



Insight for
Business & Government

Townsville City Council Community Survey 2015

Management Report

Prepared for



Prepared by
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August 2015

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Table of contents

1 Introduction	8
Background	8
Study Objectives	8
Attitude Measurement	8
Survey Response	9
Benchmark Comparison Database	10
Area Analysis	10
Survey Results	12
2 Overall Satisfaction with Council	13
2.1 Overall Satisfaction with Townsville City Council Services and Facilities	13
2.2 Reasons for Satisfaction and Dissatisfaction	16
3 Council Services and Facilities	17
3.1 Importance	17
Satisfaction	29
3.3 Importance comparisons	52
3.4 Satisfaction comparisons	56
4 Prioritising Services and Facilities	59
4.1 Quadrant Analysis	59
4.2 Gap Analysis	63
5 Community Engagement	68
5.1 Agreement Statements	68
5.2 In the past 12 months have you done any of the following?	69
6 Customer service	71
6.1 Contact with Townsville City Council	71
7 Communication	75
7.1 Council's services and activities information sources – Prompted	75
7.2 Council's services and activities information sources – Unprompted	77
7.3 Satisfaction with the services and information available on Townsville City Council's website	78
8 Rates Increase	79
8.1 Support for Increasing Rates to Fund Improvements or Increase Services	79
9 Emergencies	81
9.1 Household Emergency Preparation	81
9.2 Emergency Information Sources	82
10 Appendix	83
10.1 Methodology	83
10.1.1 Sample Design	83
10.1.2 Data Collection	84

10.1.3 Response Performance	84
10.1.4 Survey Accuracy	85
10.2 ANOVA Tables – Importance of Services and Facilities.....	86
10.3 ANOVA Tables – Satisfaction with Services and Facilities.....	89
10.4 ANOVA Tables – Overall Satisfaction	92
10.5 ANOVA Tables – Agreement Statements.....	92
10.6 Reasons for Low Satisfaction with Council services and facilities	93

Executive Summary

This report presents the results of the Townsville City Council Community Survey, 2015 and follows on from the surveys conducted in 2013 & 2011. IRIS Research was commissioned by Townsville City Council to conduct a comprehensive telephone-based survey among the area's residents. The survey sought a range of resident attitudes and opinions as input to Townsville City Council's ongoing strategic planning and quality improvement process.

The 2015 survey was conducted on the IRIS Research Computer-Assisted Telephone Interviewing (CATI) system during July 2015. A total of 1,019 interviews were conducted with residents from the Townsville Local Government Area (LGA). The interviews were conducted by four areas, area 1: 15km radius from the centre of Townsville, area 2: 30km radius from the centre of Townsville, area 3: 45km radius from the centre of Townsville and area 4: Magnetic Island. To qualify for an interview, respondents had to have been a resident in the Townsville City Council area for at least the last six months and aged 18 or older. The survey achieved a completion rate of 51%.

The main findings of the 2015 survey are summarised under the key report headings over the next few pages.

OVERALL SATISFACTION

For the second successive study satisfaction with Townsville City Council Services and Facilities increased. On average satisfaction was 3.76 however only approximately 1 in 8 (13%) were 'Very Satisfied' suggesting ambivalence rather than overt joy with the level of service offered. This is supported by the decline in participation rate in the survey seen in this latest survey (down from 59 to 51%).

INDIVIDUAL COUNCIL SERVICES AND FACILITIES

An in-depth analysis of importance and satisfaction ratings for Townsville City Council services and facilities highlighted priority areas for improvement. Initially

there were 53 services and facilities measured in this survey, however after applying quadrant and gap analysis the results highlighted 18, with 12 services identified in both sets of analysis (refer to Table E1).

Table E.1: Opportunities Matrix for Council Services and Facilities

	Identified as not meeting resident expectations in ...	
	Quadrant Analysis (Higher importance / lower satisfaction)	Gap Analysis (Higher than average gap between importance and satisfaction)
Mosquito control	✓	✓
Protection of bush land and wildlife	✓	✓
Community Safety programs	✓	✓
Promoting the city	✓	✓
Availability of street lighting	✓	✓
Council environmental initiatives	✓	✓
Condition and safety of local roads	✓	✓
Supporting local industry and business	✓	✓
Animal Control	✓	✓
Collection of litter from roadside	✓	✓
Consulting and engaging the Community	✓	✓
Attracting new businesses to the city	✓	✓

When comparing the 2015 results to the 2013 survey, the vast majority (all but 2) have remained a priority, showing little improvement. It is apparent that the majority of these services and facilities were also mentioned in the 2011 report, indicating little change over four years.

Below are listed the priority services areas that have remained consistent over the last four years:

- Condition and safety of local roads
- Availability of street lighting
- Supporting local industry and business

- Attracting new businesses to the city
- Council environmental initiatives
- Consulting and engaging the Community
- Community Safety programs
- Collection of roadside litter

Given the lack of progress over the period, IRIS Research recommends that the Council needs to fully understand what the community expectations are for these services and, having understood resident's expectations, establish taskforces to deliver to these needs and thereby effect real change.

CUSTOMER SERVICE

Contact with the council has declined over each of the successive surveys.

Where that contact has occurred it is increasingly by telephone whilst those visiting a Customer Service Centre has notably declined (from 1 in 4 to approximately 1 in 6).

However, the satisfaction with the service delivered via telephone is significantly lower than that delivered by the Service Centres. Can the service delivery via telephone be improved or should more issues be directed to the Service Centres?

COMMUNICATION

As the Townsville City Council's website (and social media) increase their role in terms of communication, the print media appears to be falling away.

As would be expected the usage of the website and, particularly, social media is strongest amongst the under 50 year olds.

The increasing reliance on the internet and social media is in sharp contrast to the results for Customer Service which show only a minority using the website for

customer service resolution, with the majority using some form of direct contact, irrespective of age.

Is this because residents do not trust email or social media comments to be addressed with the same diligence?

EMERGENCIES

Almost all residents have taken some steps towards Emergency Preparation Steps, indeed the majority have taken multiple steps. However, an 'Evacuation plan' is notably less likely to be prepared (particularly amongst the young and those renting).

In terms of sources for Emergency Information, traditional media (TV / Radio / Local Newspaper) is notably less likely to be used than in previous surveys.

The Internet / Apps / Phone and word of mouth have increased in terms of mentions but remain at a low level and the increase does not match the decline in traditional media, leaving a communication void.

Introduction

Background

A comprehensive telephone based community survey was commissioned by Townsville City Council in order to evaluate and analyse the provision of its services and facilities that it provides to local residents.

Study Objectives

The broad objectives for the community survey process were to:

- measure the importance of and satisfaction with services and facilities provided by Townsville City Council;
- Assist Townsville City Council by identifying the priority issues for the community;
- Identify key drivers of resident dissatisfaction;
- Evaluate the consumption and satisfaction with Townsville City Council's communications.

Attitude Measurement

In the first section of the survey, a series of 53 Council services and facilities were read out to respondents. For each, respondents were asked to give both an importance and satisfaction rating. Results from these ratings form the basis of much of the analysis in this report. The importance and satisfaction rating scales used in the survey are exhibited below:

Importance scale

1 = Not at all important
2 ...
3 ...
4 ...
5 = Very important

Satisfaction scale

1 = Not at all satisfied
2 ...
3 ...
4 ...
5 = Very satisfied

Agreement scale

1 = Strongly disagree
2 ...
3 ...
4 ...
5 = Strongly agree

For all rating scales, those respondents who could not provide a rating, either because the question did not apply to them or they had no opinion, were entered as a 'Can't Say' or a rating of 6. Rating scale results have generally

been presented in two basic forms. Firstly, the results have been presented in terms of the proportion (%) of respondents giving a particular rating for a specific service or facility. These results are presented in collapsed category tables, where proportions have been assigned to one of the following categories:

Table 1.3.1: Collapsed rating scores

	<i>Can't say</i>	<i>Low</i> importance / satisfaction	<i>Medium</i> importance / satisfaction	<i>High</i> importance / satisfaction
Rating score given	6	1 & 2	3	4 & 5

Secondly, the numeric values recorded for each attribute have been converted into an *overall mean score* out of five. To derive the mean score for an attribute, all respondents' answers are 'averaged' to produce an overall rating that conveniently expresses the result of scale items in a single numeric figure. This makes data interpretation considerably easier when comparing multiple services and facilities. The mean score excludes those respondents who could not give a valid rating (i.e. 'Can't Say').

Given that IRIS Research undertakes many community surveys such as this; we are able to benchmark mean scores. As such, mean importance and satisfaction scores can be further classified as being a low, medium or high score based on this experience. Table 1.3.2 highlights the mean classifications.

Table 1.3.2: Classification of mean scores – The IRIS Mean Score Classification Index

Mean importance scores		Mean satisfaction scores	
0 – 2.99	Low	0 – 2.99	Low
3.00 – 3.99	Medium	3.00 – 3.74	Medium
4.00 – 5.00	High	3.75 – 5.00	High

Survey Response

A total of 1,019 completed interviews were collected from a random sample of residents throughout the Townsville City Local Government Area. Strict sampling procedures ensured that characteristics of selected respondents mirror those of the overall adult population of the area. For a detailed description of the survey methodology refer to Appendix 9.1.

Benchmark Comparison Database

IRIS Research has compiled data on the performance of an extensive list of Councils it has worked with on a series of services and facilities for benchmark comparisons. Where appropriate results include how your particular Council compares with the (1) poorest performing Council (2) best performing Council and (3) comparable Councils. The services and facilities where comparisons can be made have been highlighted with an * in the tables found in sections 3.12 to 3.22. For a service or facility to be considered significantly different to the benchmark IRIS Research recommends a 10 percentage point differential be present. In addition the proportion of your residents that rated their satisfaction as being high (rating points 4 and 5), medium (rating point 3) and low (rating point 1 and 2) is provided as a summary measure.

On occasions individual Councils use variations on the five point rating scale including seven and 11 point scales. In order to facilitate ease of comparison the benchmark data has been standardised to a score out of 100.

Area Analysis

This report, particularly in the appendix, outlines analysis that was conducted at an area level. Analysis show results by Area 1, Area 2, Area 3 and Area 4. The definition of each area is as follows:

Area 1: 15km radius from the centre of Townsville			
AITKENVALE	CURRAJONG	MOUNT LOW	ROSSLEA
ANNANDALE	DEERAGUN	MOUNT ST JOHN	ROWES BAY
BELGIAN GARDENS	DOUGLAS	MOUNT STUART	SHAW
BOHLE	GARBUTT	MUNDINGBURRA	SHELLY BEACH
BOHLE PLAINS	GULLIVER	MURRAY	SOUTH TOWNSVILLE
BROOKHILL	HEATLEY	MYSTERTON	STUART
BURDELL	HERMIT PARK	NORTH WARD	THURINGOWA CENTRAL
CASTLE HILL	HYDE PARK	OONOOONBA	TOWN COMMON
CLUDEN	IDALIA	PALLAREDA	TOWNSVILLE CITY
CONDON	JULAGO	PIMLICO	VINCENT
COSGROVE	KIRWAN	RAILWAY ESTATE	WEST END
CRANBROOK	MOUNT LOUISA	ROSENEATH	WULGURU

Area 2: 30km radius from the centre of Townsville			
ALICE RIVER	GUMLOW	NOME	ROSS RIVER
ALLIGATOR CREEK	HERVEY RANGE	OAK VALLEY	SAUNDERS BEACH
BEACH HOLM	JENSEN	PINNACLES	TOOLAKEA
BLACK RIVER	KELSO	RANGEWOOD	TOONPAN
BUSHLAND BEACH	MOUNT ELLIOT	RASMUSSEN	YABULU
CAPE CLEVELAND			

Area 3: 45km radius from the centre of Townsville			
BARRINGHA	CALCIUM	GRANITE VALE	MAJORS CREEK
BLUE HILLS	CLEMANT	HERALD ISLAND	TOOMULLA
BLUEWATER	CUNGULLA	LYNAM	WOODSTOCK
BLUEWATER PARK			

Area 4: Magnetic Island			
ARCADIA	PICNIC BAY	ACHERON ISLAND	BRAMBLE ROCKS
HORSESHOE BAY	FLORENCE BAY	CORDELIA ROCKS	RATTLESNAKE ISLAND
NELLY BAY	WEST POINT		

Survey Results

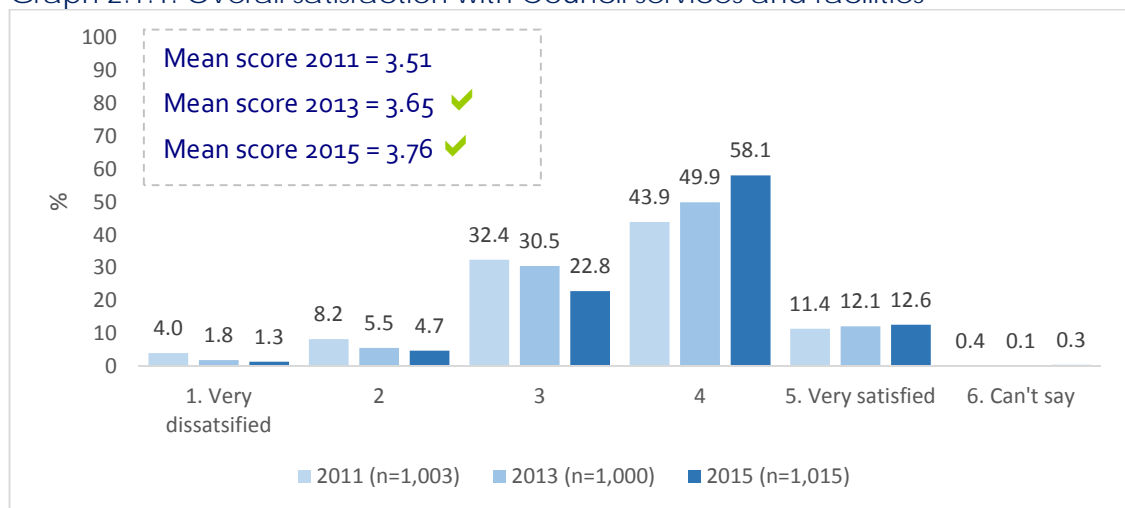
2 Overall Satisfaction with Council

To gauge the overall performance of Townsville City Council in providing services and facilities to residents, Townsville City Council residents were asked to rate their level of satisfaction overall.

2.1 Overall Satisfaction with Townsville City Council Services and Facilities

Question: How would you rate your overall satisfaction with Townsville City Council services and facilities over the past 12 months?

Graph 2.1.1: Overall satisfaction with Council services and facilities *

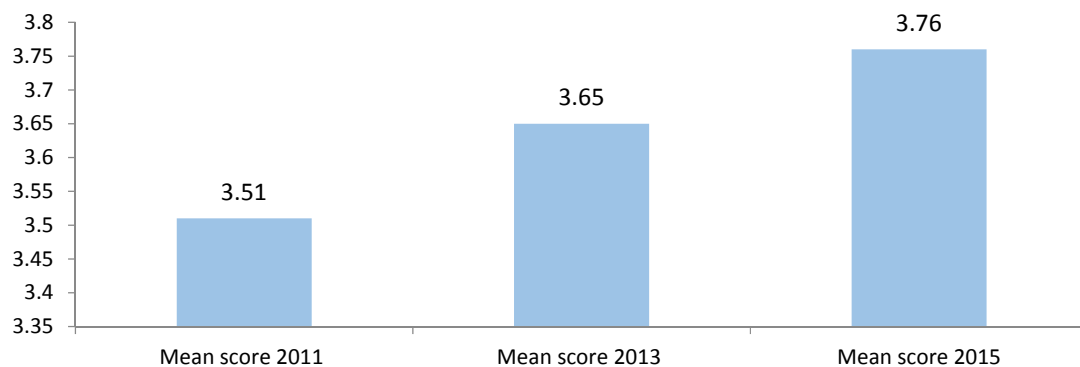


Low Satisfaction

Medium

High Satisfaction

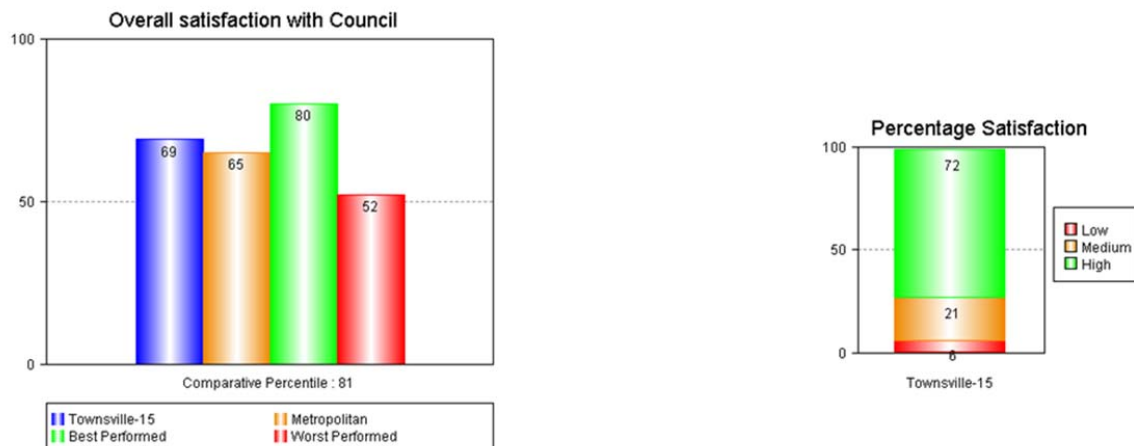
Graph 2.1.2: Overall satisfaction with Council services and facilities – Mean Score



* Please see 9.6.1 for benchmark data

- A total of 93.5% of residents were satisfied overall with Townsville City Council's services and facilities in the past 12 months, consisting of satisfied (58%) or very satisfied (13%). Overall, 23% of residents provided a medium satisfaction rating for Council's services and facilities in the past 12 months, while just 6% of residents expressed some level of overall dissatisfaction.
- The mean satisfaction score of 3.76 out of 5 is considered to be a 'medium' to 'high' level satisfaction score.
- Analysis showed that overall satisfaction levels amongst the community toward Townsville City Council services and facilities have improved since 2013, as they had between 2013 and 2011.
- Satisfaction levels were significantly higher amongst residents living within 15km of the CBD (3.8 out of 5), compared to those living further away (within 30km mean score = 3.7 and 45km or more or the Islands mean score = 3.5). This was also true in the previous study (2013).

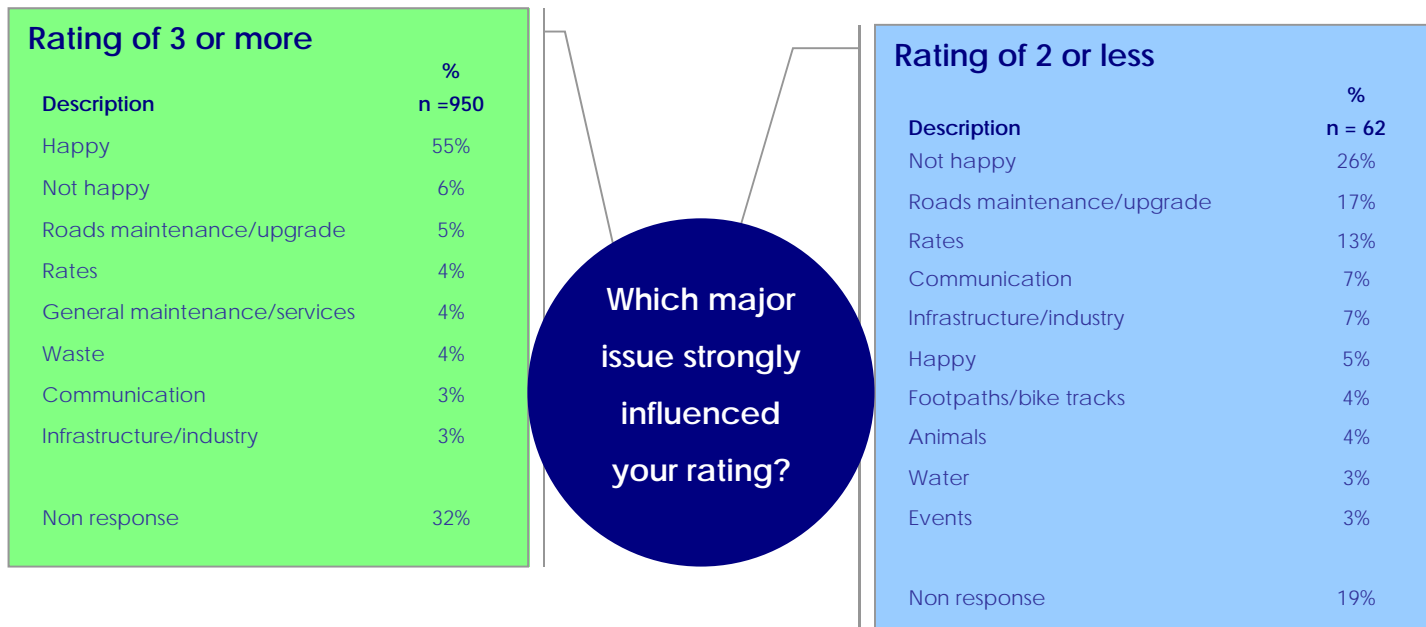
Overall Satisfaction with Council Services and Facilities



IRIS has two primary classifications in its benchmark, 'Rural' and 'Metropolitan'. 'Rural' are Councils that are primarily based in rural areas where a significant proportion of the population is based in small villages or on farms. 'Metropolitan' are Councils that are primarily urban or city based. In your area for example, Townsville has been classified as 'Metropolitan' while Isaac has been classified as 'Rural'. The benchmark databases now contain hundreds of thousands of individual responses to satisfaction questions for a large range of standardised services and facilities that Councils offer. The benchmark is made up of Councils from across NSW and Queensland (48 in total).

By having such a large pool, the individual benchmarks get smoothed out (High performing and low performing Councils do not bias the benchmark) so that the benchmark is a very good reflection of how satisfied residents across a very large area are with each service or facility. If your Council is performing above these benchmarks it is a very strong indication that your Council is doing better than most.

2.2 Reasons for Satisfaction and Dissatisfaction



Only responses made by 3% or more are shown

When residents were asked to describe the major issue that strongly influenced their dissatisfaction rating, the two main reasons specified were 'Roads maintenance/upgrade' (17%) and 'Rates' (13%). However, almost half of those dissatisfied gave a not specified response or didn't respond (45%).

Similarly amongst those that were satisfied (rated 3 or more) the vast majority did not specify a major issue that strongly influenced their rating (87%).

3 Council Services and Facilities

3.1 Importance

This section presents the importance levels amongst residents towards 53 key services and facilities provided by Townsville City Council.

Residents were asked to rate the importance of each of the 53 Council services and facilities on a scale of 1 to 5, where 1 = 'not at all important' and 5 = 'very important'.

3.1.1 Importance – Infrastructure

Table 3.1.1: Infrastructure – Importance

Sample size = 1,019	% Importance						
	Can't say	Low importance (1 & 2)	Medium importance (3)	High importance (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Condition and safety of local roads	0	1	5	94	4.62	4.61	4.66
Availability of street lighting	0	5	13	82	4.39	4.43	4.27
Construction and maintenance of drains	1	9	12	77	4.23	4.11	4.14
Street signage	0	7	18	75	4.22	4.2	4.13
Public toilets	2	8	17	73	4.08	4.03	4.10
Appearance of streets	0	5	22	72	3.97	3.92	3.99
Facilities in local parks and recreation areas	2	9	19	70	3.86	3.97	3.93

Sample size = 1,019	% Importance						
	Can't say	Low importance (1 & 2)	Medium importance (3)	High importance (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Car parking in the city	2	15	13	70	4.05	3.95	3.91
Provision of youth facilities and services	11	15	14	60	3.84	3.77	3.78
Condition of footpaths	3	15	27	56	3.74	3.72	3.65
Availability of boat ramps	10	47	11	32	2.63	2.79	2.66

 High mean score
  Medium mean score
  Low mean score

More than nine out of ten Townsville City Council LGA residents (94%) considered the 'Condition and safety of local roads' to be of high importance to them; this was followed by the 'Availability of street lighting' with 82% of residents providing a score of 4 or 5 out of 5. The results also showed that about three in every four residents rated the 'Construction and maintenance of drains' (77%), 'Street signage' (75%) as facilities or services that are of high importance.

