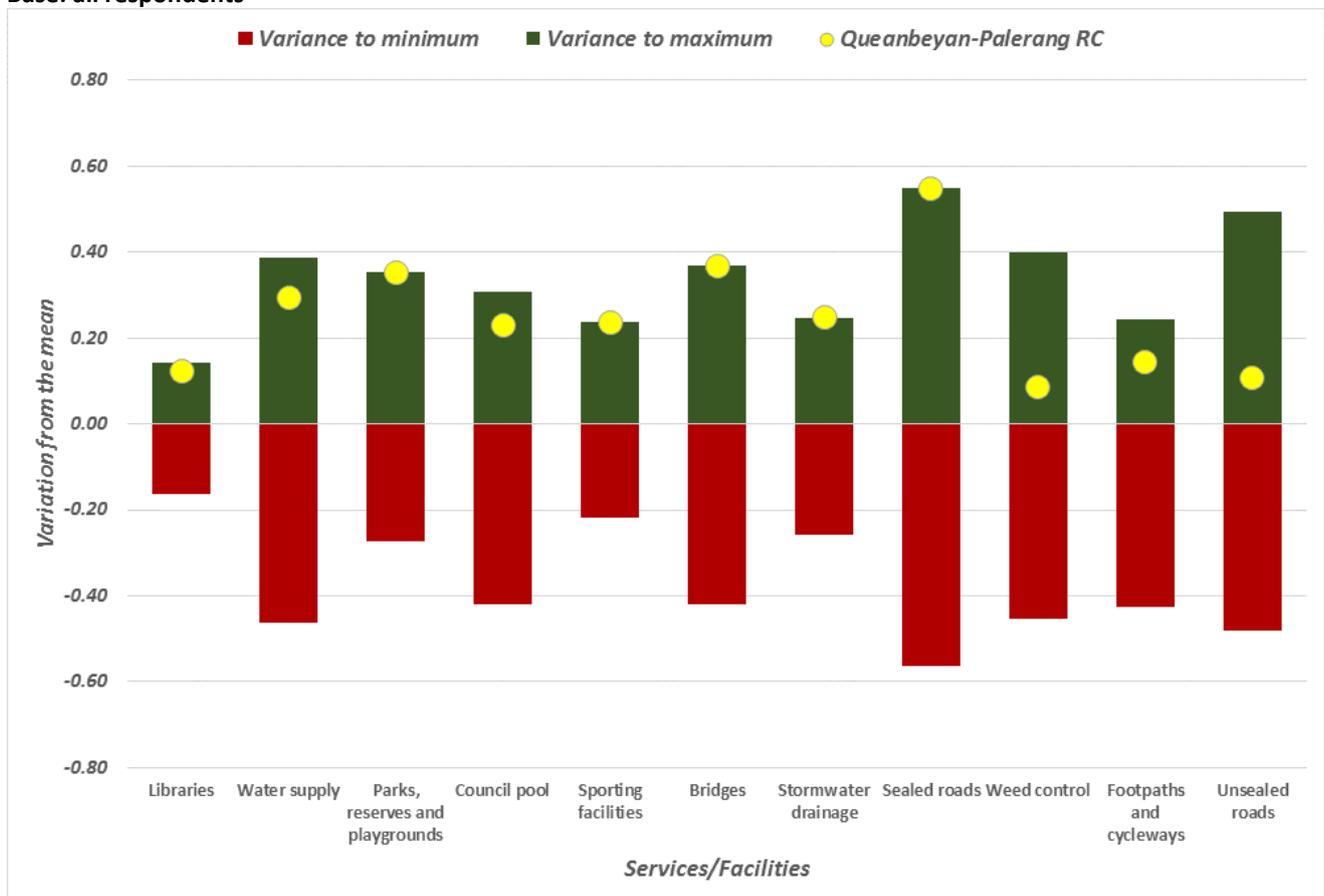
Part 3: Performance benchmarks to other Councils

We can also see how QPRC compares with a number of other regional and metro Councils⁶ 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 other 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

Base: all respondents

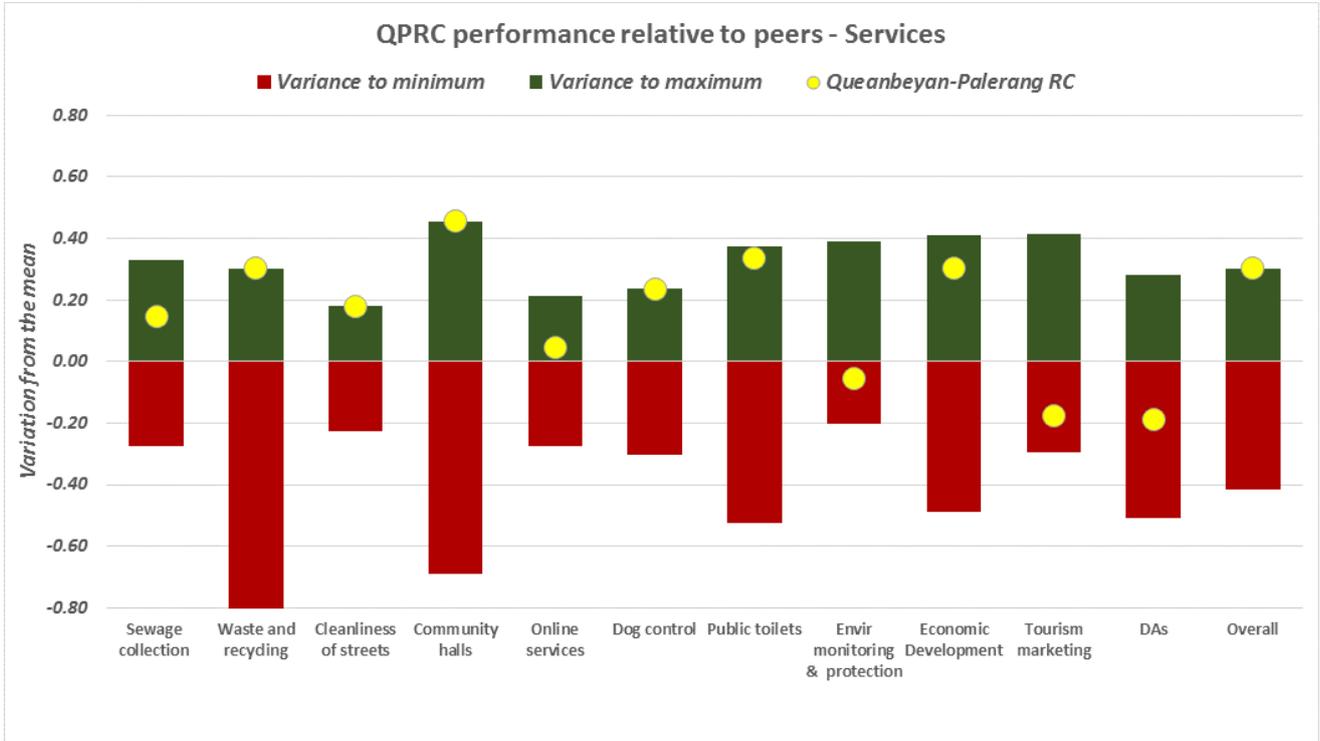


This suggests that relative to other Councils measured, QPRC has performed better (or in many cases best) in relation to most infrastructure facilities rated with the exception of libraries and unsealed roads. One area where Council could improve is in weed control – satisfaction levels are still above average but do not exceed average by the same extent as the other infrastructure facilities and services.

⁶ Bellingen, Clarence Valley, Coffs Harbour, Coonamble, Glenn-Innes, Kempsey, Muswellbrook, Nambucca, Northern Beaches and Snowy Valley. All surveys have been conducted in 2016 or later.

Graph 3.2: QPRC relative performance – services

Base: all respondents



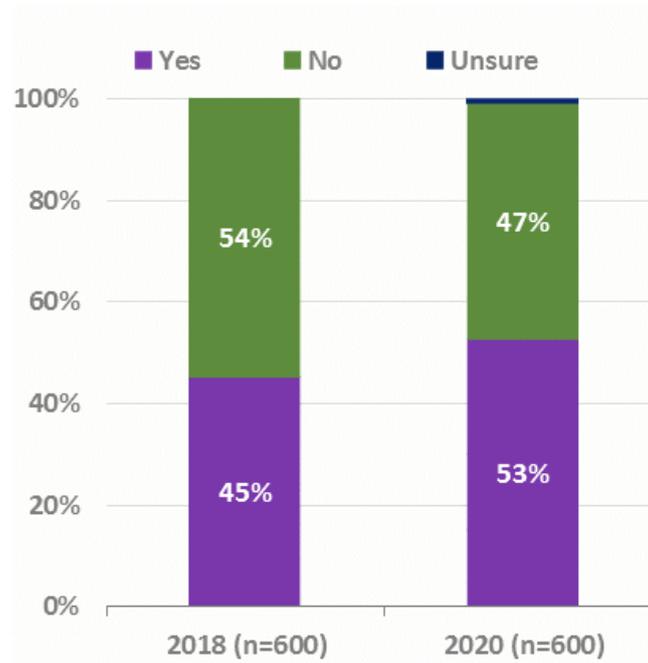
In terms of services, QPRC was deemed significantly better than its peers at all services except DAs, tourism marketing and, to a lesser extent, environmental monitoring and protection. QPRC residents rated sewage collection as below the average of other Councils in 2018, but this has improved in 2020.

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

Base: all respondents



Over half of all respondents had contacted Council in the past 12 months other than to make a payment (up from 45% in 2018). Those residing in rural villages were significantly more likely to have contacted Council in the past 12 months than their urban counterparts (70% vs. 48%).

