



Insight for
Business & Government

Townsville City Council Community Survey 2013

Management Report

Prepared for



Prepared by
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Executive summary

This report presents the results of the Townsville City Council Community Survey, 2013 and follows on from the survey conducted in 2011. IRIS Research was commissioned by 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 Council's ongoing strategic planning and quality improvement process.

The 2013 survey was conducted on the IRIS Computer-Assisted Telephone Interviewing (CATI) system during July. A total of 1000 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 Council area for at least the last 6 months and aged 18 or older. The survey achieved a completion rate of 59%.

The main findings of the 2013 survey are summarised under the key report headings over the next few pages.

OVERALL SATISFACTION

92.5% of all Townsville residents were satisfied with Council's delivery of community services and facilities in the past 12 months. A total of 62% were 'highly satisfied', close to one third of residents (30.5%) provided a medium satisfaction rating, while only 7.3% of residents expressed some level of dissatisfaction with Council's performance in delivering key services and facilities. The mean score of 3.65 out of 5 is considered to be a 'medium' level satisfaction score. Analysis also showed that mean satisfaction has significantly improved since the 2011 measure of 3.51 out of 5.

INDIVIDUAL COUNCIL SERVICES AND FACILITIES

An in-depth analysis of importance and satisfaction ratings for 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 22, with 10 services identified in both sets of analysis (refer to Table E1).

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

	Quadrant Analysis (Higher importance / lower satisfaction)	Gap Analysis (Higher than average gap between importance and satisfaction)
Condition and safety of local roads	☑	☑
Availability of street lighting	☑	☑
Supporting local industry and business	☑	☑
Attracting new businesses to the city	☑	☑
Animal control	☑	☑
Council environmental initiatives	☑	☑
Consulting and engaging the Community	☑	☑
Community Safety programs	☑	☑
Collection of roadside litter	☑	☑
Management of waste facilities	☑	☑

It is apparent when comparing the 2013 results to the 2011 survey, eight services and facilities have remained a priority, showing little improvement. These were 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 and collection of roadside litter.

IRIS Research recommends that for Council to fully understand what the community expectations are for these services, qualitative research should be considered.

CUSTOMER SERVICE

Slightly under half of all residents (46.9%) had contacted Council in the past 12 months. Half of those that contacted Council (54.8%) made contact via telephone, with a further quarter (23.4%) visiting in person. Residents living on Magnetic Island were less likely to have contacted Council, compared to the other areas.

SATISFACTION WITH HOW CONTACT WAS HANDLED

Two thirds of the residents that contacted Council (69.6%) were satisfied with the way their interaction was handled. Residents were asked for suggestions regarding how Council's customer service could have been improved. The main suggestion was to improve responses, specifically through the time taken to respond, ensuring the correct information was given and acting on the complaint.

COMMUNICATION

Results showed that half of the residents have visited the Council website (53.7%) while a further 51.6% have called Council directly (51.6%). Supplementary questioning revealed that around seven in ten residents who had visited Council's website (69.5%) were satisfied with the services and information available.

EMERGENCIES

Results showed that almost all residents (97.2%) have taken at least one step to prepare for an emergency. Nine in ten residents (90.0%) had checked the condition of their property and performed repairs. In contrast, one third (35.7%) have not developed an evacuation plan, while 16.6% have not prepared an emergency kit.

RATES

There are a small proportion of residents (17.9%) that either support or highly support Council increasing rates in order to fund improvements or increases to

Council services. Close to half of all Townsville residents (47.4%) were not supportive of the idea. It should be noted that support has increased for increasing rates since the last measure.

1 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 Council;
- Assist Council by identifying the priority issues for the community;
- Identify key drivers of resident dissatisfaction;
- Evaluate the consumption and satisfaction with 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 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 1000 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 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 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 5 point rating scale including 7 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	OONOONBA	TOWN COMMON
CLUDEN	IDALIA	PALLARENDA	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

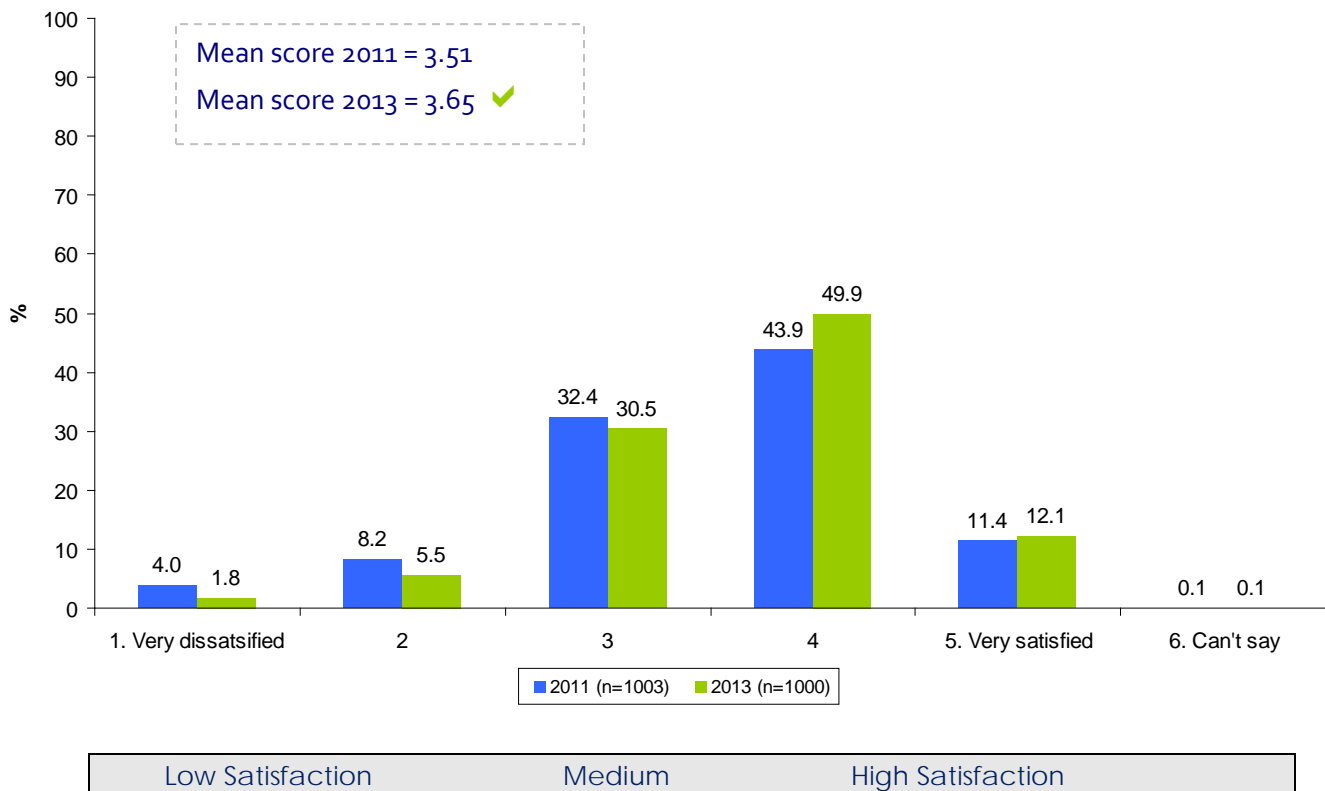
2 Overall Satisfaction with Council

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

2.1 Overall Satisfaction with Council Services and Facilities

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

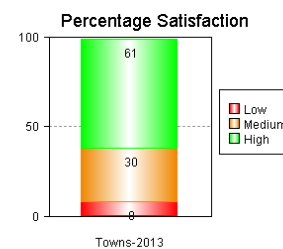
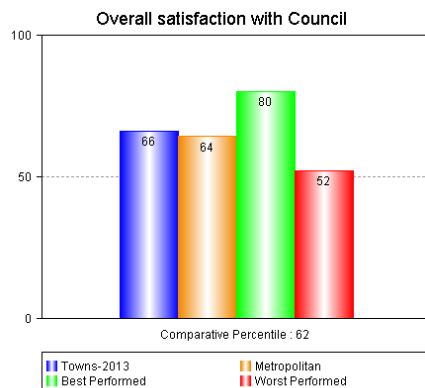
Graph 2.1.1: Overall satisfaction with Council services and facilities *



* Please see 9.6.1 for benchmark data

- A total of 92.5% of residents were satisfied overall with Council’s services and facilities in the past 12 months, consisting of satisfied (49.9%) or very satisfied (12.1%). One third of all residents (30.5%) provided a medium satisfaction rating for Council’s services and facilities in the past 12 months, while just 7.3% of residents expressed some level of overall dissatisfaction.
- The mean satisfaction score of 3.65 out of 5 is considered to be a ‘medium’ level satisfaction score.
- Analysis showed that overall satisfaction levels amongst the community toward Council services and facilities have improved since 2011.
- Satisfaction levels were significantly higher amongst residents living in area 1 (3.71 out of 5), compared to those living in both areas 2 (3.4 out of 5) and 3 (3.5 out of 5).

Overall Satisfaction with Council Services and Facilities



2.2 Reasons for Satisfaction and Dissatisfaction



When residents were asked to describe the major issue that strongly influenced their dissatisfaction rating, the number of residents who were generally dissatisfied, stating the reason 'I am dissatisfied', fell from 30.2% in the previous measure to 5.7% in 2013. Residents, however, were more likely to mention that they disagreed with a specific council service, facility or issue such as pricing or costs (25.2%), infighting or too much politics (14.2%), as well as mention of the area being ignored or not having the same services (10.2%). Those residents that provided a rating of 3 or higher out of 5 were most likely to comment that they simply were satisfied with council's services and facilities (14.4%).

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 = 1000	% Importance					
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean 2011	Mean 2013
Condition and safety of local roads	0.4	0.4	7	92.3	4.62	4.61
Availability of street lighting	0.4	2.5	9.9	87.2	4.39	4.43
Street signage	0	6.4	14.5	79.1	4.22	4.2
Construction and maintenance of drains	1.1	8.2	15.3	75.5	4.23	4.11
Public toilets	2.4	9.4	17.6	70.6	4.08	4.03
Facilities in local parks and recreation areas	1.5	10.1	18.1	70.2	3.86	3.97
Car parking in the city	2.5	14.7	15.5	67.3	4.05	3.95
Appearance of streets	0.3	8.2	22.2	69.3	3.97	3.92

Provision of youth facilities and services	5.4	13.8	19.6	61.2	3.84	3.77
Condition of footpaths	1.7	12.3	27.9	58.2	3.74	3.72
Availability of boat ramps	7.5	44.2	13.2	35.2	2.63	2.79

 High mean score
  Medium mean score
  Low mean score

More than nine out of ten Townsville LGA residents (92.3%) 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 87.2% 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 'Street signage' (79.1%), 'Construction and maintenance of drains' (78.8%) as facilities or services that are of high importance.

The 'availability of boat ramps' ranked as the least important issue, with 2 out of 5 residents (44.2%) identifying this as low importance to them.

Based on the IRIS 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 = 1000	% Importance					
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean 2011	Mean 2013
Supporting local industry and business	2.3	2.2	9.7	85.8	4.45	4.45
Attracting new businesses to the city	2.6	3.2	11.1	83.1	4.32	4.38
Promoting the city	0.5	5.4	14.3	79.8	4.34	4.26

■ 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 85.8% of residents providing a high importance rating.

3.1.3 Importance – Planning and Development

Table 3.1.3: Planning and Development – Importance

Sample size = 1000	% Importance					
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean 2011	Mean 2013
Planning for residential development	2	8.2	12.7	77.2	4.3	4.11
Planning for commercial development	4.2	9.4	17.4	69	4.11	3.93
Development approval process	12	11.6	17.7	58.7	3.89	3.84

High mean score
 Medium mean score
 Low mean score

Townsville residents placed a 'high' level of importance on 'Planning for residential development' (4.11 out of 5).

'Planning for commercial development' (3.93 out of 5) and 'Development approval process' (3.84 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 = 1000	% Importance					
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean 2011	Mean 2013
Food safety in local eateries	0.6	2.5	6.5	90.4	4.63	4.52
Mosquito control	0.2	3.8	6.9	89.1	4.54	4.49
Animal control	0.3	3	14.8	81.9	4.18	4.31
Graffiti removal	1.4	11.3	23	64.3	3.88	3.86
Enforcing parking regulations	0.9	20.5	29.6	48.9	3.36	3.41

■ 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 3.41 out of 5.

3.1.5 Importance – Environment

Table 3.5: Environment – Importance

Sample size = 1000	% Importance					
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean 2011	Mean 2013
Water quality in our water ways	0.7	0.7	4.2	94.3	4.68	4.68
Protection of our beach foreshore	0.4	1.2	6.3	92.1	4.57	4.53
Protection of bush land and wildlife	0.9	2.3	11	85.9	4.42	4.44
Council environmental initiatives	1.6	1.9	14.6	81.8	4.27	4.29
Weed control	1.2	6.3	21.2	71.3	4.11	4.05

High mean score
 Medium mean score
 Low mean score

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 94.2% of residents providing a 'high' rating.

3.1.6 Importance – Culture

Table 3.1.6: Culture – Importance

Sample size = 1000	% Importance					
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean 2011	Mean 2013
Libraries	1.3	8	13	77.7	4.22	4.18
Townsville Civic Theatre	1.1	10.4	19.3	69.3	3.81	3.97
Local galleries	3.7	16.3	27.8	52.1	3.53	3.57

High mean score
 Medium mean score
 Low mean score

'Libraries' was the highest rating service or facility within the key service area of 'Culture', with a mean importance score of 4.18 out of 5, which IRIS considers to be a 'high' importance score.

Compared to 'Libraries', residents considered the 'Townsville Civic Theatre' (3.97) and 'Local galleries' (3.57) to be less important.

3.1.7 Importance – Sporting and Recreation

Table 3.1.7: Sporting and Recreation – Importance

Sample size = 1000	% Importance					
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean 2011	Mean 2013
Bike paths and walking trails	0.9	1.4	9.8	87.8	4.43	4.41
Maintenance of parks and sporting fields	0.4	3.1	9.7	86.7	4.36	4.33
Public swimming facilities	2.5	5.6	16	75.9	4.14	4.13
Skate parks and BMX tracks	5.9	25.5	19.3	49.4	3.35	3.4

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' (4.41 out of 5) and 'Maintenance of parks and sporting fields' (4.33 out of 5). The mean scores attributed to these two services, as well as 'Public swimming facilities' (4.13 out of 5) were considered 'high' importance scores.

The mean score attributed to 'Skate parks and BMX tracks' was 3.40 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 = 1000	% Importance					
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean 2011	Mean 2013
Management of emergency events such as cyclones and floods	0.2	0.3	1.1	98.4	4.88	4.85
Community safety programs	0.6	1.8	9.6	88	4.44	4.49
Consulting and engaging the community	1.7	2.5	10	85.8	4.35	4.39
Council's support for local community and sporting groups	1.8	7.1	16.3	74.8	4.24	4.08
Community and neighbourhood centres	3.1	8.7	19.5	68.7	3.94	3.98

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 98.4% of resident's providing a 'high' importance rating.

Residents also placed a 'high' level of importance on 'Community safety programs' (4.49 out of 5), 'Consulting and engaging the community' (4.39 out of 5), 'Council's support for local community and sporting groups' (4.08 out of 5) also attained mean scores placing them in the 'high' importance range.

Of the 5 services and facilities measured in this group, results did show that Townsville residents consider 'Community and neighbourhood centres' to be of 'medium' level importance (3.98 out of 5).

3.1.9 Importance – Waste Management

Table 3.1.9: Waste Management – Importance

Sample size = 1000	% Importance					
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean 2011	Mean 2013
General waste collection and recycling	0	0.6	3.8	95.6	4.7	4.69
Management of waste facilities	2.5	1.6	11.6	84.3	4.43	4.43
Collection of roadside litter	1.2	1.7	11.4	85.7	4.42	4.42

High mean score
 Medium mean score
 Low mean score

Townsville residents consider all areas of 'Waste Management' as highly important. 'General waste collection and recycling' received the highest importance rating of 4.69 out of 5.