The 'availability of boat ramps' ranked as the least important issue, with almost half the residents (47%) identifying this as low importance to them.

Based on the IRIS Research Council services classification index, 5 of the key infrastructure facilities and services were considered to have mean scores that fall into the 'high' importance range; these are identified in Table 3.1.1 as cells highlighted green. 5 services and facilities were deemed to fall in the 'medium' satisfaction range (orange cells), while 'Availability of boat ramps' was a 'low' mean importance score and is denoted by the red shading.

3.1.2 Importance – Economic Development

Table 3.1.2: Economic Development – Importance

Sample size = 1,019	% Importance						
	Can't say	Low importance (1 & 2)	Medium importance (3)	High importance (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Supporting local industry and business	3	4	5	88	4.45	4.45	4.48
Attracting new businesses to the city	3	4	10	83	4.32	4.38	4.40
Promoting the city	1	5	12	83	4.34	4.26	4.32

 High mean score
  Medium mean score
  Low mean score

It was evident that economic development issues, such as 'Supporting local industry and business', 'Attracting new businesses to the city' and 'Promoting the city' were all issues of high importance to residents; these items attracted mean scores greater than 4.

Overall, however, supporting local industry and business was slightly more important in the minds of residents than other aspects of economic development, with 88% of residents providing a high importance rating.

3.1.3 Importance – Planning and Development

Table 3.1.3: Planning and Development – Importance

Sample size = 1,019	% Importance						
	Can't say	Low importance (1 & 2)	Medium importance (3)	High importance (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Planning for residential development	1	9	20	70	4.30	4.11	4.01
Planning for commercial and industrial development *	4	10	17	70	4.11	3.93	4.01
Development approval process	16	14	15	55	3.89	3.84	3.73

 High mean score
  Medium mean score
  Low mean score

* *Minor wording change*

Townsville City Council residents placed a 'high' level of importance on planning for both residential and commercial development (both 4.01 out of 5).

'Development approval process' (3.73 out of 5) attained mean importance scores in the 'medium' range.

3.1.4 Importance – Regulatory and Health

Table 3.1.4: Regulatory and Health – Importance

Sample size = 1,019	% Importance						
	Can't say	Low importance (1 & 2)	Medium importance (3)	High importance (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Food safety in local eateries	1	2	6	91	4.63	4.52	4.59
Mosquito control	0	2	7	90	4.54	4.49	4.54
Animal control	1	4	14	81	4.18	4.31	4.26
Graffiti removal	2	18	25	55	3.88	3.86	3.58
Enforcing parking regulations	2	22	32	44	3.36	3.41	3.32

 High mean score
  Medium mean score
  Low mean score

'Food safety in local eateries' as well as 'Mosquito control' emerged as the two most important issues in the key service area of 'Regulatory and Health', with 9 in 10 residents describing both services to be of high importance to them.

'Animal control' was another service that residents classed as 'high' importance to them.

Enforcing parking regulations was the least important of the services under 'Regulatory and Health', with a mean importance rating of 3.32 out of 5.

3.1.5 Importance – Environment

Table 3.1.5: Environment – Importance

Sample size = 1,019	% Importance						
	Can't say	Low importance (1 & 2)	Medium importance (3)	High importance (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Water quality in our water ways	1	1	4	95	4.68	4.68	4.69
Protection of beach foreshore *	1	1	7	91	4.57	4.53	4.54
Protection of bush land and wildlife	1	2	10	87	4.42	4.44	4.45
Council environmental initiatives	2	3	15	80	4.27	4.29	4.29
Weed control	1	9	19	71	4.11	4.05	4.02

 High mean score
  Medium mean score
  Low mean score

* Minor wording change

All services within the key service area of 'Environment' achieved mean scores that placed them in the 'high' importance category. In saying that, however, of this group 'Water quality in our water ways' was the most important issue for residents, with 95% of residents providing a 'high' rating.

3.1.6 Importance – Culture

Table 3.1.6: Culture – Importance

Sample size = 1,019	% Importance						
	Can't say	Low importance (1 & 2)	Medium importance (3)	High importance (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Libraries	3	10	16	71	4.22	4.18	4.05
Townsville Civic Theatre and Riverway Arts Centre *	2	15	19	64	3.81	3.97	3.80
Local Galleries	5	21	22	52	3.53	3.57	3.44

 High mean score
  Medium mean score
  Low mean score

* Minor wording change

'Libraries' was the highest rating service or facility within the key service area of 'Culture', with a mean importance score of 4.05 out of 5, which IRIS Research considers to be a 'high' importance score.

Compared to 'Libraries', residents considered the 'Townsville Civic Theatre and Riverway Arts Centre' (3.80) and 'Local Galleries' (3.44) to be less important.

3.1.7 Importance – Sporting and Recreation

Table 3.1.7: Sporting and Recreation – Importance

Sample size = 1,019	% Importance						
	Can't say	Low importance (1 & 2)	Medium importance (3)	High importance (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Bike paths and walking trails	2	3	9	87	4.43	4.41	4.36
Maintenance of parks and sporting fields	1	5	8	86	4.36	4.33	4.29
Public swimming facilities	3	9	14	74	4.14	4.13	4.06
Skate parks and BMX tracks	8	28	20	45	3.35	3.40	3.22

 High mean score
  Medium mean score
  Low mean score

The top two most important services within 'Sporting and Recreation' was 'Bike paths and walking trails' (4.36 out of 5) and 'Maintenance of parks and sporting fields' (4.29 out of 5). The mean scores attributed to these two services, as well as 'Public swimming facilities' (4.06 out of 5) were considered 'high' importance scores.

The mean score attributed to 'Skate parks and BMX tracks' was 3.22 out of 5. This is considered a 'medium' importance score.

3.1.8 Importance – Supporting Communities

Table 3.1.8: Supporting Communities – Importance

Sample size = 1,019	% Importance						
	Can't say	Low importance (1 & 2)	Medium importance (3)	High importance (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Management of emergency events such as cyclones and floods	0	0	1	99	4.88	4.85	4.83
Community safety programs	2	4	7	87	4.44	4.49	4.45
Consulting and engaging the community	2	3	13	82	4.35	4.39	4.34
Council's support for local community and sporting groups	2	6	17	74	4.24	4.08	4.05
Community and neighbourhood centres	6	9	22	64	3.94	3.98	3.87

 High mean score
  Medium mean score
  Low mean score

The number one most important issue within 'Supporting Communities' is the 'Management of emergency events such as cyclones and floods', with 99% of resident's providing a 'high' importance rating.

Residents also placed a 'high' level of importance on 'Community safety programs' (4.45 out of 5), 'Consulting and engaging the community' (4.34 out of 5), 'Townsville City

Council's support for local community and sporting groups' (4.05 out of 5) also attained mean scores placing them in the 'high' importance range.

Of the five services and facilities measured in this group, results did show that Townsville City Council residents consider 'Community and neighbourhood centres' to be of 'medium' level importance (3.87 out of 5).

3.1.9 Importance – Waste Management

Table 3.1.9: Waste Management – Importance

Sample size = 1,019	% Importance						
	Can't say	Low importance (1 & 2)	Medium importance (3)	High importance (4 & 5)	Mean 2011	Mean 2013	Mean 2015
General waste collection and recycling	0	0	5	95	4.7	4.69	4.66
Collection of litter from roadside *	1	2	11	86	4.42	4.42	4.36
Management of waste facilities	4	5	9	83	4.43	4.43	4.31

 High mean score
  Medium mean score
  Low mean score

* Minor wording change

Townsville residents consider all areas of 'Waste Management' as highly important. 'General waste collection and recycling' received the highest importance rating of 4.66 out of 5.

The 'Collection of roadside litter' and 'Management of waste facilities' were both rated with high importance by 86% and 83% respectively of residents.

3.1.10 Importance – Utilities

Table 3.1.10: Utilities – Importance

Sample size = 1,019	% Importance						
	Can't say	Low importance (1 & 2)	Medium importance (3)	High importance (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Quality and reliability of water supply	0	0	3	97	4.84	4.86	4.85
Removal and treatment of sewerage from your property *	9	4	3	84	4.35	4.20	4.64
Repairs and maintenance of water and sewage services	8	2	4	87	4.68	4.64	4.64
Repairs and maintenance of sewerage services *	10	3	3	84	4.68	4.64	4.63
Cost of water reflects the quality and reliability of the water supply	4	2	7	87	-	4.50	4.53
Cost of sewerage reflects the quality and reliability of the sewerage service *	14	3	9	74	-	4.12	4.39

 High mean score
  Medium mean score
  Low mean score

* Minor wording change

All services and facilities within the area of 'Utilities' were considered to be of 'high' importance, with mean scores for each service being greater than 4 out of 5. The top two highest rating services were 'Quality and reliability of water supply' (4.85), with 97%

of resident's providing a 'high' rating, 'Removal and treatment of sewerage from your property' (4.64), where 84% provided a high rating and 'Repairs and maintenance of water and sewage services' (4.64), where 87% provided a high rating.

3.1.11 Importance – Community Facilities

Table 3.1.11: Community Facilities – Importance

Sample size = 1,019	% Importance						
	Can't say	Low importance (1 & 2)	Medium importance (3)	High importance (4 & 5)	Mean 2011	Mean 2013	Mean 2015
The Strand	1	3	7	89	4.53	4.59	4.51
Riverway Precinct and Tony Ireland Stadium	3	10	13	74	4.09	4.17	4.13
Reid Park	9	17	16	59	3.65	3.69	3.73
Townsville RSL Stadium Complex *	11	15	19	55	-	3.75	3.71
Townsville Bulletin Square (Flinders Street) *	11	18	25	46	-	3.65	3.50

 High mean score
  Medium mean score
  Low mean score

* Minor wording change

'The Strand' received the highest mean importance rating of all 'Community Facilities' with (4.51 out of 5). 'Riverway Precinct and Tony Ireland Stadium' also attained a high importance rating (4.13).

All other services and facilities within 'Community Facilities' attained 'medium' level mean importance ratings; 'Reid Park' (3.73), 'RSL Stadium Complex' (3.71) and 'Flinders Square' (3.50).

Satisfaction

This section presents the satisfaction levels amongst residents towards 53 key services and facilities provided by Townsville City Council.

Residents were asked to provide their level of satisfaction with the provision of each of these services; this was again done on a scale of 1 to 5, where 1 = 'not at all satisfied' and 5 = 'very satisfied'.

3.2.1 Satisfaction – Infrastructure

Table 3.2.1: Infrastructure – Satisfaction

Sample size = 1,019	% Satisfaction						
	Can't say	Low Satisfaction (1 & 2)	Medium Satisfaction (3)	High Satisfaction (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Street signage	0	7	27	66	3.74	3.79	3.83
Facilities in local parks and recreation areas	6	13	26	55	3.51	3.61	3.59
Construction and maintenance of drains	5	14	34	48	3.27	3.4	3.46
Appearance of streets	1	10	43	46	3.37	3.4	3.46
Availability of street lighting	1	16	36	47	3.44	3.34	3.39
Condition and safety of local roads	0	18	34	47	2.85	3.16	3.34
Availability of boat ramps	39	13	25	23	2.92	2.99	3.28

Sample size = 1,019	% Satisfaction						
	Can't say	Low Satisfaction (1 & 2)	Medium Satisfaction (3)	High Satisfaction (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Condition of footpaths	7	22	32	39	3.09	3.18	3.22
Provision of youth facilities and services	26	16	39	19	3.06	3.05	3.06
Public toilets	7	23	48	23	2.78	2.83	2.98
Car parking in the city	5	49	32	14	2.37	2.39	2.49

 High mean score
  Medium mean score
  Low mean score

'Street signage' (3.83) achieved a 'high' mean satisfaction score, and was rated notably stronger than the other services / facilities.

Based on the IRIS Research Council services classification index, all but two of the remaining services / facilities had a mean score in the 'medium' satisfaction range.

The two services that were classified as attaining 'low' satisfaction scores were 'Public toilets' (2.98 out of 5) and 'Car parking in the City' (2.49 out of 5) although it is noted that satisfaction has increased.

A large proportion of residents were unable to comment on their level of satisfaction with the 'Availability of boat ramps' and 'Provision of youth facilities and services', indicating overall lower levels of usage or exposure to these services and facilities.

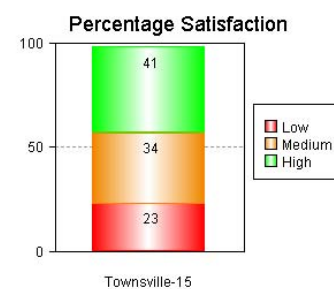
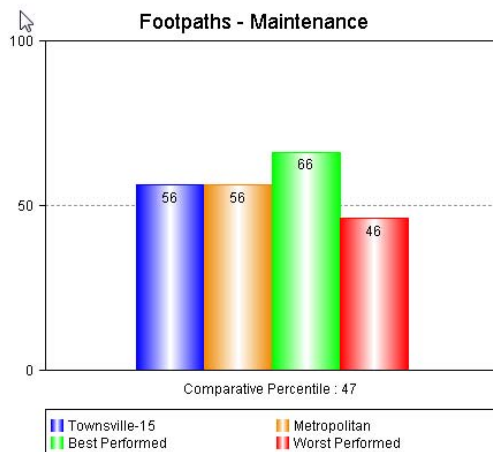
Residents who were 'Not at all satisfied' with any issues in the area of Infrastructure were asked to outline the main reasons for their dissatisfaction.

The majority of those not at all satisfied with 'Car parking in the City' mentioned a lack of car parking (79%). The cost of parking was mentioned by about one in five of those not at all satisfied.

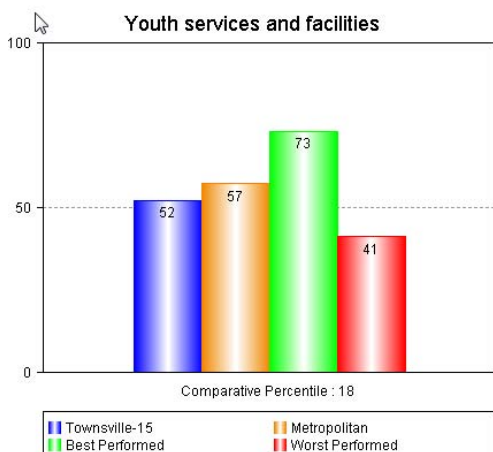
By contrast, the comments revolved around two issues for those not at all satisfied with 'Public toilets', namely;

- Availability / Sufficiency (55%)
- Maintenance (36%)

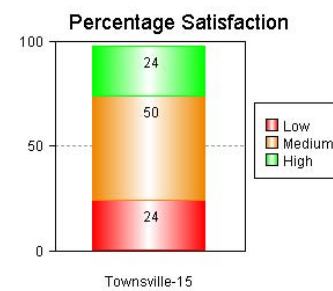
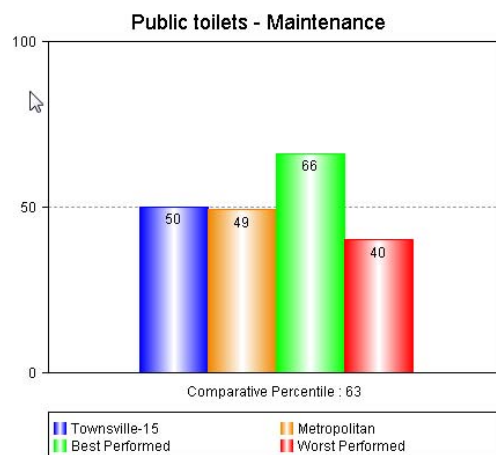
Satisfaction with the Condition of Footpaths



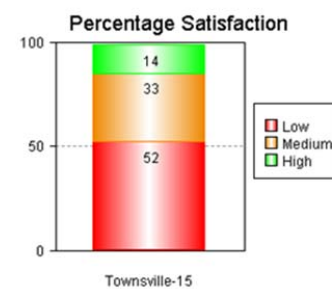
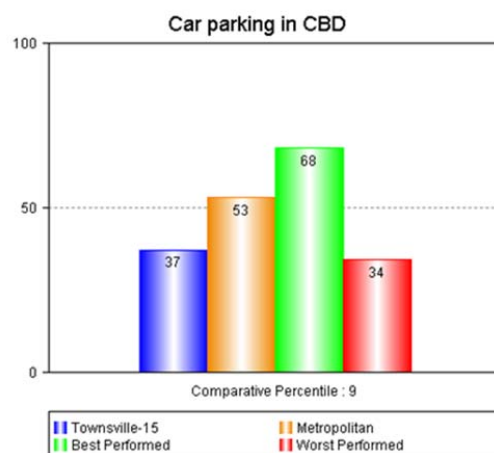
Satisfaction with the Provision of Youth Facilities and Services



Satisfaction with Public Toilets



Satisfaction with Car Parking in the City



3.2.2 Satisfaction – Economic Development

Table 3.2.2: Economic Development – Satisfaction

Sample size = 1,019	% Satisfaction						
	Can't say	Low Satisfaction (1 & 2)	Medium Satisfaction (3)	High Satisfaction (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Promoting the city	2	14	39	44	3.49	3.51	3.39
Supporting local industry and business	9	12	43	36	3.31	3.29	3.33
Attracting new businesses to the city	9	17	48	25	3.16	3.17	3.10

 High mean score
  Medium mean score
  Low mean score

Mean scores for all of the key issues in this area are approximately equivalent and revealed a 'medium' level of satisfaction amongst residents with the current approach to Townsville City Council's 'Economic Development'.

Amongst the minority of residents that stated they were not at all satisfied with Townsville City Council's approach to economic development, the issues focussed on the lack of promotion of the city and a requirement to support local business (and jobs).

3.2.3 Satisfaction – Planning and Development

Table 3.2.3: Planning and Development – Satisfaction

Sample size = 1,019	% Satisfaction						
	Can't say	Low Satisfaction (1 & 2)	Medium Satisfaction (3)	High Satisfaction (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Planning for residential development	7	16	40	37	3.20	3.27	3.27
Planning for commercial and industrial development *	12	13	43	32	3.23	3.31	3.26
Development approval process	29	20	33	18	2.81	2.94	2.94

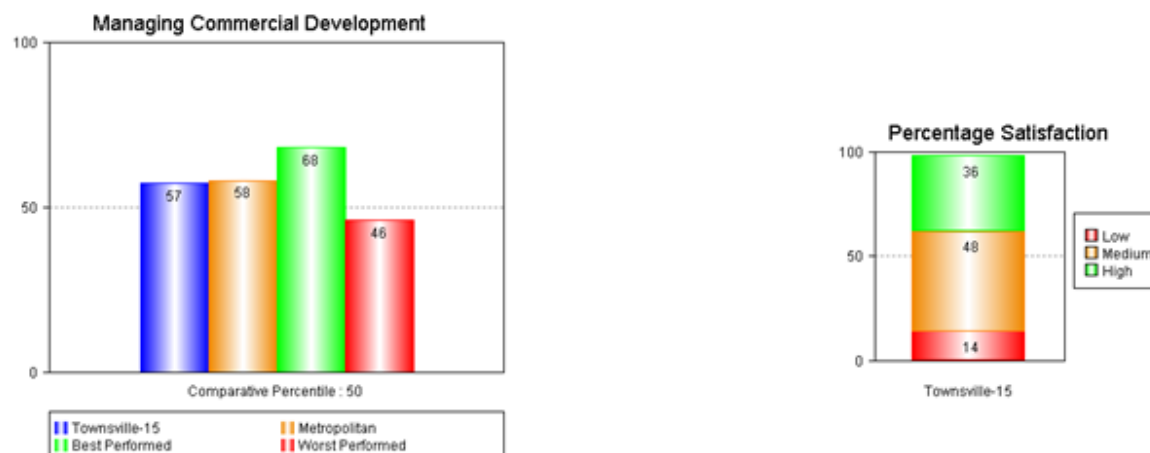
 High mean score
  Medium mean score
  Low mean score

* Minor wording change

Based on the IRIS Research Council services classification index, mean satisfaction scores for services and facilities within 'Planning and Development' ranged from 'medium' levels of satisfaction for 'Planning for residential development' (3.27) and 'Planning for commercial development' (3.26) through to a 'low' level of satisfaction for 'Development Approval process' (2.94).

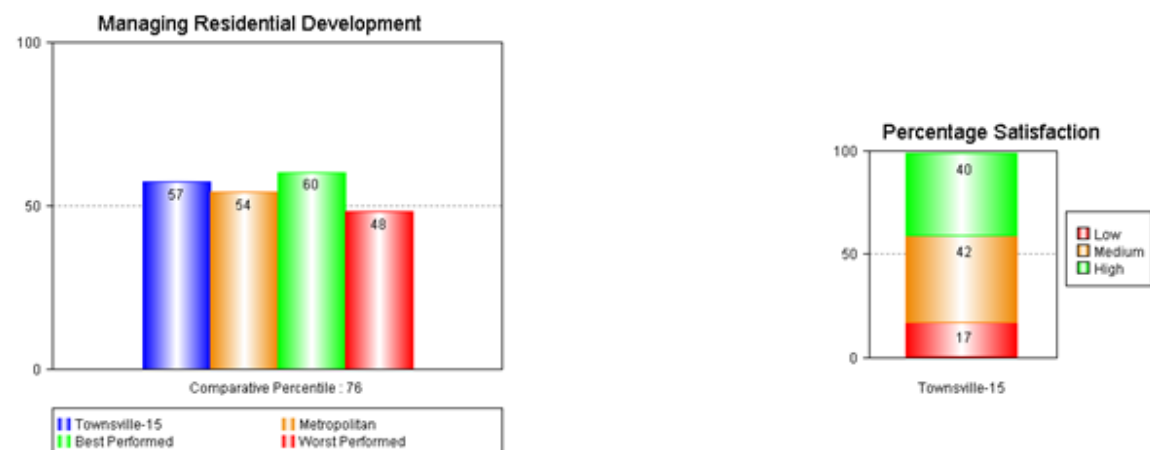
The main reason for being not at all satisfied with development approval process was that the process was too slow.

Satisfaction with Planning for Commercial Development



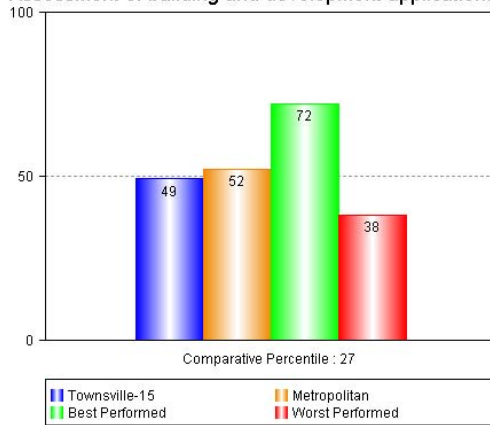
Results revealed that for 'Managing Commercial Development', Townsville is performing comparable to the industry standard for metropolitan councils.