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

Table 4.1: Reason for most recent inquiry

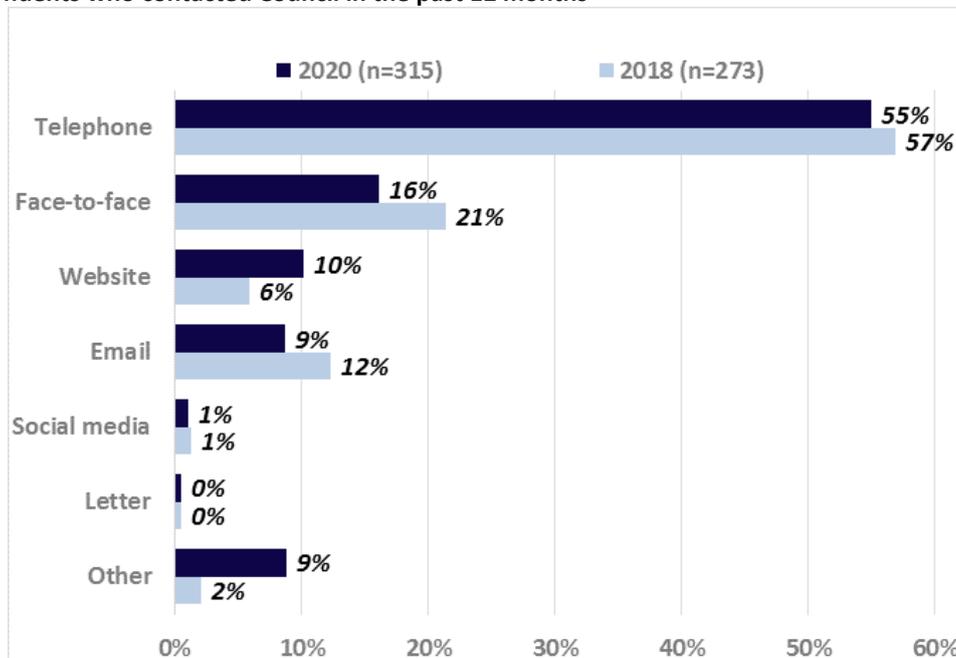
Base: all respondents who contacted Council in the past 12 months

Issue	2018 (n=273)	2020 (n=315)
Garbage/Waste Management/Recycling/Tips	20%	18%
Development Applications (DA)	18%	13%
Road and footpath improvements	7%	7%
Water, Sewage	3%	6%
Vegetation and trees (requesting Council to clear vegetation or mow grass)	7%	6%
Rates inquiry (including pensioner rebates and changes of address)	6%	6%
Animal matters (barking dogs, livestock etc.)	10%	4%
Community Services (facilities, events, aged and disabled services etc.)	1%	4%
Traffic management/parking	2%	2%
Building Inspection inquiries	4%	2%
Stormwater, drainage	2%	1%
Other	17%	28%

The most frequent reason for contacting Council centered around garbage, waste and recycling (18%, on par with 20% in 2018) followed by a development application (13%, a slight decline from 18% in 2018) or road and footpath improvements (7%).

Graph 4.2: Method of contact with Council

Base: all respondents who contacted Council in the past 12 months

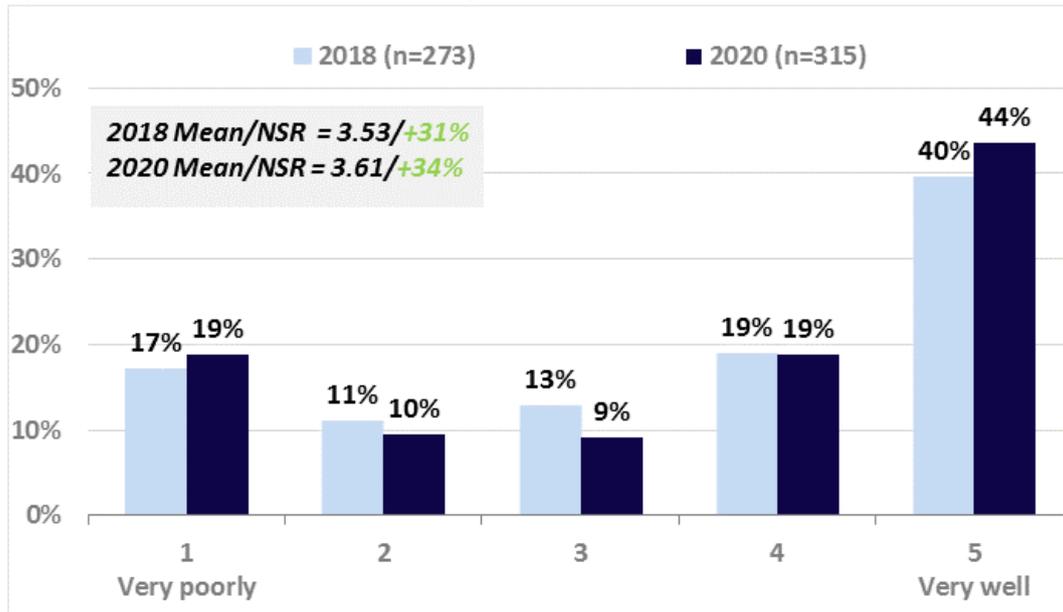


Telephone remained the main form of contact, used in over half of most recent contacts followed by face-to-face at 16% and via Council’s website (10%). There was little change over time.

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

Graph 4.3: Overall satisfaction with the way Council handled your latest inquiry

Base: all respondents who contacted Council in the past 12 months



Mean overall satisfaction with the way the respondent's most recent inquiry was handled was rated 3.61 out of 5 (up slightly from 3.53 in 2018). Net satisfaction⁷ was +34% (again up slightly from +31% in 2018).

Satisfaction with inquiry handling was higher among those residing in urban areas (3.8, vs. 3.0 among rural residents).

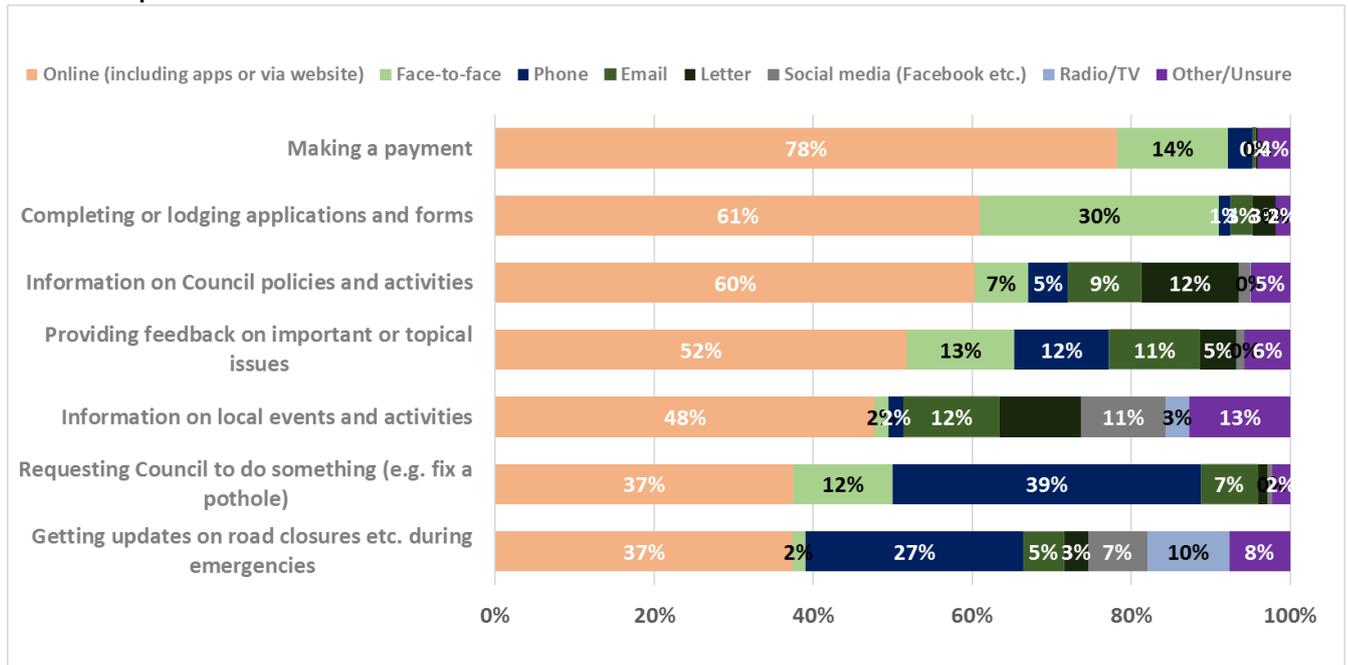
⁷ Proportion scoring 4 or 5 less proportion scoring 1 or 2

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?

Base: all respondents



While this indicates a high degree of divergence in preferred methods, QPRC residents' preferred method for dealing with Council was generally online. Specifically, online was the preferred method of contact when making a payment (78%), lodging a form or application online (61%), researching Council policies and activities (60%), providing feedback on important or topical issues (52%) and/or gathering information on local events and activities (48%).

When requesting Council to do something, the largest proportion (39%) 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. And 30% of residents preferred to complete or lodge application and forms in person.

Over time, the proportion using the phone for getting updates on road closures, online for requesting Council to do something and email for obtaining information on local events and activities increased (by 8%, 12% and 8% respectively). Using face to face to completing for lodging applications and forms and online for seeking information on local events and activities decreased (by 7% and 11% respectively):

Table 5.1: In your dealings with Council, how would you prefer to conduct the following? 2018 vs. 2020

Base: all respondents

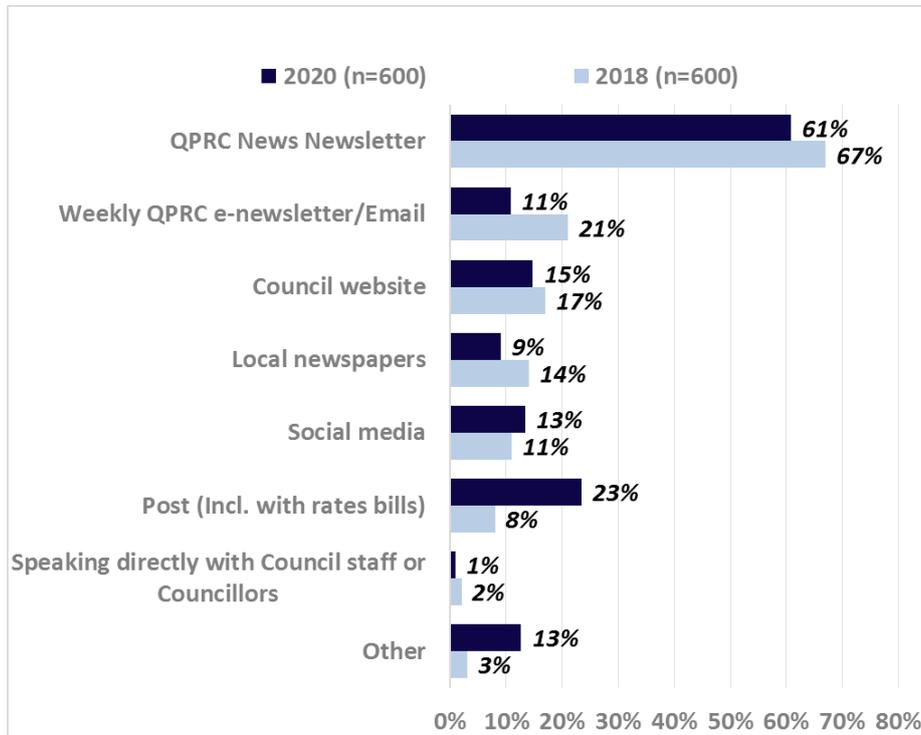
	Face to face			Phone			Online, including apps, or via website'			Email		
	2018	2020	Change	2018	2020	Change	2018	2020	Change	2018	2020	Change
Requesting Council to do something (e.g. fix a pothole)	17%	12%	-5%	42%	39%	-4%	26%	37%	12%	11%	7%	-4%
Completing or lodging applications and forms	37%	30%	-7%	2%	1%	0%	54%	61%	7%	4%	3%	-1%
Providing feedback on important or topical issues	19%	13%	-5%	12%	12%	0%	53%	52%	-1%	9%	11%	2%
Information on Council policies and activities	11%	7%	-4%	5%	5%	0%	65%	60%	-4%	6%	9%	3%
Information on local events and activities	6%	2%	-4%	3%	2%	-1%	58%	48%	-11%	4%	12%	8%
Getting updates on road closures etc. during emergencies	4%	2%	-2%	20%	27%	8%	33%	37%	4%	3%	5%	2%

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

(Continued over page...)