The 'Management of waste facilities' and 'Collection of roadside litter' were both rated with high importance by 84.3% and 85.7% respectively of residents.

3.1.10 Importance – Utilities

Table 3.1.10: Utilities – Importance

Sample size = 1000	% Importance					
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean 2011	Mean 2013
Quality and reliability of water supply	0.3	0.1	1.3	98.3	4.84	4.86
Repairs and maintenance of water and sewage services	9	4.6	8.1	78.2	4.68	4.64
Cost of water reflects the quality and reliability of the water supply	5.1	1.2	10.4	83.2	-	4.5
Repairs and maintenance of waste-water and sewage services	4.5	1.4	5.2	88.9	-	4.41
Removal and treatment of waste water from your property	9.6	10.1	8.8	71.4	4.35	4.2
Cost of wastewater reflects the quality and reliability of the water supply	13.4	5.4	15.5	65.7	-	4.12

High mean score
 Medium mean score
 Low mean score

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' (4.86), with 98.3% of resident's providing a 'high' rating and 'Repairs and maintenance of water and sewage services' (4.64), where 78.2% provided a high rating.

3.1.11 Importance – Community Facilities

Table 3.1.11: Community Facilities – Importance

Sample size = 1000	% Importance					
	Can't say	(1 & 2) Low importance	(3) Medium importance	(4 & 5) High importance	Mean 2011	Mean 2013
The Strand	0.4	2.2	6.2	91.3	4.53	4.59
Riverway Precinct and Tony Ireland Stadium	2.2	7.9	12.4	77.5	4.09	4.17
RSL Stadium Complex	12.2	14.3	18.4	55.1	-	3.75
Reid Park	7	16.8	19.4	56.8	3.65	3.69
Flinders Square	6.2	13.4	28.7	51.7	-	3.65

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

'The Strand' received the highest mean importance rating of all 'Community Facilities' with 4.59 (out of 5). 'Riverway Precinct and Tony Ireland Stadium' also attained a high importance rating (4.17).

All other services and facilities within 'Community Facilities' attained 'medium' level mean importance ratings; 'RSL Stadium Complex' (3.75), 'Reid Park' (3.69) and 'Flinders Square' (3.65).

3.2 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 = 1000	% Satisfied					
	Can't say	(1 & 2)Low satisfaction	(3)Medium satisfaction	(4 & 5)High satisfaction	Mean 2011	Mean 2013
Street signage	0.7	7.1	27.7	64.5	3.74	3.79
Facilities in local parks and recreation areas	5.9	12.7	26.4	54.9	3.51	3.61
Appearance of streets	1.4	13.7	40.1	44.8	3.37	3.4
Construction and maintenance of drains	4.9	15.3	35.6	44.2	3.27	3.4
Availability of street lighting	1.1	20.9	34.1	43.9	3.44	3.34
Condition of footpaths	5.1	23.3	34.4	37.2	3.09	3.18
Condition and safety of local roads	0.1	23.2	39.9	36.7	2.85	3.16
Provision of youth facilities and services	20	16.9	42.4	20.7	3.06	3.05

Availability of boat ramps	38.8	17.6	27.1	16.5	2.92	2.99
Public toilets	7.3	30.7	41.7	20.2	2.78	2.83
Car parking in the city	6.5	51.6	29.7	12.1	2.37	2.39

High mean score
 Medium mean score
 Low mean score

'Street signage' (64.5%) was the only service or facility within 'Infrastructure' that attained a 'high' mean satisfaction score.

Based on the IRIS Council services classification index, 'Street signage' (3.61), 'Appearance of streets' (3.40), 'Construction and maintenance of drains' (3.40), 'Availability of street lighting' (3.34), 'Condition of footpaths' (3.18), 'Condition and safety of local roads' (3.16) and 'Provision of youth facilities and services' (3.05) were the services and facilities within Infrastructure that had a mean scores in the 'medium' satisfaction range.

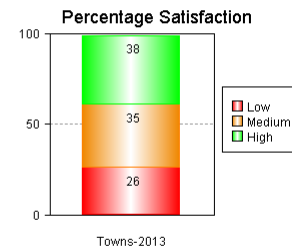
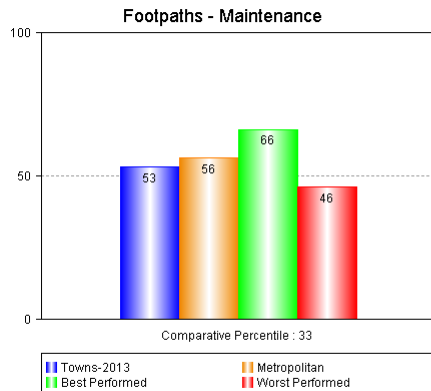
Results showed three services / facilities that attained 'low' satisfaction scores; these were 'Availability of boat ramps' (2.99 out of 5), 'Public toilets' (2.83 out of 5) and 'Car parking in the city' (2.39 out of 5).

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.

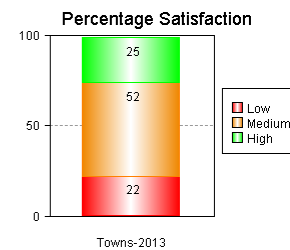
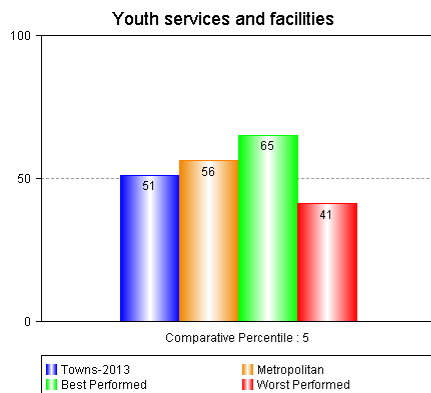
Residents who expressed a low level of satisfaction with any issues in the area of Infrastructure were asked to outline the main reasons for their dissatisfaction. The lack of car parking around boat ramps was a focal point of dissatisfaction for residents. Low satisfaction for public toilets was driven by the lack of toilets and the cleanliness of them in the local area. Comments regarding the condition and safety of local roads focused on poor maintenance. Meanwhile, low satisfaction with car parking in the city was primarily driven by the difficulties in finding parking. The full list of responses to

dissatisfaction with all issues related to infrastructure can be found in the 2013 Townsville City Council Verbatim Report.

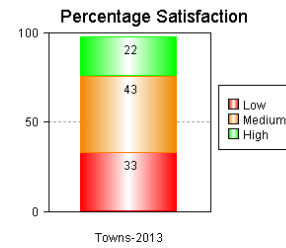
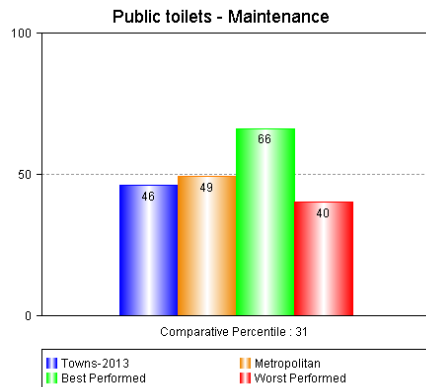
Satisfaction with the Condition of Footpaths



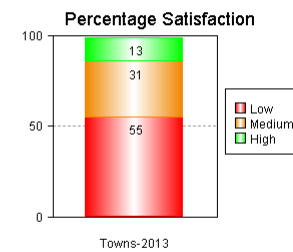
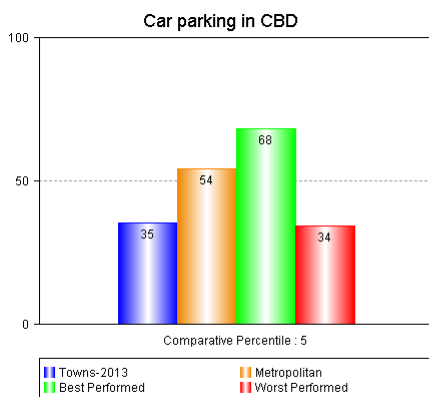
Satisfaction with the Provision of Youth Facilities and Services



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 = 1000	% Satisfied					
	Can't say	(1 & 2)Low satisfaction	(3)Medium satisfaction	(4 & 5)High satisfaction	Mean 2011	Mean 2013
Promoting the city	4.4	9.1	40.3	46.2	3.49	3.51
Supporting local industry and business	9.3	13.3	42.2	35.2	3.31	3.29
Attracting new businesses to the city	9.8	16.1	46.7	27.4	3.16	3.17

High mean score
 Medium mean score
 Low mean score

Mean scores for all of the key issues in this area revealed a ‘medium’ level of satisfaction amongst residents with the current approach to Townsville’s ‘Economic development’.

Townsville LGA residents displayed the highest levels of satisfaction towards ‘Promoting the city’ with 46.2% feeling ‘highly’ satisfied.

Residents who had low satisfaction with Council’s approach to economic development tended to believe there was a lack of support from council. (E.g. Council not doing enough for local industry and business, red tape should be reduced and not enough promotion of the city). The full list of responses to dissatisfaction with all issues related to economic development can be found in the 2013 Townsville City Council Verbatim Report.

3.2.3 Satisfaction – Planning and Development

Table 3.2.3: Planning and Development – Satisfaction

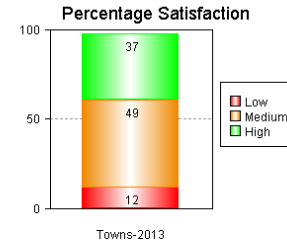
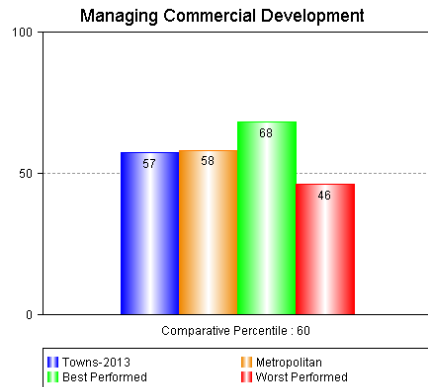
Sample size = 1000	% Satisfied					
	Can't say	(1 & 2) Low satisfaction	(3)Medium satisfaction	(4 & 5)High satisfaction	Mean 2011	Mean 2013
Planning for commercial development	11.8	10.6	43.6	33.9	3.23	3.31
Planning for residential development	6.8	17.1	38.6	37.5	3.2	3.27
Development approval process	26.1	19.1	38.2	16.6	2.81	2.94

High mean score
 Medium mean score
 Low mean score

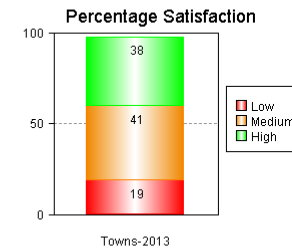
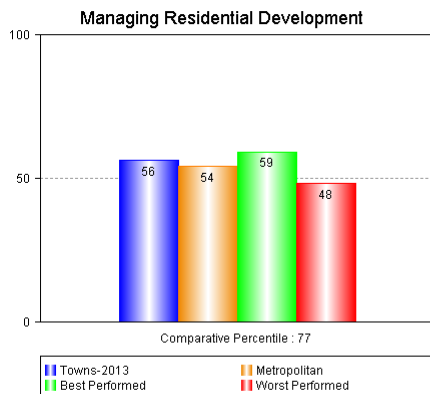
Based on the IRIS Council services classification index, mean satisfaction scores for services and facilities within ‘Planning and Development’ ranged from ‘medium’ levels of satisfaction for ‘Planning for commercial development’ (3.31) and ‘Planning for residential development’ (3.27) thru to a ‘low’ level of satisfaction for ‘Development approval process’ (2.94).

The main reason for dissatisfaction with planning for residential or commercial development was insufficient long-term planning or a lack of consultation. The main reason for dissatisfaction towards the development approval process was that there is too much red tape and that it is very time consuming. The full list of responses to dissatisfaction with all issues related to planning and development can be found in the 2013 Townsville City Council Verbatim Report.

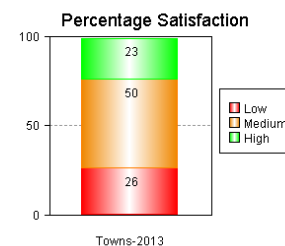
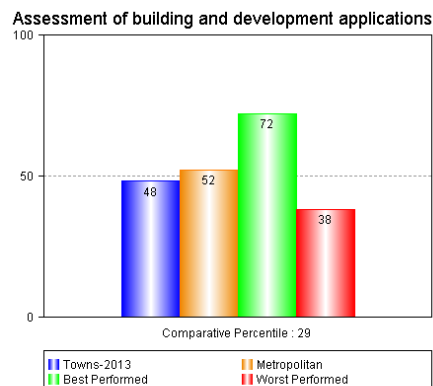
Satisfaction with Planning for Commercial Development



Satisfaction with Planning for Residential Development



Satisfaction with the Development Approval Process



3.2.4 Satisfaction – Regulatory and Health

Table 3.2.4: Regulatory and Health – Satisfaction

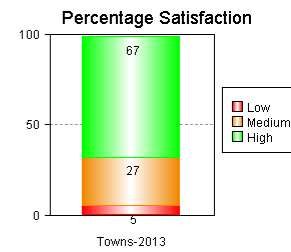
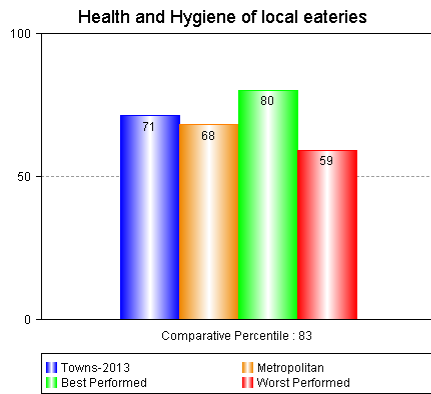
Sample size = 1000	% Satisfied					
	Can't say	(1 & 2)Low satisfaction	(3)Medium satisfaction	(4 & 5)High satisfaction	Mean 2011	Mean 2013
Food safety in local eateries	3.6	4.7	26	65.7	3.7	3.85
Mosquito control	2.4	13.4	31	53.2	3.47	3.51
Graffiti removal	5.1	11.9	42.5	40.5	3.4	3.39
Animal control	1.8	17.8	33.5	47	3.29	3.37
Enforcing parking regulations	4	19.1	44.2	32.7	3.18	3.15

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

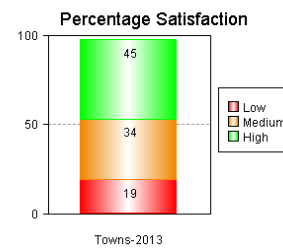
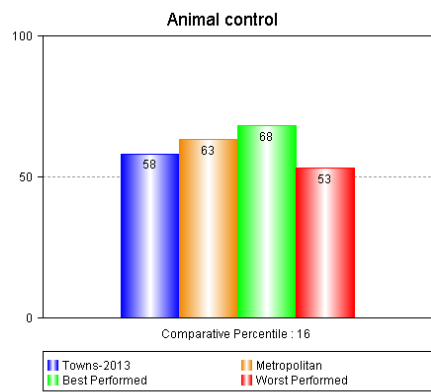
According to the IRIS Council services classification index, 'Food safety in local eateries' was the only service within this key service area that achieved a 'high' mean satisfaction score (3.85). The remaining 4 services and facilities within this key service area achieved 'medium' satisfaction scores. Services in this category included 'Mosquito control' (3.51), 'Graffiti removal' (3.39), 'Animal control' (3.37) and 'enforcing parking regulations' (3.15).