Satisfaction with Planning for Residential Development

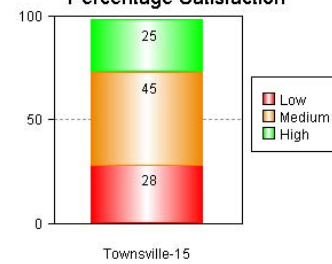


Satisfaction with the Development Approval Process

Assessment of building and development applications



Percentage Satisfaction



3.2.4 Satisfaction – Regulatory and Health

Table 3.2.4: Regulatory and Health – Satisfaction

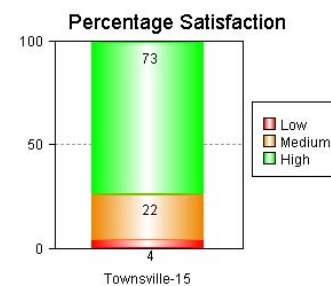
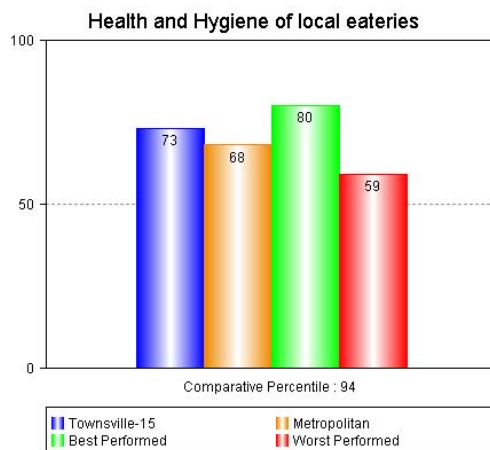
Sample size = 1,019	% Satisfaction						
	Can't say	Low Satisfaction (1 & 2)	Medium Satisfaction (3)	High Satisfaction (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Food safety in local eateries	3	4	22	71	3.70	3.85	3.92
Mosquito control	1	14	29	56	3.47	3.51	3.55
Graffiti removal	5	9	42	45	3.40	3.39	3.48
Animal control	3	19	33	44	3.29	3.37	3.32
Enforcing parking regulations	6	18	40	37	3.18	3.15	3.25

High mean score
 Medium mean score
 Low mean score

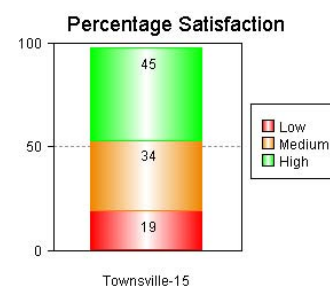
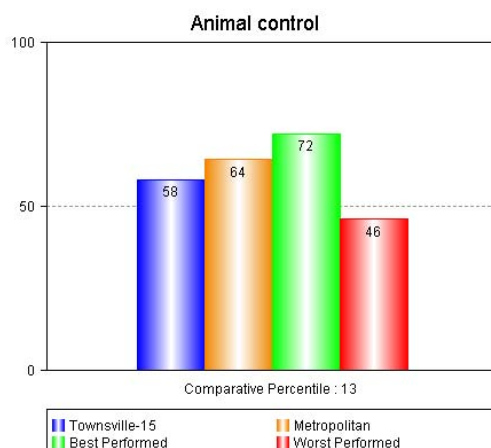
According to the IRIS Research Council services classification index, 'Food safety in local eateries' was the only service within this key service area that achieved a 'high' mean satisfaction score (3.92). The remaining four services and facilities within this key service area achieved 'medium' satisfaction scores. Services in this category included 'Mosquito control' (3.55), 'Graffiti removal' (3.48), 'Animal control' (3.32) and 'Enforcing parking regulations' (3.25).

For the small proportion of residents that were not at all satisfied with the regulatory and/or health services the key issues where the lack of mosquito control spraying in the area (which was mentioned by all those dissatisfied with mosquito control) and stray animals roaming.

Satisfaction with Food Safety in Local Eateries



Satisfaction with Animal Control



3.2.5 Satisfaction – Environment

Table 3.2.5: Environment – Satisfaction

Sample size = 1,019	% Satisfaction						
	Can't say	Low Satisfaction (1 & 2)	Medium Satisfaction (3)	High Satisfaction (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Protection of beach foreshore *	3	8	26	63	3.64	3.73	3.69
Water quality in our water ways	3	9	31	57	3.65	3.66	3.64
Protection of bush land and wildlife	3	12	35	50	3.35	3.52	3.49
Council environmental initiatives	6	13	42	39	3.37	3.43	3.34
Weed control	5	17	43	35	3.13	3.26	3.23

 High mean score
  Medium mean score
  Low mean score

* Minor wording change

There are five services that make up the key service area of 'Environment'. Results showed that all five services attained 'medium' level satisfaction scores with 'Protection of our beach foreshore' (3.69) and 'Water quality in our waterways' (3.64) being identified as the top two services for satisfaction in this group. 'Weed control' attained the lowest satisfaction within this key service area, with 35% providing a 'high' satisfaction rating.

Amongst those not at all satisfied only inadequate weed control was mentioned by more than 30 residents.

3.2.6 Satisfaction – Culture

Table 3.2.6: Culture – Satisfaction

Sample size = 1,019	% Satisfaction						
	Can't say	Low Satisfaction (1 & 2)	Medium Satisfaction (3)	High Satisfaction (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Libraries	9	3	20	67	3.98	4.03	4.03
Townsville Civic Theatre and Riverway Arts Centre *	8	4	25	63	3.72	3.79	3.88
Local Galleries	14	3	31	52	3.66	3.68	3.75

 High mean score
  Medium mean score
  Low mean score

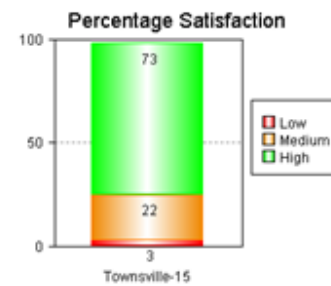
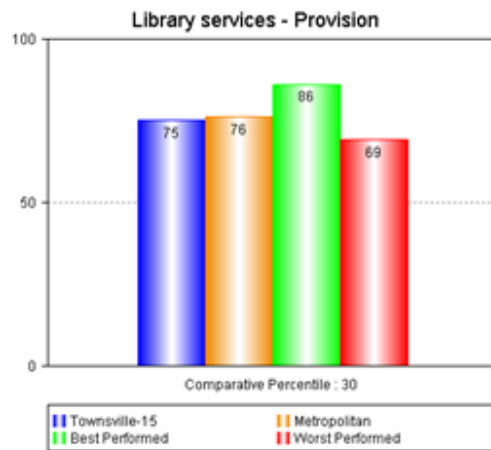
* *Minor wording change*

Two thirds (67%) of all Townsville City Council LGA residents were either satisfied or very satisfied with Council's provision of 'Libraries'. The mean score of 4.03 out of 5 is considered to be a 'high' level satisfaction score.

The mean satisfaction score attributed to the 'Townsville Civic Theatre and Riverway Arts Centre' (3.88 out of 5) and 'Local Galleries' (3.75) are also considered a 'high' level mean satisfaction score based on the IRIS Research Council services classification index.

Given the high satisfaction levels there are no consistent comments by those not at all satisfied.

Satisfaction with Libraries



3.2.7 Satisfaction – Sporting and Recreation

Table 3.2.7: Sporting and Recreation – Satisfaction

Sample size = 1,019	% Satisfaction						
	Can't say	Low Satisfaction (1 & 2)	Medium Satisfaction (3)	High Satisfaction (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Public swimming facilities	8	6	25	62	3.80	3.80	3.84
Maintenance of parks and sporting fields	3	7	29	61	3.73	3.75	3.76
Bike paths and walking trails	4	11	30	55	3.59	3.64	3.59
Skate parks and BMX tracks	24	12	33	31	3.25	3.32	3.33

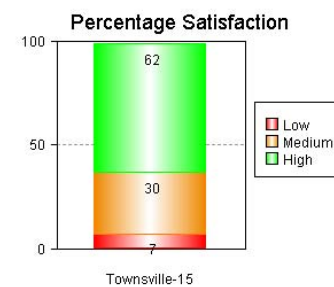
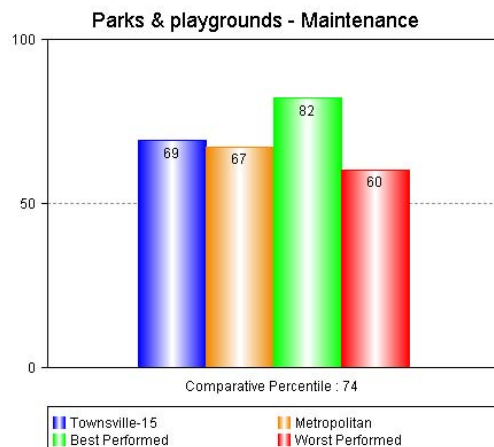
 High mean score
  Medium mean score
  Low mean score

While two of the four services and facilities within 'Sporting and Recreation' received 'medium' level satisfaction ratings, 'Public swimming facilities' (3.84) and 'Maintenance of parks and sporting fields' (3.76) achieved 'high' satisfaction ratings.

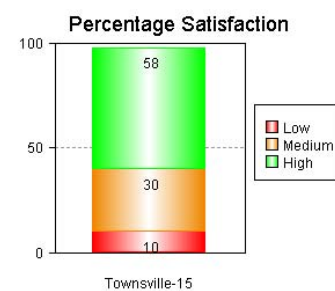
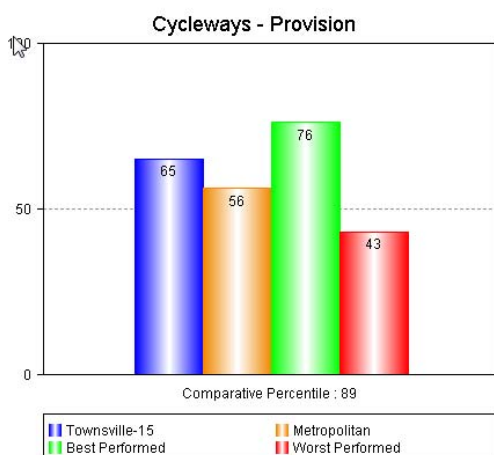
Residents were least satisfied with 'Skate parks and BMX tracks', achieving a mean satisfaction score of 3.33 out of 5 (medium level satisfaction). It should be noted that about one in five residents (24%) were unable to comment on this aspect of 'Sporting and Recreation' indicating lower exposure or usage for these facilities.

There are only a few residents who were not at all satisfied with this aspect of service and hence few reasons given for their dissatisfaction.

Satisfaction with the Maintenance of Parks and Sporting Fields



Satisfaction with Bike Paths and Walking Tracks



3.2.8 Satisfaction – Supporting Communities

Table 3.2.8: Supporting Communities – Satisfaction

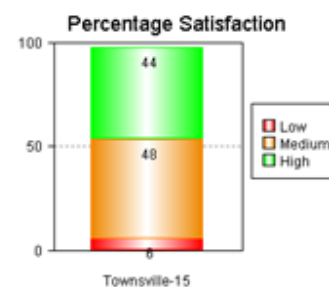
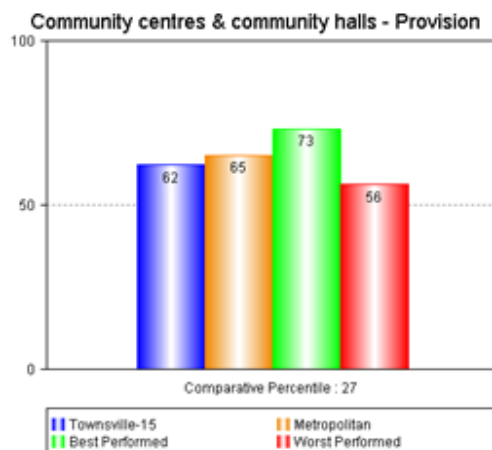
Sample size = 1,019	% Satisfaction						
	Can't say	Low Satisfaction (1 & 2)	Medium Satisfaction (3)	High Satisfaction (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Management of emergency events such as cyclones and floods	1	5	15	79	3.85	3.99	4.12
Council's support for local community and sporting groups	8	8	39	46	3.53	3.48	3.52
Community safety programs	6	10	40	45	3.22	3.24	3.48
Community and neighbourhood centres	13	6	41	40	3.38	3.44	3.48
Consulting and engaging the Community	5	15	45	35	3.11	3.16	3.24

 High mean score
  Medium mean score
  Low mean score

As demonstrated by the mean satisfaction scores, residents expressed a 'medium' level of satisfaction with all but one service within the area of 'Supporting Communities', that being 'Management of emergency events such as cyclones and floods', in which residents were found to be 'highly' satisfied with (4.12 out of 5).

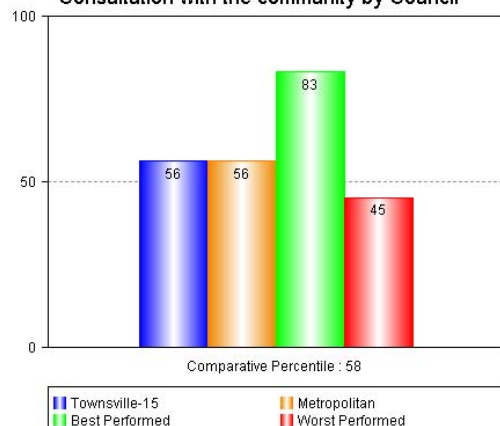
Residents were found to be least satisfied with 'Consulting and engaging the community', (3.24). When those rating this aspect as not at all satisfied were asked to explain why they were dissatisfied they consistently responded that they felt Townsville City Council was not consulting with the community.

Satisfaction with Community and Neighbourhood Centres

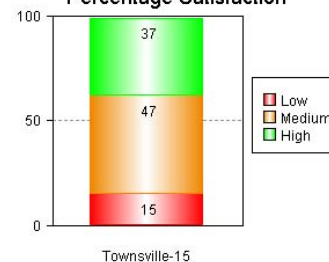


Satisfaction with Consulting and Engaging the Community

Consultation with the community by Council



Percentage Satisfaction



3.2.9 Satisfaction – Waste Management

Table 3.2.9: Waste Management – Satisfaction

Sample size = 1,019	% Satisfaction						
	Can't say	Low Satisfaction (1 & 2)	Medium Satisfaction (3)	High Satisfaction (4 & 5)	Mean 2011	Mean 2013	Mean 2015
General waste collection and recycling	0	9	18	73	3.97	3.83	3.96
Management of waste facilities	10	6	27	57	3.72	3.45	3.75
Collection of litter from roadside *	2	21	35	43	3.39	3.23	3.31

High mean score
 Medium mean score
 Low mean score

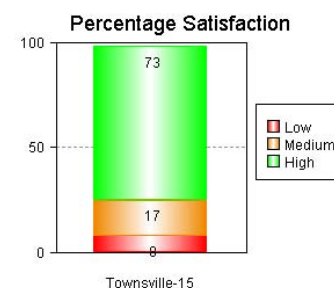
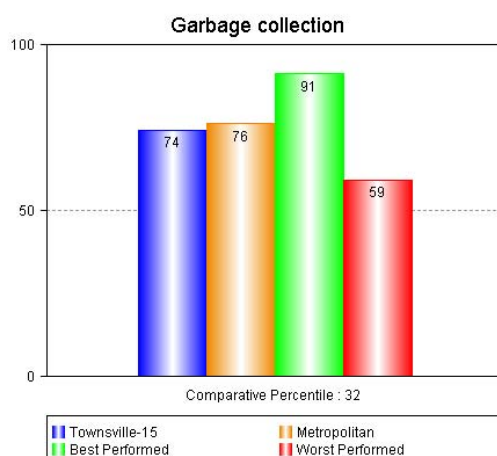
** Minor wording change*

Results showed that residents were most satisfied with 'General waste collection and recycling' of the three services and facilities measured within 'Waste Management'. Two thirds of residents (73%) demonstrated a high level of satisfaction with this service, which resulted in a 'high' level mean satisfaction score of 3.96 out of 5.

Residents also displayed 'high' level of satisfaction towards the 'Management of waste facilities' however almost one in 10 was unable to rate the service.

It should be noted that one in five residents (21%) provided a 'low' level satisfaction rating with the 'Collection of litter from roadside'. The reason for the highest level of dissatisfaction revolves around lack of collections and too much litter.

Satisfaction with General Waste Collection and Recycling



3.2.10 Satisfaction – Utilities

Table 3.2.10: Utilities – Satisfaction

Sample size = 1,019	% Satisfaction						
	Can't say	Low Satisfaction (1 & 2)	Medium Satisfaction (3)	High Satisfaction (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Removal and treatment of sewerage from your property *	15	1	12	72	3.91	3.91	4.37
Quality and reliability of water supply	2	3	14	82	4.15	4.18	4.23
Repairs and maintenance of sewerage services *	17	2	17	64	3.93	3.87	4.19
Repairs and maintenance of water and sewage services	12	3	21	65	3.93	3.87	4.05
Cost of sewerage reflects the quality and reliability of the sewerage service *	20	3	22	55	-	3.61	3.92

Sample size = 1,019	% Satisfaction						
	Can't say	Low Satisfaction (1 & 2)	Medium Satisfaction (3)	High Satisfaction (4 & 5)	Mean 2011	Mean 2013	Mean 2015
Cost of water reflects the quality and reliability of the water supply	6	8	27	59	-	3.57	3.74

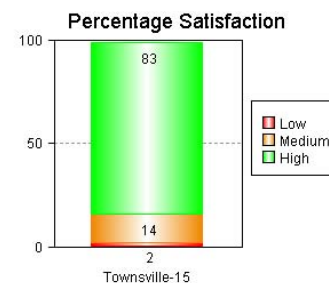
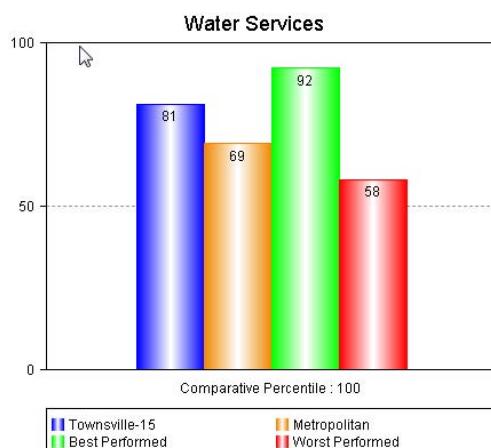
■ High mean score
 ■ Medium mean score
 ■ Low mean score

** Minor wording change*

As demonstrated by the mean scores, residents expressed 'high' levels of satisfaction with all utility aspects except 'Cost of water reflects the quality and reliability of the water supply', which received 'medium' level satisfaction rating of 3.74 out of 5, with a limited number of comments about the expense.

The highest level of satisfaction was expressed for the 'Removal and treatment of sewerage from your property', which had improved since the previous study, but one in seven felt unable to rate the service.

Satisfaction with Quality and Reliability of Water Supply



3.2.11 Satisfaction – Community Facilities

Table 3.2.11: Community Facilities – Satisfaction

Sample size = 1,019	% Satisfaction						
	Can't say	Low Satisfaction (1 & 2)	Medium Satisfaction (3)	High Satisfaction (4 & 5)	Mean 2011	Mean 2013	Mean 2015
The Strand	1	2	10	87	4.32	4.29	4.36
Riverway Precinct and Tony Ireland Stadium	7	3	20	70	4.03	3.92	4.09
Townsville RSL Stadium Complex *	19	4	24	53	-	3.80	3.88
Reid Park	17	9	23	51	3.66	3.64	3.77
Townsville Bulletin Square (Flinders Street) *	19	9	29	43	-	3.27	3.59

 High mean score
  Medium mean score
  Low mean score

* Minor wording change

All but the 'Townsville Bulletin Square' earned 'high' level mean satisfaction scores.

A significantly higher level of satisfaction was reported for 'The Strand' compared to the other facilities within Community Facilities, with over four in five residents (87%) indicating that they were highly satisfied with this facility.

Although nothing specific was said by those selecting the highest level of dissatisfaction with 'Townsville Bulletin Square' there were a very limited number of complaints about the noisy activities at Reid Park.

3.3 Importance comparisons

This section presents the mean importance scores for all 53 services and facilities. Scores are ranked highest to lowest based on the 2015 results.

Table 3.3.1 Importance Scores

	Mean Imp 2011	Mean Imp 2013	Mean Imp 2015	Change (2015 vs. 2013)
Quality and reliability of water supply	4.84	4.86	4.85	-
Management of emergency events such as cyclones and floods	4.88	4.85	4.83	-
Water quality in our water ways	4.68	4.68	4.69	-
General waste collection and recycling	4.7	4.69	4.66	-
Condition and safety of local roads	4.62	4.61	4.66	▲
Removal and treatment of sewerage from your property *	4.35	4.20	4.64	▲
Repairs and maintenance of water and sewage services	4.68	4.64	4.64	-
Repairs and maintenance of sewerage services *	n/a	4.41	4.63	▲
Food safety in local eateries	4.63	4.52	4.59	▲
Protection of beach foreshore	4.57	4.53	4.54	-
Mosquito control	4.54	4.49	4.54	-
Cost of water reflects the quality and reliability of the water supply	n/a	4.50	4.53	-
The Strand	4.53	4.59	4.51	▼

	Mean Imp 2011	Mean Imp 2013	Mean Imp 2015	Change (2015 vs. 2013)
Supporting local industry and business	4.45	4.45	4.48	-
Community Safety programs	4.44	4.49	4.45	-
Protection of bush land and wildlife	4.42	4.44	4.45	-
Attracting new businesses to the city	4.32	4.38	4.40	-
Cost of sewerage reflects the quality and reliability of the sewerage service *	n/a	4.12	4.39	▲
Collection of litter from roadside *	4.42	4.42	4.36	▼
Bike paths and walking trails	4.43	4.41	4.36	-
Consulting and engaging the Community	4.35	4.39	4.34	-
Promoting the city	4.34	4.26	4.31	-
Management of waste facilities	4.43	4.43	4.31	▼
Maintenance of parks and sporting fields	4.36	4.33	4.29	-
Council environmental initiatives	4.27	4.29	4.29	-
Availability of street lighting	4.39	4.43	4.27	▼
Animal control	4.18	4.31	4.26	-
Construction and maintenance of drains	4.23	4.11	4.14	-
Riverway Precinct and Tony Ireland Stadium	4.09	4.17	4.13	-

	Mean Imp 2011	Mean Imp 2013	Mean Imp 2015	Change (2015 vs. 2013)
Street signage	4.22	4.20	4.13	▼
Public toilets	4.08	4.03	4.10	-
Public swimming facilities	4.14	4.13	4.06	-
Libraries	4.22	4.18	4.05	▼
Council's support for local community and sporting groups	4.12	4.08	4.05	-
Weed control	4.11	4.05	4.02	-
Planning for residential development	4.3	4.11	4.01	▼
Planning for commercial and industrial development	4.11	3.93	4.01	-
Appearance of streets	3.97	3.92	3.99	-
Facilities in local parks and recreation areas	3.86	3.97	3.93	-
Car parking in the city	4.05	3.95	3.91	-
Community and neighbourhood centres	3.94	3.98	3.87	▼
Townsville Civic Theatre and Riverway Arts Centre	3.81	3.97	3.80	▼
Provision of youth facilities and services	3.84	3.77	3.78	-
Reid Park	3.65	3.69	3.73	-
Development approval process	3.89	3.84	3.73	▼
Townsville RSL Stadium Complex *	3.9	3.75	3.71	-
Condition of footpaths	3.74	3.72	3.65	-
Graffiti removal	3.88	3.86	3.58	▼

	Mean Imp 2011	Mean Imp 2013	Mean Imp 2015	Change (2015 vs. 2013)
Townsville Bulletin Square (Flinders Street) *	3.9	3.65	3.50	▼
Local Galleries	3.53	3.57	3.44	▼
Enforcing parking regulations	3.36	3.41	3.32	▼
Skate parks and BMX tracks	3.35	3.40	3.22	▼
Availability of boat ramps	2.63	2.79	2.66	-



cells denote mean importance has increased from 2011.



cells denote mean importance has decreased from 2011

** Minor wording change*

3.4 Satisfaction comparisons

This section presents the mean satisfaction scores for all 53 services and facilities. Scores are ranked highest to lowest based on the 2015 results.