Graph 5.2: Current source of information from Council

Base: all respondents



Three in five (61%) residents received Council information via the QPRC Newsletter, a further 23% received information in the post (up from 8% in 2018) and 11% receive the weekly e-newsletter or email (down from 21% in 2018 – likely a result of the change in question wording making it explicit that the weekly QPRC e-newsletter is delivered via e-mail).

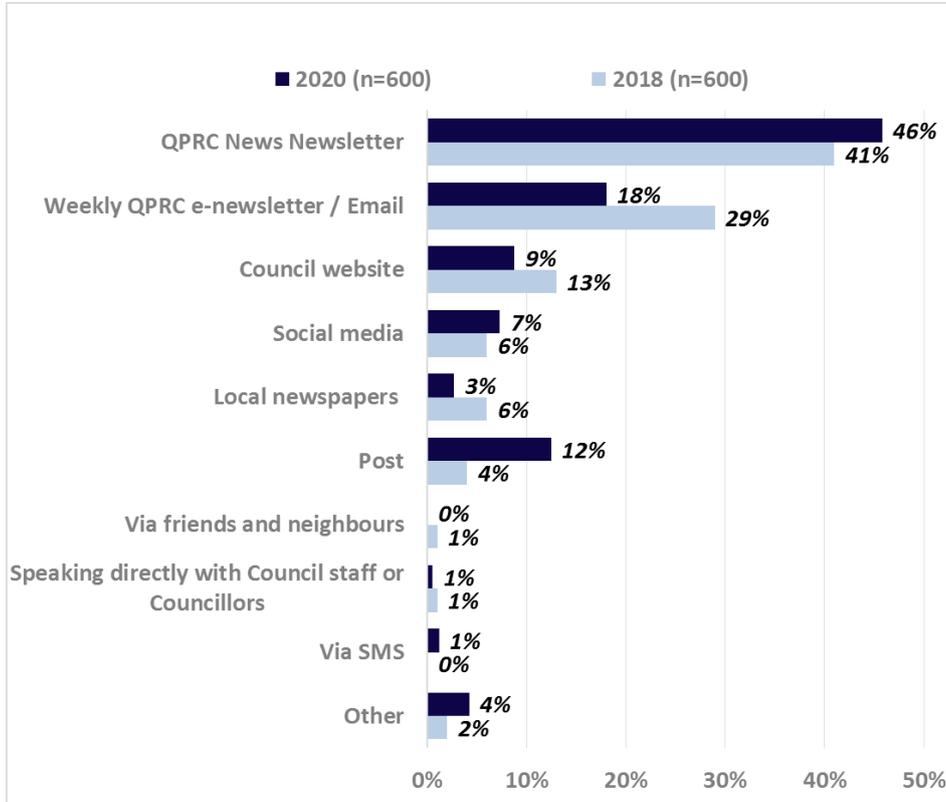
Those aged 60 years and over were more likely to report receiving Council information via the local newspapers (17% vs. 5% of those aged 18 to 39 and 7% of those aged 40 to 59). Those aged under 60 years were more likely to receive Council information via social media (17% vs. just 4% of those aged 60 years and over). The QPRC newsletter had larger patronage among urban residents than rural (66% vs. 41%).

Residents were next asked how they would prefer to receive information from Council:

(Continued over page...)

Graph 5.3: Preferred source of Council information

Base: all respondents



The QPRC News newsletter remained the preferred source of information among 46% of residents (up slightly from 41% in 2018) followed by the weekly e-newsletter at 17% (down from 29% in 2018 and likely due to the change in question making it explicit that the e-newsletter was delivered via e-mail). The post remained the preferred source among 12% of residents (up from 4% in 2018). The preferences mirrored the method for how the resident was currently communicating with Council suggesting that the current methods are satisfactory. There is no preference for a Council-produced fortnightly newspaper with no residents selecting this option as their preferred source.

Interestingly there were no differences by demographic groups of interest.

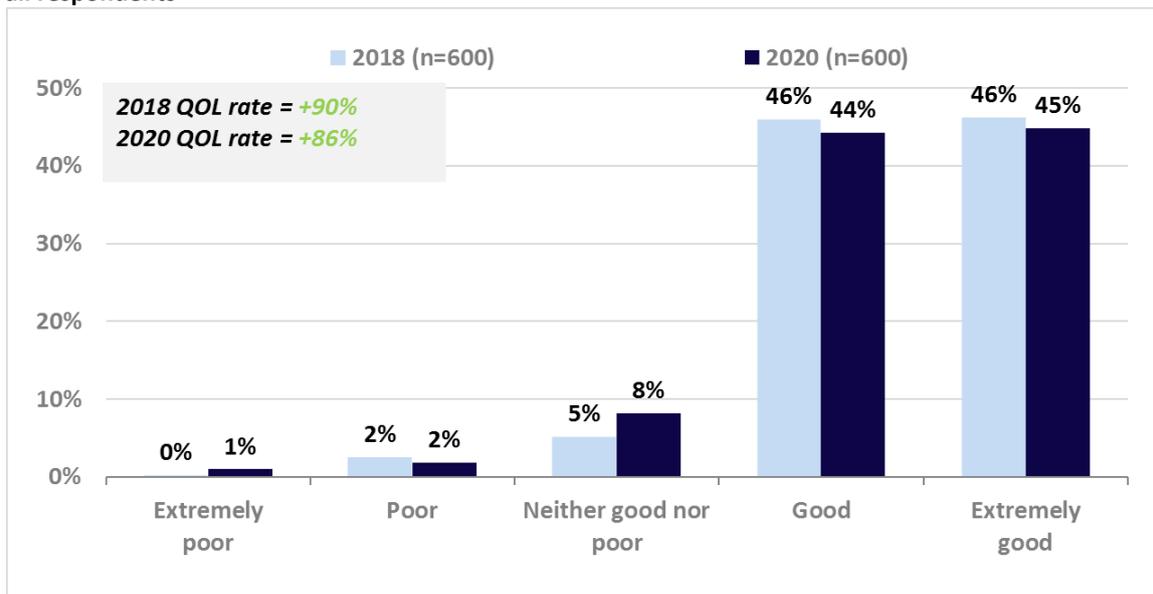
Other sources of information mentioned included information via a phone call or app.

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

Base: all respondents



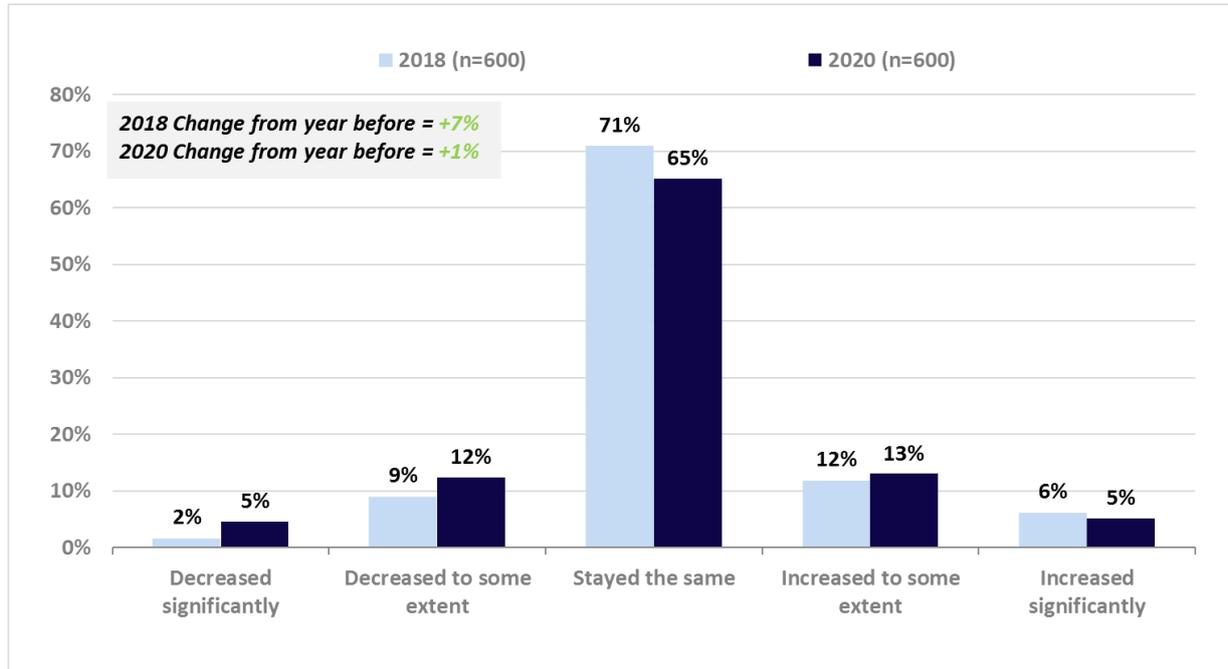
The majority (89%) rated their quality of life as either good or extremely good with around 3% rating it as poor (a net health rating of +86%). This represents a very slight and not significant decrease on 2018. There were no differences by demographic groups of interest with all groups considering their quality of life to be high.

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

Base: all respondents



Almost two-thirds felt that their quality of life was stable in 2020. This represents a slight decline from the previous wave of research in 2018 (down from 71%) with a coinciding increase in the proportion feeling their quality of life decreased significantly or to some extent (17% up from 11% in 2018).