The lack of spraying in the area was linked with resident's dissatisfaction with mosquito control. Residents who were dissatisfied with animal control indicated that barking dogs and a high amount of paper work involved were to blame. Enforcing parking regulations was a key Regulatory and Health issue, with the main reasons for being the lack of parking, lack of free parking and zealous parking officers. The full list of responses to dissatisfaction with all issues related to planning and development can be found in the 2013 Townsville City Council Verbatim Report.

Satisfaction with Food Safety in Local Eateries



Satisfaction with Animal Control



3.2.5 Satisfaction – Environment

Table 3.2.5: Environment – Satisfaction

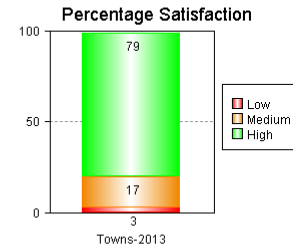
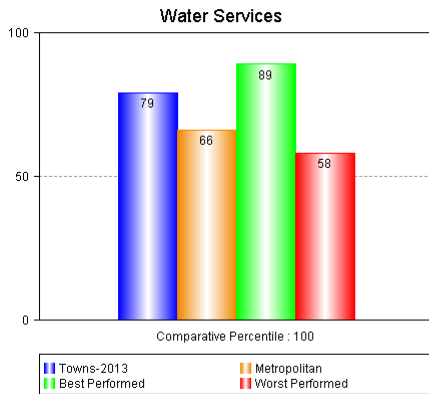
Sample size = 1000	% Satisfied					
	Can't say	(1 & 2) Low satisfaction	(3)Medium satisfaction	(4 & 5)High satisfaction	Mean 2011	Mean 2013
Protection of our beach foreshore	3	6.6	29.5	60.8	3.64	3.73
Water quality in our water ways	2.3	9	32.6	56.1	3.65	3.66
Protection of bush land and wildlife	3	8.7	38.9	49.5	3.35	3.52
Council environmental initiatives	3.7	9.6	43.1	43.5	3.37	3.43
Weed control	3.5	15.1	44.1	37.3	3.13	3.26

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

There are 5 services that make up the key service area of 'Environment'. Results showed that all 5 services attained 'medium' level satisfaction scores with 'Protection of our beach foreshore' (3.73) and 'Water quality in our waterways' (3.66) being identified as the top two services for satisfaction in this group. 'Weed control' attained the lowest satisfaction within this key service area, with 37.3% providing a 'high' satisfaction rating.

Dissatisfaction with environmental issues was usually driven by perceptions of Council inaction (e.g. a decent revegetation programme is needed, more attention is required to protect our bushland and wildlife, not enough maintenance of our beach foreshore, and waterways are polluted). The range of comments regarding reasons for low satisfaction with all issues in this area can be found in 2013 Townsville City Council Verbatim Report.

Satisfaction with Quality and Reliability of Water Supply



3.2.6 Satisfaction – Culture

Table 3.2.6: Culture – Satisfaction

Sample size = 1000	% Satisfied					
	Can't say	(1 & 2) Low satisfaction	(3)Medium satisfaction	(4 & 5)High satisfaction	Mean 2011	Mean 2013
Libraries	7.4	3	21	68.6	3.98	4.03
Townsville Civic Theatre	5.1	5.8	29.7	59.3	3.72	3.79
Local galleries	13.1	3.9	36.5	46.6	3.66	3.68

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

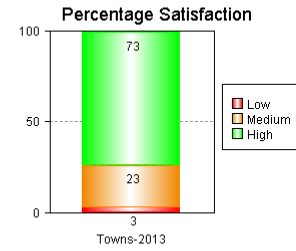
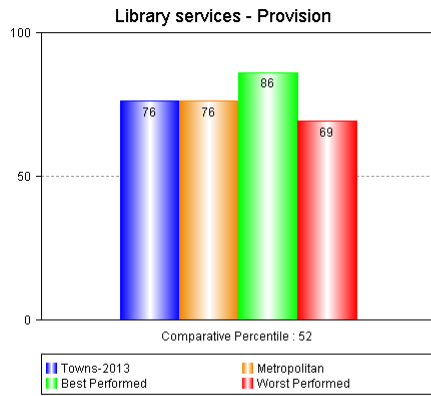
Two thirds (68.6%) of all Townsville LGA residents were either satisfied or very satisfied with Council’s provision of ‘Libraries’. The mean score of 4.03 out of 5 is considered to be a ‘high’ level satisfaction score.

The mean satisfaction score attributed to the ‘Townsville Civic Theatre’ (3.79 out of 5) is also considered a ‘high’ level mean satisfaction score based on the IRIS Council services classification index.

Just under half of all residents (46.6%) were either satisfied or very satisfied with ‘Local galleries’.

The full list of responses to dissatisfaction with all issues related to cultural facilities can be found in the 2013 Townsville City Council Verbatim Report.

Satisfaction with Libraries



3.2.7 Satisfaction – Sporting and Recreation

Table 3.2.7: Sporting and Recreation – Satisfaction

Sample size = 1000	% Satisfied					
	Can't say	(1 & 2) Low satisfaction	(3)Medium satisfaction	(4 & 5)High satisfaction	Mean 2011	Mean 2013
Public swimming facilities	5.6	6.2	28	60.2	3.8	3.8
Maintenance of parks and sporting fields	1.2	7.7	28.2	62.9	3.73	3.75
Bike paths and walking trails	2.9	11.8	28.1	57.2	3.59	3.64
Skate parks and BMX tracks	17.6	13.7	35	33.6	3.25	3.32

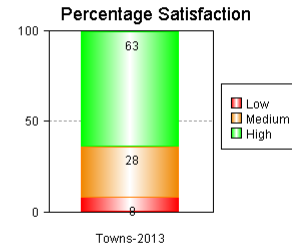
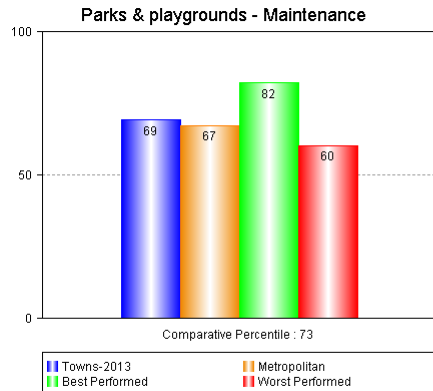
High mean score
 Medium mean score
 Low mean score

While two of the four services and facilities within ‘Sporting and Recreation’ received ‘medium’ level satisfaction ratings, ‘Public swimming facilities’ (3.80) and ‘Maintenance of parks and sporting fields’ (3.75) achieved ‘high’ satisfaction ratings.

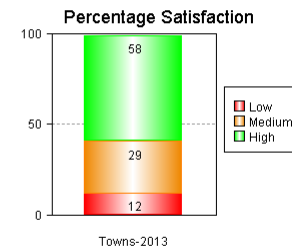
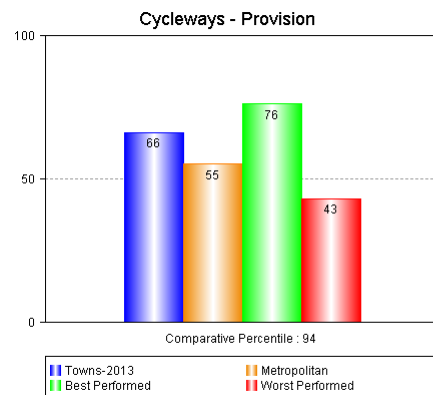
Residents were least satisfied with ‘Skate parks and BMX tracks’, achieving a mean satisfaction score of 3.32 out of 5 (medium level satisfaction). It should be noted that about one in five residents (17.6%) were unable to comment on this aspect of ‘Sporting and Recreation’ indicating lower exposure or usage for these facilities.

When asked about the source of dissatisfaction, the main reason was that there are not enough sporting and recreation facilities. The full list of responses to dissatisfaction with all issues related to sporting and recreation can be found in the 2013 Townsville City Council Verbatim Report.

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 = 1000	% Satisfied					
	Can't say	(1 & 2) Low satisfaction	(3)Medium satisfaction	(4 & 5)High satisfaction	Mean 2011	Mean 2013
Management of emergency events such as cyclones and floods	1.1	4.6	20.6	73.6	3.85	3.99
Council's support for local community and sporting groups	5.7	9.2	39.2	45.9	3.53	3.48
Community and neighbourhood centres	10	7.5	44.2	38.3	3.38	3.44
Community safety programs	3.7	19.3	41.2	35.8	3.22	3.24
Consulting and engaging the community	3	21.3	40.7	35	3.11	3.16

High mean score
 Medium mean score
 Low mean score

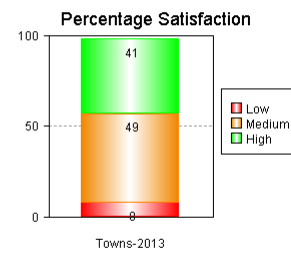
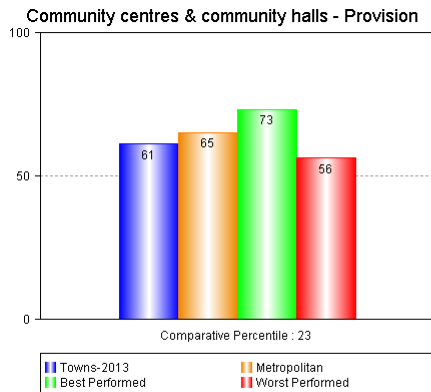
As demonstrated by the mean satisfaction scores, residents expressed a 'medium' level of satisfaction with all but one service within the area of 'Supporting Communities', that being 'Management of emergency events such as cyclones and floods', in which residents were found to be 'highly' satisfied with (3.99 out of 5).

Residents were found to be least satisfied with consulting and engaging the community, where almost one in four residents (21.3%) were either dissatisfied or very dissatisfied with Council's performance in this area.

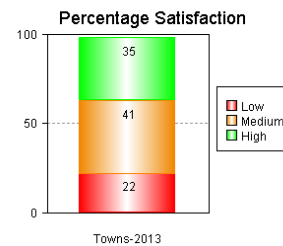
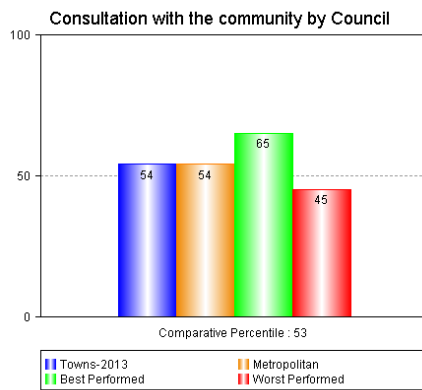
When asked to explain why they were dissatisfied with the issues associated with supporting communities; the responses included reaction times to emergency events being too slow, no key community centre which is supported to bring the community together in the area, and dissatisfaction with rates being spent on sporting teams.

Consulting and engaging the Community emerged as a source of frustration with residents, the main reasons provided for this related to not enough consultation or engagement of the Community. The full list of responses to dissatisfaction with all issues related to supporting communities can be found in the 2013 Townsville City Council Verbatim Report.

Satisfaction with Community and Neighbourhood Centres



Satisfaction with Consulting and Engaging the Community



3.2.9 Satisfaction – Waste Management

Table 3.2.9: Waste Management – Satisfaction

Sample size = 1000	% Satisfied					
	Can't say	(1 & 2) Low satisfaction	(3)Medium satisfaction	(4 & 5)High satisfaction	Mean 2011	Mean 2013
General waste collection and recycling	0.1	10.4	22.6	66.9	3.97	3.83
Management of waste facilities	6.3	13.1	33.7	46.9	3.72	3.45
Collection of roadside litter	1.5	23.1	34.6	40.8	3.39	3.23

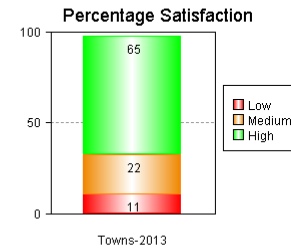
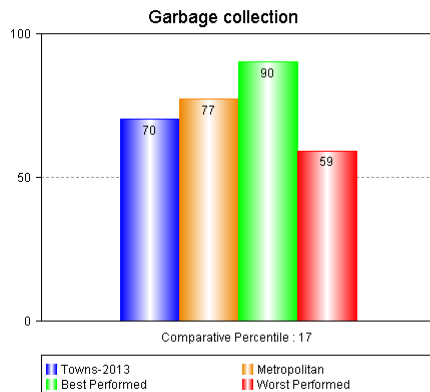
High mean score
 Medium mean score
 Low mean score

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 (66.9%) demonstrated a high level of satisfaction with this service, which resulted in a ‘high’ level mean satisfaction score of 3.83 out of 5.

Residents displayed ‘medium’ levels of satisfaction towards the ‘Management of waste facilities’ and the ‘Collection of roadside litter’. It should be noted that one in four residents (23.1%) provided a ‘low’ level satisfaction rating with the ‘Collection of roadside litter’.

The range of comments regarding reasons for low satisfaction with all issues in this area can be found in the 2013 Townsville City Council Verbatim Report.

Satisfaction with General Waste Collection and Recycling



3.2.10 Satisfaction – Utilities

Table 3.2.10: Utilities – Satisfaction

Sample size = 1000	% Satisfied					Mean 2011	Mean 2013
	Can't say	(1 & 2) Low satisfaction	(3)Medium satisfaction	(4 & 5)High satisfaction			
Quality and reliability of water supply	0.7	2.4	16.5	80.4	4.15	4.18	
Removal and treatment of waste water from your property	20.3	3.9	22.3	53.6	3.91	3.91	
Repairs and maintenance of water and sewage services	17.8	3.2	27.9	51.1	3.93	3.87	
Repairs and maintenance of wastewater services	9.3	4.1	25.5	61.1	-	3.81	
Cost of wastewater reflects the quality and reliability of the wastewater service	21.7	3.7	35.5	39.1	-	3.61	
Cost of water reflects the quality and reliability of the water supply	6.9	10.5	34.6	48	-	3.57	

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

As demonstrated by the mean scores, residents expressed 'high' levels of satisfaction with all utility aspects except 'Cost of wastewater reflects the quality and reliability of the wastewater service' and 'Cost of water reflects the quality and reliability of the water supply', which received 'medium' level satisfaction ratings of 3.61 and 3.57 respectively out of 5.

The highest level of satisfaction was expressed for the 'Quality and reliability of water supply' with four out of five residents (80.4%) indicating that they were 'highly' satisfied with this service.

The full list of responses to dissatisfaction with all issues related to utilities can be found in the 2013 Townsville City Council Verbatim Report.

3.2.11 Satisfaction – Community Facilities

Table 3.2.11: Community Facilities – Satisfaction

Sample size = 1000	% Satisfied					
	Can't say	(1 & 2) Low satisfaction	(3)Medium satisfaction	(4 & 5)High satisfaction	Mean 2011	Mean 2013
The Strand	0.8	2.1	12.8	84.2	4.32	4.29
Riverway Precinct and Tony Ireland Stadium	5.5	6.5	22.9	65.1	4.03	3.92
RSL Stadium Complex	23.2	2.2	28	46.6	-	3.8
Reid Park	12.2	9.4	30.6	47.9	3.66	3.64
Flinders Square	10	16.9	38.8	34.3	-	3.27

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

‘The Strand’, ‘Riverway Precinct and Tony Ireland Stadium’ and ‘RSL Stadium Complex’ earned ‘high’ level mean satisfaction scores, while residents expressed ‘medium’ levels of satisfaction towards both ‘Reid Park’ and ‘Flinders Square’.

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 (84.2%) indicating that they were highly satisfied with this facility.

In contrast, residents were least satisfied with ‘Flinders Square’ with around one in five residents (16.9%) indicating low satisfaction with this area.

The full list of responses to dissatisfaction with all issues related to utilities can be found in the 2013 Townsville City Council Verbatim Report.

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 2011 results.