Table 3.4.1 Satisfaction scores

	Mean Sat 2011	Mean Sat 2013	Mean Sat 2015	Change (2015 vs. 2013)
Removal and treatment of sewerage from your property *	3.91	3.91	4.37	▲
The Strand	4.32	4.29	4.36	▲
Quality and reliability of water supply	4.15	4.18	4.23	-
Repairs and maintenance of sewerage services *	3.93	3.81	4.19	▲
Management of emergency events such as cyclones and floods	3.85	3.99	4.12	▲
Riverway Precinct and Tony Ireland Stadium	4.03	3.92	4.09	▲
Repairs and maintenance of water and sewage services	3.93	3.87	4.05	▲
Libraries	3.98	4.03	4.03	-
General waste collection and recycling	3.97	3.83	3.96	▲
Cost of sewerage reflects the quality and reliability of the sewerage service *	-	3.61	3.92	▲
Food safety in local eateries	3.70	3.85	3.92	▲
Townsville RSL Stadium Complex *	3.75	3.80	3.88	▲
Townsville Civic Theatre and Riverway Arts Centre	3.72	3.79	3.88	▲
Public swimming facilities	3.80	3.80	3.84	-

	Mean Sat 2011	Mean Sat 2013	Mean Sat 2015	Change (2015 vs. 2013)
Street signage	3.74	3.79	3.83	-
Reid Park	3.66	3.64	3.77	▲
Maintenance of parks and sporting fields	3.73	3.75	3.76	-
Management of waste facilities	3.72	3.45	3.75	▲
Local Galleries	3.66	3.68	3.75	▲
Cost of water reflects the quality and reliability of the water supply	-	3.57	3.74	▲
Protection of beach foreshore	3.64	3.73	3.69	-
Water quality in our water ways	3.65	3.66	3.64	-
Bike paths and walking trails	3.59	3.64	3.59	-
Townsville Bulletin Square (Flinders Street) *	3.33	3.27	3.59	▲
Facilities in local parks and recreation areas	3.51	3.61	3.59	-
Mosquito control	3.47	3.51	3.55	-
Council's support for local community and sporting groups	3.53	3.48	3.52	-
Protection of bush land and wildlife	3.35	3.52	3.49	-
Community safety programs	3.22	3.24	3.48	▲
Graffiti removal	3.40	3.39	3.48	▲
Community and neighbourhood centres	3.38	3.44	3.48	-
Construction and maintenance of drains	3.27	3.40	3.46	-
Appearance of streets	3.37	3.40	3.46	-
Promoting the city	3.49	3.51	3.39	▼

	Mean Sat 2011	Mean Sat 2013	Mean Sat 2015	Change (2015 vs. 2013)
Availability of street lighting	3.44	3.34	3.39	-
Council environmental initiatives	3.37	3.43	3.34	▼
Condition and safety of local roads	2.85	3.16	3.34	▲
Skate parks and BMX tracks	3.25	3.32	3.33	-
Supporting local industry and business	3.31	3.29	3.33	-
Animal Control	3.29	3.37	3.32	-
Collection of litter from roadside *	3.39	3.23	3.31	-
Availability of boat ramps	2.92	2.99	3.28	▲
Planning for residential development	3.20	3.27	3.27	-
Planning for commercial and industrial development	3.23	3.31	3.26	-
Enforcing parking regulations	3.18	3.15	3.25	▲
Consulting and engaging the Community	3.11	3.16	3.24	▲
Weed control	3.13	3.26	3.23	-
Condition of footpaths	3.09	3.18	3.22	-
Attracting new businesses to the city	3.16	3.17	3.10	▼
Provision of youth facilities and services	3.06	3.05	3.06	-
Public toilets	2.78	2.83	2.98	▲
Development approval process	2.81	2.94	2.94	-
Car parking in the city	2.37	2.39	2.49	▲



cells denote mean satisfaction has increased from 2011.



cells denote mean satisfaction has decreased from 2011

* *Minor wording change*

4 Prioritising Services and Facilities

Given the diverse range of services and facilities Townsville City Council has to manage, it can often be a difficult task to prioritise. The sheer number of services and facilities under management can diffuse focus and distract attention away from the areas of critical importance to improving resident satisfaction. This section of the report aims to identify the key drivers of resident satisfaction via a deeper analysis of the importance and satisfaction scores presented in the previous section.

4.1 Quadrant Analysis

Quadrant analysis is a useful way of simultaneously analysing the stated importance a service holds for residents against their satisfaction with the provision of that service. To do this, mean satisfaction scores are plotted against mean importance scores for each Townsville City Council service or facility. In order to form the quadrants (or opportunity matrix) that separate higher and lower level priority services combined mean importance and satisfaction scores were calculated for the entire set of 53 council services and facilities. These scores were: *Importance score = 4.15 and Satisfaction score = 3.58*. Thus, for example, services or facilities with a mean importance score of less than 4.15 (i.e. a score lower than the overall mean importance score), were classified as having 'lower' importance. Conversely, services or facilities with a mean score above 4.16 were classified as having 'higher' importance. The results of the quadrant analysis are displayed in Graph and Table 4.1.1.

It should be noted that overall satisfaction has increased to 3.74 out of 5, compared to 3.65 last measure.

Each of the four quadrants has a specific interpretation:

1. The upper right quadrant (high importance and high satisfaction) represents current Townsville City Council service strengths.
2. The upper left quadrant (high importance but relatively lower satisfaction) denotes services where satisfaction should be improved.
3. The lower left quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority services.
4. The lower right quadrant (relatively lower importance and high satisfaction) is often interpreted as representing 'overkill' services where effort exceeds expectations.

The attributes in the upper left quadrant are all candidates for immediate attention. Residents placed a high importance on these attributes but also reported relatively lower satisfaction.

Graph 4.1.1: Quadrant Analysis

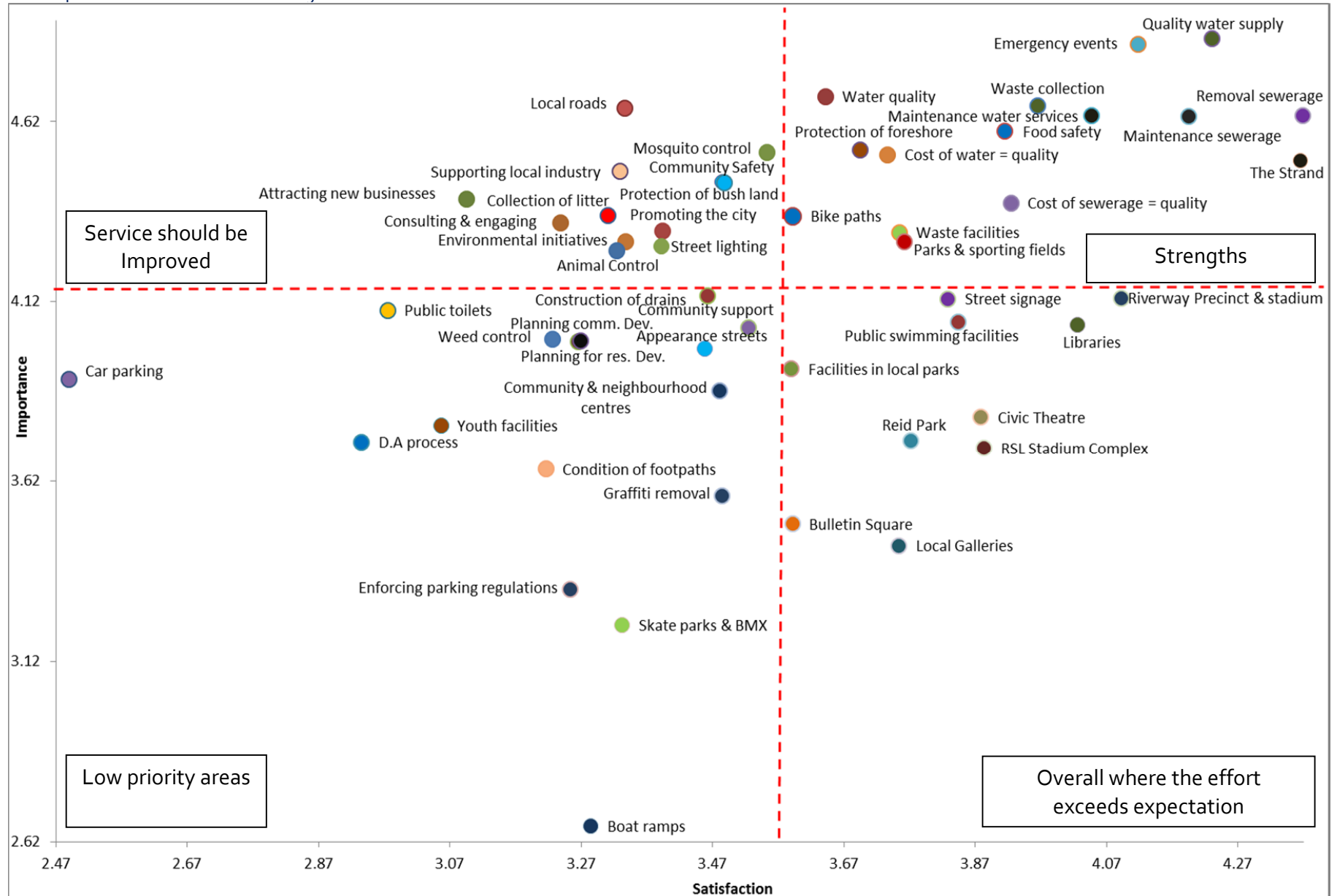


Table 4.1.1: Opportunities Matrix for Council Services and Facilities

2. HIGHER IMPORTANCE LOWER SATISFACTION (IMPROVE)	1. HIGHER IMPORTANCE HIGHER SATISFACTION (MAINTAIN)
<ul style="list-style-type: none"> ▪ Mosquito control (Δ 2013 = Quadrant 1) ▪ Protection of bush land and wildlife (Δ 2013 = Quadrant 1) ▪ Community Safety programs ▪ Promoting the city ▪ Availability of street lighting ▪ Council environmental initiatives ▪ Condition and safety of local roads ▪ Supporting local industry and business ▪ Animal Control ▪ Collection of litter from roadside * ▪ Consulting and engaging the Community ▪ Attracting new businesses to the city 	<ul style="list-style-type: none"> ▪ Removal and treatment of sewerage from your property * ▪ The Strand ▪ Quality and reliability of water supply ▪ Repairs and maintenance of sewerage services * ▪ Management of emergency events such as cyclones and floods ▪ Repairs and maintenance of water and sewage services ▪ General waste collection and recycling ▪ Cost of sewerage reflects the quality and reliability of the sewerage service * (Δ 2013 = Quadrant 4) ▪ Food safety in local eateries ▪ Maintenance of parks and sporting fields ▪ Management of waste facilities (Δ 2013 = Quadrant 2) ▪ Cost of water reflects the quality and reliability of the water supply ▪ Protection of beach foreshore ▪ Water quality in our water ways ▪ Bike paths and walking trails
3. LOWER IMPORTANCE LOWER SATISFACTION (NICHE)	4. LOWER IMPORTANCE HIGHER SATISFACTION (SECONDARY)
<ul style="list-style-type: none"> ▪ Council's support for local community and sporting groups ▪ Graffiti removal ▪ Community and neighbourhood centres ▪ Construction and maintenance of drains ▪ Appearance of streets ▪ Skate parks and BMX tracks ▪ Availability of boat ramps ▪ Planning for residential development ▪ Planning for commercial and industrial development ▪ Enforcing parking regulations ▪ Weed control ▪ Condition of footpaths ▪ Provision of youth facilities and services ▪ Public toilets ▪ Development approval process ▪ Car parking in the city 	<ul style="list-style-type: none"> ▪ Riverway Precinct and Tony Ireland Stadium ▪ Libraries (Δ 2013 = Quadrant 1) ▪ Townsville RSL Stadium Complex * ▪ Townsville Civic Theatre and Riverway Arts Centre ▪ Public swimming facilities ▪ Street signage (Δ 2013 = Quadrant 1) ▪ Reid Park ▪ Local Galleries ▪ Townsville Bulletin Square (Flinders Street) * (Δ 2013 = Quadrant 3) ▪ Facilities in local parks and recreation areas

* Minor wording change

Δ service and/or facility has shifted quadrants when compared to the previous measure

4.2 Gap Analysis

Despite its usefulness, quadrant analysis is not a complete priority assessment tool. For example, it does not explicitly identify the gaps between importance and satisfaction. It is possible that a large gap could exist between importance and satisfaction, even though a service or facility appeared in the 'high importance and high satisfaction' quadrant.

Consequently, gap analysis was used as the second component in analysing the results. Gap measures were calculated by subtracting the mean satisfaction score from the mean importance score for each attribute. It should be pointed out that if a respondent rated a service or facility's importance, but failed to provide a satisfaction rating i.e. 'Can't Say / Don't know' they were excluded from the gap analysis. Usually, *the larger the gap between importance and satisfaction, the larger the gap between Council's performance in provision of a service and residents' expectations.*

Gap scores are presented in Table 4.2.1. The table ranks services and facilities from highest gaps to lowest gaps. Those services with a gap score significantly above the mean gap score for all services ($\xi=0.779$) were given top priority (i.e. a rating of one).

These are services that should be addressed by management first as the importance of that service far outweighs the satisfaction that residents have with its provision.

Services with a gap score statistically equal to the mean gap were given second priority (rating of two) and services with a gap score significantly below the mean gap were given third priority (rating of three).

The table also shows how services and facilities compare to their performance gap in 2011.

Table 4.2.1 Performance gaps for Townsville City Council services and facilities

Council Services & Facilities	Performance Gap	Priority Level 2015	Priority Level 2013	Change
Car parking in the city	1.51	1	1	↔
Attracting new businesses to the city	1.34	1	1	↔
Condition and safety of local roads	1.32	1	1	↔
Public toilets	1.17	1	1	↔
Supporting local industry and business	1.17	1	1	↔
Consulting and engaging the Community	1.10	1	1	↔
Collection of litter from roadside *	1.06	1	1	↔
Water quality in our water ways	1.05	1	1	↔
Provision of youth facilities and services	1.00	1	1	↔
Community Safety programs	0.99	1	1	↔
Mosquito control	0.99	1	1	↔
Council environmental initiatives	0.98	1	1	↔
Animal Control	0.96	1	1	↔
Protection of bush land and wildlife	0.96	1	1	↔
Development approval process	0.95	1	1	↔
Promoting the city	0.93	1	2	☒
Availability of street lighting	0.90	1	1	↔
Protection of beach foreshore	0.86	1	2	☒
Planning for commercial and industrial development	0.80	2	2	↔
Planning for residential development	0.80	2	1	☑
Cost of water reflects the quality and reliability of the water supply	0.80	2	1	☑
Weed control	0.80	2	2	↔
Bike paths and walking trails	0.79	2	2	↔
Construction and Maintenance of drains	0.71	2	2	↔
Management of emergency events such as cyclones and floods	0.71	3	1	☑
General waste collection and recycling	0.70	3	1	☑
Food safety in local eateries	0.69	3	3	↔
Quality and reliability of water supply	0.62	3	3	↔
Repairs and maintenance of water and sewage services	0.61	3	2	☑
Management of waste facilities	0.59	3	1	☑
Appearance of streets	0.54	3	3	↔
Council's support for local community and sporting groups	0.54	3	3	↔
Cost of sewerage reflects the quality and reliability of the sewerage service *	0.54	3	3	↔
Maintenance of parks and sporting fields	0.54	3	3	↔
Repairs and maintenance of sewerage services *	0.51	3	2	☑
Condition of footpaths	0.51	3	3	↔
Community and neighbourhood centres	0.47	3	3	↔
Facilities in local parks and recreation areas	0.42	3	3	↔
Removal and treatment of sewerage from your property *	0.38	3	3	↔
Street signage	0.30	3	3	↔

Council Services & Facilities	Performance Gap	Priority Level 2015	Priority Level 2013	Change
Public swimming facilities	0.29	3	3	⇔
Skate parks and BMX tracks	0.16	3	3	⇔
The Strand	0.16	3	3	⇔
Reid Park	0.13	3	3	⇔
Libraries	0.12	3	3	⇔
Graffiti removal	0.12	3	3	⇔
Enforcing parking regulations	0.10	3	3	⇔
Riverway Precinct and Tony Ireland Stadium	0.10	3	3	⇔
Townsville Civic Theatre and Riverway Arts Centre	0.03	3	3	⇔
Townsville Bulletin Square (Flinders Street) *	0.03	3	3	⇔
Availability of boat ramps	0.02	3	3	⇔
Townsville RSL Stadium Complex *	-0.03	3	3	⇔
Local Galleries	-0.17	3	3	⇔

Priority Level Ratings: 1 - Gap score is significantly above the mean gap, importance of that service far outweighs the satisfaction that residents have with its provision; 2 - Gap score is statistically equal to the mean gap; 3 - Gap score is significantly below the mean gap, therefore lowest priority.

Overall results have shown that two services / facilities have increased in priority compared to where they were in 2013. This is a result of gap between satisfaction and importance levels widening since 2013. The two services affected by this are 'Promoting the city' and 'Protection of beach foreshore', both are now a priority level one service, compared to priority level two in 2013.

In comparison seven services / facilities have improved their performance gaps since 2013. These are 'Planning for residential development', 'Cost of water reflects the quality and reliability of the water supply', 'Management of emergency events such as cyclones and floods', 'General waste collection and recycling', 'Repairs and maintenance of water and sewage services', 'Management of waste facilities', and 'Repairs and maintenance of sewerage services'.

Table 4.2.2 outlines the services and facilities that were identified as not meeting resident expectations in either quadrant or gap analysis. Initially there were 53 services and facilities measured in this survey, however after applying both forms of analysis the results highlighted 18. These 18 can then be filtered down to 12 services or facilities that Council should focus on first. If a service or facility has a tick in both the quadrant analysis box and the gap analysis box, it is confirmation that this area should be given priority.

Table 4.2.2 Quadrant and Gap analysis summary – Areas that need improving

	Identified as not meeting resident expectations in ...	
	Quadrant Analysis (Higher importance / lower satisfaction)	Gap Analysis (Higher than average gap between importance and satisfaction)
Mosquito control	✓	✓
Protection of bush land and wildlife	✓	✓
Community Safety programs *	✓	✓
Promoting the city *	✓	✓
Availability of street lighting *	✓	✓
Council environmental initiatives *	✓	✓
Condition and safety of local roads *	✓	✓
Supporting local industry and business *	✓	✓
Animal control *	✓	✓
Collection of litter from roadside *	✓	✓
Consulting and engaging the Community *	✓	✓
Attracting new businesses to the city *	✓	✓
Car parking in the city		✓
Public toilets		✓
Water quality in our water ways		✓
Provision of youth facilities and services		✓
Development approval process		✓
Protection of beach foreshore		✓

* service or facility was considered a priority area for improvement in 2013

5 Community Engagement

This section of the report deals with the level of engagement residents have with their community. Residents were read six statements and were asked to rate their level of agreement with each, where one was they 'Strongly disagree' with the statement and five is they 'Strongly agree' with it.

5.1 Agreement Statements

Table 5.1.1: Agreement statements

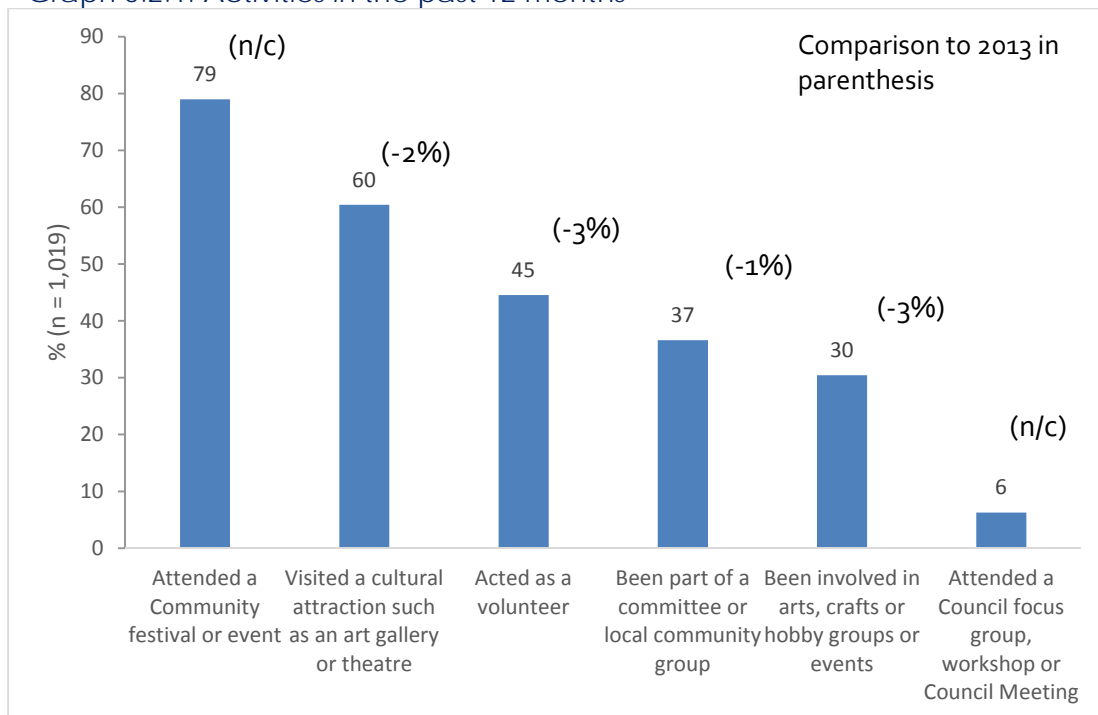
	Can't say	Low agreement	Medium agreement	High agreement	Mean score	Change (2015 vs 2013)
I can get help from friends, family and neighbours when needed	0	5	11	85	4.34	0.00
It is a good thing for a society to be made up of people from different cultures	1	4	17	78	4.19	0.11
I feel I'm treated with respect by the local community	1	5	14	80	4.13	0.05
I feel part of the local community	1	10	32	57	3.68	-0.08
There are enough opportunities in my local area for me to participate in arts and cultural related activities	4	16	25	55	3.59	-0.02
I am actively involved in community organisations such as sporting, social groups, rotary, school committees	1	34	25	40	3.05	-0.12

 High mean score
  Medium mean score
  Low mean score

The number one statement that residents agreed most with was 'I can get help from friends, family and neighbours when needed', with six out seven residents (85%) providing a 'High' agreement rating. The mean attributed to this statement was considered a 'High' agreement score at 4.34 out of 5. This was followed by two other statements that also achieved 'High' agreement scores, which are 'It is a good thing for a society to be made up of people from different cultures' (4.19) and 'I feel I'm treated with respect by the local community' (4.13). The remaining three statements attained 'Medium' satisfaction scores with the lowest agreement levels being for 'I am actively involved in community organisations such as sporting, social groups, rotary, school committees' with a mean score of 3.05 out of 5.

5.2 In the past 12 months have you done any of the following?

Graph 5.2.1: Activities in the past 12 months



Results showed that eight out of 10 residents (79%) have attended a community festival or event in the past 12 months making it the number one activity undertaken during that time. Visiting a cultural attraction such as an art gallery or theatre was the second most undertaken activity as mentioned by six out of 10

residents (60%). Just under half of all residents (45%) have acted as a volunteer, while two out of five residents (37%) have been part of a committee or local community group. The least frequented activity was found to be attending a Townsville City Council Focus Group, Workshop or Council meeting, with 6% mentioning this.