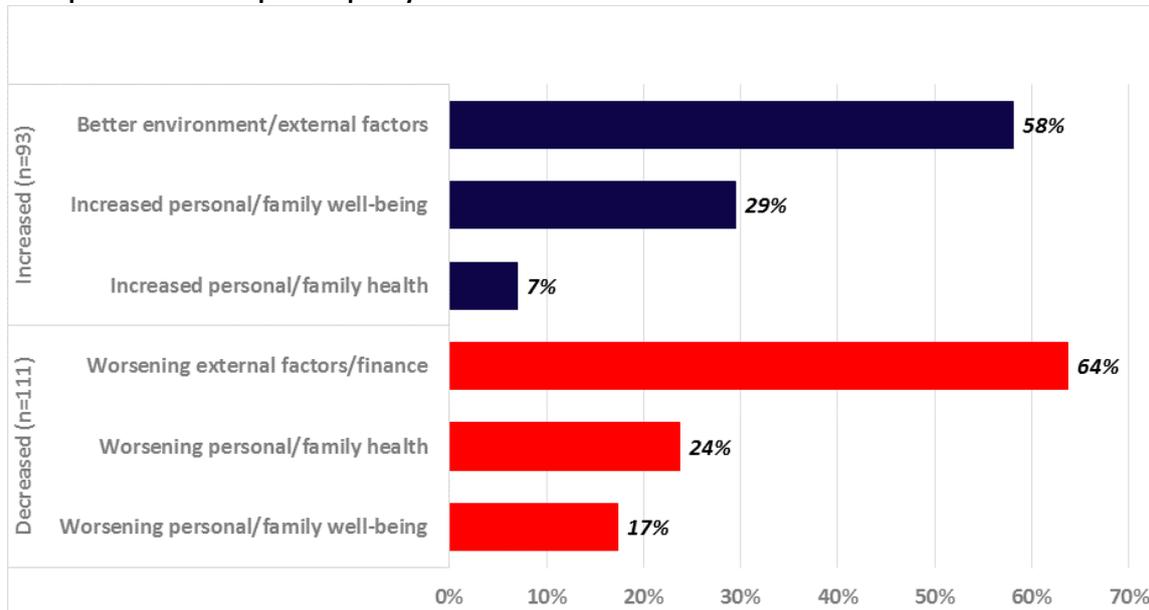
Older residents aged 60 years and over were less likely to feel that their quality of life had increased in the past 12 months (12% vs. 24% of those aged 18 to 39 years).

Those who felt their quality of life had increased or decreased were then asked why:

(Continued over page...)

Graph 6.3: Reasons for change in quality of life

Base: all respondents who reported quality of life had increased or decreased



Those claiming improvement typically mentioned improved environment or external factors or increased personal or family well-being. A decline in quality of life was typically attributed to worsening external factors (such as the bush fires), finances or health.

Generally the reasons given were very personal to the individuals' situation. For example, the following were mentioned as reasons for increased quality of life:

- *Two years of drought and having a business that runs on favorable weather has not been at all easy/ decreasing stock and letting staff go was very hard to do / the council has included me in quite a few training opportunities and have made me feel a valued part of the community, which has put me in a really good position now that we've had some rain to look forward in a much more positive frame.*
- *The park improvements around the riverbank. Great to take the grandkids. Community involvement around the showground e.g. Octoberfest.*
- *I have got two grandkids who is pick up from school. I go watch the play sports.*
- *I got a promotion at work... and recent developments in Jerrabomberra have been good.*

Reasons for decreased quality of life included:

- *Because of the smoke from the bushfires I was unable to go to some of my jobs. I am self-employed so I could choose what jobs to do and I had to choose not to go to some jobs near the smoke.*
- *Bushfires in my area. My husband is in the RFS so he has been away from home for quite a bit fighting fires.*

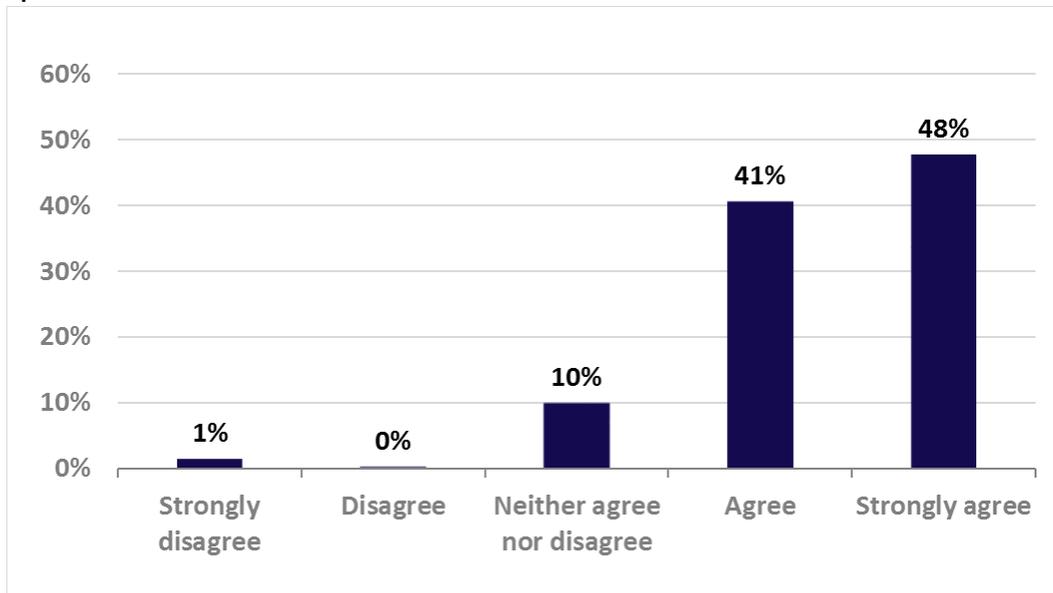
- *The stupid virus going around and the bushfires / been not a lovely year / still has a good life because lots of people doing it a lot worse.*
- *Because of the cost of living / electricity / water is all rising and you have to watch your budget. General cost of living / you need to be careful.*

The full list of verbatims have been provided to Council separately.

Residents were next asked, for the first time in 2020, the extent to which they agreed or disagreed the Queanbeyan-Palerang LGA was a great place to live:

Graph 6.4: Queanbeyan-Palerang LGA was a great place to live

Base: all respondents

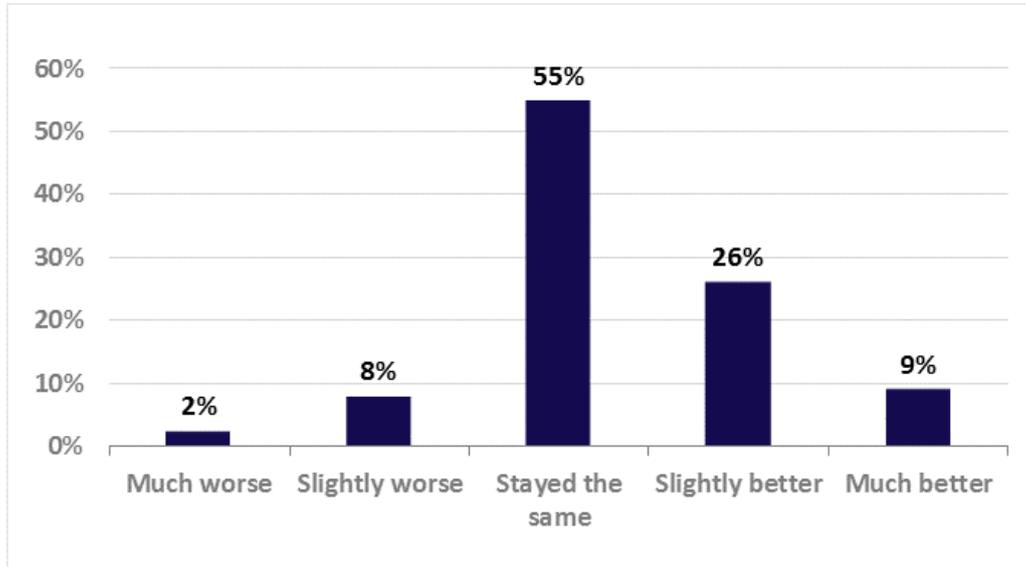


The majority of residents agreed that the Queanbeyan-Palerang LGA was a great place to live (89% total agreement including 48% strongly agree). Agreement was lower among those residing in the rural villages a 78% total agreement.

All respondents were next asked whether they felt the Queanbeyan-Palerang LGA had got better, worse or stayed the same as a place to live in the past 12 months:

Graph 6.5: Perception that Queanbeyan-Palerang LGA has improved as a place to live

Base: all respondents



While over half felt the Queanbeyan-Palerang LGA had stayed the same as a place to live, over a third felt it had improved (35%). Some 10% felt it had got worse. Again, those residing in the rural villages were more likely to feel the LGA had become worse as a place to live in the past 12 months (22% agreement vs. just 7% in the urban area).

Those who felt the LGA had got better or worse were asked for their reasons why. Reasons were varied and often specific to the individual. However, there was also specific mention of Council improvements which have contributed to improving life in the LGA. Some reasons mentioned for the LGA getting better included:

- *I think the communication from Council has increased and I've been able to take advantage of more of the things available more so the facilities.*
- *Significant things have been done around town with the gardens, trees and the presence of council employees working.*
- *They have more community activities and family things to do, e.g. improvement to the parks near the river and concerts etc. that they can access.*
- *The active development for the community parks has improved greatly. The upgrade of facilities / removed all the old facilities and equipment and have upgraded.*
- *I feel like that there is a lot of construction going on, everyone seems to be getting outdoors more than what they seemed to have use to, I feel that is due to the maintenance of sporting facilities and fields and the upgrade the pool.*
- *Because of the development of roads and parks in the district. The local art society got a grant to build a new studio and that has improved access for people in the district. They provide great social support. The grant has improved the quality of the venue 1000%, but it could be bigger. The volunteers help greatly and the council initiatives are fantastic.*