Table 3.31 Importance scores

	Mean Imp 2011	Mean Imp 2013	Change
Cost of water reflects the quality and reliability of the water supply	n/a	4.50	-
Repairs and maintenance of wastewater services	n/a	4.41	-
Cost of wastewater reflects the quality and reliability of the wastewater service	n/a	4.12	-
Management of emergency events such as cyclones and floods	4.88	4.85	-
Quality and reliability of water supply	4.84	4.86	-
General waste collection and recycling	4.70	4.69	-
Water quality in our water ways	4.68	4.68	-
Repairs and maintenance of water and sewage services	4.68	4.64	-
Food safety in local eateries	4.63	4.52	▼
Condition and safety of local roads	4.62	4.61	-
Protection of beach foreshore	4.57	4.53	-
Mosquito control	4.54	4.49	-
The Strand	4.53	4.59	▲
Supporting local industry and business	4.45	4.45	-
Community Safety programs (e.g. CCTV cameras, security guards)	4.44	4.49	-
Bike paths and walking trails	4.43	4.41	-
Management of waste facilities (e.g. transfer stations)	4.43	4.43	-
Protection of bush land and wildlife	4.42	4.44	-
Collection of roadside litter	4.42	4.42	-
Availability of street lighting	4.39	4.43	-
Maintenance of parks and sporting fields	4.36	4.33	-
Consulting and engaging the Community	4.35	4.39	-
Removal and treatment of waste water from your property	4.35	4.20	▼
Promoting the city	4.34	4.26	▼
Attracting new businesses to the city	4.32	4.38	-
Planning for residential development	4.30	4.11	▼
Council environmental initiatives	4.27	4.29	-
Construction and maintenance of drains	4.23	4.11	-
Street signage	4.22	4.20	-
Libraries	4.22	4.18	-
Animal Control (e.g. dog and cat registration, animal re-homing)	4.18	4.31	▲
Public swimming facilities	4.14	4.13	-
Council's support for local community and sporting groups	4.12	4.08	-
Planning for commercial and industrial development	4.11	3.93	▼
Weed control	4.11	4.05	-
Riverway Precinct and Tony Ireland Stadium	4.09	4.17	-
Public toilets	4.08	4.03	-
Car parking in the city	4.05	3.95	▼

Appearance of streets	3.97	3.92	-
Community and neighbourhood centres	3.94	3.98	-
RSL Stadium Complex	3.90	3.75	▼
Flinders Square	3.90	3.65	▼
Development approval process	3.89	3.84	-
Graffiti removal	3.88	3.86	-
Facilities in local parks and recreation areas	3.86	3.97	▲
Provision of youth facilities and services	3.84	3.77	-
Townsville Civic Theatre and Riverway Arts Centre	3.81	3.97	▲
Condition of footpaths	3.74	3.72	-
Reid Park	3.65	3.69	-
Local Galleries	3.53	3.57	-
Enforcing parking regulations	3.36	3.41	-
Skate parks and BMX tracks	3.35	3.40	-
Availability of boat ramps	2.63	2.79	▲

▲ cells denote mean importance has increased from 2011. ▼ cells denote mean importance has decreased from 2011

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 2011 results.

Table 3.4.1 Satisfaction scores

	Mean Sat 2011	Mean Sat 2013	Change
The Strand	4.32	4.29	-
Quality and reliability of water supply	4.15	4.18	-
Riverway Precinct and Tony Ireland Stadium	4.03	3.92	▼
Libraries	3.98	4.03	-
General waste collection and recycling	3.97	3.83	▼
Repairs and maintenance of wastewater services	3.93	3.81	▼
Repairs and maintenance of water and sewage services	3.93	3.87	-
Removal and treatment of waste water from your property	3.91	3.91	-
Management of emergency events such as cyclones and floods	3.85	3.99	▲
Public swimming facilities	3.80	3.80	-
RSL Stadium Complex	3.75	3.80	-
Street signage	3.74	3.79	-
Maintenance of parks and sporting fields	3.73	3.75	-
Townsville Civic Theatre and Riverway Arts Centre	3.72	3.79	-
Management of waste facilities (e.g. transfer stations)	3.72	3.45	▼
Food safety in local eateries	3.70	3.85	▲
Local Galleries	3.66	3.68	-
Reid Park	3.66	3.64	-
Water quality in our water ways	3.65	3.66	-
Protection of beach foreshore	3.64	3.73	▲
Bike paths and walking trails	3.59	3.64	-
Council's support for local community and sporting groups	3.53	3.48	-
Facilities in local parks and recreation areas	3.51	3.61	▲
Promoting the city	3.49	3.51	-
Mosquito control	3.47	3.51	-
Availability of street lighting	3.44	3.34	▼
Graffiti removal	3.40	3.39	-
Collection of roadside litter	3.39	3.23	▼
Community and neighbourhood centres	3.38	3.44	-
Appearance of streets	3.37	3.40	-
Council environmental initiatives	3.37	3.43	-
Protection of bush land and wildlife	3.35	3.52	▲
Flinders Square	3.33	3.27	-
Supporting local industry and business	3.31	3.29	-
Animal Control (e.g. dog and cat registration, animal re-homing)	3.29	3.37	-
Construction and maintenance of drains	3.27	3.40	▲
Skate parks and BMX tracks	3.25	3.32	-
Planning for commercial and industrial development	3.23	3.31	▲

Community Safety programs (e.g. CCTV cameras, security guards)	3.22	3.24	-
Planning for residential development	3.20	3.27	-
Enforcing parking regulations	3.18	3.15	-
Attracting new businesses to the city	3.16	3.17	-
Weed control	3.13	3.26	▲
Consulting and engaging the Community	3.11	3.16	-
Condition of footpaths	3.09	3.18	▲
Provision of youth facilities and services	3.06	3.05	-
Availability of boat ramps	2.92	2.99	-
Condition and safety of local roads	2.85	3.16	▲
Development approval process	2.81	2.94	▲
Public toilets	2.78	2.83	-
Car parking in the city	2.37	2.39	-
Cost of water reflects the quality and reliability of the water supply	-	3.57	-
Cost of wastewater reflects the quality and reliability of the wastewater service	-	3.61	-

 cells denote mean satisfaction has increased from 2011.
  cells denote mean satisfaction has decreased from 2011

4 Prioritising Services and Facilities

Given the diverse range of services and facilities 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 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 = 4.18 and Satisfaction score = 3.51*. Thus, for example, services or facilities with a mean importance score of less than 4.18 (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 4.19 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 3.51 out of 5, compared to 3.46 last measure.

Each of the four quadrants has a specific interpretation:

1. The upper right quadrant (high importance and high satisfaction) represents current 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

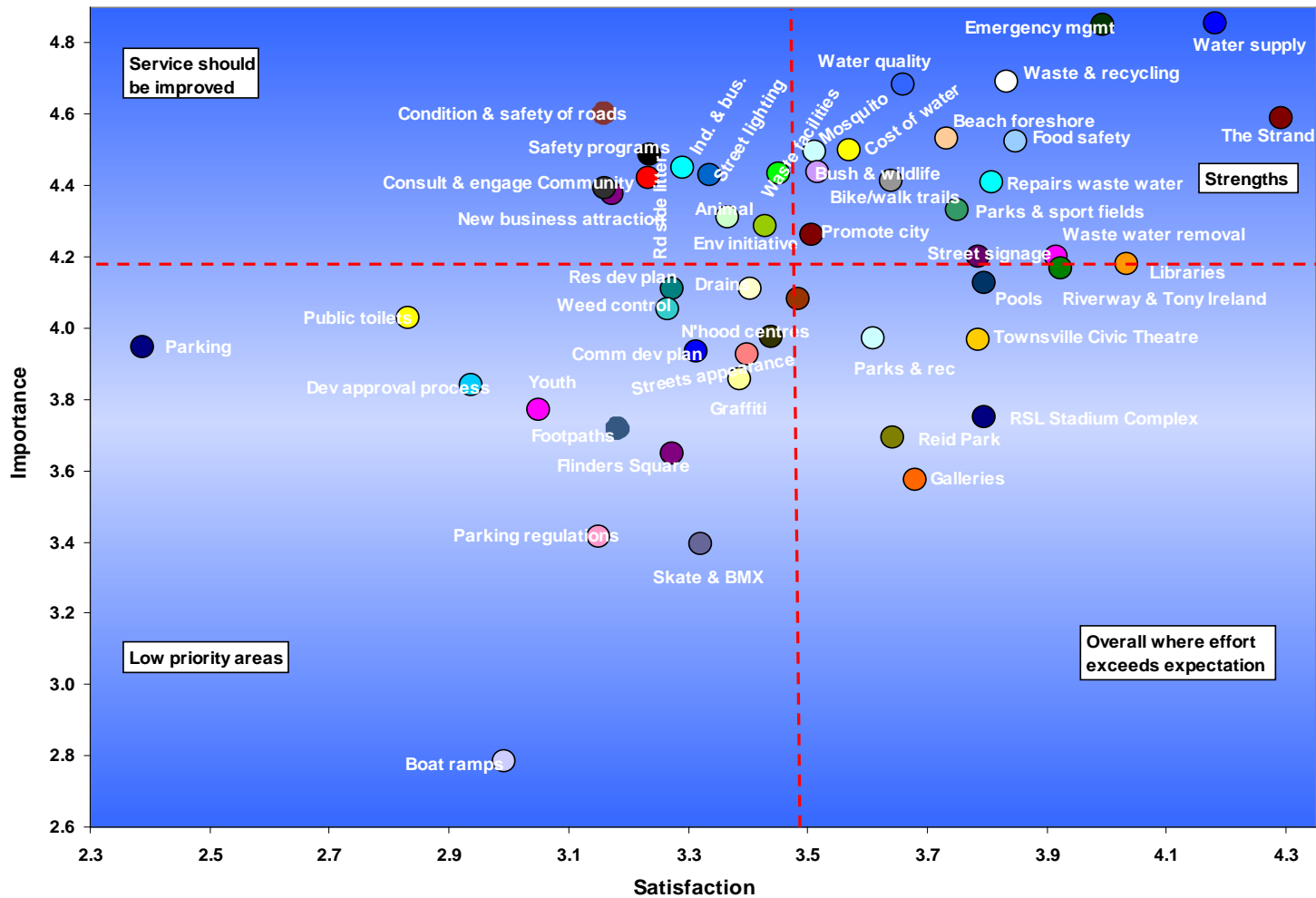


Table 4.1.1: Opportunities Matrix for Council Services and Facilities

2. HIGHER IMPORTANCE LOWER SATISFACTION (IMPROVE)	1. HIGHER IMPORTANCE HIGHER SATISFACTION (MAINTAIN)
<ul style="list-style-type: none"> ▪ Condition and safety of local roads ▪ Availability of street lighting ▪ Supporting local industry and business ▪ Attracting new businesses to the city ▪ Animal control ▪ Council environmental initiatives ▪ Consulting and engaging the Community ▪ Community Safety programs ▪ Collection of roadside litter ▪ <i>Management of waste facilities* (quadrant 1 in 2011)</i> 	<ul style="list-style-type: none"> ▪ Street signage ▪ Promoting the city ▪ Mosquito control ▪ Food safety in local eateries ▪ <i>Protection of bush land and wildlife*(quadrant 2 in 2011)</i> ▪ Protection of beach foreshore ▪ Water quality in our water ways ▪ Bike paths and walking trails ▪ Maintenance of parks and sporting fields ▪ Management of emergency events such as cyclones and floods ▪ General waste collection and recycling ▪ Quality and reliability of water supply ▪ Cost of water reflects the quality and reliability of the water supply ▪ Removal and treatment of waste water from your property ▪ Repairs and maintenance of wastewater services ▪ Repairs and maintenance of water and sewage services ▪ The Strand
3. LOWER IMPORTANCE LOWER SATISFACTION (NICHE)	4. LOWER IMPORTANCE HIGHER SATISFACTION (SECONDARY)
<ul style="list-style-type: none"> ▪ Condition of footpaths ▪ <i>Construction and Maintenance of drains* (quadrant 1 in 2011)</i> ▪ Appearance of streets ▪ Availability of boat ramps ▪ Car parking in the city ▪ Provision of youth facilities and services ▪ Public toilets ▪ <i>Planning for residential development*(quadrant 2 in 2011)</i> ▪ Planning for commercial and industrial development ▪ Development approval process ▪ Graffiti removal ▪ Enforcing parking regulations ▪ Weed control ▪ Skate parks and BMX tracks ▪ Community and neighbourhood centres ▪ Flinders Square 	<ul style="list-style-type: none"> ▪ Facilities in local parks and recreation areas ▪ Townsville Civic Theatre and Riverway Arts Centre ▪ <i>Libraries*(Quadrant 1 in 2011)</i> ▪ Local Galleries ▪ Public swimming facilities ▪ Council's support for local community and sporting groups ▪ Cost of wastewater reflects the quality and reliability of the wastewater service ▪ Riverway Precinct and Tony Ireland Stadium ▪ RSL Stadium Complex ▪ Reid Park

* 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 ($\xi=0.744832$) were given top priority (i.e. a rating of 1).

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 2) and services with a gap score significantly below the mean gap were given third priority (rating of 3).

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

Table 4.2.1 Performance gaps for Council services and facilities

Council Services & Facilities	Performance Gap*	Priority Level 2013	Priority Level 2011	Change
Car parking in the city	1.66	1	1	↔
Condition and safety of local roads	1.45	1	1	↔
Public toilets	1.27	1	1	↔
Community Safety programs	1.25	1	1	↔
Consulting and engaging the community	1.24	1	1	↔
Attracting new businesses to the city	1.22	1	1	↔
Collection of roadside litter	1.20	1	1	↔
Supporting local industry and business	1.17	1	1	↔
Availability of street lighting	1.10	1	1	↔
Development approval process	1.04	1	1	↔
Water quality in our water ways	1.03	1	1	↔
Management of waste facilities	0.99	1	2	☒
Mosquito control	0.99	1	1	↔
Cost of water reflects the quality and reliability of the water supply	0.95	1	NA	NA
Animal Control (eg dog and cat registration, animal re-homing)	0.95	1	1	↔
Planning for residential development	0.92	1	1	↔
Protection of bush land and wildlife	0.92	1	1	↔
Provision of youth facilities and services	0.91	1	1	↔
General waste collection and recycling	0.86	1	3	☒
Council environmental initiatives	0.86	1	1	↔
Management of emergency events such as cyclones and floods	0.86	1	1	↔
Protection of beach foreshore	0.82	1	1	↔
Weed control	0.81	2	1	☒
Repairs and maintenance of water and sewage services	0.80	2	2	↔
Promoting the city	0.80	2	2	↔
Bike paths and walking trails	0.79	2	1	☒
Construction and Maintenance of drains	0.77	2	1	☒
Repairs and maintenance of wastewater services	0.74	2	NA	NA
Planning for commercial and industrial development	0.71	2	1	☒
Quality and reliability of water supply	0.68	3	3	↔
Food safety in local eateries	0.68	3	1	☒
Cost of wastewater reflects the quality and reliability of the wastewater service	0.65	3	NA	NA
Community and neighbourhood centres	0.62	3	3	↔
Council's support for local community and sporting groups	0.62	3	3	↔
Condition of footpaths	0.60	3	2	☒
Maintenance of parks and sporting fields	0.59	3	3	↔
Appearance of streets	0.55	3	3	↔
Removal and treatment of waste water from your property	0.52	3	3	↔
Graffiti removal	0.51	3	3	↔
Availability of boat ramps	0.48	3	3	↔
Flinders Square	0.44	3	3	↔
Facilities in local parks and recreation areas	0.43	3	3	↔
Street signage	0.43	3	3	↔
Public swimming facilities	0.38	3	3	↔
The Strand	0.31	3	3	↔
Riverway Precinct and Tony Ireland Stadium	0.30	3	3	↔
Enforcing parking regulations	0.28	3	3	↔
Townsville Civic Theatre and Riverway Arts Centre	0.26	3	3	↔
Skate parks and BMX tracks	0.24	3	3	↔
Libraries	0.23	3	3	↔
Reid Park	0.14	3	3	↔
RSL Stadium Complex	0.08	3	3	↔
Local Galleries	0.02	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 2011. This is a result of satisfaction and importance levels widening from 2011. The two services affected by this are 'Management of waste facilities', which is now a priority level 1 service, compared to priority level 2 in 2011 and the other being 'General waste collection and recycling' (Currently priority level 1, previously it was priority level 3).