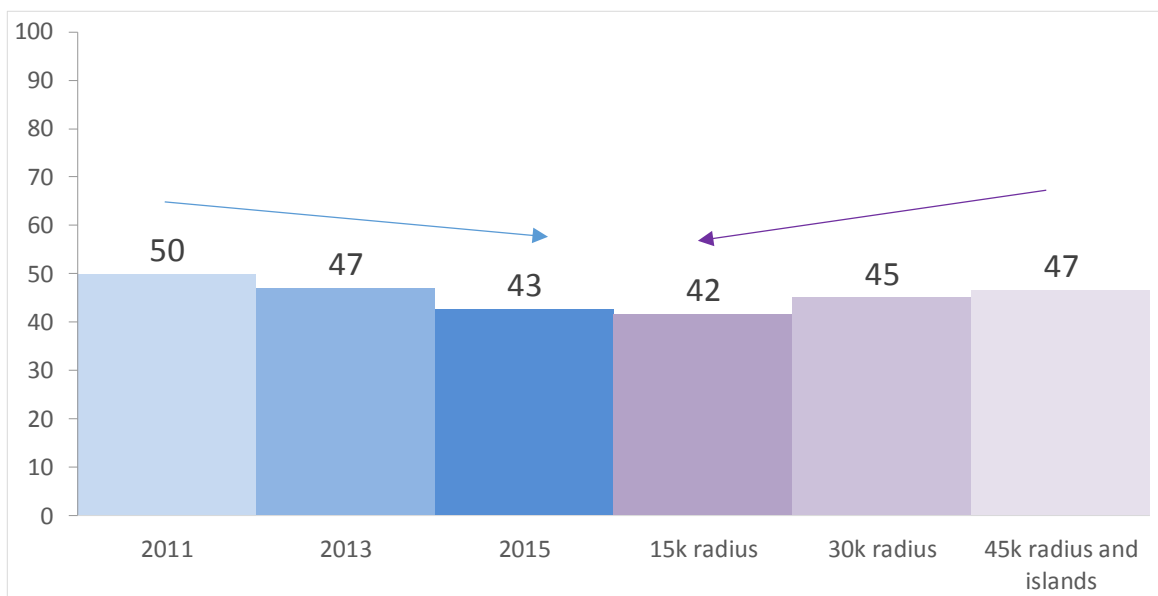
6 Customer service

This section of the report deals with resident interactions with Townsville City Council over the past 12 months and identifies how they made contact and how satisfied they were with their interaction.

6.1 Contact with Townsville City Council

Question: Have you had any contact with Council in the past 12 months?

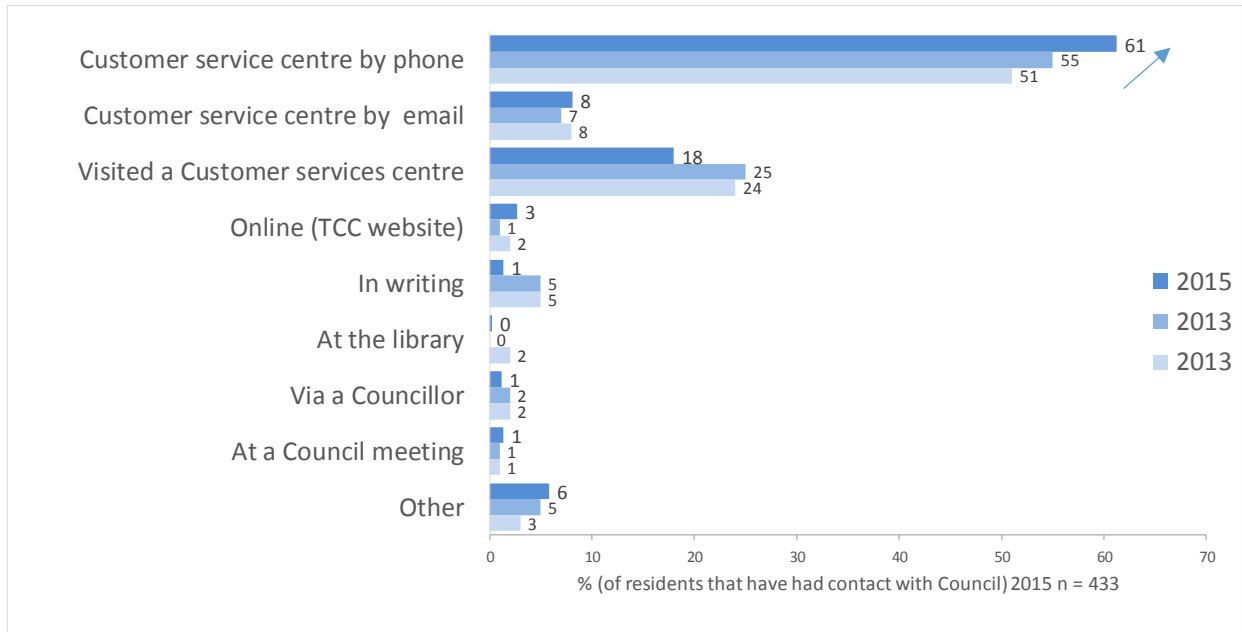
Graph 6.1.1: Contact with Council in past 12 months



Contact with Townsville City Council over the past 12 months has declined since 2013 to 43%. Contact with Townsville City Council also appears to increase the further away from the city the resident resides, however this difference is not statistically significant.

Question: How was contact made?

Graph 6.1.2: How Council was contacted



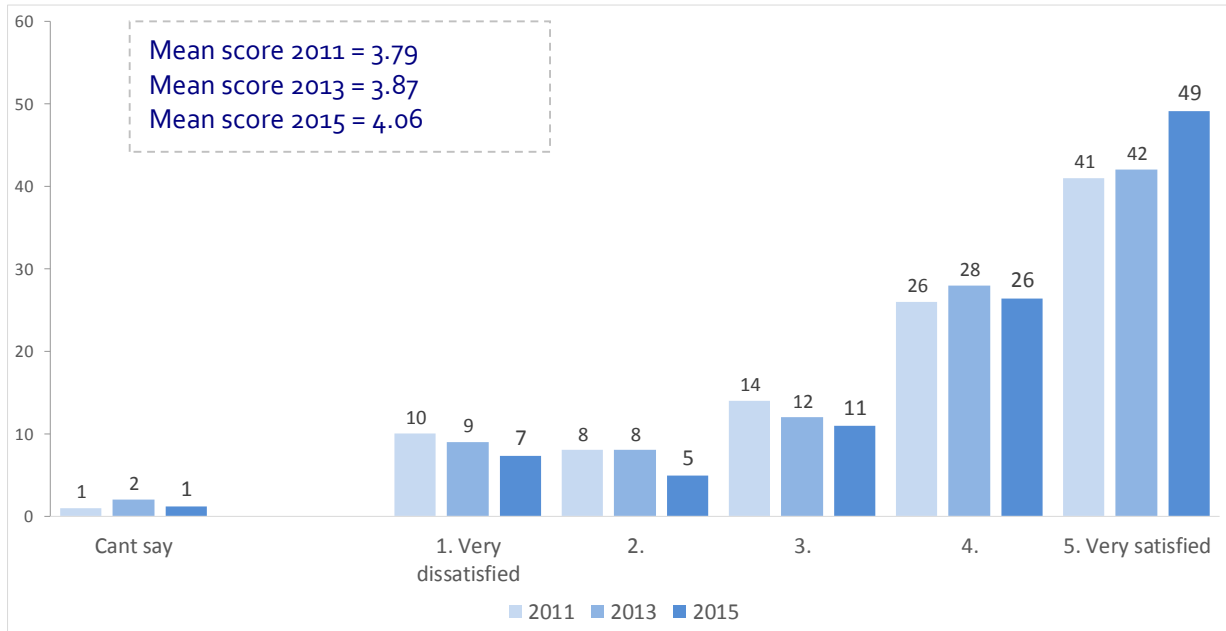
Thinking only of the residents that had contacted Townsville City Council in the past 12 months (43%), those that had contacted had, on average, 2.5 touch points with Townsville City Council.

The majority of those making contact had at least one contact with the customer service centre by phone (61%), this is a significant increase on 2013.

One in four residents (24%) mentioned they visited a customer services centre.

Online remains underutilised.

Graph 6.1.3: Satisfaction with how contact was handled (n=476)



Low Satisfaction

Medium

High Satisfaction

Of the 43% of residents that had made contact with Townsville City Council over the past 12 months, three out of four (76%) were 'Highly' satisfied with the way their interaction was handled, half of them stated they were 'Very Satisfied' (49%). The proportion describing themselves as 'Very satisfied' is a significant increase on 2013.

The 2015 mean satisfaction score of 4.06 out of 5 is significantly higher than that achieved in 2013 which in turn was higher than that for 2011.



Base: Customer service centre by phone n = 265, Visited a Customer services centre n = 78

There is a notable difference in terms of satisfaction between visiting a service centre and those phoning. The proportion 'Very Satisfied' amongst those visiting a customer service centre is significantly more than those contacting via phone.

There are a diverse range of responses on how the service can be improved.

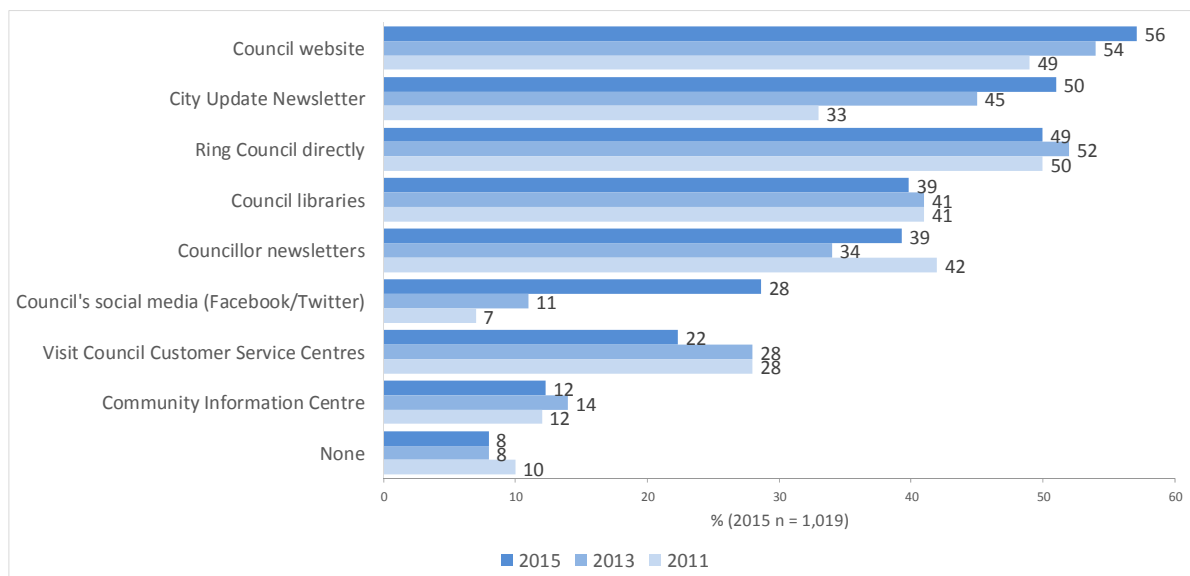
7 Communication

Section seven of this report examines the various ways that Townsville City Council communicates with the community and endeavours to identify the most popular forms of communication.

7.1 Council's services and activities information sources – Prompted

Question: Do you use any of the following sources to obtain information or updates on Council's services and activities?

Graph 7.1.1: Council's services and activities information sources



Note: 2011 excludes Twitter from social media

Results showed residents use, on average, three sources to obtain information or updates on Townsville City Council's services and activities.

The website appears to be increasing being used for this purpose (although the latest increase is not significant).

The City Update Newsletter has also been used more than in the preceding study (increasing 6% to 51%).

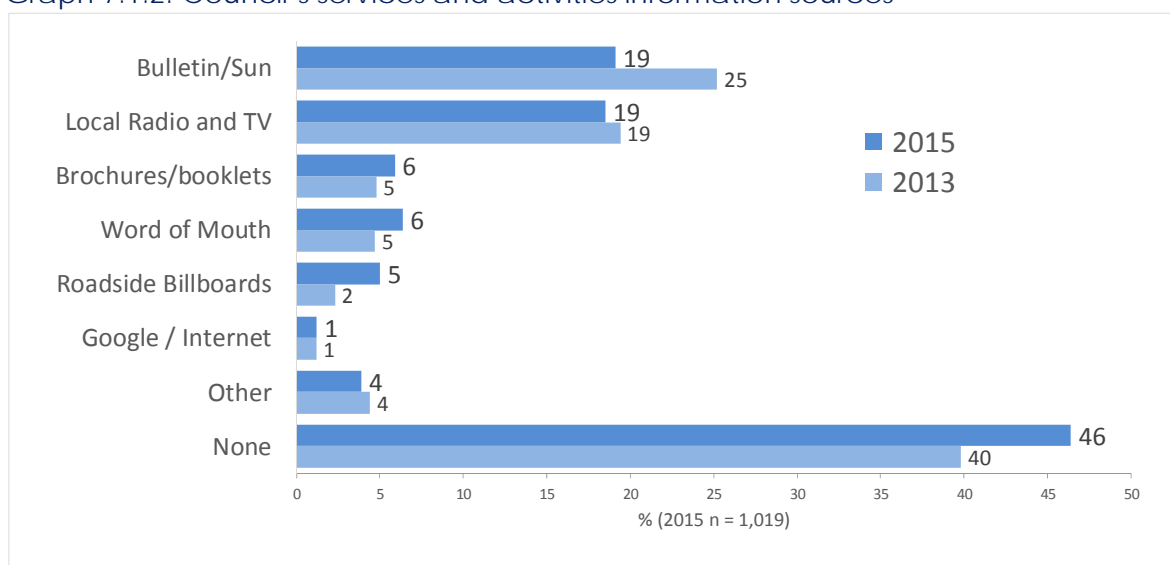
The most notable change is the increase in usage of social media, from about one in 10 to almost one in three residents.

7.2 Council's services and activities information sources – Unprompted

After residents were read the initial list of the various sources they could potentially use to source information on Townsville City Council (graph 7.1.1), they were asked whether they could think of any other sources they use. The results are shown in Graph 7.1.2.

Question: Can you think of any others? Unprompted

Graph 7.1.2: Council's services and activities information sources



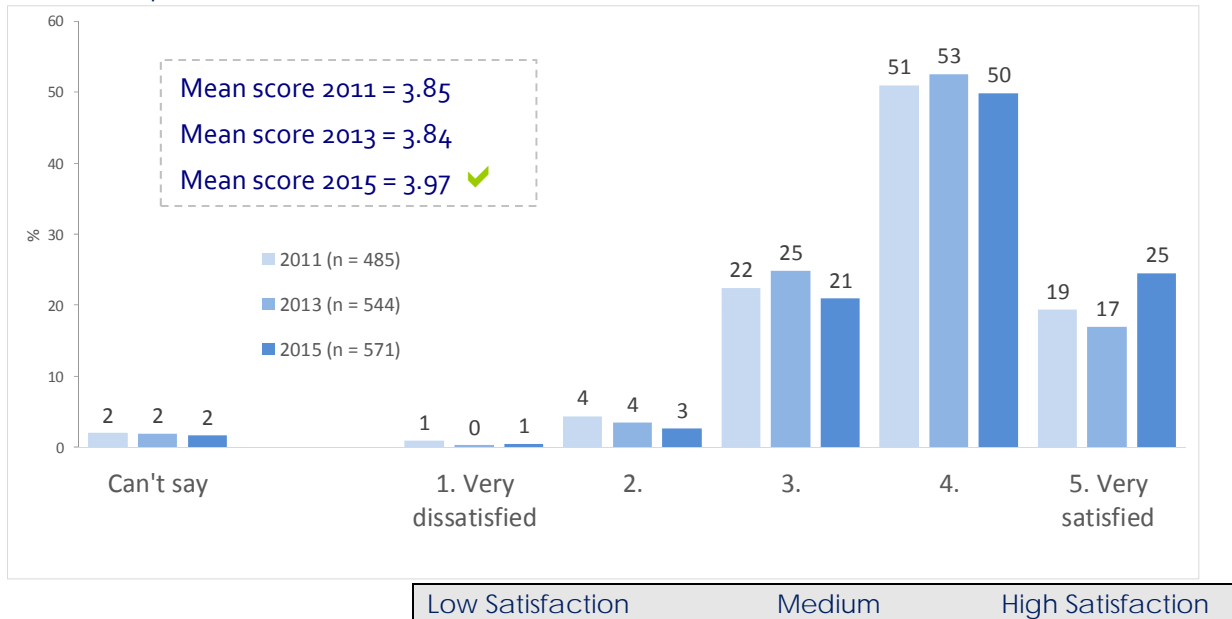
There has been a significant decline in the proportion of residents claiming to source information from the 'Bulletin/Sun' (down to 19%).

By contrast, 'Local radio and TV' remained constant at about one in four residents hence both sources achieve a similar result, however 12% use both media types, therefore the incremental gain in reach of using both is only 7 or 8%.

7.3 Satisfaction with the services and information available on Townsville City Council's website

Question: How would you rate your overall satisfaction with the services and information available on Council's website?

Graph 7.3.1: Satisfaction with the services and information on Council's website



Results showed that three quarters of residents who had visited Townsville City Council's website (74%) were either satisfied or very satisfied with the services and information available.

This resulted in a mean satisfaction score of 3.97 out of 5, which is a 'high' level satisfaction score.

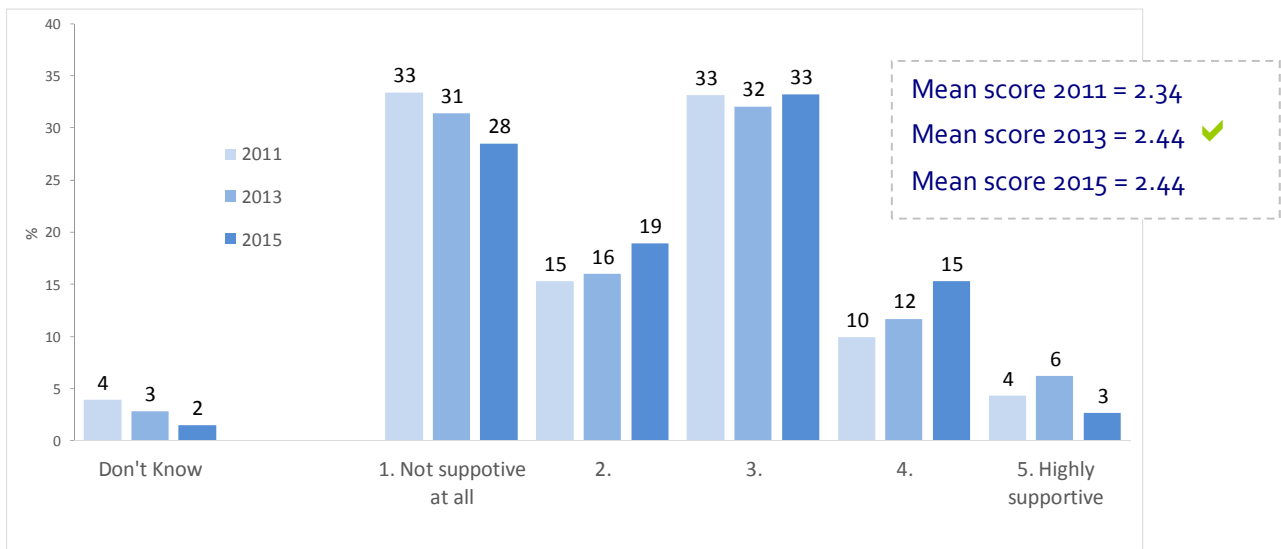
8 Rates Increase

This section aims to gauge Townsville City Council residents' support for paying more in order to receive better council services and facilities.

8.1 Support for Increasing Rates to Fund Improvements or Increase Services

Question: How supportive are you for Townsville City Council to fund improvements or increases to its services by increasing rates?

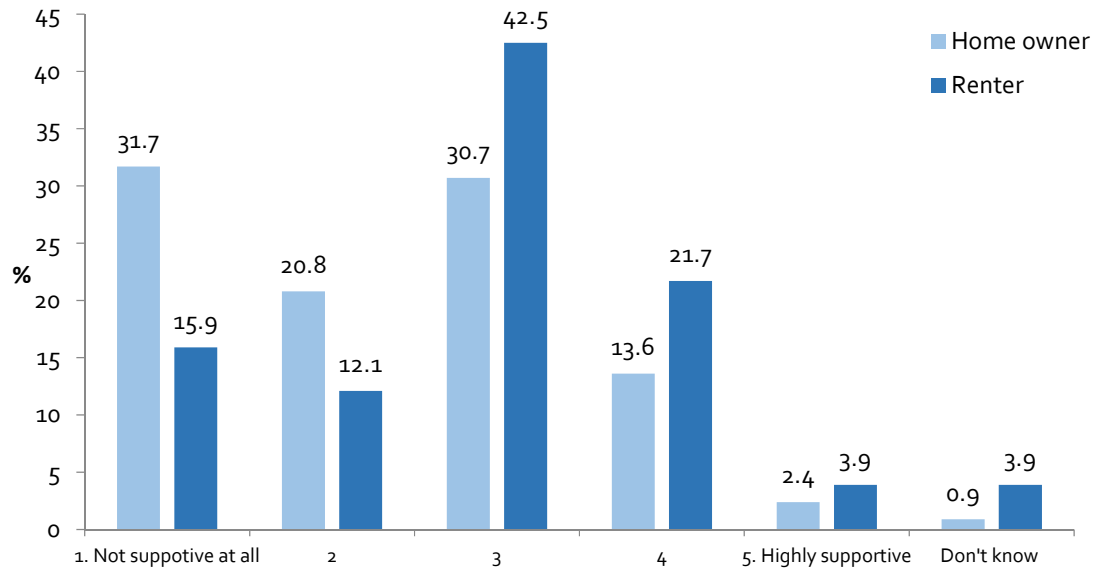
Graph 7.1.1: Support for Increasing Rates



There is a small proportion of residents, almost one in five (18%), that either support or highly support Townsville City Council increasing rates in order to fund improvements or increases to Townsville City Council services.

The majority, however, are not supportive (47%) or ambivalent (33%).

Graph 7.1.2: Support for Increasing Rates (renters / home owners)



Results revealed that 68.1% of residents who rent the property which they reside in were in some way supportive of a rates increase. This is compared to 46.7% of residents who own the property which they are living in who support a rates increase.

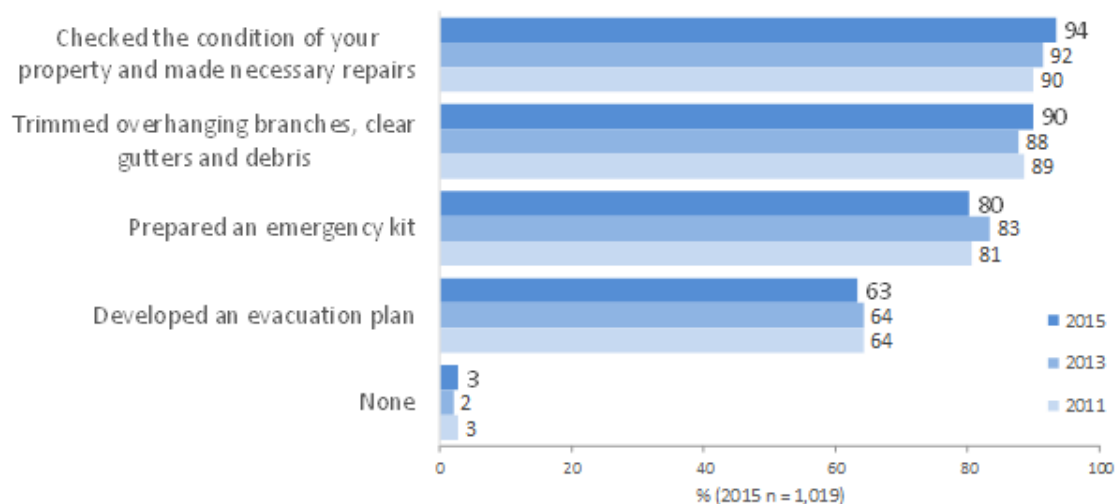
9 Emergencies

Section eight of this report examines what Townsville City Council residents have done to prepare for emergency situations and how they obtain information about emergencies.