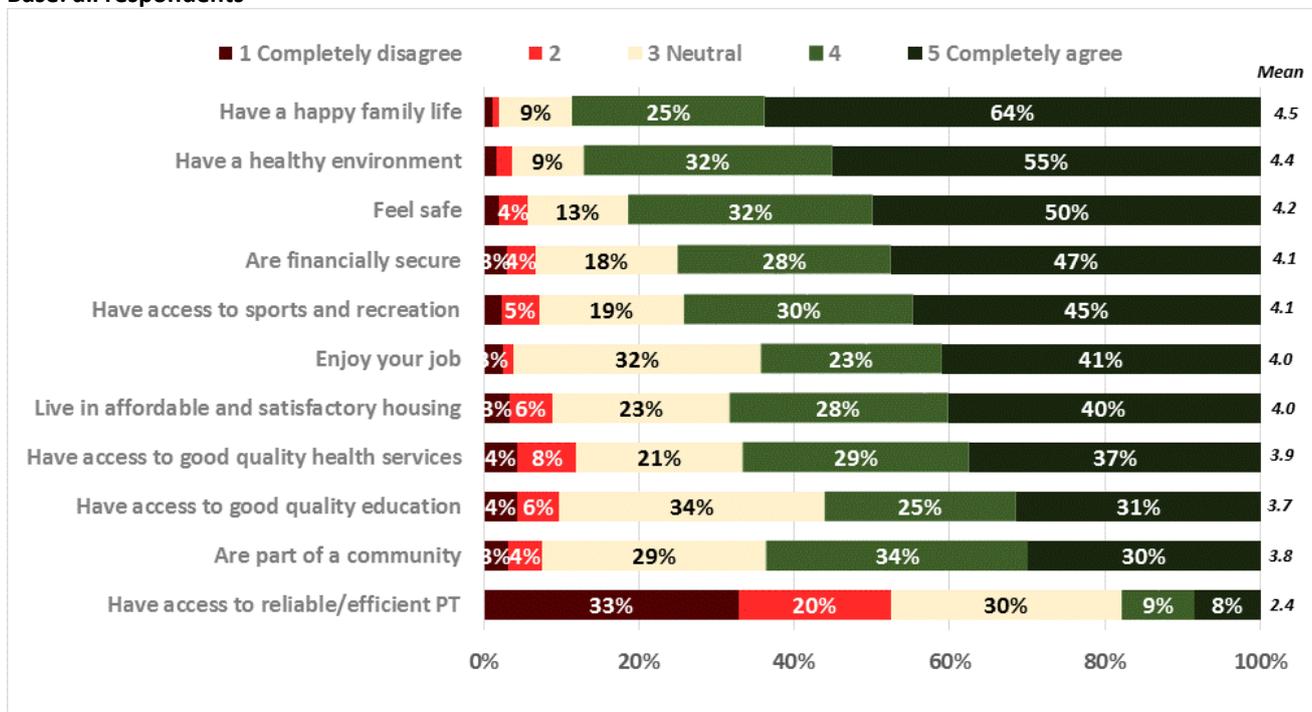
And some reasons for the LGA getting worse included:

- *Not keeping up with infrastructure. Population rising but the infrastructure not keeping. Given money to build high school and they haven't picked a site. Asked to do hospital, not started. So money coming in, but not being used around here. Indoor swimming pool etc, money has come in. But no site.*
- *Nothing really here to attract people here/ it's getting worse/ we have to go interstate for shopping because we don't have shops, cinemas/ nothing for the seniors//I suppose just the rules and the different things that are changing that we weren't apart of, we used to be able to go to the local council and have a chat but now it's bigger we don't get that option we just get told after its happened/ frustration that decisions are made without community are unable to comment on.*
- *Commercial industry is going backwards we have less retail and less business open in the cbd/*
- *There was a lot of bushfire damage...and the lingering effects of the drought...and climate change that gives one a sense of dread.*

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 6.6: Achievement of Personal Aspirations

Base: all respondents



Agreement with the majority of personal aspiration statements was impressively high, with seven 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 2.4 out of 5.0.

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

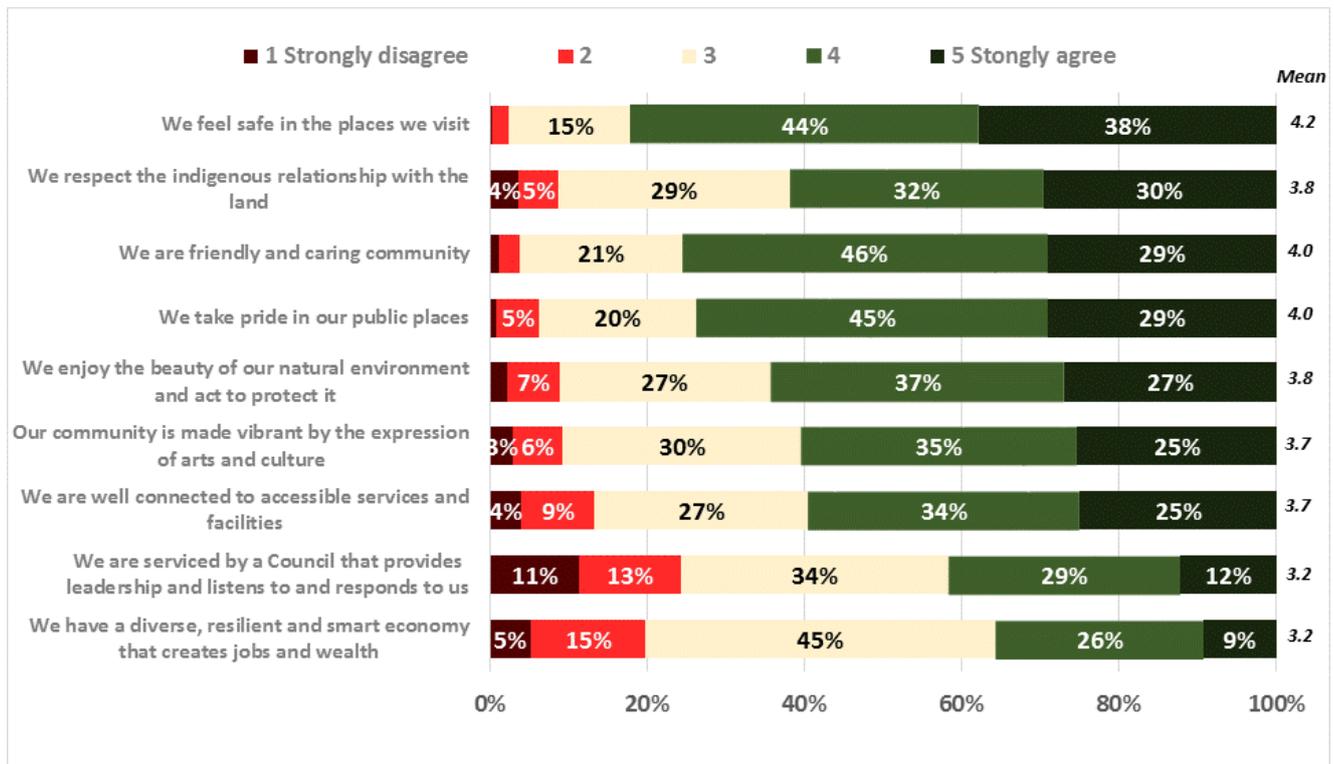
(Continued over page...)

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

Average	Q32 Gender		Q5 Would your age be between?			Q34 Which city or town do you live in or nearest to?				Q35 Do you have any children 18 years or under living at home?	
	Male	Female	18-39	40-59	60+	Urban	Urban Fringe	Rural Villages	Rural	Yes	No
Have access to good quality health services	3.8	4.0	4.0	3.8	3.9	4.0	3.5	3.6	3.1	3.8	3.9
Live in affordable and satisfactory housing	3.8	4.1	3.7	3.9	4.4	4.1	3.8	3.7	3.4	3.8	4.1
Have access to reliable and efficient public transport	2.4	2.4	2.4	2.3	2.5	2.7	1.7	1.8	1.4	2.4	2.4
Are part of a community	3.7	3.9	4.0	3.8	3.7	3.9	3.7	3.8	3.5	4.0	3.7
Enjoy your job	4.0	4.0	4.3	4.0	3.6	4.0	3.9	3.9	3.4	4.2	3.9
Have access to good quality education	3.7	3.8	3.9	3.8	3.5	3.9	3.3	3.4	3.1	3.8	3.7
Have a happy family life	4.4	4.6	4.6	4.5	4.5	4.5	4.5	4.6	4.0	4.6	4.4
Are financially secure	4.1	4.2	4.1	4.1	4.2	4.2	4.2	3.9	3.3	4.2	4.1
Have a healthy environment	4.3	4.5	4.3	4.3	4.5	4.4	4.4	4.2	4.4	4.3	4.4
Have access to sports and recreation	4.1	4.1	4.3	4.1	3.9	4.3	3.6	3.8	3.4	4.2	4.1
Feel safe	4.2	4.2	4.2	4.2	4.4	4.3	4.2	4.1	4.5	4.1	4.3

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 6.7: 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 respect the indigenous relationship with the land”, “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 3.8 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

Average	Q32 Gender		Q5 Would your age be between?			Q34 Which city or town do you live in or nearest to?			
	Male	Female	18-39	40-59	60+	Urban	Urban Fringe	Rural Villages	Rural
We are friendly and caring community	3.9	4.1	4.0	3.9	4.1	4.1	3.8	3.9	3.8
We feel safe in the places we visit	4.2	4.2	4.2	4.1	4.3	4.2	4.1	4.1	4.2
We respect the indigenous relationship with the land	3.8	3.8	3.8	3.7	3.9	3.9	3.6	3.5	3.4
Our community is made vibrant by the expression of arts and culture	3.6	3.9	3.7	3.7	3.9	3.8	3.5	3.6	3.2
We have a diverse, resilient and smart economy that creates jobs and wealth	3.2	3.2	3.3	3.1	3.2	3.3	3.1	2.9	2.8
We enjoy the beauty of our natural environment and act to protect it	3.8	3.8	3.8	3.7	4.0	3.9	3.6	3.6	3.5
We take pride in our public places	4.0	4.0	3.9	3.9	4.1	4.0	3.8	3.8	4.1
We are well connected to accessible services and facilities	3.6	3.7	3.8	3.6	3.7	3.9	3.2	3.1	3.1
We are serviced by a Council that provides leadership and listens to and responds to us	3.1	3.3	3.1	3.2	3.2	3.5	2.9	2.4	2.3

When viewing the quality of life, personal and community aspiration measures on an agreement (proportion rating 4.0 or 5.0 out of 5.0) continuum the following picture emerges (over page):

(Continued over page...)

Table 6.3: All quality of life measures

Quality of life statement	% Agreeing 2018	% Agreeing 2020
Have a happy family life	92%	89%
Have a healthy environment	91%	87%
We feel safe in the places we visit	64%	82%
Feel safe	87%	81%
We are friendly and caring community	77%	76%
Are financially secure	80%	75%
Have access to sports and recreation	78%	74%
We take pride in our public places	59%	74%
Live in affordable and satisfactory housing	74%	68%
Have access to good quality health services	75%	67%
We enjoy the beauty of our natural environment and act to protect it	75%	64%
Enjoy your job	62%	64%
Are part of a community	64%	64%
We respect the indigenous relationship with the land	62%	62%
Our community is made vibrant by the expression of arts and culture	34%	60%
We are well connected to accessible services and facilities	39%	59%
Have access to good quality education	62%	56%
We are serviced by a Council that provides leadership and listens to and responds to us	48%	42%
We have a diverse, resilient and smart economy that creates jobs and wealth	70%	36%
Have access to reliable and efficient public transport	21%	18%

The proportion agreeing that “We feel safe in the places we visit”, “We take pride in our public places”, “Our community is made vibrant by the expression of arts and culture” and “We are well connected to accessible services and facilities” increased significantly in 2020 (82% vs 64%, 74% vs. 59%, 60% vs. 34% and 59% vs. 39% respectively). Conversely, the proportion agreeing that “We enjoy the beauty of our natural environment and act to protect it” and “We have a diverse, resilient and smart economy that creates jobs and wealth” declined (64% vs. 75% and 36% vs. 70% respectively).