In comparison 5 services / facilities have improved their performance gaps since 2011. These are 'Weed control', 'Bike paths and walking trails', 'Construction and maintenance of drains', 'Food safety in local eateries', and 'Condition of footpaths'.

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 22. These 22 can then be filtered down to 10 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)
Condition and safety of local roads*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Availability of street lighting*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Supporting local industry and business*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Attracting new businesses to the city*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Animal control	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Council environmental initiatives *	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Consulting and engaging the Community*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Community Safety programs *	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Collection of roadside litter*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Management of waste facilities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Car parking in the city		<input checked="" type="checkbox"/>
Public Toilets		<input checked="" type="checkbox"/>
Development approval process		<input checked="" type="checkbox"/>
Water quality in our water ways		<input checked="" type="checkbox"/>
Mosquito control		<input checked="" type="checkbox"/>
Cost of water reflects the quality and reliability of the water supply		<input checked="" type="checkbox"/>
Planning for residential development*		<input checked="" type="checkbox"/>
Protection of bush land and wildlife*		<input checked="" type="checkbox"/>
Provision of youth facilities and services		<input checked="" type="checkbox"/>
General waste collection and recycling		<input checked="" type="checkbox"/>
Management of emergency events such as cyclones and floods		<input checked="" type="checkbox"/>
Protection of beach foreshore		<input checked="" type="checkbox"/>

* service or facility was considered a priority area for improvement in 2011

5 Community Engagement

This section of the report deals with the level of engagement residents have with their community. Residents were read 6 statements and were asked to rate their level of agreement with each, where 1 was they 'Strongly disagree' with the statement and 5 is they 'Strongly agree' with it.

5.1 Agreement Statements

Table 5.1.1: Agreement statements

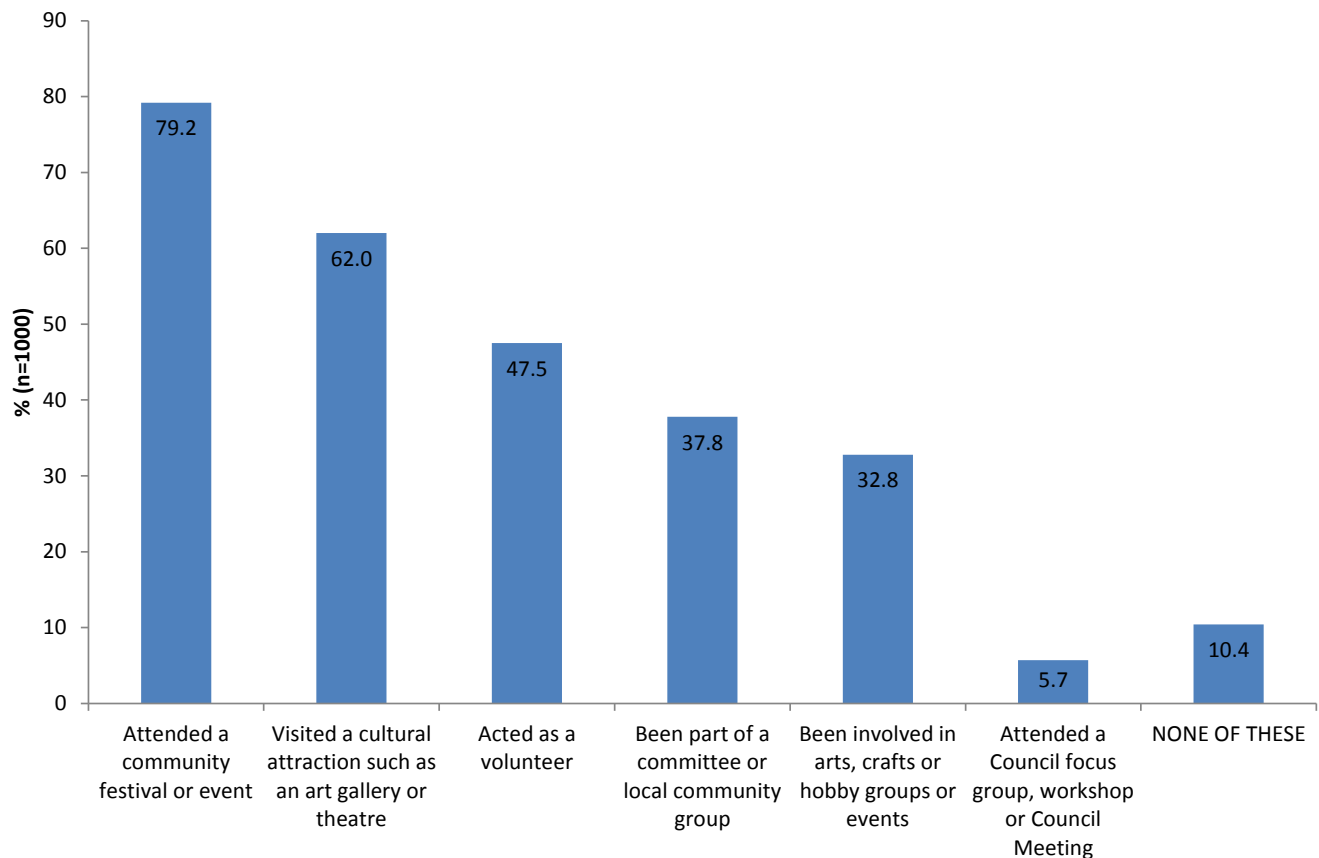
	Can't say	Low agreement	Medium agreement	High agreement	Mean score
I can get help from friends, family and neighbours when needed	0.2	4.3	10.8	84.7	4.34
I feel I'm treated with respect by the local community	0.6	5.6	17.1	76.7	4.08
It is a good thing for a society to be made up of people from different cultures	0.5	7.4	17.5	74.6	4.08
I feel part of the local community	0.5	6.0	32.0	61.6	3.76
There are enough opportunities in my local area for me to participate in arts and cultural related activities	3.7	14.5	26.8	55.0	3.61
I am actively involved in community organisations such as sporting, social groups, rotary, school committees	0.7	33.5	20.7	45.2	3.17

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 6 out of 7 residents (84.7%) 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 'I feel I'm treated with respect by the local community' (4.08) and 'It is a good thing for a society to be made up of people from different cultures' (4.08). 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 3.17 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 8 out of 10 residents (79.2%) 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 6 out of 10 residents (62.0%). Just under half of all residents (47.5%) have acted as a volunteer, while two out of five residents (37.8%) have been part of a committee or local community group. The least frequented activity was found to be attending a Council focus group, workshop or Council meeting, with 5.7% mentioning this.

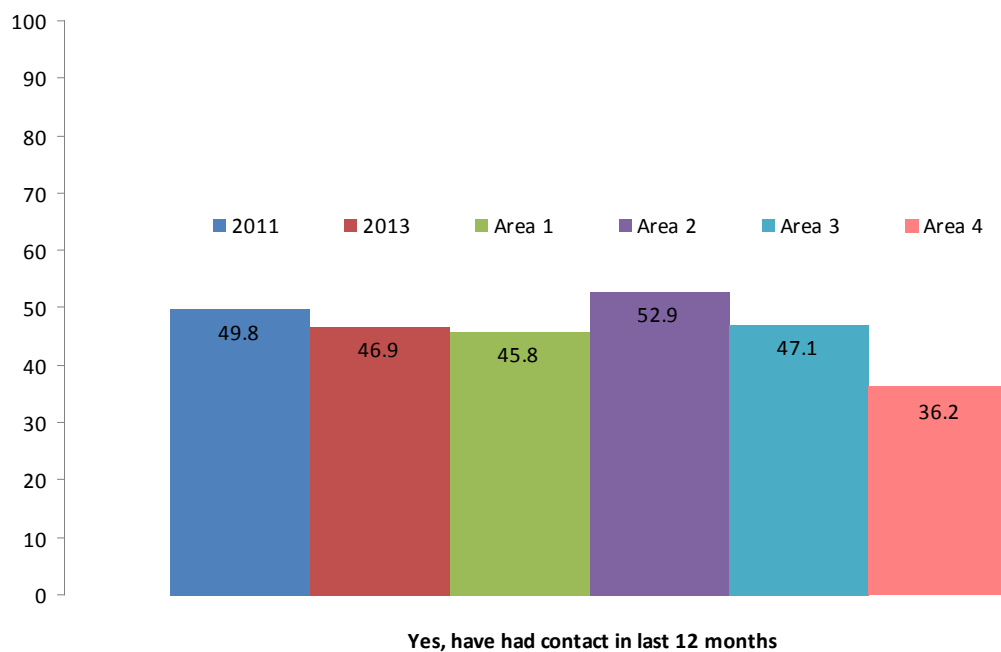
6 Customer service

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

6.1 Contact with Council

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

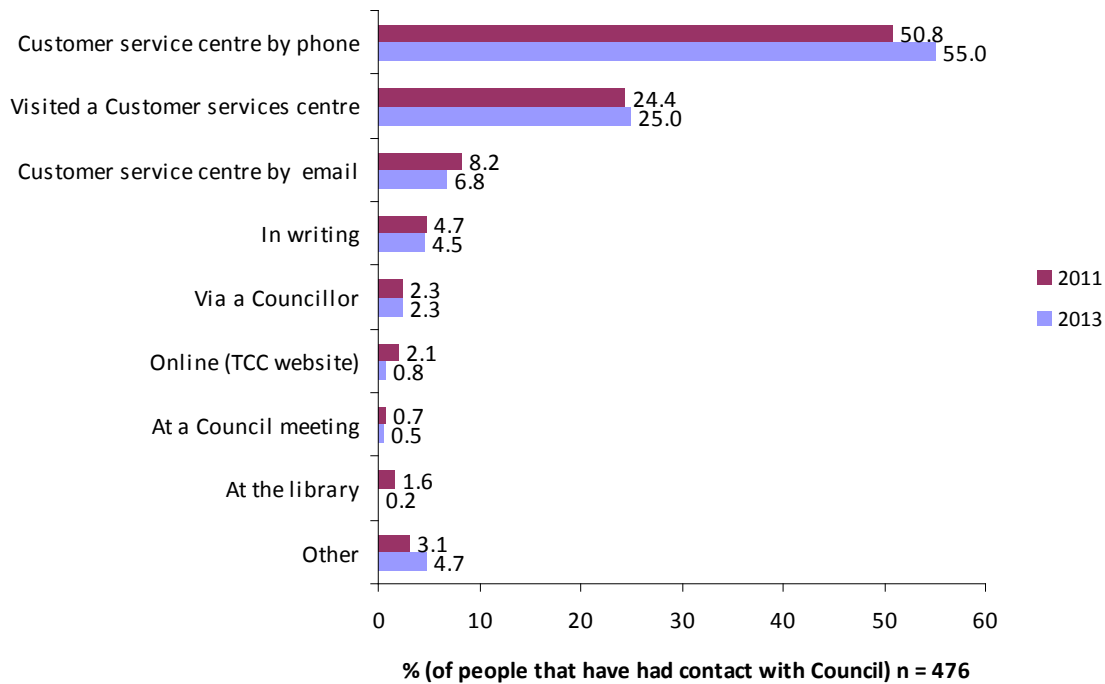
Graph 6.1.1: Contact with Council in past 12 months



Contact with Council over the past 12 months has remained statically unchanged from 2011 at 46.9%. Contact with Council amongst residents living in Area 4 was significantly lower than the other 3 areas, with one in three residents (36.2%) making contact in the last 12 months, compared to around half of all residents from the other areas.

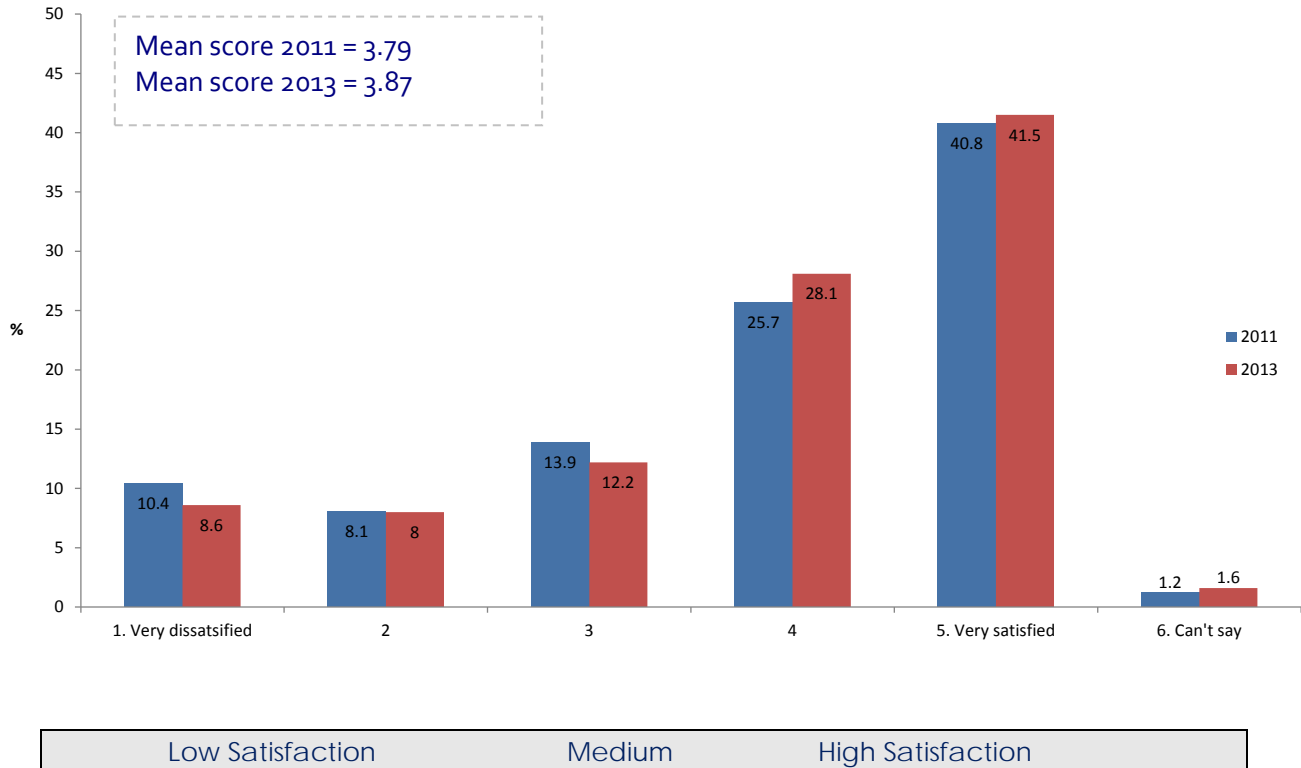
Question: How was contact made?

Graph 6.1.2: How Council was contacted



Results showed that of residents that had contacted Council in the past 12 months (46.9%), over half of those residents made contact via the customer service centre by phone (55.0%). One in four residents (25.0%) mentioned they visited a customer services centre. 'Other' methods of contact included through a Council event or via word of mouth.

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



Of the 46.9% of residents that had made contact with Council over the past 12 months, 7 out of 10 (69.6%) were 'Highly' satisfied with the way their interaction was handled. This is the same level of satisfaction that was registered in 2011. The 2013 mean satisfaction score of 3.87 out of 5 is significantly higher than the 2011 mean satisfaction score of 3.79 out of 5.

Residents were asked for suggestions regarding how Council's customer service could have been improved; the main suggestion was to improve responses, specifically through the time taken to respond, ensuring the correct information was given and acting on the complaint.