9.1 Household Emergency Preparation

Question: Have you undertaken any of the following steps to prepare your household for an emergency such as floods or cyclones?

Graph 9.1.1: Household Emergency Preparation Steps



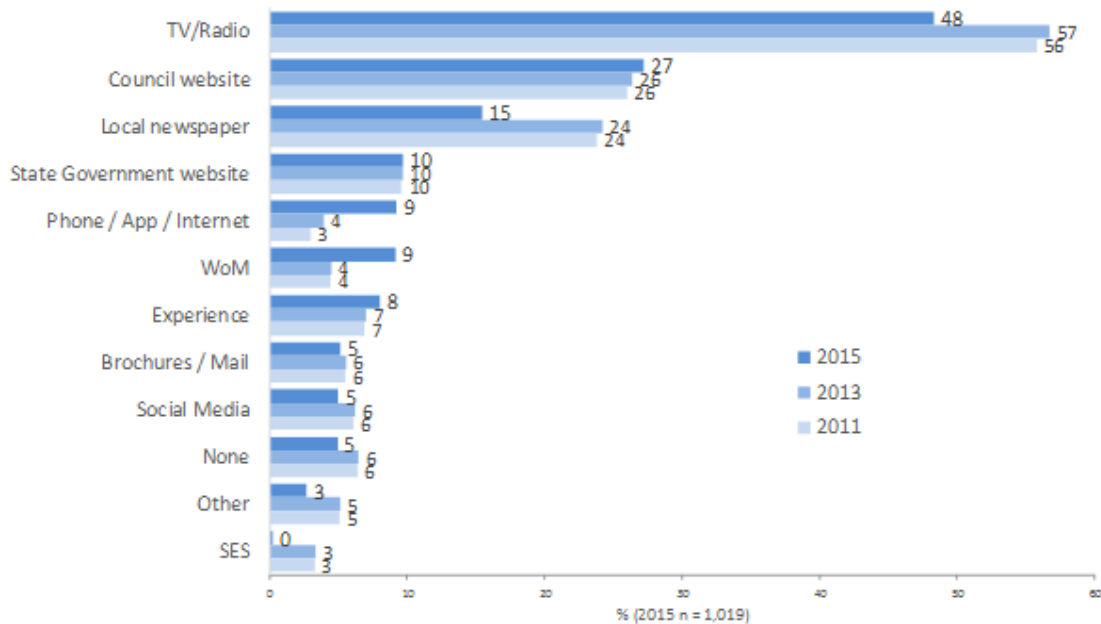
Results showed that almost all residents (97%) have taken at least one step to prepare for an emergency, with the average taking the majority of the steps specified (3.3 steps).

Developing an evacuation plan remains the least likely, particularly amongst the youngest age group and renters. Renters were also less likely to prepare an emergency kit.

9.2 Emergency Information Sources

Question: Where do you generally obtain information to prepare your household for an emergency?

Graph 9.2.1: Emergency Information Sources



In this study main stream media (TV/Radio and local newspapers) appear to be becoming less relevant although they remain amongst the most frequently mentioned.

Word of Mouth and Phone / App / Internet have increased but to a lesser extent than the main stream media.

10 Appendix

10.1 Methodology

10.1.1 Sample Design

A telephone-based survey aiming to secure a response from approximately 1,000 residents from throughout the Townsville Local Government Area was used. The survey unit was permanent residents of the Townsville City Council Local Government Area who had lived there for six months or longer. Respondents also had to be aged 18 years or older to qualify for an interview. The 2011 Census was used to establish quotas to ensure a good distribution of responses by age and sex.

The sample base for the survey was the electronic White Pages. This sample is known to be sub optimal, as the churn of telephone numbers due to people moving and new numbers being added as dwellings are occupied affects about 12% to 15% of possible numbers. Furthermore, from previous research we know that the proportion of silent numbers is increasing and can be as high as 25-30% in some areas. To deal with these issues, IRIS Research uses a technique that starts with the population of numbers listed in the telephone book and adds new and unlisted numbers using the 'half open' method. In this method, all numbers were incremented by five to create new numbers in the 'gaps' between the listed numbers. The resultant universe of numbers was then de-duplicated to remove any numbers that may be repeated. This process was replicated five times to create a new theoretical universe of telephone numbers. This provided the opportunity for all potential numbers to be selected in the sample. This equal and known opportunity for selection is the first criterion of good random sampling.

Once the potential universe of numbers had been generated, a computer program was used to randomise the database. Following this, a sequential sample (e.g. every 110th number) was extracted from the database. The sample

was geographically stratified and evenly distributed within strata. This process gave a very even distribution of potential numbers across the whole survey area. Every household therefore had an equal and known chance of selection and every part of the survey area received a fair proportional representation in the final sample drawn.

10.1.2 Data Collection

Interviews were conducted over 15 evenings commencing from the 13th July, 2015 and concluding on the 28th July, 2015. Calls were made between 4.30 and 8.30 p.m. If the selected person was unavailable at that time to do the survey, call backs were scheduled for a later time or day. Unanswered numbers were retried three times throughout the period of the survey. These procedures ensure a good sampling process from the sample frame used so that statistical inferences could be made about the entire resident population.

Non-private numbers and faxes reached during the selection process were excluded from the sample.

10.1.3 Response Performance

At the end of the survey period, 1,019 completed interviews had been collected. The table below shows the compliance rate achieved for the entire sample. The compliance rate is the number of refusals as a proportion of completed surveys plus refusals. A compliance rate of 51% is a very good result.

Table 9.1.1 Survey compliance rate

Response sequence	Outcome
Interviews	1,019
Refusals	976
<i>Valid contacts (Excludes disqualified – businesses, out of area, under 16yrs etc)</i>	1,995
Compliance rate	51%

10.1.4 Survey Accuracy

When analysing results for the entire sample, the maximum error rate will be about $\pm 3.1\%$ at the 95% confidence level, assuming a proportional response of 50%. Put another way, we can be confident that if the survey were to be repeated there would be a 95% chance that the new result would lie within $\pm 3.1\%$ of the result achieved in this survey.

10.2 ANOVA Tables – Importance of Services and Facilities

Characteristic	Gender		Age				Area			Overall	
	Male	Female	18 to 29	30 to 49	50 to 64	65 plus	15k radius	30k radius	45k + isl.	2015	2013
	503	512	258	391	232	134	762	178	75	1015	1014
Sub-group											
Base											
Service / Facility											
Condition of footpaths	3.57	3.74	3.28	3.73	3.79	3.92	3.73	3.36	3.52	3.65	3.72
Condition and safety of local roads	4.59	4.73	4.63	4.68	4.71	4.57	4.62	4.76	4.75	4.66	4.61
Construction and Maintenance of drains	4.04	4.23	3.65	4.21	4.39	4.44	4.11	4.28	4.08	4.14	4.11
Facilities in local parks and recreation areas	3.90	3.97	3.71	4.10	3.94	3.87	3.94	3.90	3.92	3.93	3.97
Street signage	3.97	4.28	3.87	4.06	4.30	4.51	4.06	4.38	4.20	4.13	4.20
Appearance of streets	3.97	4.01	3.82	3.87	4.22	4.26	4.01	3.90	3.92	3.99	3.92
Availability of street lighting	4.14	4.41	4.06	4.25	4.42	4.52	4.32	4.34	3.69	4.27	4.43
Availability of boat ramps	2.81	2.51	2.33	2.69	2.97	2.71	2.49	2.94	3.67	2.66	2.79
Car parking in the city	3.69	4.12	3.60	3.94	4.04	4.15	3.90	4.00	3.76	3.91	3.95
Provision of youth facilities and services	3.73	3.82	3.51	3.99	3.80	3.61	3.72	3.90	4.06	3.78	3.77
Public toilets	3.97	4.22	3.88	4.17	4.15	4.21	4.07	4.13	4.23	4.10	4.03
Supporting local industry and business	4.42	4.54	4.35	4.52	4.53	4.51	4.45	4.60	4.54	4.48	4.45
Attracting new businesses to the city	4.45	4.36	4.30	4.40	4.48	4.47	4.41	4.34	4.53	4.40	4.38
Promoting the city	4.35	4.28	3.88	4.43	4.50	4.52	4.33	4.23	4.34	4.31	4.26
Planning for residential development	4.11	3.91	3.65	4.01	4.27	4.27	3.95	4.18	4.27	4.01	4.11
Planning for commercial and industrial development	4.16	3.85	3.72	3.95	4.24	4.32	3.98	4.02	4.26	4.01	3.93
Development approval process	3.73	3.73	3.19	3.75	4.06	4.05	3.65	3.90	4.13	3.73	3.84
Mosquito control	4.43	4.64	4.23	4.60	4.65	4.75	4.53	4.57	4.54	4.54	4.49
Animal Control	4.09	4.43	4.06	4.22	4.41	4.51	4.25	4.27	4.37	4.26	4.31
Graffiti removal	3.61	3.55	2.63	3.69	4.05	4.33	3.51	3.75	3.87	3.58	3.86
Food safety in local eateries	4.50	4.68	4.59	4.58	4.57	4.68	4.59	4.62	4.53	4.59	4.52
Enforcing parking regulations	3.21	3.43	2.83	3.22	3.61	4.12	3.35	3.15	3.46	3.32	3.41
Protection of bush land and wildlife	4.31	4.58	4.37	4.41	4.51	4.60	4.41	4.56	4.60	4.45	4.44
Protection of beach foreshore	4.50	4.58	4.40	4.54	4.63	4.69	4.53	4.52	4.73	4.54	4.53

Characteristic	Gender		Age				Area			Overall	
	Male	Female	18 to 29	30 to 49	50 to 64	65 plus	15k radius	30k radius	45k + isl.	2015	2013
	503	512	258	391	232	134	762	178	75	1015	1014
Service / Facility											
Water quality in our water ways	4.67	4.71	4.61	4.67	4.78	4.73	4.66	4.75	4.81	4.69	4.68
Weed control	3.92	4.11	3.41	4.07	4.36	4.47	3.94	4.18	4.42	4.02	4.05
Council environmental initiatives	4.16	4.41	4.28	4.16	4.41	4.47	4.25	4.33	4.54	4.29	4.29
Townsville Civic Theatre and Riverway Arts Centre	3.62	3.98	3.36	3.81	4.03	4.26	3.82	3.73	3.73	3.80	3.97
Libraries	3.79	4.31	3.66	4.12	4.16	4.45	3.98	4.24	4.44	4.05	4.18
Local Galleries	3.21	3.68	2.87	3.47	3.72	3.99	3.39	3.55	3.70	3.44	3.57
Skate parks and BMX tracks	3.27	3.17	2.70	3.45	3.40	3.28	3.06	3.73	3.69	3.22	3.40
Bike paths and walking trails	4.32	4.39	4.25	4.35	4.49	4.36	4.37	4.31	4.39	4.36	4.41
Public swimming facilities	3.97	4.15	3.80	4.12	4.20	4.19	4.01	4.21	4.29	4.06	4.13
Maintenance of parks and sporting fields	4.24	4.34	4.08	4.29	4.40	4.48	4.25	4.40	4.45	4.29	4.33
Management of emergency events	4.79	4.87	4.80	4.80	4.88	4.90	4.81	4.91	4.89	4.83	4.85
Community and neighbourhood centres	3.69	4.06	3.64	3.85	3.96	4.20	3.80	4.05	4.24	3.87	3.98
Council's support for local community and sporting groups	4.05	4.05	3.72	4.14	4.18	4.18	4.00	4.25	4.04	4.05	4.08
Consulting and engaging the Community	4.34	4.34	4.04	4.39	4.47	4.55	4.29	4.50	4.50	4.34	4.39
Community Safety programs	4.32	4.58	4.29	4.44	4.54	4.65	4.45	4.57	4.26	4.45	4.49
General waste collection and recycling	4.68	4.64	4.41	4.72	4.77	4.81	4.64	4.72	4.76	4.66	4.69
Collection of litter from roadside	4.30	4.42	4.13	4.35	4.50	4.59	4.32	4.46	4.53	4.36	4.42
Management of waste facilities	4.28	4.34	3.98	4.35	4.50	4.52	4.24	4.54	4.53	4.31	4.43
Quality and reliability of water supply	4.84	4.86	4.76	4.85	4.90	4.93	4.83	4.92	4.90	4.85	4.86
Cost of water reflects the quality and reliability of the water supply	4.50	4.55	4.31	4.59	4.59	4.64	4.51	4.62	4.43	4.53	4.50
Removal and treatment of sewerage from your property	4.59	4.69	4.63	4.60	4.64	4.77	4.72	4.39	3.87	4.64	4.20
Repairs and maintenance of sewerage services	4.64	4.63	4.55	4.62	4.67	4.78	4.70	4.46	4.01	4.63	4.41
Cost of sewerage reflects the quality and reliability of the sewerage service	4.38	4.41	4.29	4.35	4.47	4.63	4.45	4.24	3.73	4.39	4.12
Repairs and maintenance of water and sewage services	4.62	4.65	4.41	4.66	4.73	4.84	4.65	4.63	4.46	4.64	4.64

Characteristic	Gender		Age				Area			Overall	
	Male	Female	18 to 29	30 to 49	50 to 64	65 plus	15k radius	30k radius	45k + isl.	2015	2013
Sub-group											
Base	503	512	258	391	232	134	762	178	75	1015	1014
Service / Facility											
The Strand	4.42	4.60	4.27	4.53	4.67	4.64	4.52	4.51	4.44	4.51	4.59
Riverway Precinct and Tony Ireland Stadium	4.09	4.17	4.01	4.14	4.21	4.22	4.08	4.36	4.08	4.13	4.17
Townsville RSL Stadium Complex	3.66	3.76	3.40	3.74	3.90	3.98	3.68	3.92	3.55	3.71	3.75
Reid Park	3.75	3.72	3.85	3.66	3.73	3.74	3.69	4.00	3.57	3.73	3.69
Townsville Bulletin Square (Flinders Street)	3.40	3.60	3.56	3.36	3.52	3.80	3.53	3.30	3.71	3.50	3.65



Cells with sig. lower scores relative to the overall for the demographic

Cells with sig. higher scores relative to the overall for the demographic

10.3 ANOVA Tables – Satisfaction with Services and Facilities

Characteristic Sub-group Base	Gender		Age				Area			Overall	
	Male	Female	18 to 29	30 to 49	50 to 64	65 plus	15k radius	30k radius	45k + isl.	2015	2013
	503	512	258	391	232	133	762	178	74	1015	1014
Service / Facility											
Condition of footpaths	3.21	3.22	3.45	3.16	3.06	3.16	3.25	3.22	2.84	3.22	3.18
Condition and safety of local roads	3.32	3.35	3.27	3.27	3.40	3.57	3.40	3.13	3.17	3.34	3.16
Construction and Maintenance of drains	3.50	3.43	3.64	3.42	3.33	3.47	3.54	3.34	2.98	3.46	3.40
Facilities in local parks and recreation areas	3.64	3.54	3.61	3.51	3.69	3.62	3.64	3.43	3.42	3.59	3.61
Street signage	3.79	3.87	3.91	3.74	3.83	3.93	3.81	3.97	3.69	3.83	3.79
Appearance of streets	3.47	3.45	3.59	3.43	3.36	3.45	3.49	3.35	3.39	3.46	3.40
Availability of street lighting	3.39	3.39	3.34	3.32	3.44	3.64	3.48	3.17	2.98	3.39	3.34
Availability of boat ramps	3.27	3.30	3.43	3.25	3.20	3.23	3.32	3.24	3.08	3.28	2.99
Car parking in the city	2.58	2.40	2.54	2.44	2.51	2.49	2.52	2.39	2.45	2.49	2.39
Provision of youth facilities and services	3.04	3.08	3.12	2.97	3.02	3.27	3.12	2.91	2.74	3.06	3.05
Public toilets	3.04	2.91	3.17	2.88	2.93	2.93	2.97	2.92	3.12	2.98	2.83
Supporting local industry and business	3.29	3.37	3.44	3.25	3.28	3.44	3.39	3.15	3.07	3.33	3.29
Attracting new businesses to the city	3.10	3.09	3.09	3.05	3.08	3.30	3.11	2.99	3.17	3.10	3.17
Promoting the city	3.40	3.38	3.29	3.37	3.47	3.57	3.43	3.26	3.29	3.39	3.51
Planning for residential development	3.31	3.22	3.40	3.24	3.17	3.28	3.34	3.03	3.08	3.27	3.27
Planning for commercial and industrial development	3.26	3.26	3.22	3.30	3.23	3.32	3.29	3.12	3.36	3.26	3.31
Development approval process	2.83	3.06	3.02	2.85	2.88	3.17	2.96	2.83	2.92	2.94	2.94
Mosquito control	3.57	3.54	3.62	3.47	3.54	3.69	3.59	3.50	3.33	3.55	3.51
Animal Control	3.26	3.38	3.63	3.18	3.31	3.19	3.40	3.04	3.19	3.32	3.37
Graffiti removal	3.53	3.44	3.62	3.41	3.41	3.55	3.51	3.39	3.39	3.48	3.39
Food safety in local eateries	3.92	3.91	4.20	3.82	3.80	3.82	3.95	3.76	3.93	3.92	3.85
Enforcing parking regulations	3.29	3.22	3.42	3.13	3.19	3.38	3.29	3.07	3.32	3.25	3.15
Protection of bush land and wildlife	3.56	3.41	3.49	3.48	3.43	3.62	3.55	3.20	3.59	3.49	3.52
Protection of beach foreshore	3.70	3.69	3.64	3.66	3.73	3.83	3.75	3.58	3.39	3.69	3.73

Characteristic Sub-group	Gender		Age				Area			Overall	
	Male	Female	18 to 29	30 to 49	50 to 64	65 plus	15k radius	30k radius	45k + isl.	2015	2013
	Base										
Service / Facility	503	512	258	391	232	133	762	178	74	1015	1014
Water quality in our water ways	3.65	3.64	3.75	3.56	3.64	3.69	3.67	3.55	3.57	3.64	3.66
Weed control	3.22	3.23	3.36	3.18	3.15	3.23	3.26	3.07	3.21	3.23	3.26
Council environmental initiatives	3.33	3.35	3.53	3.19	3.30	3.43	3.38	3.15	3.32	3.34	3.43
Townsville Civic Theatre and Riverway Arts Centre	3.88	3.88	3.99	3.78	3.85	4.00	3.91	3.79	3.77	3.88	3.79
Libraries	3.88	4.16	3.94	3.96	4.08	4.30	4.05	3.88	4.10	4.03	4.03
Local Galleries	3.70	3.81	3.75	3.68	3.81	3.90	3.76	3.68	3.85	3.75	3.68
Skate parks and BMX tracks	3.29	3.38	3.31	3.35	3.36	3.27	3.35	3.31	3.19	3.33	3.32
Bike paths and walking trails	3.55	3.63	3.70	3.48	3.59	3.73	3.65	3.44	3.28	3.59	3.64
Public swimming facilities	3.81	3.88	3.77	3.80	3.94	3.97	3.85	3.88	3.67	3.84	3.80
Maintenance of parks and sporting fields	3.74	3.79	3.87	3.69	3.78	3.74	3.75	3.79	3.79	3.76	3.75
Management of emergency events	4.08	4.15	4.21	4.04	4.14	4.14	4.17	3.97	3.93	4.12	3.99
Community and neighbourhood centres	3.44	3.52	3.58	3.39	3.43	3.64	3.51	3.30	3.61	3.48	3.44
Council's support for local community and sporting groups	3.49	3.56	3.61	3.42	3.54	3.67	3.57	3.34	3.48	3.52	3.48
Consulting and engaging the Community	3.19	3.29	3.37	3.15	3.23	3.28	3.27	3.19	3.01	3.24	3.16
Community Safety programs	3.49	3.48	3.65	3.32	3.45	3.73	3.54	3.28	3.41	3.48	3.24
General waste collection and recycling	4.00	3.94	3.96	3.93	3.92	4.15	4.03	3.74	3.81	3.96	3.83
Collection of litter from roadside	3.32	3.30	3.51	3.24	3.27	3.21	3.40	3.04	3.00	3.31	3.23
Management of waste facilities	3.80	3.71	3.91	3.64	3.76	3.81	3.82	3.54	3.61	3.75	3.45
Quality and reliability of water supply	4.28	4.18	4.29	4.15	4.26	4.32	4.27	4.15	4.03	4.23	4.18
Cost of water reflects the quality and reliability of the water supply	3.76	3.71	3.87	3.62	3.75	3.80	3.81	3.56	3.35	3.74	3.57
Removal and treatment of sewerage from your property	4.39	4.34	4.52	4.30	4.29	4.41	4.42	4.17	3.93	4.37	3.91
Repairs and maintenance of sewerage services	4.26	4.12	4.39	4.05	4.18	4.25	4.23	4.01	4.09	4.19	3.81
Cost of sewerage reflects the quality and reliability of the sewerage service	3.93	3.92	4.08	3.81	3.88	4.06	3.94	3.90	3.58	3.92	3.61
Repairs and maintenance of water and sewage services	4.08	4.01	4.17	4.02	3.91	4.16	4.06	3.99	4.01	4.05	3.87

Characteristic	Gender		Age				Area			Overall	
	Male	Female	18 to 29	30 to 49	50 to 64	65 plus	15k radius	30k radius	45k + isl.	2015	2013
	Base										
Service / Facility											
The Strand	4.37	4.35	4.29	4.30	4.44	4.58	4.37	4.33	4.36	4.36	4.29
Riverway Precinct and Tony Ireland Stadium	4.15	4.03	4.19	4.03	4.06	4.11	4.08	4.19	3.95	4.09	3.92
Townsville RSL Stadium Complex	3.97	3.79	3.87	3.82	3.91	4.08	3.89	3.92	3.74	3.88	3.80
Reid Park	3.82	3.71	4.02	3.71	3.68	3.62	3.80	3.72	3.57	3.77	3.64
Townsville Bulletin Square (Flinders Street)	3.64	3.54	3.76	3.49	3.50	3.64	3.61	3.49	3.58	3.59	3.27



Cells with sig. lower scores relative to the overall for the demographic

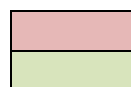
Cells with sig. higher scores relative to the overall for the demographic

10.4 ANOVA Tables – Overall Satisfaction

Characteristic	Gender		Age				Area			Overall	
Sub-group	Male	Female	18 to 29	30 to 49	50 to 64	65 plus	15k radius	30k radius	45k + isl.	2015	2013
Base	503	512	258	391	232	134	762	178	75	1015	1014
Service / Facility											
Overall Sat	3.72	3.80	3.81	3.67	3.78	3.89	3.80	3.68	3.53	3.76	3.65

10.5 ANOVA Tables – Agreement Statements

Characteristic	Gender		Age				Area			Overall	
Sub-group	Male	Female	18 to 29	30 to 49	50 to 64	65 plus	15k radius	30k radius	45k + isl.	2015	2013
Base	503	512	258	391	232	134	762	178	75	1015	1014
Service / Facility											
I feel part of the of the local community	3.67	3.72	3.45	3.71	3.80	3.95	3.69	3.70	3.71	3.70	3.76
I can get help from friends, family and neighbours when needed	4.30	4.39	4.49	4.24	4.32	4.41	4.36	4.25	4.39	4.34	4.34
It is a good thing for a society to be made up of people from different cultures	4.09	4.31	4.28	4.28	4.07	4.07	4.20	4.21	4.24	4.20	4.08
I feel I'm treated with respect by the local community	4.05	4.24	4.14	4.06	4.19	4.31	4.15	4.02	4.38	4.15	4.08
I am actively involved in community organizations such as sporting, social groups, rotary, school committees	3.07	3.10	3.01	3.27	2.90	3.01	3.02	3.48	2.74	3.08	3.17
There are enough opportunities in my local area for me to participate in arts and cultural related activities	3.77	3.61	3.61	3.65	3.79	3.77	3.78	3.49	3.20	3.69	3.61