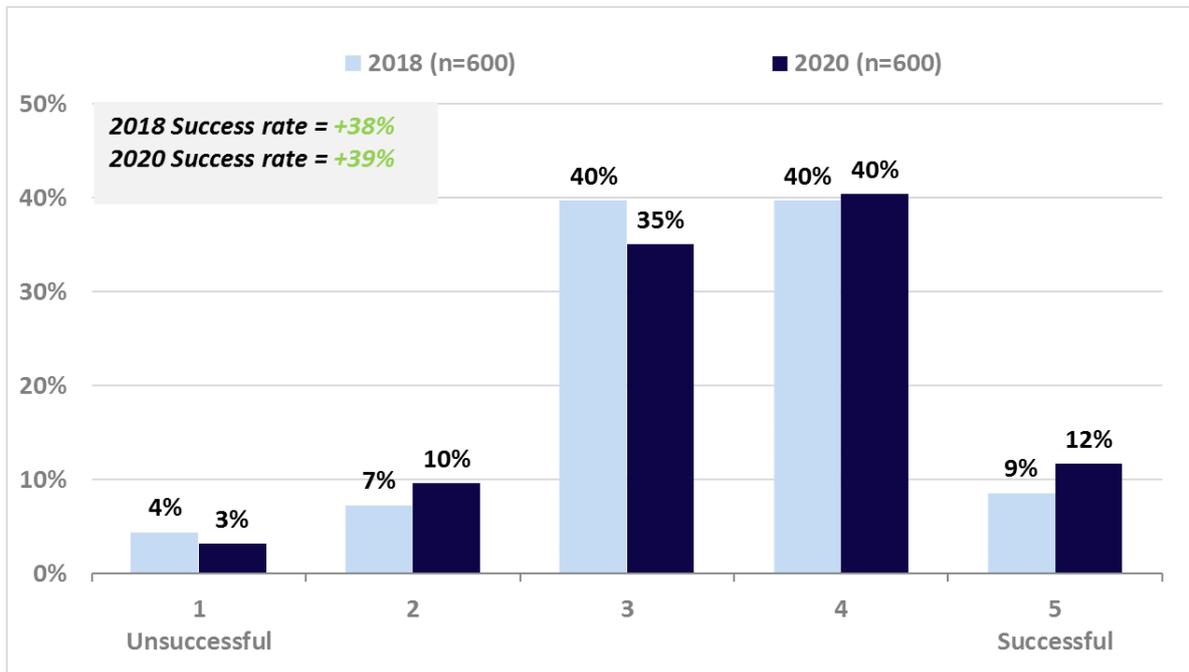
The survey concluded by informing residents that:

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?"

Graph 6.8: 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), over half rated Council as a 4 or 5 out of 5. Thus, Council achieved a Net Vision Success Rating of +39% and a mean score of 3.5 (against 3.41 in 2018) out of 5.0.

Mean agreement was higher among those residing in the urban region (at 3.63 vs. 3.12 among those in rural area).

Appendix 1: Survey questionnaire

Project: 5776_QPRC_CSS_v10

Module: QPrint

INT01

single

min = 1 max = 1 l = 2

Good afternoon/evening, my name is \$I, and I'm calling from Jetty Research on behalf 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?

This survey will be recorded and monitored for training and quality purposes.

RESEARCHER NOTE: If refused to be recorded survey will terminate.

If they wish to check validity of poll, ask them to call Council during office hours on 1300 735 025 and arrange a call back.

O.K. Continue/ START RECORDING	10	=> /LASTQ (ERR)
Call back later - make appointment	11	=> /CB
Refusal/ Not interested	12	=> /CNOTES
Language barrier	13	=> /CNOTES
Remove my number/do not call again	14	=> /DNC
Business Number	16	=> /CNOTES
Not living in LGA	17	=> /INT86
Refused to be recorded	18	=> /INT85

Q3

single

min = 1 max = 1 l = 1

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?

Yes	1	
No	2	=> /INT86

Q5

single

min = 1 max = 1 l = 1

Would your age be between?

READ OUT

18-39	1
40-59	2
60+	3

Q6

single
min = 1 max = 1 l = 1

And have you lived in the local area for a least 1 year?

RESEARCHER NOTE: If less than 1 year survey will terminate

Yes	1	
No	2	=> /INT87

Q7

single
min = 1 max = 1 l = 1

And are you or immediate family members currently a Councillor or permanently employed by Queanbeyan-Palerang Regional Council?

RESEARCHER NOTE: Immediate family is husband/wife or children. Permanent staff is full-time or part-time only.

Yes	1	=> /INT83
No	2	

Q9

single, open
min = 1 max = 1 l = 1

May I have your first name for the survey?

Name	1
------	---

Q10A

single
min = 1 max = 1 l = 2

Thanks Q9. 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 or

facility within the past 12 months just say so and I'll move to the next one.

Now Q9, please note there is a long list of services, 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?

READ OUT

RESEARCHER NOTE: Select N/A if service or facility hasn't been used in the last 12 months

	1 Very poor	2	3	4	5 Excellent	N/A
Sealed roads	<input type="checkbox"/>					
Community Consultation	<input type="checkbox"/>					
Unsealed roads	<input type="checkbox"/>					
Bridges	<input type="checkbox"/>					
Footpaths and cycleways	<input type="checkbox"/>					
Cleanliness of public domain (streets etc.)	<input type="checkbox"/>					
Online services	<input type="checkbox"/>					
Dog control	<input type="checkbox"/>					
Stormwater drainage	<input type="checkbox"/>					
Public toilets	<input type="checkbox"/>					
Weed control	<input type="checkbox"/>					
Waste and recycling	<input type="checkbox"/>					
Water supply	<input type="checkbox"/>					
Sewage collection and treatment	<input type="checkbox"/>					
Council pools and sporting facilities	<input type="checkbox"/>					
Parks, reserves and playgrounds	<input type="checkbox"/>					
Libraries	<input type="checkbox"/>					
Community halls	<input type="checkbox"/>					
Economic development and attracting new investment	<input type="checkbox"/>					
Tourism marketing	<input type="checkbox"/>					
Development applications	<input type="checkbox"/>					
Building inspections	<input type="checkbox"/>					
Environmental monitoring and protection	<input type="checkbox"/>					
Community services (including seniors, family, children and youth services)	<input type="checkbox"/>					
Disability services	<input type="checkbox"/>					

Q13

single

min = 1 max = 1 l = 1

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.

1 Very dissatisfied	1
	2
	3
	4
5 Very satisfied	5

Q14

single, open
min = 1 max = 1 l = 1

Can you briefly explain why you gave that rating?

PROBE FULLY

1

Q16

single
min = 1 max = 1 l = 1

Now Q9, have you contacted Council within the past 12 months, OTHER than to make a payment?

RESEARCHER NOTE: Payments like rates, application fees etc. is NOT contacting Council.

Yes	1	
No	2	=> /Q23A
Unsure	3	=> /Q23A

Q18

single, open
min = 1 max = 1 l = 2

Thinking about your MOST recent inquiry, what was that contact regarding?

DO NOT AID

SINGLE RESPONSE

Garbage/Waste Management/Recycling/Tips	01
Development Applications (DA)	02
Building Inspection inquiries	03

Rates inquiry (including pensioner rebates and changes of address)	04
Water billing	05
Water, Sewage	06
Septic Tanks	07
Stormwater, drainage	08
Community Services (availability of facilities, grants for projects, community events, aged and disabled services etc.)	09
Animal matters (barking dogs, livestock etc.)	10
Vegetation and trees (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	25
OTHER (specify)	26

Q21

single, open

min = 1 max = 1 l = 1

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

DO NOT AID

Telephone	1
Face-to-face	2
Letter	3
Email	4
Website	5
Social media	6
Unsure	7
OTHER (specify)	8

Q22

single

min = 1 max = 1 l = 1

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?

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

Q23A

single

min = 1 max = 1 l = 1

In your dealings with Council, how would you prefer to conduct the following?								
DO NOT AID (ANSWERS)								
RESEARCHER NOTE: If respondent is unsure, say: In a hypothetical situation, how would you prefer to conduct the following?								
	Face-to-face	Phone	Online (including apps or via website)	Email	Letter	Social media (Facebook etc.)	Radio/TV	Other/Unsure
Making a payment	?	?	?	?	?	?	?	?
Requesting Council to do something (e.g. fix a pothole)	?	?	?	?	?	?	?	?
Completing or lodging applications and forms	?	?	?	?	?	?	?	?
Providing feedback on important or topical issues	?	?	?	?	?	?	?	?
Information on Council policies and activities	?	?	?	?	?	?	?	?
Information on local events and activities	?	?	?	?	?	?	?	?
Getting updates on road closures etc. during emergencies	?	?	?	?	?	?	?	?

Q24

multiple, open

min = 1 max = 7 l = 1

Can you tell me how you currently receive information from Council?

DO NOT AID

MULTIPLE RESPONSE

Local newspapers (Queanbeyan Age, Chronicle, Braidwood Times, Bungendore Weekly)	1
Canberra Times	2
Council website	3
QPRC News letter	4
Weekly QPRC e-newsletter	5
Social media	6
Speaking directly with Council staff or Councillors	7
OTHER (specify)	8

Q25

single, open
min = 1 max = 1 l = 2

And what is your PREFERRED source of receiving Council information?

DO NOT AID

MULTIPLE RESPONSE

RESEARCHER NOTE: If via SMS is selected SAY: You can register your mobile number via Council's website

Local newspapers (Queanbeyan Age, Chronicle, Braidwood Times, Bungendore Weekly)	01
Via Council-produced fortnightly newspaper	02
Via SMS (See RESEARCHER NOTE)	03
Canberra Times	04
Council website	05
QPRC News letter	06
Weekly QPRC e-newsletter	07
Social media	08
Speaking directly with Council staff or Councillors	09
Via friends and neighbours	10
OTHER (specify)	11

Q26

single
min = 1 max = 1 l = 1

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

READ OUT

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

Q27

single
min = 1 max = 1 | = 1

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

READ OUT

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

Q28

single, open
min = 1 max = 1 | = 1

Can you briefly explain why?