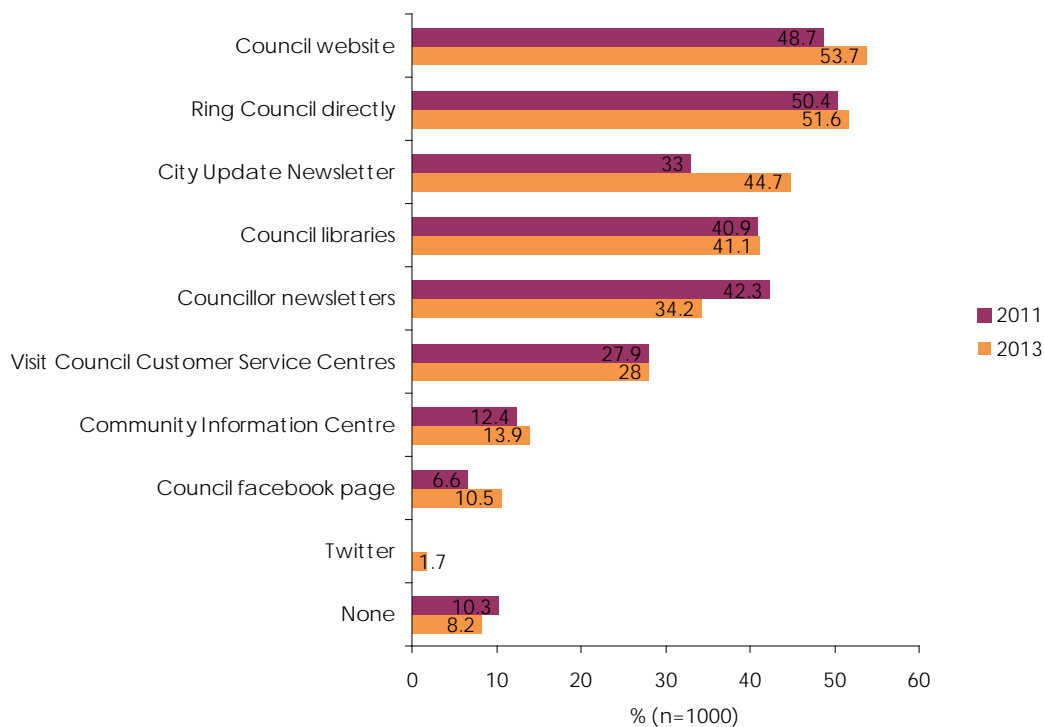
7 Communication

Section 7 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



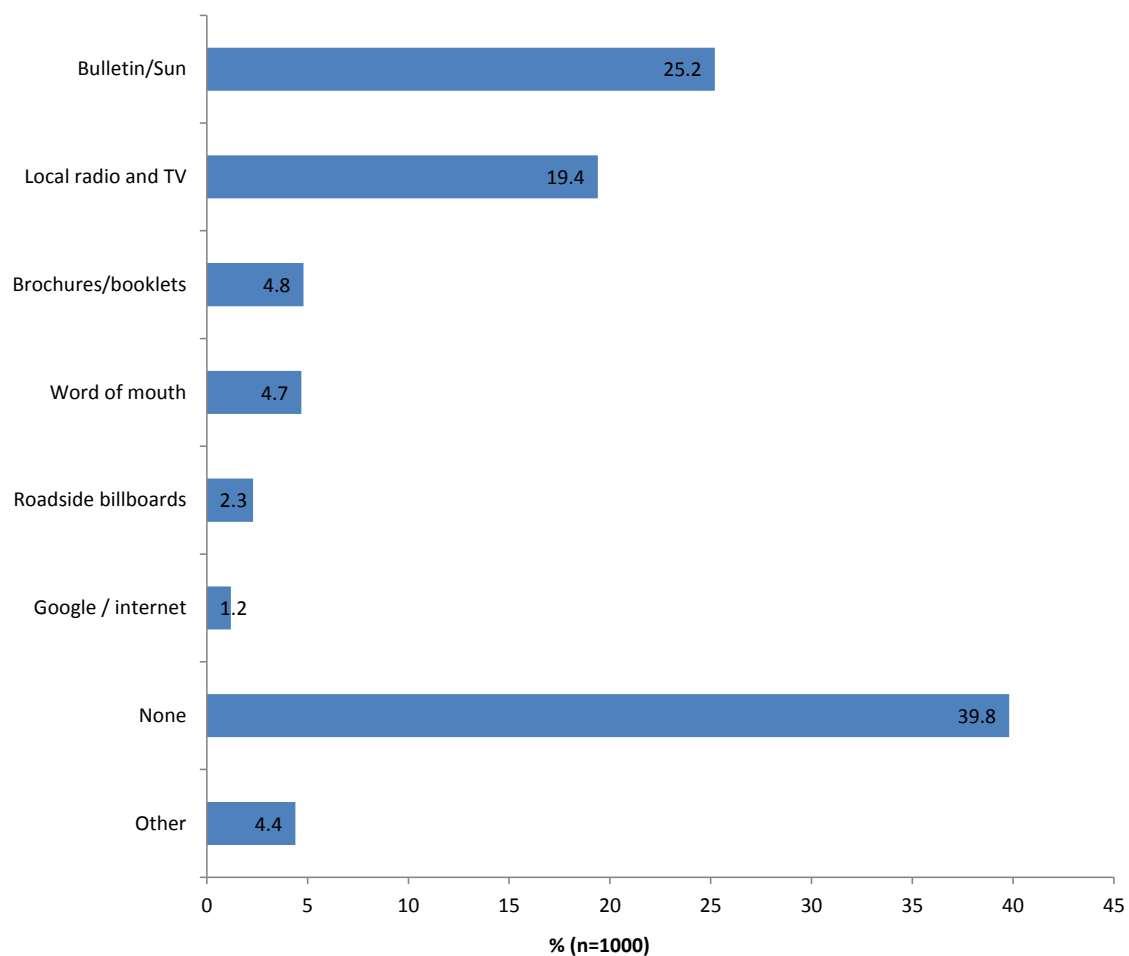
Results showed that half of all residents have either gone online to the Council website (53.7%) or called Council directly (51.6%). The next two most commonly used sources for information on Council's services and facilities were found to be Council's City Update Newsletter (44.7%) and Council libraries (41.1%). These findings are statistically unchanged from 2011.

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 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

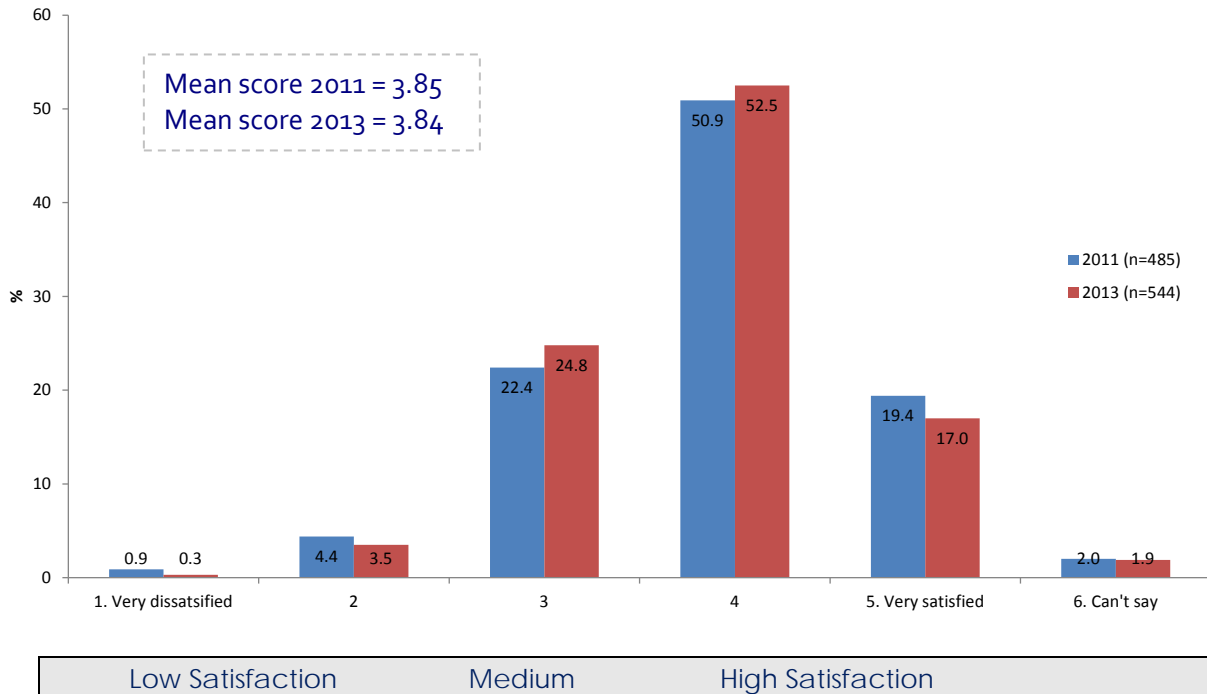


One in four residents (25.2%) mentioned sourcing information in the ‘Bulletin/Sun’, while one in four residents use local radio and TV for their information.

7.3 Satisfaction with the services and information available on 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 around seven in ten residents who had visited Council's website (69.5%) were either satisfied or very satisfied with the services and information available. This resulted in a mean satisfaction score of 3.84 out of 5, which is a 'high' level satisfaction score. This result remains statistically unchanged from 2011.

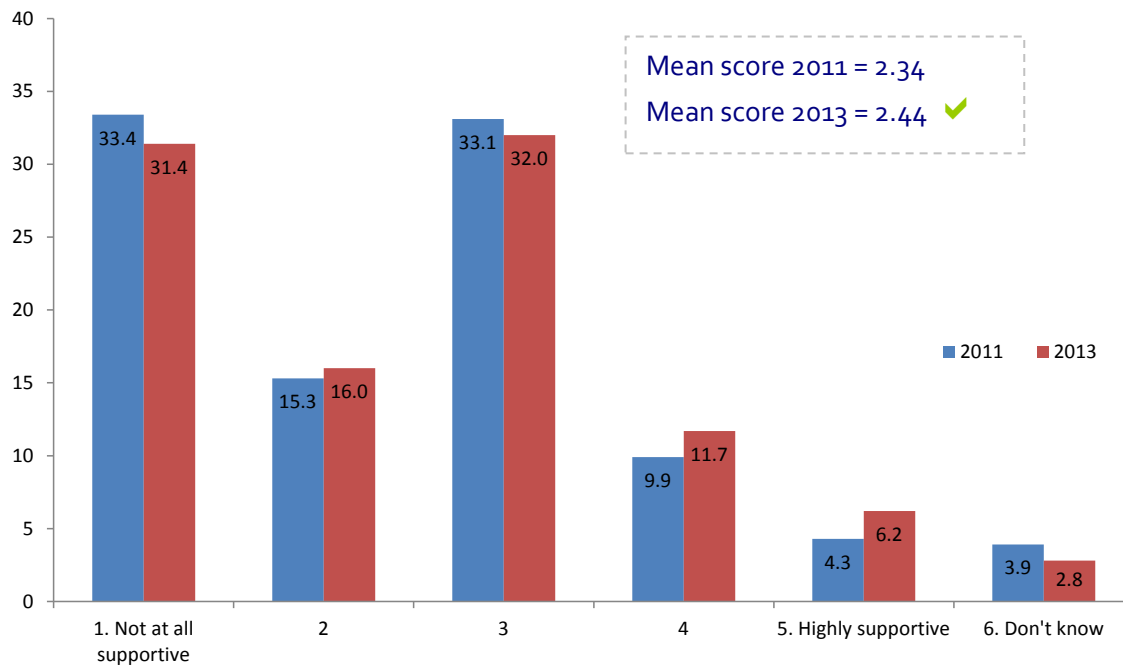
8 Rates Increase

This section aims to gauge Townsville 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 Council to fund improvements or increases to its services by increasing rates?

Graph 7.1.1: Support for Increasing Rates



There are a small proportion of residents (17.9%) that either support or highly support Council increasing rates in order to fund improvements or increases to Council services. Close to half of all Townsville residents (47.4%) were not supportive of the idea. It should be noted that support has increased for increasing rates since the last measure.

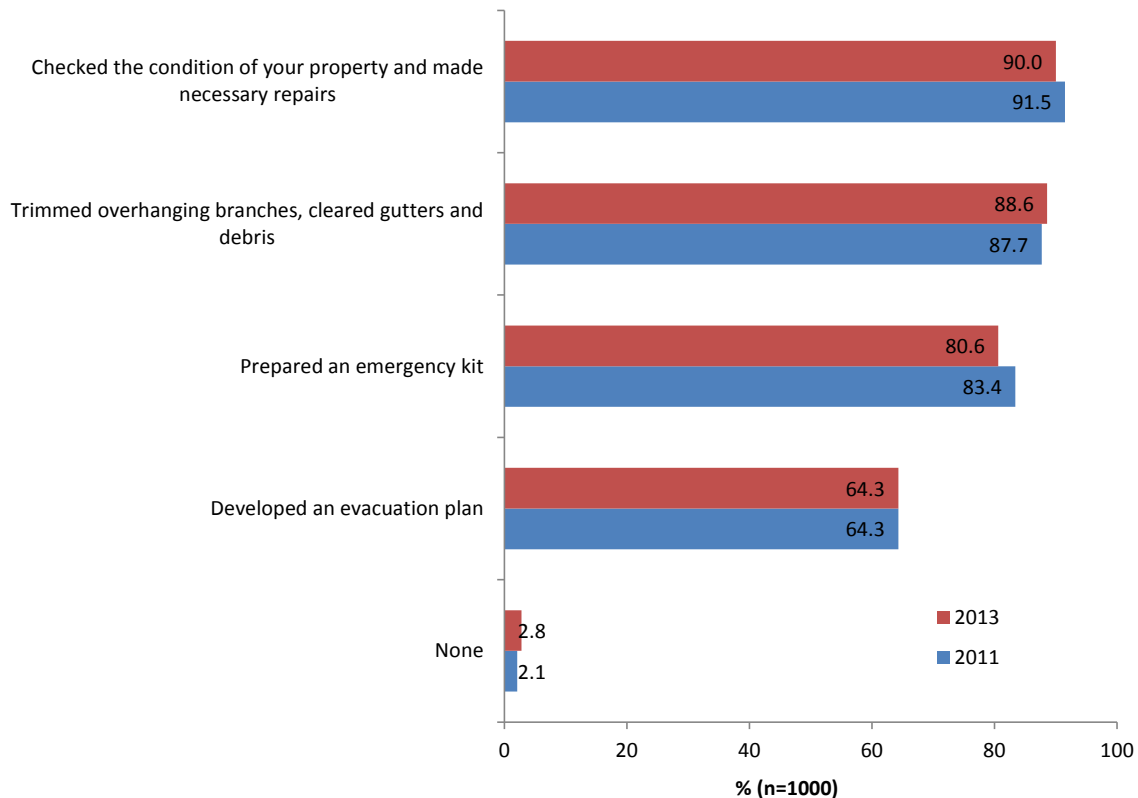
9 Emergencies

Section 8 of this report examines what Townsville City Council residents have done to prepare for emergency situations and how they obtain information about emergencies.