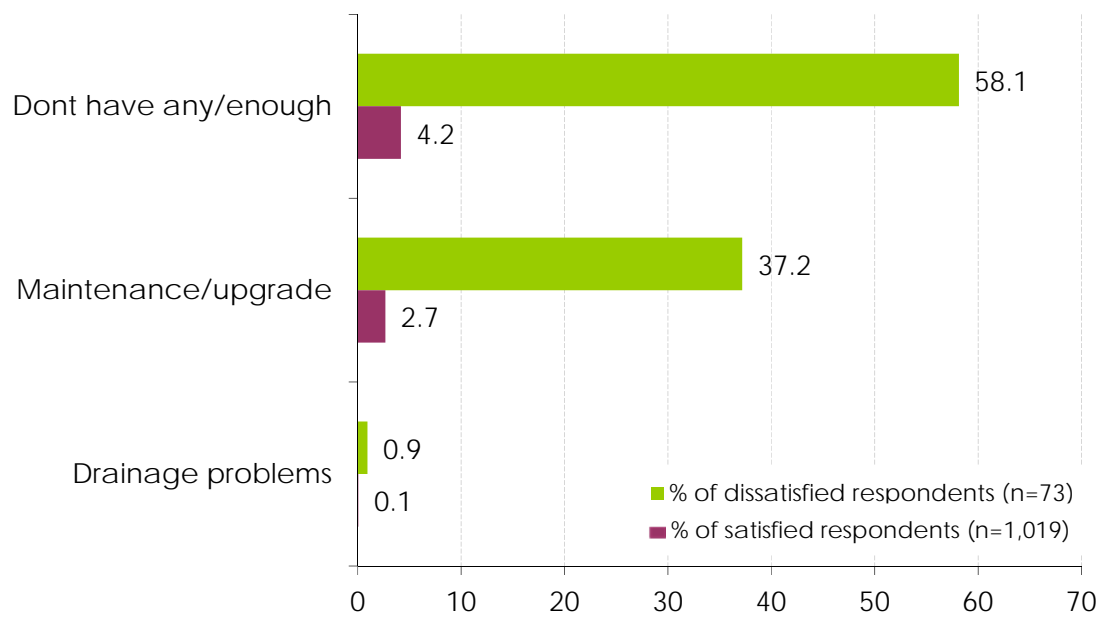
Cells with sig. lower scores relative to the overall for the demographic

Cells with sig. higher scores relative to the overall for the demographic

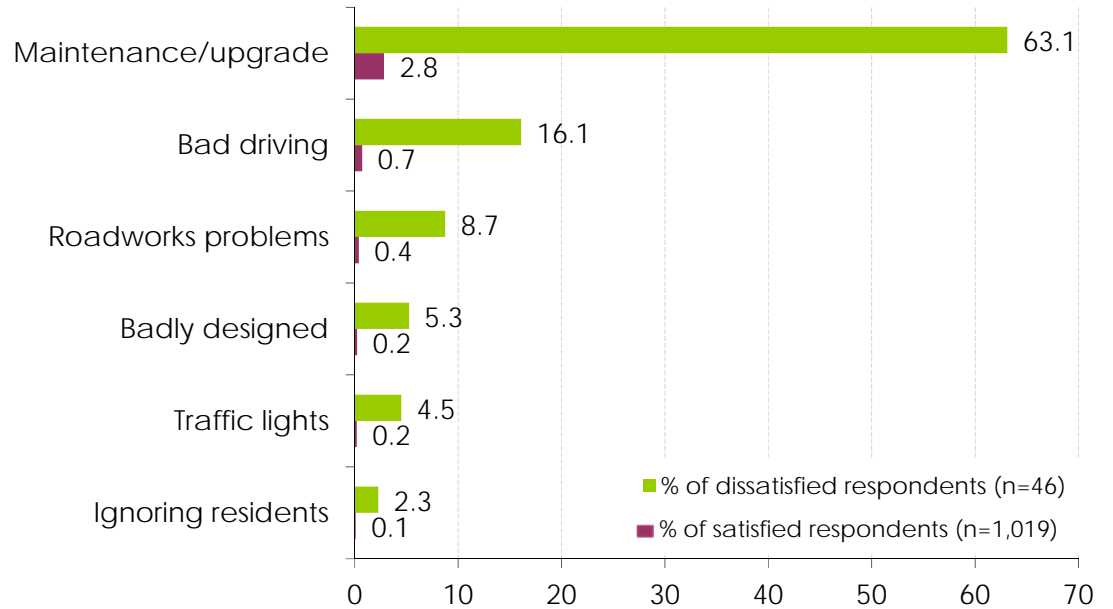
10.6 Reasons for Low Satisfaction with Council services and facilities

Where a sufficient number of responses were received, main reasons for low satisfaction with key Townsville City Council services and infrastructure are demonstrated in the following charts.

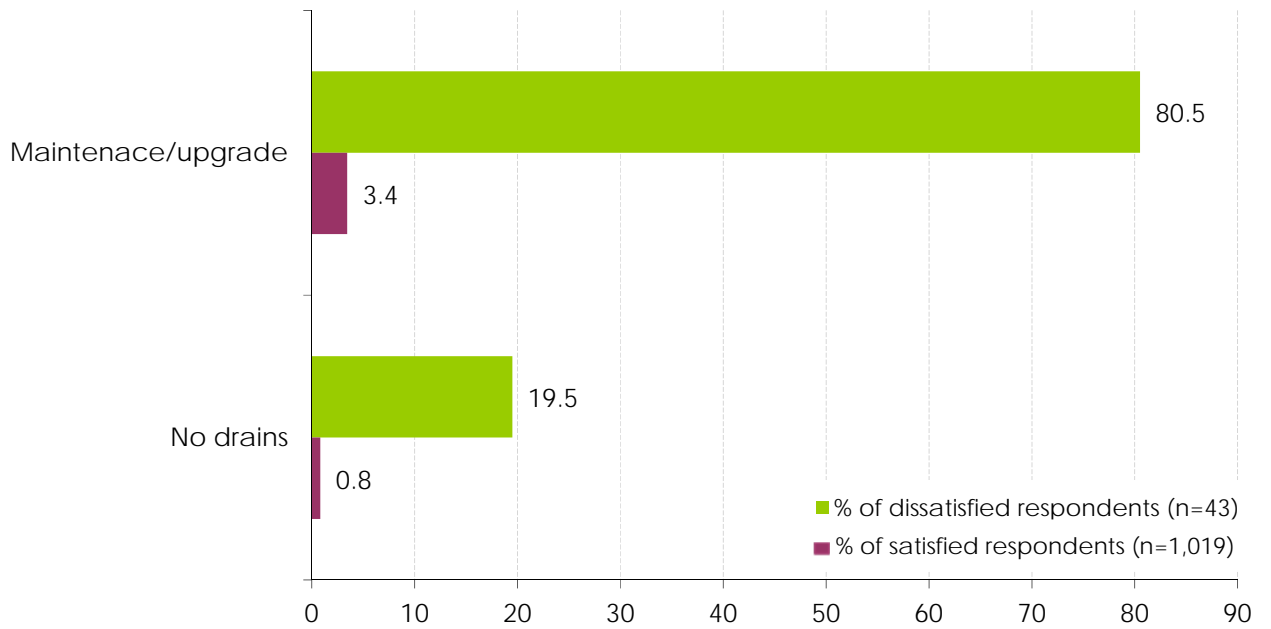
10.6.1 Reasons for Low Satisfaction with Condition of Footpaths



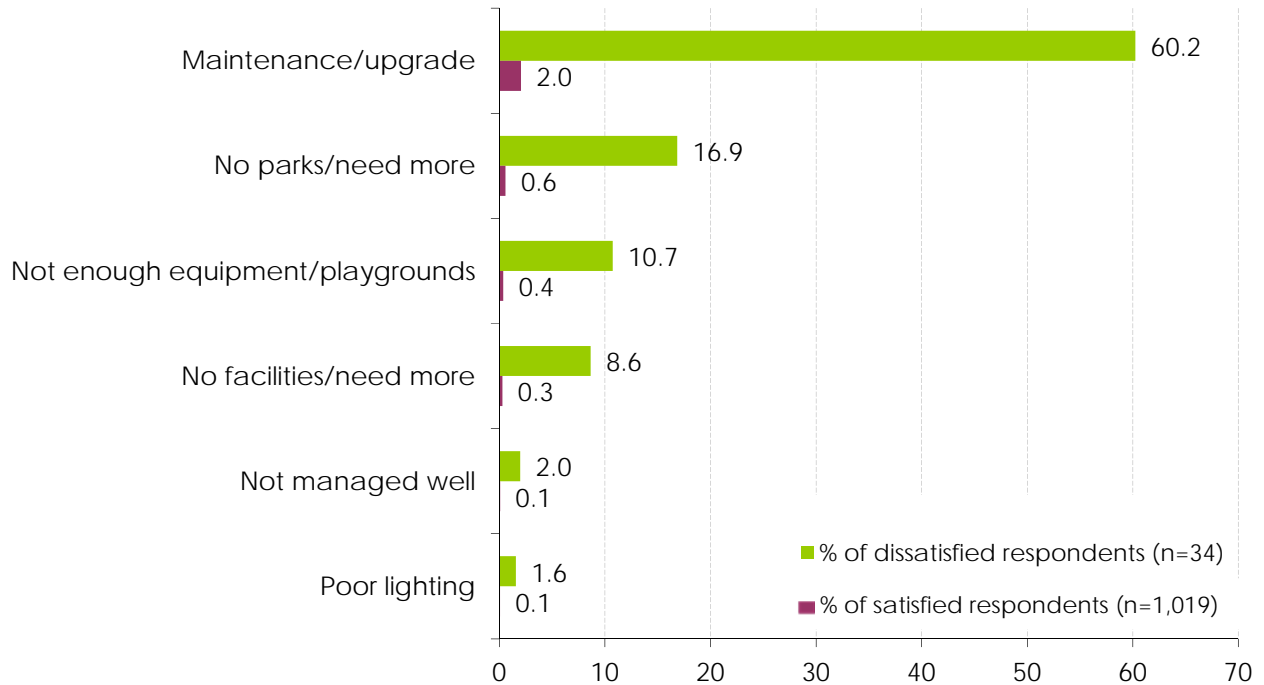
10.6.2 Reasons for Low Satisfaction with Condition and Safety of Local Roads



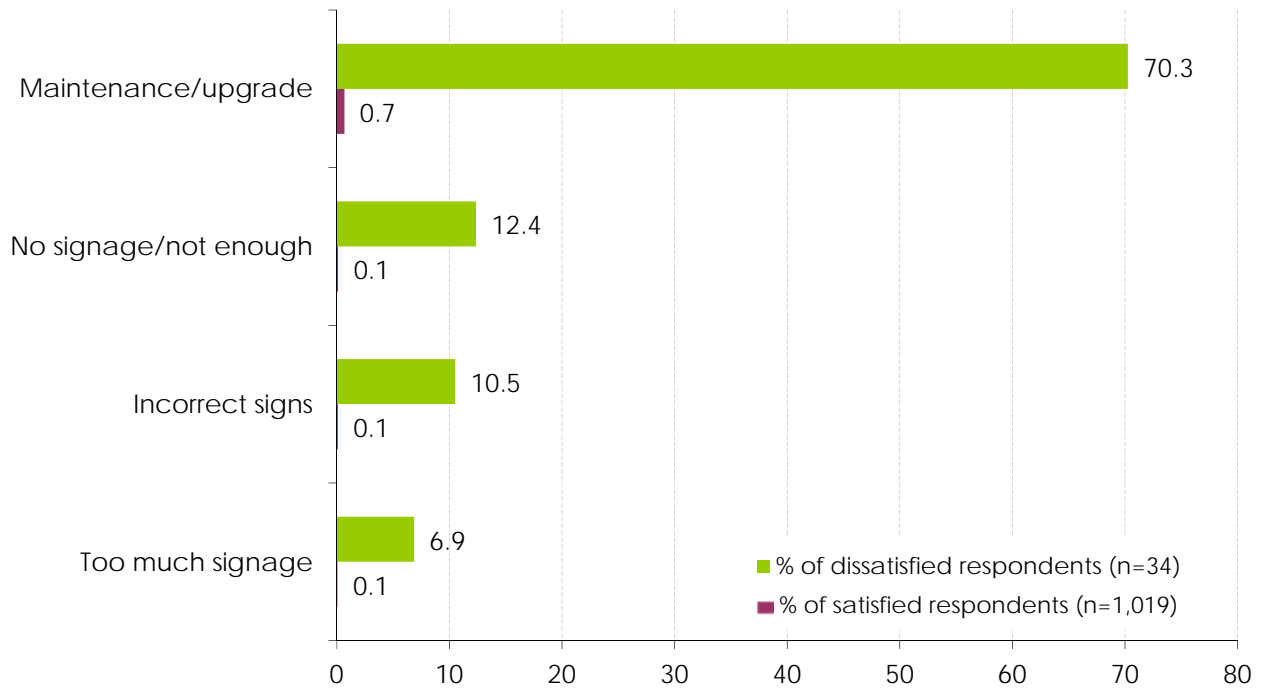
10.6.3 Reasons for Low Satisfaction with Construction and Maintenance of Drains



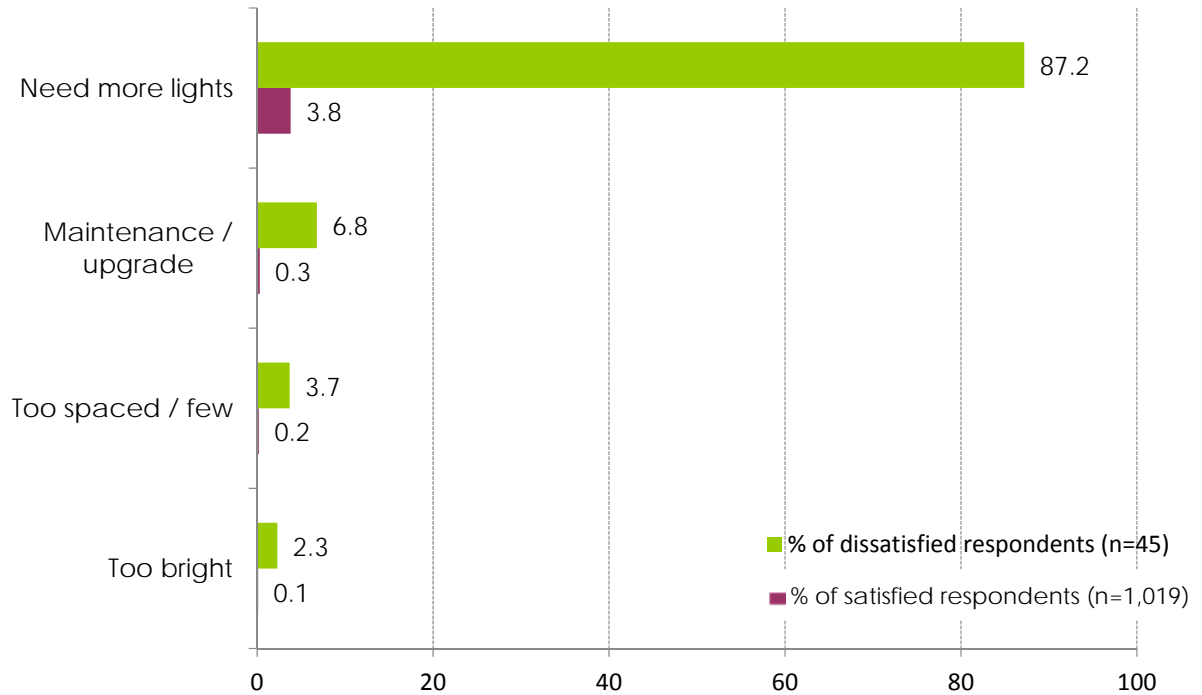
10.6.4 Reasons for Low Satisfaction with Facilities in Local Parks and Recreation Areas



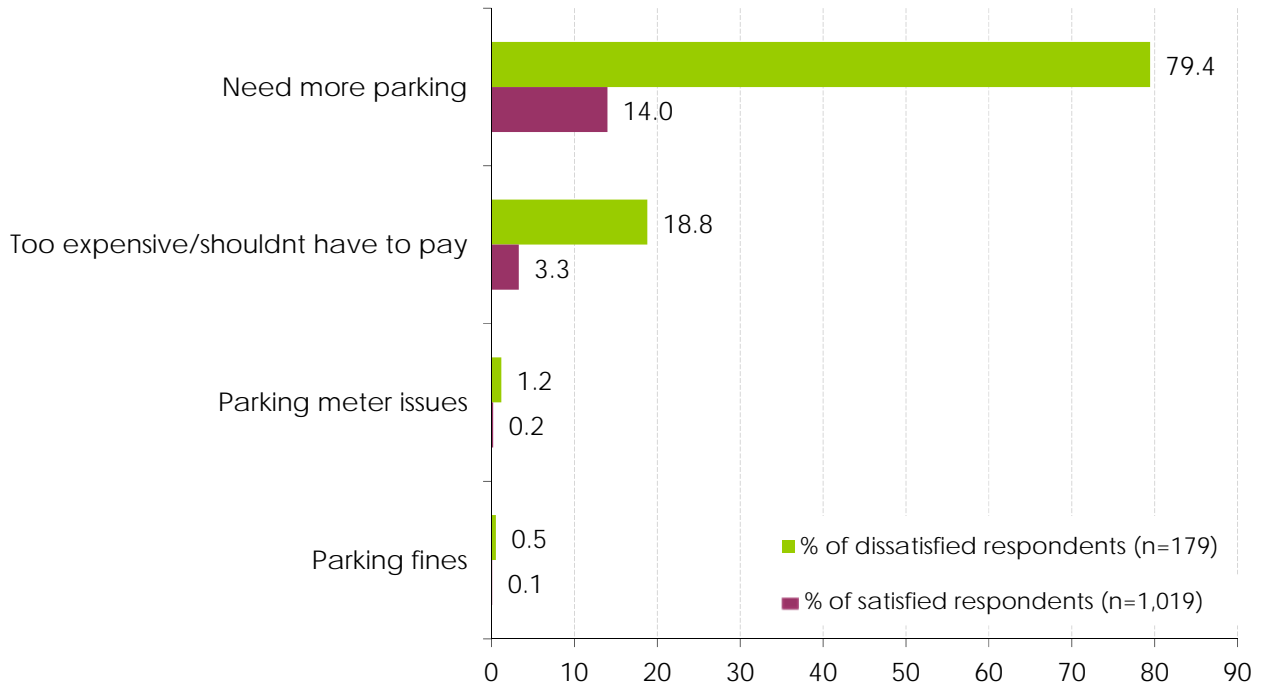
10.6.5 Reasons for Low Satisfaction with Street Signage



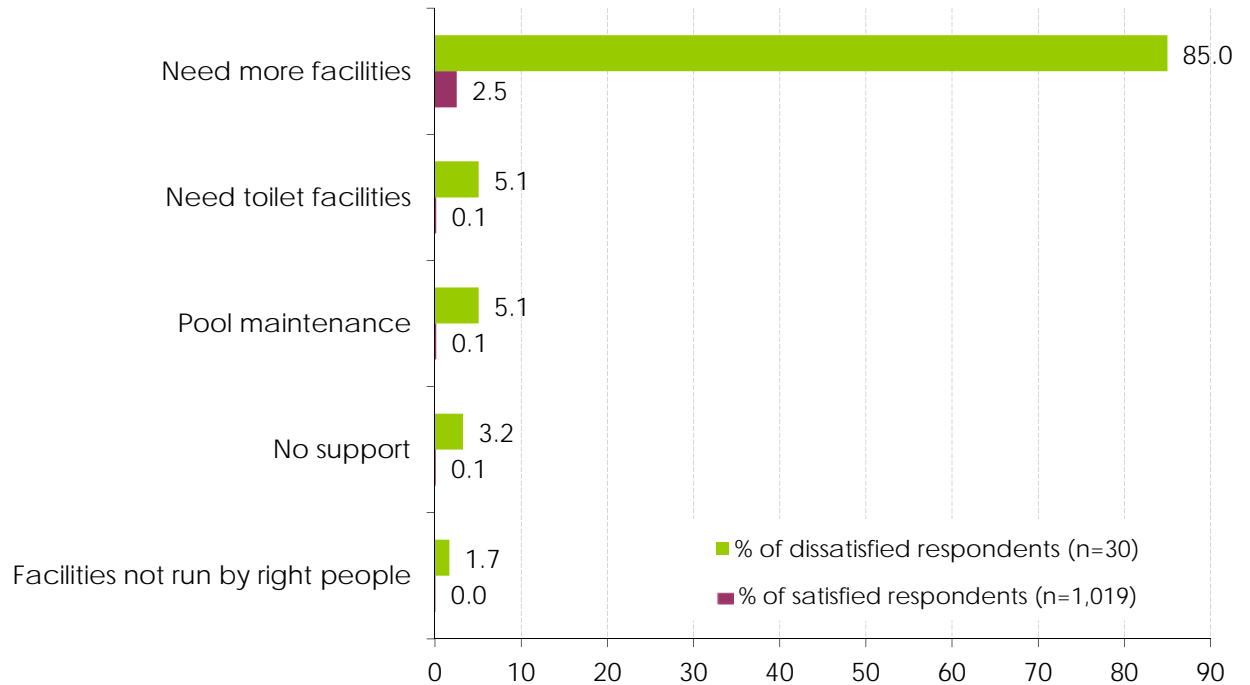
10.6.6 Reasons for Low Satisfaction with Availability of street lighting



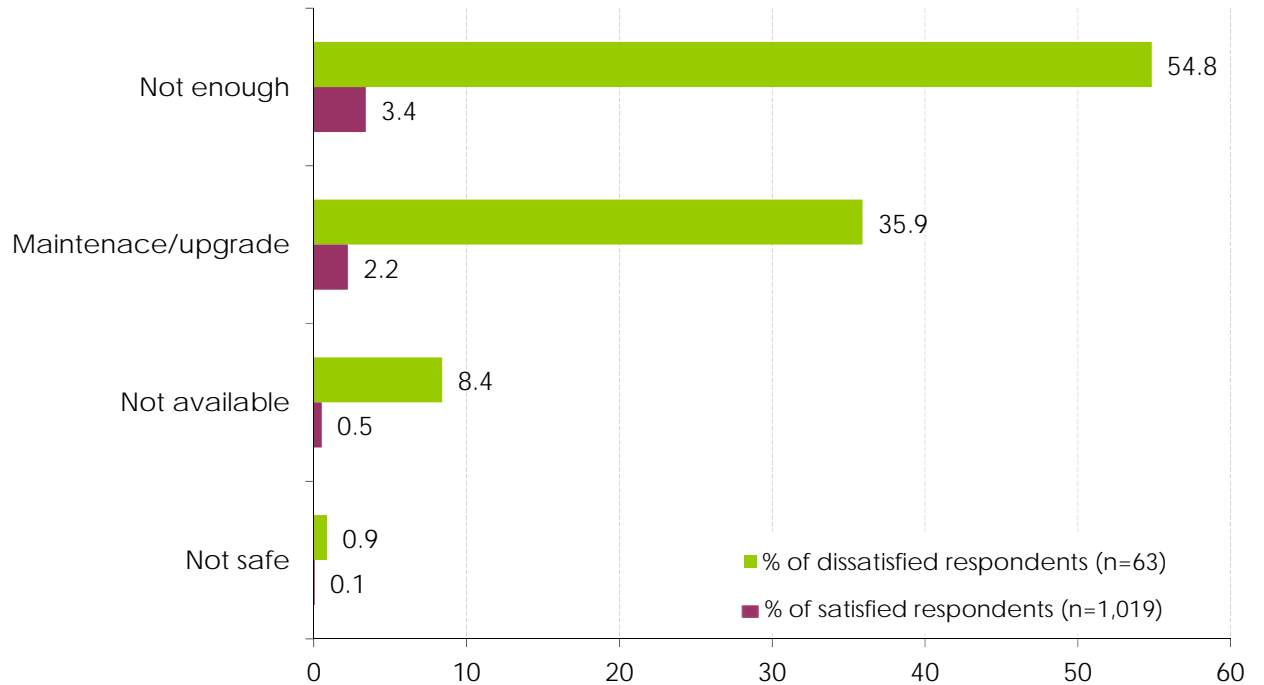
10.6.7 *Reasons for Low Satisfaction with Car Parking in the City*