PROBE FULLY

=> /+1***ERR if Q27=3	1
--------------------------	---

Q28A

single
min = 1 max = 1 | = 1

How much do you agree or disagree that the Queanbeyan-Palerang LGA is a great place to live? Would you say:

READ OUT

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

Q28B

single

And in the last 12 months, do you feel the Queanbeyan-Palerang LGA has got better, worse or stayed the same as a place to live? Would you say:

READ OUT

Much worse	1
Slightly worse	2
Stayed the same	3
Slightly better	4
Much better	5

Q28C

single, open
min = 1 max = 1 l = 1

And why do you say the Queanbeyan-Palerang LGA has changed as a place to live?

PROBE FULLY

=> /+1***ERR if Q28B=3	1
---------------------------	---

Q29A

single
min = 1 max = 1 l = 1

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 do you agree that you:

READ OUT

	1 Completely disagree	2	3 Neutral	4	5 Completely agree
Have access to good quality health services	<input type="radio"/>				
Live in affordable and satisfactory housing	<input type="radio"/>				
Have access to reliable and efficient public transport	<input type="radio"/>				
Are part of a community	<input type="radio"/>				
Enjoy your job	<input type="radio"/>				
Have access to good quality education	<input type="radio"/>				
Have a happy family life	<input type="radio"/>				
Are financially secure	<input type="radio"/>				
Have a healthy environment	<input type="radio"/>				

Have access to sports and recreation	<input type="text"/>				
Feel safe	<input type="text"/>				

Q30A

single

min = 1 max = 1 l = 1

Now, thinking about your local government area, 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:

READ OUT

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

Q31

single

min = 1 max = 1 l = 1

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?

DO NOT AID

Unsuccessful	1
	2
	3
	4
Very successful	5

Q32

single
min = 1 max = 1 l = 1

Record gender:

DON'T ASK

Male	1
Female	2

Q34

single
min = 1 max = 1 l = 2

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

Araluen	01
Back Creek	02
Bendoura	03
Berland	04
Bombay	05
Braidwood	06
Bungendore	07
Burra	08
Bywong	09
Captains Flat	10
Carwoola	11
Charleys Forest	12
Durran Durra	13
Fernleigh Park	14
Forbes Creek	15
Googong Township	16

Greenleigh	17
Harolds Cross	18
Hereford Hall	19
Hoskinstown	20
Jembaicumbene	21
Jinden	22
Ka	23
Karabar	24
Krawarree	25
Majors Creek	26
Marlowe	27
Monga	28
Mongarlowe	29
Mt Campbell	30
Mt Fairy	31
Mulloon	32
Neringla	33
Nerriga	34
Queanbeyan (including Jerrabombera)	35
Rossi	36
Royall	37
Snowball	38
Sutton	39
The Ridgeway	40
Tomboye	41
Wamboin	42
Warri	43
Williamsdale	44
Wog Wog	45
Wyanbene	46

Q35

single

min = 1 max = 1 l = 1

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

Yes	1
No	2
Declined	3

Q36

multiple

min = 1 max = 2 l = 1

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

DO NOT AID

=> /+1***ERR	
if Q35=2,3	
0-12	1
13-18	2
Both	3

Q37

single
min = 1 max = 1 l = 1

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

DO NOT AID

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

Q99 (I)

multiple, open
min = 1 max = 2 l = 1

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. The research has been conducted by Jetty Research (02 9212 2900) on behalf of **Queanbeyan-Palerang Regional Council**.

My name is \$I.

In case my supervisor needs to check anything in this interview, can I have a first name and the best phone number to reach you on?

This and anything else that can identify you will be removed from the data file once the survey is completed.

Name	1
Preferred phone number	2
Refused	3

Q99END

single
min = 1 max = 1 l = 1



Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. The research has been conducted by Jetty Research (02 9212 2900) on behalf of Queanbeyan-Palerang Regional Council.

My name is \$I.

If you wish to check that my company is listed with the Market Research Society, I can give you a website address to do so.

NOTE: If respondent wants the web address read out: <http://www.amsrs.com.au/confirm>

If someone does not have the internet we can provide the following phone number 1300 364 832 - but this is only to be used for those that can't access the website as it is AMSRS's main phone number and not a surveyline specific number.

Have a great afternoon/evening.

Finish

1

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 Census⁸. 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	6.0%	8.0%
40-59	17.0%	21.2%
60+	20.2%	27.7%

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	2.76	2.14
40-59	1.08	0.91
60+	0.65	0.56

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.

⁸ 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

	Survey Demographics	Online (n=82)	CATI (n=600)
Gender	Male	39%	48%
	Female	59%	52%
	Other	2%	0%
Q29 - Would your age be between?	Under 18	0%	0%
	18-39	21%	34%
	40-59	35%	38%
	60+	44%	29%
Q28 - Is your residence in an urban, rural or village location?	Urban and urban fringe	51%	78%
	Rural	17%	3%
	Villages	32%	19%
Q27 - Do you have any children 18 years or under living at home?	Yes	29%	37%
	No	65%	63%
	Prefer not to say	6%	0%
Q28 - Are these children aged 0-12, 13-18, or both?	0-12	54%	60%
	13-18	29%	27%
	Both	17%	14%
Q29 - And finally, how long have you lived in the QPRC LGA?	0-1 year	4%	0%
	1-5 years	18%	11%
	6-10 years	12%	19%
	11-20 years	26%	26%
	More than 20 years	39%	44%
	I don't live in the LGA	1%	

Rural residents were again over-represented in the online sample (17% vs. 3% in the CATI sample) while urban residents were underrepresented (51% vs. 78%).

(Continued over page...)

Table A3.2.1: Satisfaction with Council services and facilities

Facilities and Services	Online (n=82)	CATI (n=600)
Bridges	3.33	3.86
Building inspections (after Development Applications)	2.63	2.97
Cleanliness of public domain	3.41	3.87
Community Consultation	2.65	3.06
Community halls	3.45	3.79
Community services, including seniors, family, children's and youth services	2.91	3.47
Council pools and sporting facilities	3.61	3.98
Development applications (DA's)	2.12	2.61
Disability access	2.64	3.35
Dog control	3.14	3.38
Economic development and attracting new investment	2.71	3.07
Environmental monitoring and protection	2.37	3.14
Footpaths and cycleways	2.73	3.21
Libraries	4.24	4.26
Online services	3.27	3.38
Parks, reserves and playgrounds	4.00	4.09
Public toilets	3.32	3.35
Sealed roads	3.15	3.43
Sewage collection and treatment	3.72	4.11
Stormwater drainage	3.00	3.47
Tourism marketing	2.82	2.93
Unsealed roads	2.30	2.69
Waste and recycling	3.28	3.88
Water supply	3.44	4.11
Weed control	2.66	3.11

Table A3.2.2: Satisfaction with Council services and facilities

Overall satisfaction	Online (n=82)	CATI (n=600)
Very dissatisfied	21%	5%
Dissatisfied	37%	10%
Neither satisfied nor dissatisfied	13%	30%
Satisfied	17%	42%
Very satisfied	12%	13%
Average	2.6	3.5

Overall, online respondents were more dissatisfied than CATI respondents (with an overall satisfaction score of 2.6 out of 5.0, vs. 3.5 among CATI respondents). This also resonated in lower satisfaction ratings across 6 of the 25 Council provided services or facilities.

Table A3.3: Quality of life indicators

Quality of Life Indicators	Online (n=82)	CATI (n=600)
Have access to good quality health services	3.3	3.9
Live in affordable and satisfactory housing	3.7	4.0
Have access to reliable and efficient public transport	1.9	2.4
Are part of a community	3.7	3.8
Enjoy your job	3.8	4.0
Have access to good quality education	3.4	3.7
Have a happy family life	4.3	4.5
Are financially secure	3.7	4.1
Have a healthy environment	3.9	4.4
Have access to sports and recreation	3.7	4.1
Feel safe	3.7	4.2
We are friendly and caring community	3.7	4.0
We feel safe in the places we visit	3.8	4.2
We respect the indigenous relationship with the land	3.3	3.8
Our community is made vibrant by the expression of arts and culture	3.5	3.7
We have a diverse, resilient and smart economy that creates jobs and wealth	2.9	3.2
We enjoy the beauty of our natural environment and act to protect it	3.3	3.8
We take pride in our public places	3.4	4.0
We are well connected to accessible services and facilities	2.9	3.7
We are serviced by a Council that provides leadership and listens to and responds	2.3	3.2

Online respondents were also less likely to agree with a number of important wellness measures (such as access to health services and public transport, having a healthy environment, feeling safe, respecting the indigenous relationship with the land, protecting the environment, taking pride in public places, being well connected to accessible services and facilities and being serviced by a Council that provides leadership and listens to and responds to residents) than were the representative CATI sample.

(Continued over page...)

Table A3.4: Quality of life measures

	Quality of Life	Online (n=82)	CATI (n=600)
Q16 - On a slightly different note, would you say that your quality of life is...	Extremely poor	1%	1%
	Poor	2%	2%
	Neither good nor poor	12%	8%
	Good	48%	44%
	Extremely good	37%	45%
Q17 - And compared to 12 months ago would you say your quality of life has...	Decreased significantly	5%	5%
	Decreased to some extent	22%	12%
	Stayed about the same	54%	65%
	Increased to some extent	15%	13%
	Increased significantly	5%	5%
Q27 - How much do you agree or disagree that the Queanbeyan-Palerang LGA is a great place to live?	Strongly agree	28%	48%
	Agree	44%	41%
	Neither agree nor disagree	15%	10%
	Disagree	7%	0%
	Strongly disagree	6%	1%
Q28 - And in the last 12 months, do you feel the Queanbeyan-Palerang LGA has got better, worse or stayed the same as a place to live?	Much worse	14%	2%
	Slightly worse	25%	8%
	Stayed the same	33%	55%
	Slightly better	21%	26%
	Much better	7%	9%
Q21 - Success in moving towards its vision?	1 - Unsuccessful	23%	3%
	2	22%	10%
	3	27%	35%
	4	24%	40%
	5 – Successful	4%	12%

Additionally, online respondents were generally more critical towards Council, less likely to feel Council has been successful in achieving its vision (28% vs. 52% of CATI respondents) and also more likely to disagree that the LGA has got better as a place to live (39% vs. 10%).