8.1 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 8.1.1: Household Emergency Preparation Steps



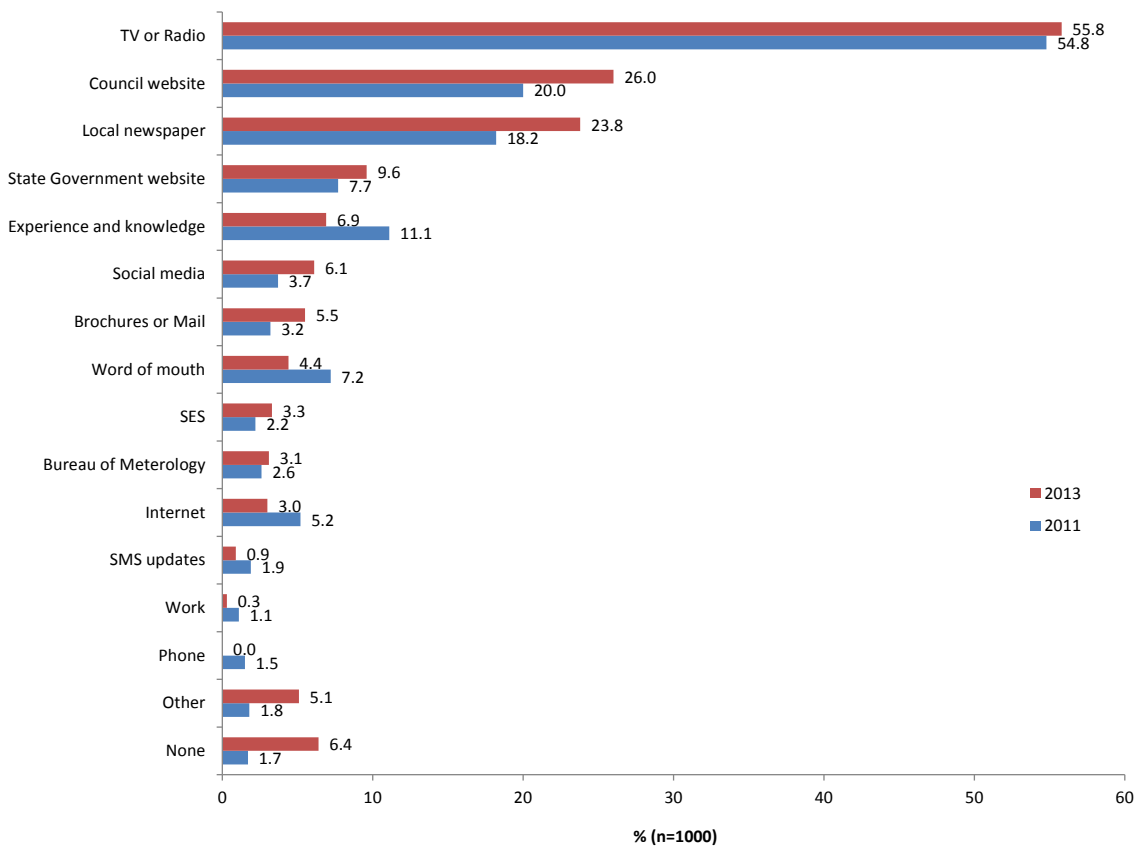
Results showed that almost all residents (97.2%) have taken at least one step to prepare for an emergency. Nine in ten residents (90.0%) had checked the condition of their property and performed repairs. In contrast, one third (35.7%) have not developed an evacuation plan, while 16.6% have not prepared an emergency kit.

Residents aged 18 to 29 years and 65 years or older were significantly less likely to have prepared an emergency kit, checked the condition of their property and made the necessary repairs and trimmed overhanging branches, cleared gutters and debris compared to those aged 30 to 64 years.

8.2 Emergency Information Sources

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

Graph 8.2.1: Emergency Information Sources



Over half of all residents surveyed (55.8%) obtain their information about preparing for emergencies from the television or radio. The next two most prominent sources of information to prepare for emergencies were the Council website (26.0%) and the local newspaper (23.8%).

9 Appendix

9.1 Methodology

Sample Design

A telephone-based survey aiming to secure a response from approximately 1000 residents from throughout the Townsville LGA was used. The survey unit was permanent residents of the Townsville City Local Government Area who had lived there for 6 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 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.

Data Collection

Interviews were conducted over 8 evenings commencing from the 16th July 2013 and concluding on the 23rd July 2013. 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.

Response Performance

At the end of the survey period, 1000 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 59% is a very good result.

Table 9.1.1 Survey compliance rate

Response sequence	Outcome
Interviews	1000
Refusals	698
<i>Valid contacts (Excludes disqualified – businesses, out of area, under 16yrs etc)</i>	1698
Compliance rate	59%

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.

9.2 ANOVA Tables – Importance of Services and Facilities



Service / Facility	Characteristic Sub-group Base	Gender		Age				Area				Overall	Overall
		Male	Female	18 to 29	30 to 49	50 to 64	65+	1	2	3	4	2011	2013
		439	561	261	381	226	132	721	157	102	20	1003	1000
Townsville Civic Theatre and Riverway Arts Centre		3.79	4.14	3.96	3.82	4.07	4.26	4.00	3.87	3.68	3.18	3.81	3.97
Libraries		4.07	4.29	4.12	4.15	4.22	4.33	4.20	4.08	4.10	3.75	4.22	4.18
Local Galleries		3.36	3.77	3.72	3.35	3.62	3.88	3.61	3.42	3.39	3.38	3.53	3.57
Skate parks and BMX tracks		3.32	3.47	3.34	3.38	3.46	3.45	3.36	3.54	3.51	4.26	3.35	3.40
Bike paths and walking trails		4.29	4.53	4.35	4.41	4.47	4.46	4.40	4.54	4.16	4.28	4.43	4.41
Public swimming facilities		4.05	4.21	4.12	4.07	4.15	4.28	4.12	4.14	4.27	4.51	4.14	4.13
Maintenance of parks and sporting fields		4.26	4.40	4.20	4.31	4.41	4.53	4.33	4.29	4.49	4.37	4.36	4.33
Management of emergency events such as cyclones and floods		4.82	4.88	4.83	4.83	4.88	4.90	4.84	4.90	4.94	4.96	4.88	4.85
Community and neighbourhood centres		3.84	4.11	3.96	3.83	4.11	4.25	3.95	4.10	4.21	4.08	3.94	3.98
Council's support for local community and sporting groups		4.05	4.10	4.08	4.06	4.04	4.21	4.09	4.01	4.08	3.78	4.12	4.08
Consulting and engaging the Community		4.33	4.45	4.37	4.28	4.52	4.55	4.39	4.38	4.46	4.40	4.35	4.39
Community Safety programs (eg CCTV cameras, security guards)		4.38	4.59	4.49	4.39	4.56	4.65	4.47	4.57	4.50	4.18	4.44	4.49
General waste collection and recycling		4.63	4.75	4.59	4.68	4.76	4.81	4.69	4.66	4.79	4.75	4.70	4.69
Collection of roadside litter		4.32	4.52	4.39	4.35	4.51	4.57	4.42	4.43	4.57	4.17	4.42	4.42
Management of waste facilities (eg transfer stations)		4.40	4.47	4.44	4.35	4.49	4.60	4.43	4.43	4.63	4.06	4.43	4.43
Quality and reliability of water supply		4.84	4.87	4.78	4.86	4.90	4.93	4.86	4.87	4.76	4.72	4.84	4.86
Cost of water reflects the quality and reliability of the water supply		4.41	4.59	4.47	4.45	4.56	4.60	4.49	4.60	4.26	4.30	-	4.50
Removal and treatment of waste water from your property		4.07	4.33	4.01	4.20	4.33	4.42	4.23	4.08	3.91	3.46	4.35	4.20
Repairs and maintenance of wastewater services		4.36	4.45	4.25	4.38	4.56	4.57	4.43	4.32	4.14	4.52	4.68*	4.41
Cost of wastewater reflects the quality and reliability of the wastewater service		4.06	4.19	3.96	4.11	4.24	4.33	4.15	4.01	3.87	4.15	-	4.12
Repairs and maintenance of water and sewage services		4.59	4.69	4.51	4.64	4.73	4.77	4.67	4.51	4.26	4.69	4.68	4.64
The Strand		4.55	4.63	4.51	4.59	4.66	4.64	4.61	4.53	4.32	4.05	4.53	4.59
Riverway Precinct and Tony Ireland Stadium		4.11	4.22	4.19	4.15	4.18	4.17	4.18	4.18	3.98	2.86	4.09	4.17
RSL Stadium Complex		3.68	3.82	3.76	3.62	3.83	4.02	3.76	3.73	3.64	3.34	-	3.75
Reid Park		3.71	3.68	3.88	3.62	3.53	3.83	3.66	3.84	3.75	3.37	3.65	3.69
Flinders Square		3.54	3.76	3.77	3.48	3.74	3.79	3.66	3.60	3.50	3.46	-	3.65



Cells with sig. higher scores relative to yellow cells within particular demographic.



Cells with sig. lower scores relative to green cells within particular demographic.

Characteristic Sub-group	Gender		Age				Area				Overall	Overall
	Male	Female	18 to 29	30 to 49	50 to 64	65+	1	2	3	4	2011	2013
Base	439	561	261	381	226	132	721	157	102	20	1003	1000
Service / Facility												
Condition of footpaths	3.57	3.87	3.61	3.78	3.66	3.89	3.78	3.58	2.64	3.88	3.74	3.72
Condition and safety of local roads	4.51	4.70	4.55	4.67	4.65	4.46	4.60	4.61	4.64	4.82	4.62	4.61
Construction and Maintenance of drains	4.09	4.13	3.68	4.21	4.35	4.33	4.11	4.13	4.06	4.16	4.23	4.11
Facilities in local parks and recreation areas	3.86	4.08	3.98	4.06	3.89	3.80	3.98	3.92	3.78	4.13	3.86	3.97
Street signage	4.06	4.34	4.06	4.09	4.36	4.59	4.20	4.21	4.21	4.03	4.22	4.20
Appearance of streets	3.76	4.08	3.71	3.89	4.12	4.15	3.91	4.01	3.82	3.96	3.97	3.92
Availability of street lighting	4.24	4.61	4.40	4.39	4.47	4.54	4.45	4.41	3.98	4.12	4.39	4.43
Availability of boat ramps	3.06	2.51	2.81	2.74	2.92	2.62	2.68	3.18	3.59	3.86	2.63	2.79
Car parking in the city	3.89	4.00	4.00	3.92	3.91	3.95	3.94	3.93	4.09	3.92	4.05	3.95
Provision of youth facilities and services	3.69	3.85	3.79	3.77	3.88	3.51	3.75	3.88	3.81	4.27	3.84	3.77
Public toilets	3.84	4.21	3.82	4.04	4.11	4.26	4.00	4.11	4.23	4.59	4.08	4.03
Supporting local industry and business	4.43	4.47	4.34	4.46	4.53	4.48	4.44	4.44	4.71	4.00	4.45	4.45
Attracting new businesses to the city	4.40	4.35	4.27	4.37	4.52	4.36	4.40	4.23	4.41	4.53	4.32	4.38
Promoting the city	4.25	4.27	3.88	4.32	4.50	4.47	4.27	4.19	4.46	4.27	4.34	4.26
Planning for residential development	4.20	4.02	3.81	4.09	4.38	4.38	4.11	4.09	4.40	4.05	4.30	4.11
Planning for commercial and industrial development	4.08	3.79	3.70	3.80	4.29	4.24	3.93	3.91	4.30	4.07	4.11	3.93
Development approval process	3.94	3.73	3.73	3.67	4.22	3.96	3.80	4.00	4.01	3.90	3.89	3.84
Mosquito control	4.40	4.59	4.30	4.50	4.64	4.67	4.48	4.54	4.65	4.72	4.54	4.49
Animal Control (eg dog and cat registration, animal re-homing)	4.15	4.47	4.25	4.24	4.40	4.52	4.31	4.31	4.36	4.23	4.18	4.31
Graffiti removal	3.93	3.79	3.45	3.87	4.10	4.26	3.86	3.86	3.92	3.46	3.88	3.86
Food safety in local eateries	4.40	4.64	4.42	4.50	4.59	4.72	4.52	4.53	4.64	4.85	4.63	4.52
Enforcing parking regulations	3.36	3.47	3.23	3.24	3.60	4.06	3.43	3.33	3.41	3.46	3.36	3.41
Protection of bush land and wildlife	4.35	4.53	4.58	4.29	4.50	4.51	4.45	4.37	4.53	4.28	4.42	4.44
Protection of beach foreshore	4.47	4.59	4.56	4.43	4.65	4.59	4.55	4.44	4.70	4.44	4.57	4.53
Water quality in our water ways	4.63	4.74	4.71	4.64	4.71	4.73	4.69	4.62	4.70	4.80	4.68	4.68
Weed control	4.05	4.06	3.79	3.96	4.32	4.44	4.04	4.07	4.49	3.77	4.11	4.05
Council environmental initiatives (eg water conservation, revegetation, city solar)	4.21	4.36	4.27	4.20	4.36	4.47	4.30	4.23	4.40	3.79	4.27	4.29



 Cells with sig. higher scores relative to yellow cells within particular demographic.
 Cells with sig. lower scores relative to green cells within particular demographic.

9.3 ANOVA Tables – Satisfaction with Services and Facilities

Characteristic Sub-group	Gender		Age				Area				Overall	Overall
	Male	Female	18 to 29	30 to 49	50 to 64	65+	1	2	3	4	2011	2013
	Base											
Service / Facility	439	561	261	381	226	132	721	157	102	20	1013	1000
Condition of footpaths	3.21	3.15	3.34	3.17	3.00	3.15	3.24	2.89	2.65	2.58	3.09	3.18
Condition and safety of local roads	3.16	3.15	3.02	3.12	3.21	3.50	3.21	2.93	3.02	2.06	2.85	3.16
Construction and Maintenance of drains	3.38	3.43	3.41	3.42	3.26	3.60	3.49	3.09	2.65	2.11	3.27	3.40
Facilities in local parks and recreation areas	3.59	3.63	3.59	3.54	3.63	3.88	3.65	3.45	3.24	3.14	3.51	3.61
Street signage	3.73	3.84	3.71	3.80	3.72	4.01	3.79	3.76	3.92	3.13	3.74	3.79
Appearance of streets	3.40	3.40	3.47	3.40	3.26	3.50	3.44	3.23	3.28	2.88	3.37	3.40
Availability of street lighting	3.34	3.33	3.24	3.29	3.34	3.70	3.40	3.13	2.84	2.44	3.44	3.34
Availability of boat ramps	2.95	3.06	3.33	2.77	2.91	3.04	2.97	3.03	3.37	2.60	2.92	2.99
Car parking in the city	2.42	2.36	2.34	2.38	2.40	2.50	2.37	2.48	2.35	2.36	2.37	2.39
Provision of youth facilities and services	3.04	3.06	3.16	3.02	2.87	3.22	3.06	3.00	3.09	2.34	3.06	3.05
Public toilets	2.91	2.76	2.91	2.76	2.80	2.99	2.82	2.90	2.93	2.53	2.78	2.83
Supporting local industry and business	3.21	3.37	3.30	3.28	3.12	3.61	3.32	3.17	3.21	2.17	3.31	3.29
Attracting new businesses to the city	3.15	3.20	3.22	3.12	3.10	3.38	3.18	3.11	3.33	2.57	3.16	3.17
Promoting the city	3.46	3.55	3.59	3.43	3.48	3.60	3.49	3.64	3.58	2.50	3.49	3.51
Planning for residential development	3.18	3.37	3.39	3.20	3.15	3.50	3.31	3.14	3.12	2.41	3.20	3.27
Planning for commercial and industrial development	3.28	3.35	3.37	3.22	3.31	3.51	3.33	3.26	3.38	2.31	3.23	3.31
Development approval process	2.94	2.93	3.01	2.92	2.77	3.14	2.95	2.88	3.11	1.87	2.81	2.94
Mosquito control	3.45	3.57	3.73	3.43	3.40	3.50	3.56	3.37	3.02	2.58	3.47	3.51
Animal Control (eg dog and cat registration, animal re-homing)	3.35	3.39	3.60	3.33	3.15	3.37	3.42	3.15	3.06	2.48	3.29	3.37
Graffiti removal	3.34	3.43	3.42	3.40	3.30	3.42	3.42	3.26	3.23	3.00	3.40	3.39
Food safety in local eateries	3.82	3.88	3.99	3.81	3.73	3.84	3.86	3.81	3.73	3.37	3.70	3.85
Enforcing parking regulations	3.03	3.27	3.20	3.12	3.05	3.34	3.18	3.05	2.93	3.08	3.18	3.15
Protection of bush land and wildlife	3.52	3.52	3.64	3.50	3.35	3.59	3.55	3.39	3.44	3.18	3.35	3.52
Protection of beach foreshore	3.78	3.69	3.73	3.72	3.70	3.85	3.78	3.55	3.37	2.58	3.64	3.73
Water quality in our water ways	3.64	3.68	3.76	3.58	3.60	3.78	3.68	3.62	3.47	2.98	3.65	3.66
Weed control	3.24	3.29	3.51	3.22	3.07	3.20	3.30	3.15	2.98	2.51	3.13	3.26

 Cells with sig. higher scores relative to yellow cells within particular demographic.
 Cells with sig. lower scores relative to green cells within particular demographic.