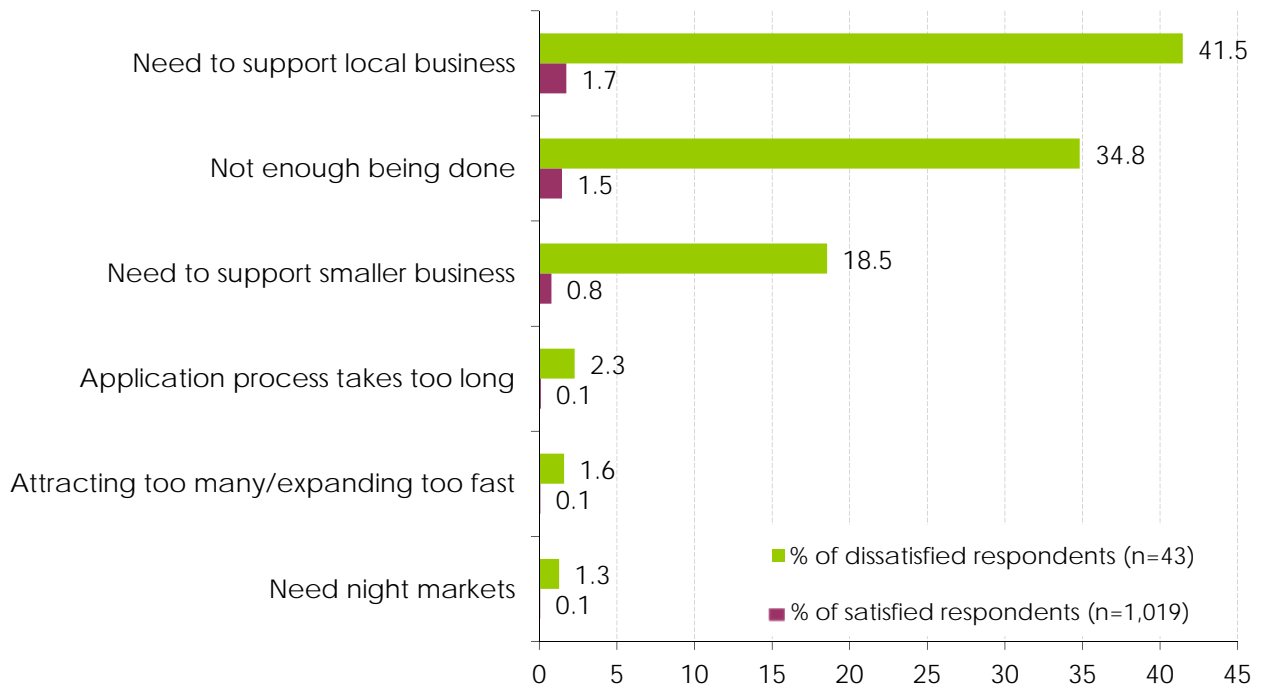
10.6.8 Reasons for Low Satisfaction with Provision of Youth Facilities and Services



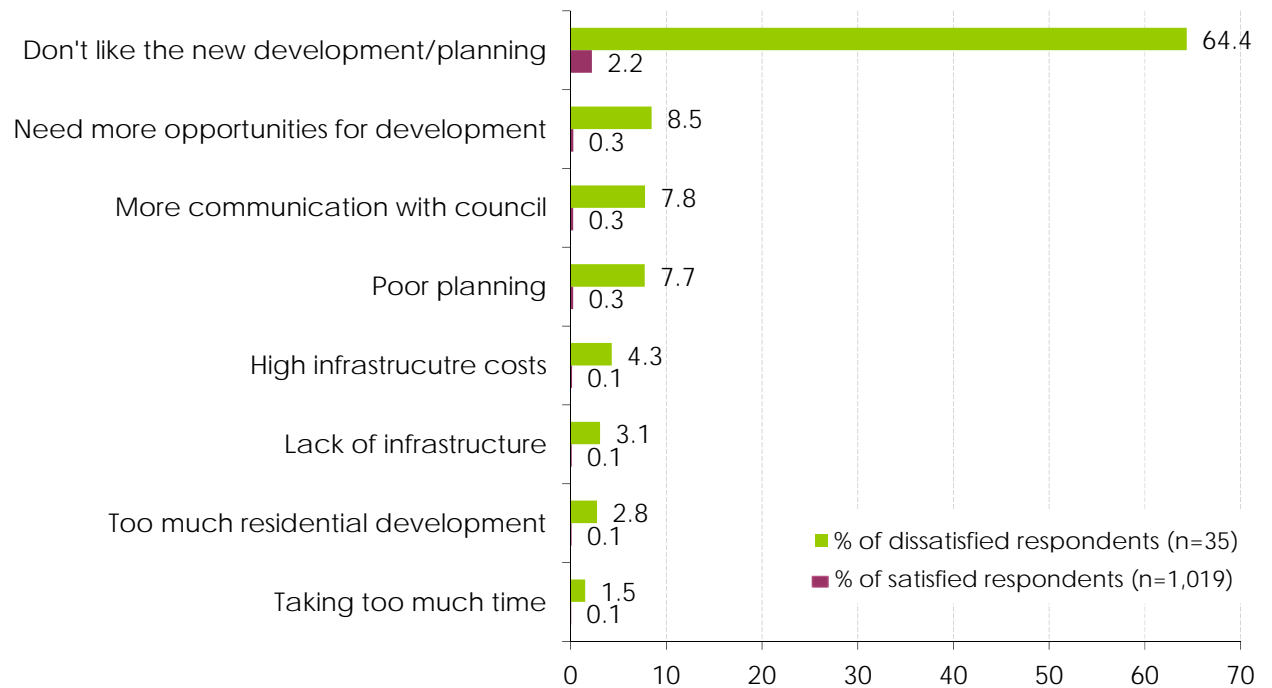
10.6.9 Reasons for Low Satisfaction with Public Toilets



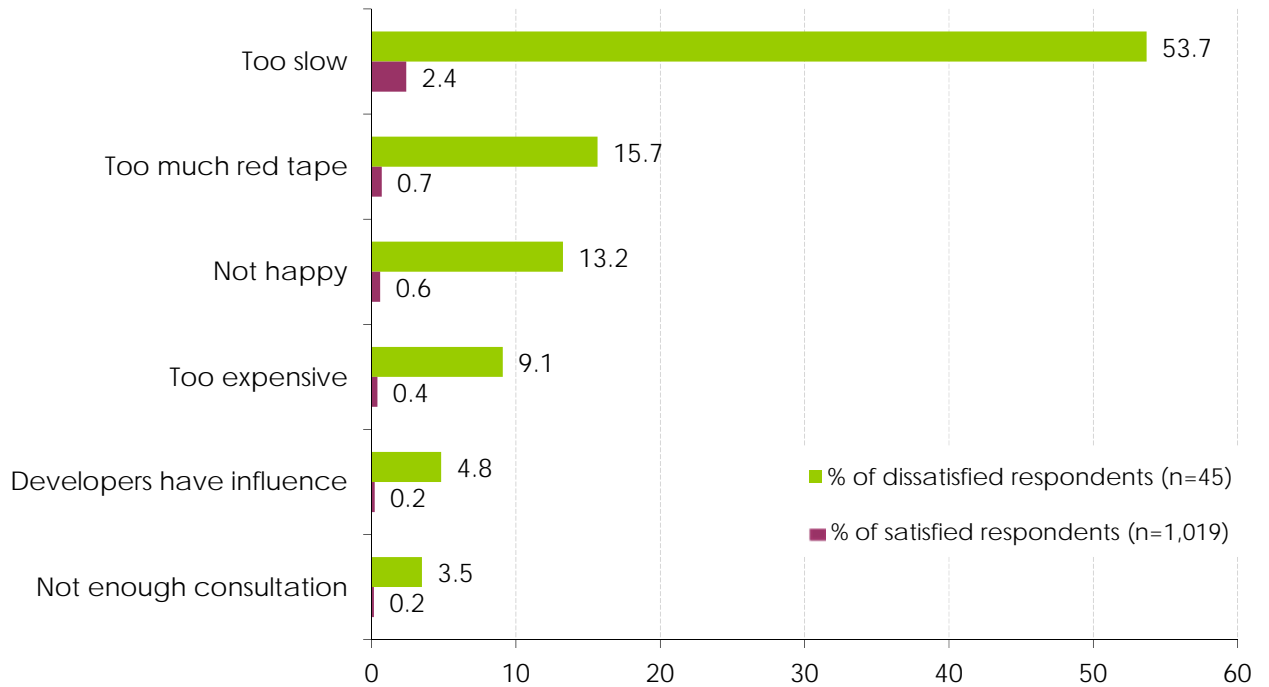
10.6.10 *Reasons for Low Satisfaction with Attracting new businesses to the city*



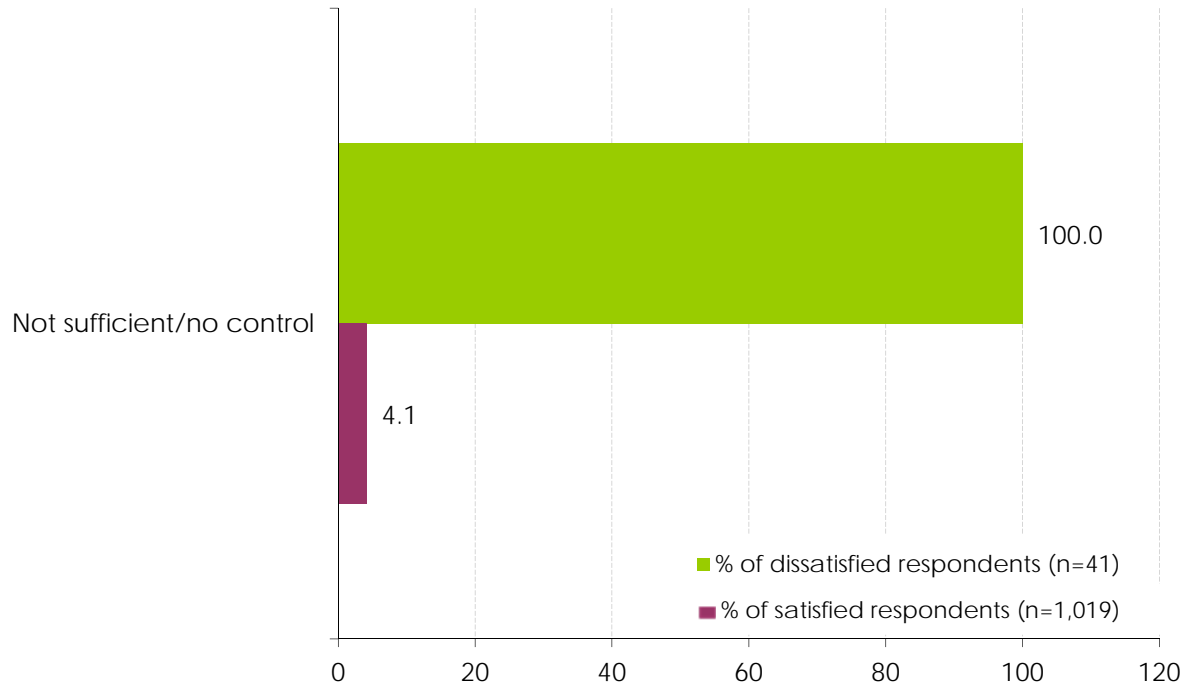
10.6.11 *Reasons for Low Satisfaction with Planning for Residential Development*



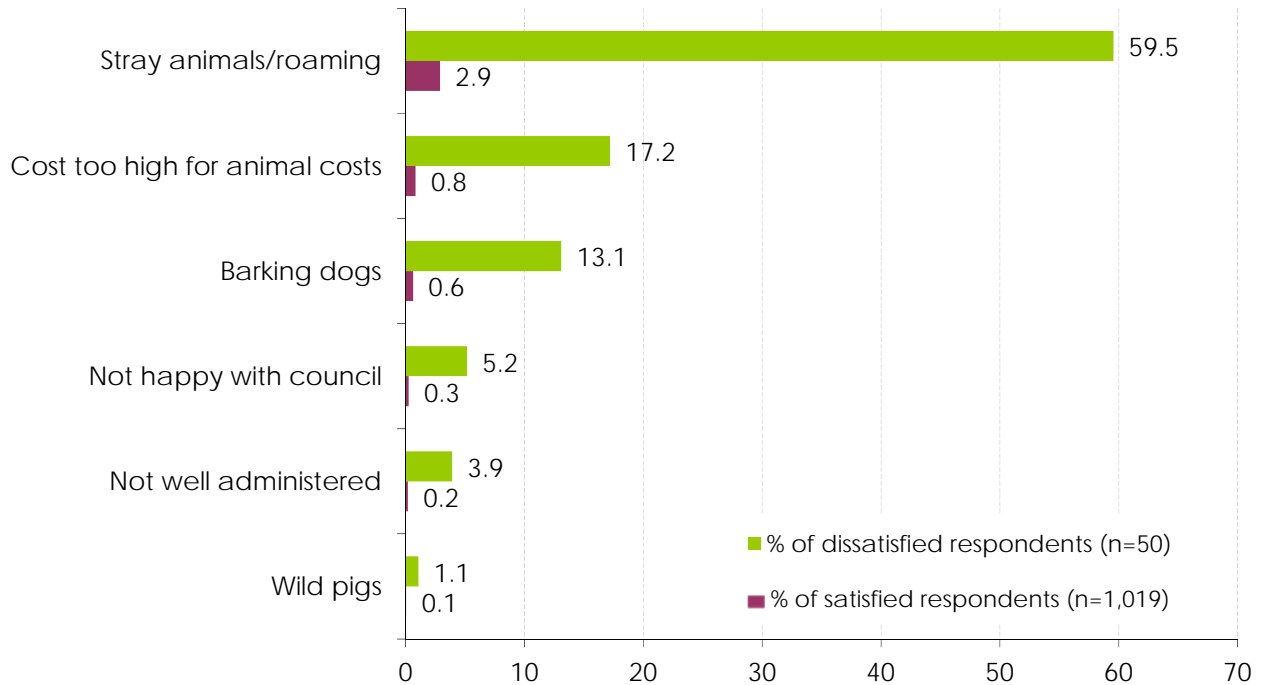
10.6.12 *Reasons for Low Satisfaction with Development Approval Process*



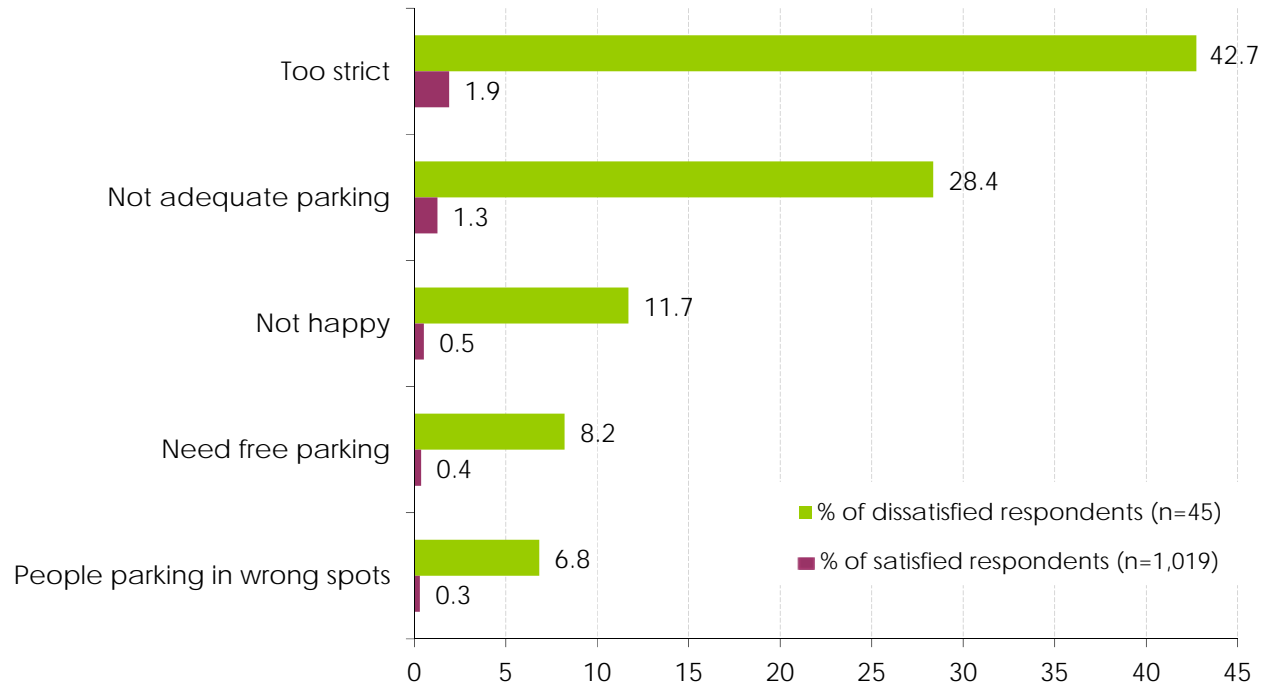
10.6.13 *Reasons for Low Satisfaction with Mosquito Control*



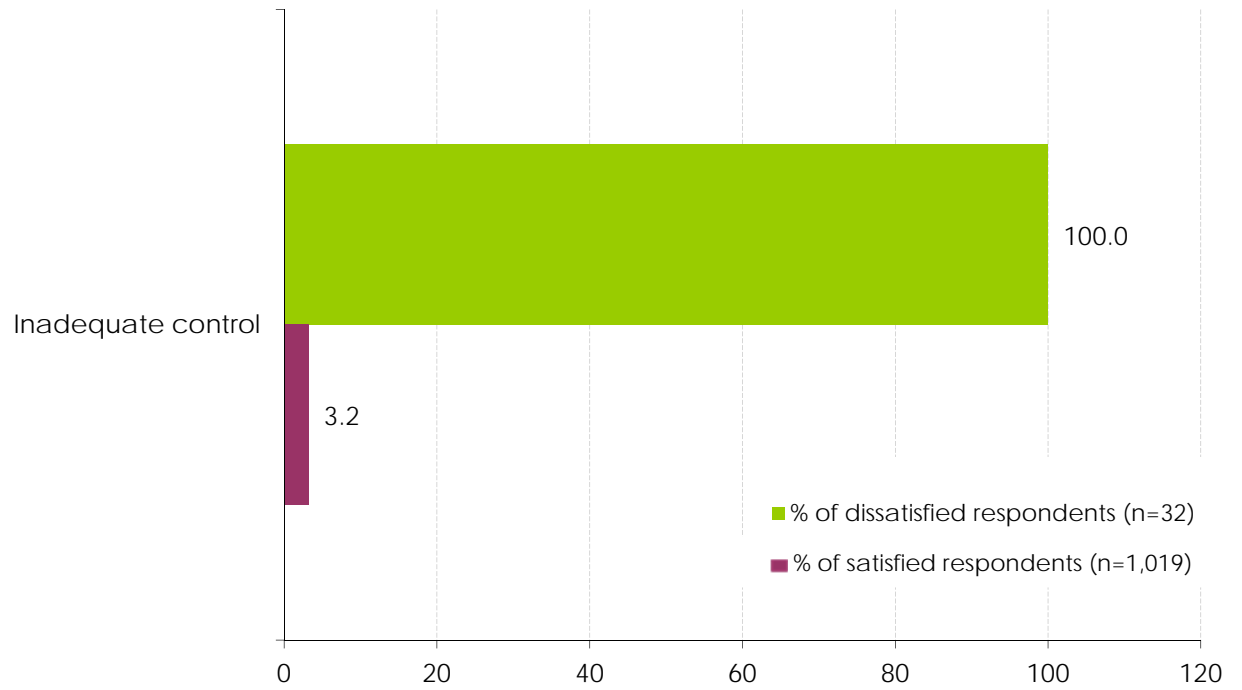
10.6.14 *Reasons for Low Satisfaction with Animal Control*



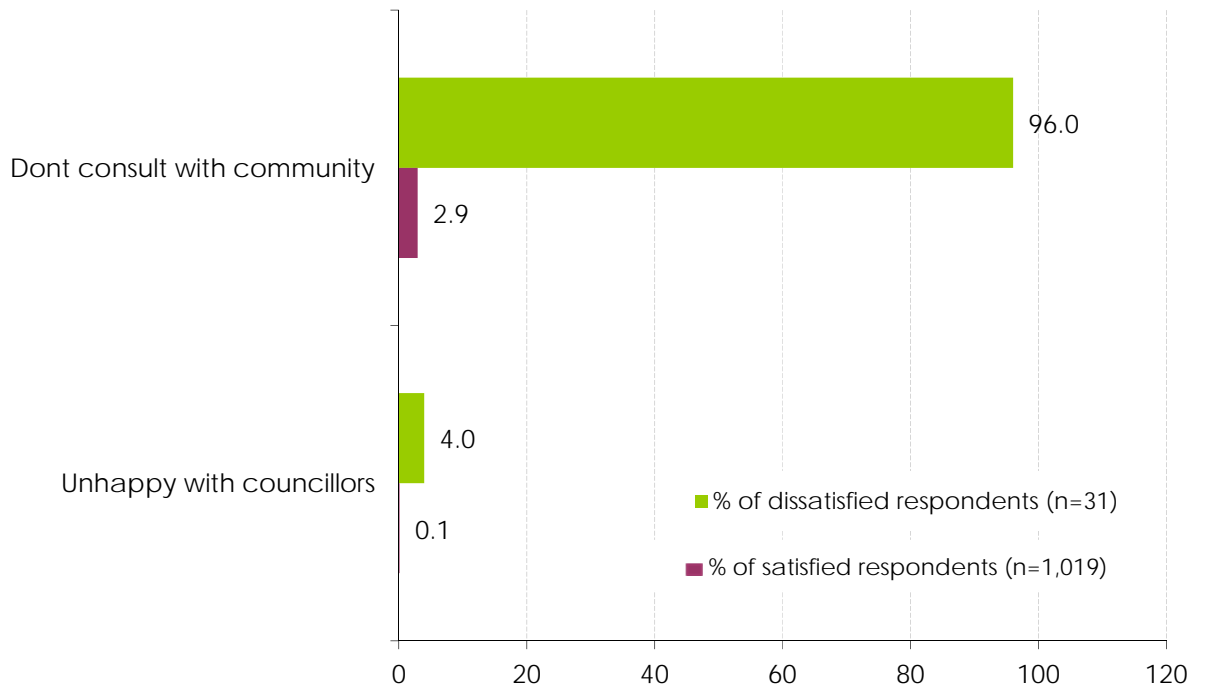
10.6.15 *Reasons for Low Satisfaction with Enforcing Parking Regulations*



10.6.16 Reasons for Low Satisfaction with Weed Control



10.6.17 *Reasons for Low Satisfaction with Consulting and Engaging the Community*



10.6.18 *Reasons for Low Satisfaction with Collection of litter from roadside*