Table A3.5: Contact with Council

	Contact with Council	Online (n=82)	CATI (n=600)
Q6 - Have you contacted Council within the past 12 months, other than to make a payment?	Yes	79%	53%
	No	21%	47%
	Unsure	0%	1%
Q8 - Thinking about your most recent inquiry, what was that contact regarding?	Animal matters - barking dogs, livestock, etc.	2%	4%
	Building inspection inquiries	5%	2%
	Cemetries	3%	0%
	Children and Family Services	0%	0%
	Community services	6%	4%
	Cultural facilities	3%	0%
	Cultural or sporting events	0%	0%
	Development application (DA)	12%	13%
	Fees and charges generally	0%	0%
	Garbage/Waste management/Recycling/Tips	6%	18%
	Library	2%	0%
	Other	18%	28%
	Other parks and gardens	0%	1%
	Pet registrations	0%	1%
	Rates inquiry	2%	6%
	Road and footpath improvements	17%	7%
	Road or bridge closures	5%	0%
	Septic tanks	0%	0%
	Services/Aged Care services	3%	0%
	Stormwater drainage	3%	1%
	Traffic management/parking	2%	2%
Unsure	0%	0%	
Vegetation and trees	2%	6%	
Water billing	5%	1%	
Water, sewage	3%	6%	
Website content and access	3%	0%	
Q11 - Thinking again about that experience, how did you make contact with Council?	Email	29%	9%
	Face-to-face	28%	16%
	Letter	0%	0%
	Other	2%	100%
	Social media	8%	9%
	Telephone	23%	1%
	Unsure	0%	0%
	Website	11%	10%
Q12 - How would you rate your satisfaction with the way Council handled that latest enquiry?	Very poorly	26%	19%
	Poorly	11%	10%
	Neither poorly nor well	31%	9%
	Well	18%	19%
	Very well	14%	44%
	Average	2.8	3.6

Online respondents were more likely than CATI respondents to have contacted Council in the past 12 months and generally less satisfied with their interaction with Council.

Table A3.6: Preference for communication with Council

	Preference for comms	Online (n=82)	CATI (n=600)
Q14-How do you currently receive information from Council?Please select all that apply	Local newspapers – Queanbeyan	48%	57%
	Canberra Times	5%	0%
	Council website	40%	15%
	QPRC News newsletter	63%	57%
	Weekly QPRC e-newsletter	40%	11%
	Social media	44%	13%
	Speaking directly with Council	23%	1%
	Other (please specify)	6%	43%
Q15 - What is your preferred source of Council information?Please select one.	Local newspapers – Queanbeyan Age/Chronicle...	9%	3%
	Via Council-produced fortnightly newspaper	6%	0%
	Via SMS	2%	1%
	Canberra Times	0%	0%
	Council website	11%	9%
	QPRC News newsletter	15%	27%
	Weekly QPRC e-newsletter	32%	17%
	Social media	16%	7%
	Speaking directly with Council staff or councillors	6%	1%
	Via friends and neighbours	0%	0%
Other (please specify)	4%	36%	

Unsurprisingly, online respondents preferred to be communicated with via online methods.

Table A3.6a: Preference for face-to-face as method of contacting Council by enquiry type

Face-to-face											
Type of enquiry	Q32 Gender		Q5 Would your age be between?			Q34 Which city or town do you live in or nearest to?				Q35 Do you have any children 18 years or under living at home?	
	Male	Female	18-39	40-59	60+	Urban	Urban Fringe	Rural Villages	Rural	Yes	No
Making a payment	47%	53%	21%	28%	51% ↑	75%	4%	19%	2%	14% ↓	86% ↑
Requesting Council to do something (e.g. fix a pothole)	59%	41%	25%	26%	49% ↑	60%	3%	33%	4%	26%	74%
Completing or lodging applications and forms	55%	45%	23%	33%	43% ↑	74%	5%	19%	2%	28%	72%
Providing feedback on important or topical issues	51%	49%	22%	36%	43% ↑	65%	4%	27%	4%	24%	76%
Information on Council policies and activities	53%	47%	31%	25%	44%	72%	4%	19%	5%	22%	78%
Information on local events and activities	64%	36%	26%	20%	54%	59%	0%	41%	0%	26%	74%
Getting updates on road closures etc. during emergencies	72%	28%	27%	32%	41%	56%	0%	44%	0%	27%	73%

Preference for face-to-face was strongest among those aged 60 years and over for a number of enquiry types.

Table A3.6b: Preference for phone as method of contacting Council by enquiry type

Phone											
Type of enquiry	Q32 Gender		Q5 Would your age be between?			Q34 Which city or town do you live in or nearest to?				Q35 Do you have any children 18 years or under living at home?	
	Male	Female	18-39	40-59	60+	Urban	Urban Fringe	Rural Villages	Rural	Yes	No
Making a payment	35%	65%	12%	47%	42%	63%	17%	19%	0%	28%	72%
Requesting Council to do something (e.g. fix a pothole)	46%	54%	32%	33%	35%	77%	9%	11% ↓	2%	32%	68%
Completing or lodging applications and forms	33%	67%	58%	22%	20%	31%	33%	36%	0%	36%	64%
Providing feedback on important or topical issues	55%	45%	28%	32%	39%	65%	12%	19%	4%	24%	76%
Information on Council policies and activities	26%	74%	23%	28%	49%	73%	4%	21%	3%	22%	78%
Information on local events and activities	42%	58%	25%	8%	67%	89%	0%	6%	5%	0%	100%
Getting updates on road closures etc. during emergencies	37%	63%	32%	37%	30%	78%	8%	13%	1%	32%	68%

Preferences for phone was stronger among urban residents than those residing in rural villages when requesting Council do something.

Table A3.6c: Preference for online as method of contacting Council by enquiry type

Online (including apps or via website)											
Type of enquiry	Q32 Gender		Q5 Would your age be between?			Q34 Which city or town do you live in or nearest to?				Q35 Do you have any children 18 years or under living at home?	
	Male	Female	18-39	40-59	60+	Urban	Urban Fringe	Rural Villages	Rural	Yes	No
Making a payment	49%	51%	37%	39%	24% ↓	70%	9%	19%	2%	41% ↑	59% ↓
Requesting Council to do something (e.g. fix a pothole)	49%	51%	40%	45%	15% ↓	69%	8%	19%	3%	49% ↑	51% ↓
Completing or lodging applications and forms	45%	55%	41% ↑	40%	19% ↓	70%	9%	18%	2%	44% ↑	56% ↓
Providing feedback on important or topical issues	48%	52%	39%	41%	20% ↓	74%	7%	17%	2%	44% ↑	56% ↓
Information on Council policies and activities	48%	52%	40%	39%	21% ↓	71%	9%	18%	3%	42%	58%
Information on local events and activities	49%	51%	44% ↑	34%	22% ↓	73%	8%	16%	3%	43%	57%
Getting updates on road closures etc. during emergencies	55%	45%	40%	37%	23%	67%	9%	21%	3%	40%	60%

Preference for online was strongest among those aged under 60 years for most enquiry types.

Table A3.6d: Preference for email as method of contacting Council by enquiry type

Email											
Type of enquiry	Q32 Gender		Q5 Would your age be between?			Q34 Which city or town do you live in or nearest to?				Q35 Do you have any children 18 years or under living at home?	
	Male	Female	18-39	40-59	60+	Urban	Urban Fringe	Rural Villages	Rural	Yes	No
Making a payment	0%	100%	0%	76%	24%	38%	0%	62%	0%	0%	100%
Requesting Council to do something (e.g. fix a pothole)	35%	65%	15%	51%	34%	46% ↓	14%	38% ↑	2%	32%	68%
Completing or lodging applications and forms	39%	61%	12%	64%	24%	61%	14%	19%	6%	27%	73%
Providing feedback on important or topical issues	43%	57%	32%	38%	30%	64%	15%	20%	1%	40%	60%
Information on Council policies and activities	49%	51%	35%	39%	25%	59%	19%	21%	1%	35%	65%
Information on local events and activities	55%	45%	30%	46%	24%	68%	14%	16%	1%	32%	68%
Getting updates on road closures etc. during emergencies	71%	29%	18%	53%	29%	66%	18%	12%	3%	22%	78%

Preference for email was stronger among urban residents than those in rural villages for requesting Council to do something.

Table A3.6e: Preference for face-to-face as method of contacting Council by enquiry type

Letter											
Type of enquiry	Q32 Gender		Q5 Would your age be between?			Q34 Which city or town do you live in or nearest to?				Q35 Do you have any children 18 years or under living at home?	
	Male	Female	18-39	40-59	60+	Urban	Urban Fringe	Rural Villages	Rural	Yes	No
Making a payment	42%	58%	0%	58%	42%	100%	0%	0%	0%	0%	100%
Requesting Council to do something (e.g. fix a pothole)	92% ↑	8% ↓	39%	15%	45%	91%	9%	0%	0%	0%	100%
Completing or lodging applications and forms	53%	47%	0% ↓	30%	70% ↑	61%	8%	28%	4%	0% ↓	100% ↑
Providing feedback on important or topical issues	48%	52%	18%	32%	51%	68%	4%	23%	4%	10% ↓	90% ↑
Information on Council policies and activities	53%	47%	19%	42%	38%	77%	3%	20%	0%	27%	73%
Information on local events and activities	48%	52%	11%	50%	39%	78%	4%	17%	1%	24%	76%
Getting updates on road closures etc. during emergencies	30%	70%	24%	27%	49%	97% ↑	0%	3%	0%	36%	64%

Table A3.6f: Preference for Social media as method of contacting Council by enquiry type

Social media (Facebook etc.)											
Type of enquiry	Q32 Gender		Q5 Would your age be between?			Q34 Which city or town do you live in or nearest to?				Q35 Do you have any children 18 years or under living at home?	
	Male	Female	18-39	40-59	60+	Urban	Urban Fringe	Rural Villages	Rural	Yes	No
Making a payment											
Requesting Council to do something (e.g. fix a pothole)	34%	66%	66%	34%	0%	66%	34%	0%	0%	0%	100%
Completing or lodging applications and forms											
Providing feedback on important or topical issues	17%	83%	68%	32%	0%	49%	17%	34%	0%	83%	17%
Information on Council policies and activities	39%	61%	24%	55%	21%	85%	7%	7%	0%	86% ↑	14% ↓
Information on local events and activities	38%	62%	43%	45%	12% ↓	67%	10%	22%	1%	49%	51%
Getting updates on road closures etc. during emergencies	25% ↓	75% ↑	34%	58%	8% ↓	72%	7%	22%	0%	66% ↑	34% ↓

Preference for social media was strongest among females and those aged under 60 years for getting info on local events and updates on road closures.

Appendix 4: A note on reading importance / performance quadrant analysis

Higher importance/lower satisfaction	Higher importance/higher satisfaction
<p>Community services Sealed roads</p>	<p>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>Building inspections Development applications Disability access Dog control Econ. Development/attracting new investment Environmental monitoring and protection Footpaths and cycleways Online services Public toilets Stormwater drainage Tourism marketing Unsealed roads Weed control</p>	<p>Community halls Council pools and sporting facilities Libraries</p>

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.