Characteristic Sub-group Base	Gender		Age				Area				Overall	Overall
	Male	Female	18 to 29	30 to 49	50 to 64	65+	1	2	3	4	2011	2013
	439	561	261	381	226	132	721	157	102	20	1013	1000
Service / Facility												
Council environmental initiatives (eg water conservation, revegetation, city solar)	3.46	3.40	3.55	3.39	3.32	3.47	3.43	3.43	3.43	2.52	3.37	3.43
Townsville Civic Theatre and Riverway Arts Centre	3.70	3.87	3.70	3.77	3.80	4.00	3.81	3.73	3.65	2.79	3.72	3.79
Libraries	3.96	4.11	3.96	4.01	4.01	4.34	4.05	3.95	4.10	3.68	3.98	4.03
Local Galleries	3.60	3.76	3.65	3.61	3.71	3.94	3.72	3.53	3.62	2.76	3.66	3.68
Skate parks and BMX tracks	3.30	3.35	3.46	3.17	3.42	3.37	3.34	3.17	3.59	3.55	3.25	3.32
Bike paths and walking trails	3.60	3.68	3.59	3.59	3.69	3.84	3.68	3.44	3.64	3.13	3.59	3.64
Public swimming facilities	3.78	3.81	3.72	3.75	3.90	3.96	3.80	3.81	3.96	2.78	3.80	3.80
Maintenance of parks and sporting fields	3.73	3.77	3.74	3.69	3.77	3.93	3.77	3.64	3.87	3.94	3.73	3.75
Management of emergency events such as cyclones and floods	3.98	4.01	4.05	3.95	3.95	4.10	4.02	3.93	3.97	2.67	3.85	3.99
Community and neighbourhood centres	3.47	3.41	3.36	3.41	3.44	3.73	3.44	3.42	3.60	3.02	3.38	3.44
Council's support for local community and sporting groups	3.39	3.57	3.57	3.41	3.40	3.70	3.50	3.44	3.42	2.88	3.53	3.48
Consulting and engaging the Community	3.10	3.22	3.21	3.09	3.09	3.40	3.17	3.15	3.13	2.32	3.32	3.16
Community Safety programs (eg CCTV cameras, security guards)	3.18	3.29	3.21	3.17	3.21	3.57	3.25	3.15	3.44	2.24	3.11	3.24
General waste collection and recycling	3.82	3.84	3.87	3.69	3.77	4.29	3.86	3.80	3.44	2.88	3.22	3.83
Collection of roadside litter	3.21	3.25	3.43	3.23	3.02	3.21	3.27	3.11	3.02	2.68	3.97	3.23
Management of waste facilities (eg transfer stations)	3.44	3.47	3.34	3.41	3.54	3.71	3.47	3.40	3.40	2.68	3.39	3.45
Quality and reliability of water supply	4.19	4.18	4.09	4.15	4.20	4.44	4.19	4.17	4.16	3.26	3.72	4.18
Cost of water reflects the quality and reliability of the water supply	3.58	3.56	3.45	3.57	3.61	3.76	3.60	3.38	3.66	3.21	-	3.57
Removal and treatment of waste water from your property	3.92	3.91	3.87	3.92	3.88	4.07	3.97	3.67	3.47	3.28	3.91	3.91
Repairs and maintenance of wastewater services	3.86	3.76	3.75	3.76	3.89	3.95	3.85	3.60	3.59	3.29	3.93	3.81
Cost of wastewater reflects the quality and reliability of the wastewater service	3.62	3.59	3.64	3.54	3.64	3.70	3.65	3.42	3.55	2.68	-	3.61
Repairs and maintenance of water and sewage services	3.93	3.81	3.85	3.85	3.82	4.04	3.91	3.69	3.71	2.75	3.12	3.87
The Strand	4.22	4.36	4.18	4.25	4.37	4.53	4.29	4.31	4.36	3.47	4.32	4.29
Riverway Precinct and Tony Ireland Stadium	3.87	3.97	3.85	3.85	4.07	4.07	3.94	3.86	3.87	3.65	4.03	3.92
RSL Stadium Complex	3.72	3.87	3.79	3.70	3.89	3.99	3.82	3.63	4.03	3.75	-	3.80
Reid Park	3.64	3.65	3.88	3.55	3.51	3.65	3.62	3.75	3.86	3.16	3.66	3.64
Flinders Square	3.26	3.29	3.19	3.21	3.39	3.50	3.28	3.25	3.44	2.77	-	3.27

 Cells with sig. higher scores relative to yellow cells within particular demographic.
 Cells with sig. lower scores relative to green cells within particular demographic.

9.4 ANOVA Tables – Overall Satisfaction

Characteristic	Gender		Age				Area				Overall	Overall
	Male	Female	18 to 29	30 to 49	50 to 64	65+	1	2	3	4	2011	2013
Sub-group												
Base	439	561	261	381	226	132	721	157	102	20	1003	1000
Service / Facility												
Overall Satisfaction	3.66	3.64	3.67	3.58	3.62	3.88	3.71	3.40	3.60	2.82	3.51	3.65



Cells with sig. higher scores relative to yellow cells within particular demographic.

Cells with sig. lower scores relative to green cells within particular demographic.

9.5 ANOVA Tables – Agreement Statements

Characteristic	Gender		Age				Area				Overall
	Male	Female	18 to 29	30 to 49	50 to 64	65+	1	2	3	4	Overall
Sub-group											
Base	439	561	261	381	226	132	721	157	102	20	1000
Service / Facility											
I feel part of the of the local community	3.80	3.71	3.66	3.73	3.84	3.92	3.77	3.67	3.80	4.22	3.76
I can get help from friends, family and neighbors when needed	4.35	4.32	4.49	4.20	4.32	4.44	4.33	4.36	4.49	4.39	4.34
It is a good thing for a society to be made up of people from different cultures	3.95	4.21	4.22	4.09	3.93	3.99	4.12	3.88	3.99	4.15	4.08
I feel I'm treated with respect by the local community	4.00	4.15	4.06	3.98	4.13	4.32	4.07	4.04	4.30	4.37	4.08
I am actively involved in community organisations such as sporting, social groups, rotary, school committees	3.21	3.13	3.22	3.36	2.92	2.87	3.20	3.03	3.06	3.33	3.17
There are enough opportunities in my local area for me to participate in arts and cultural related activities	3.66	3.57	3.39	3.68	3.77	3.61	3.72	3.15	2.93	3.61	3.61



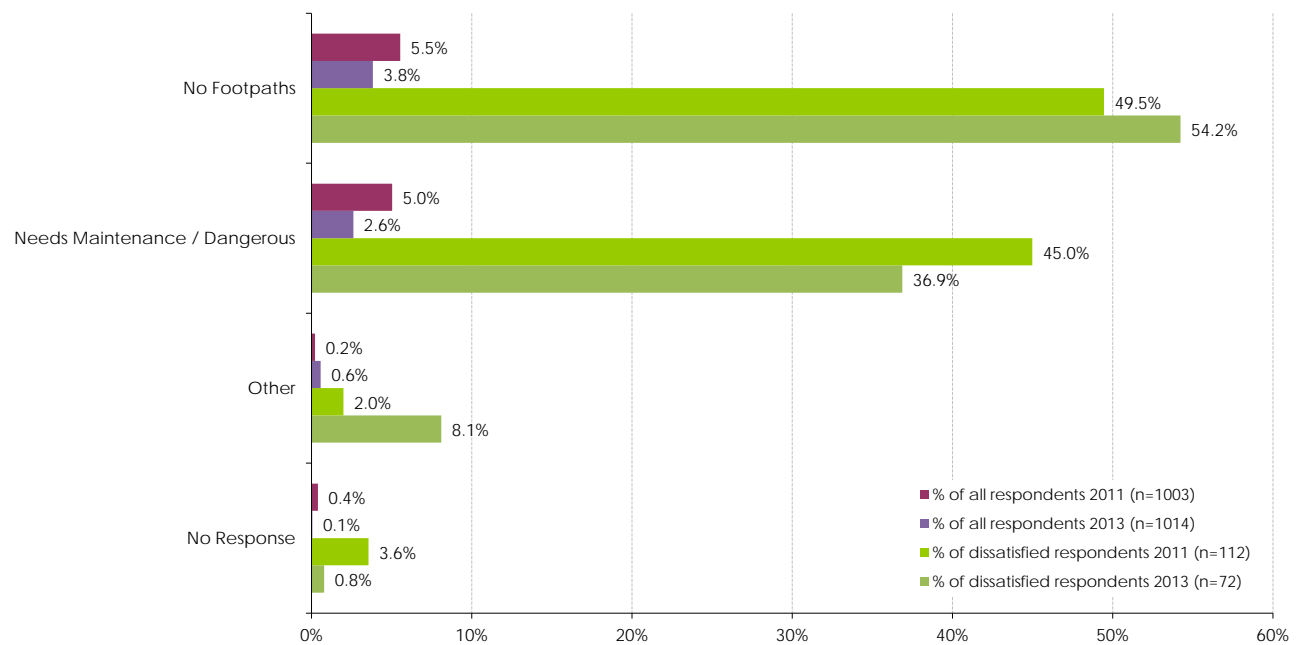
Cells with sig. higher scores relative to yellow cells within particular demographic.

Cells with sig. lower scores relative to green cells within particular demographic.

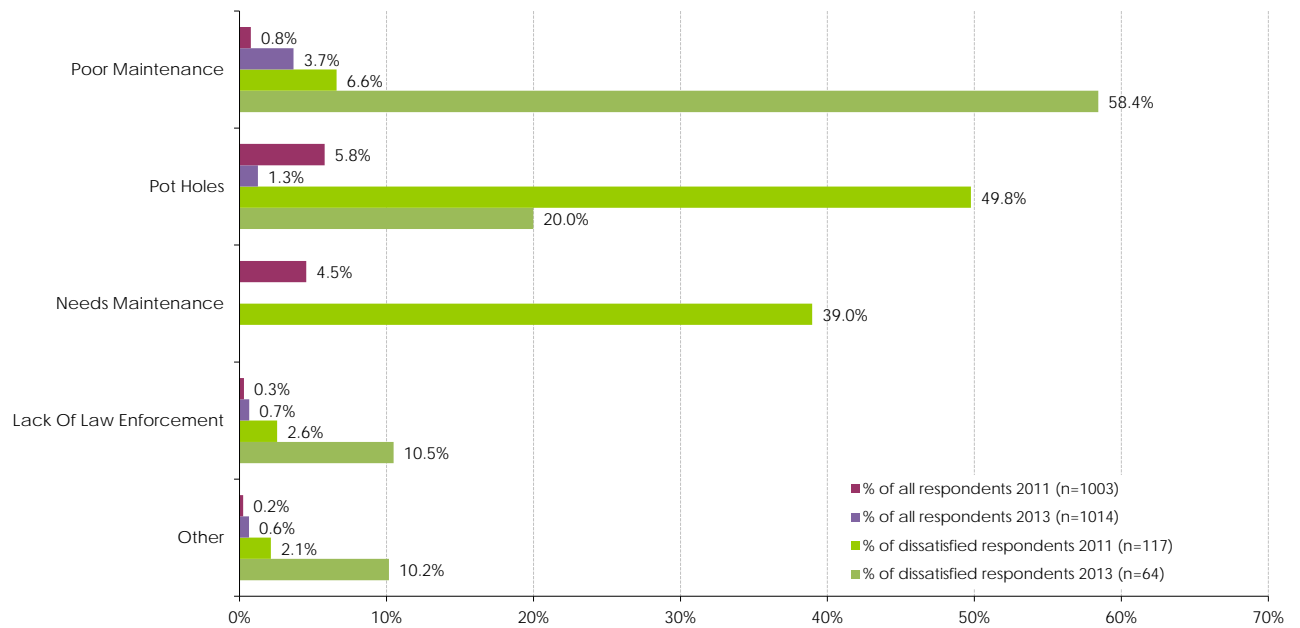
9.6 Reasons for Low Satisfaction with Council services and facilities

Where a sufficient number of responses were received, main reasons for low satisfaction with key council services and infrastructure are demonstrated in the following charts. Correspondingly, those with low numbers of responses have been included in the Verbatim Report.

9.6.1 Reasons for Low Satisfaction with Condition of Footpaths

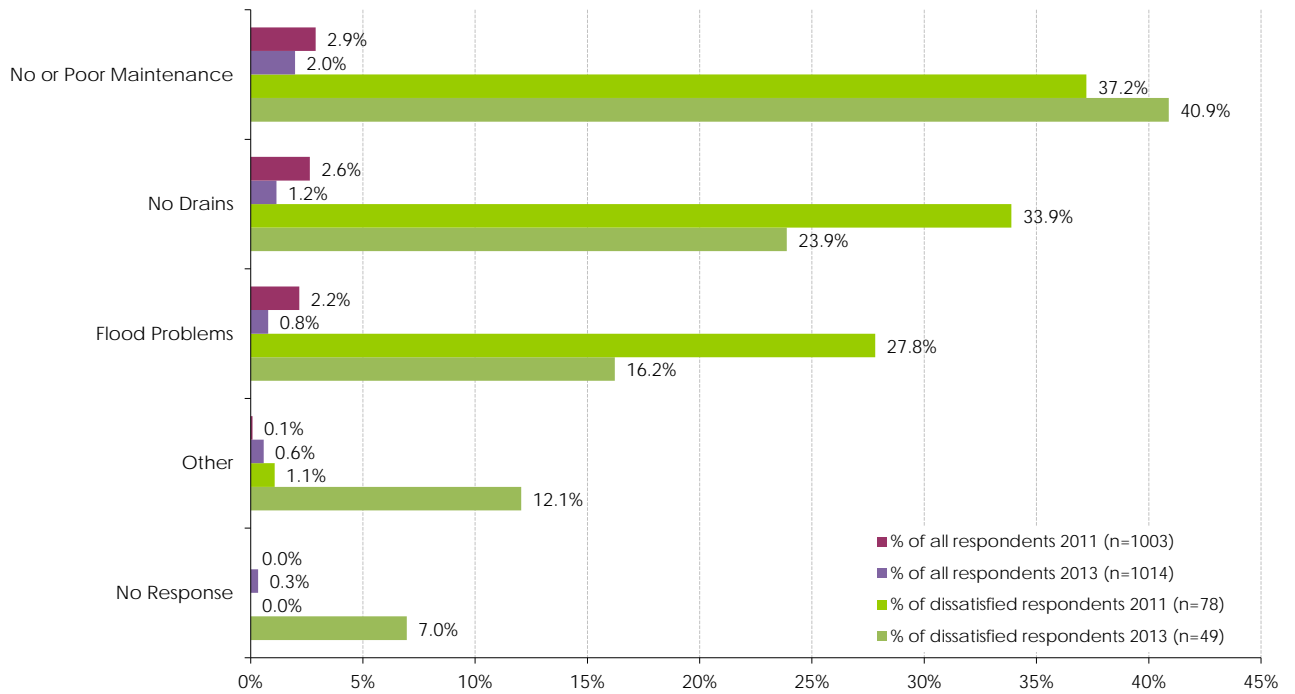


9.6.2 Reasons for Low Satisfaction with Condition and Safety of Local Roads

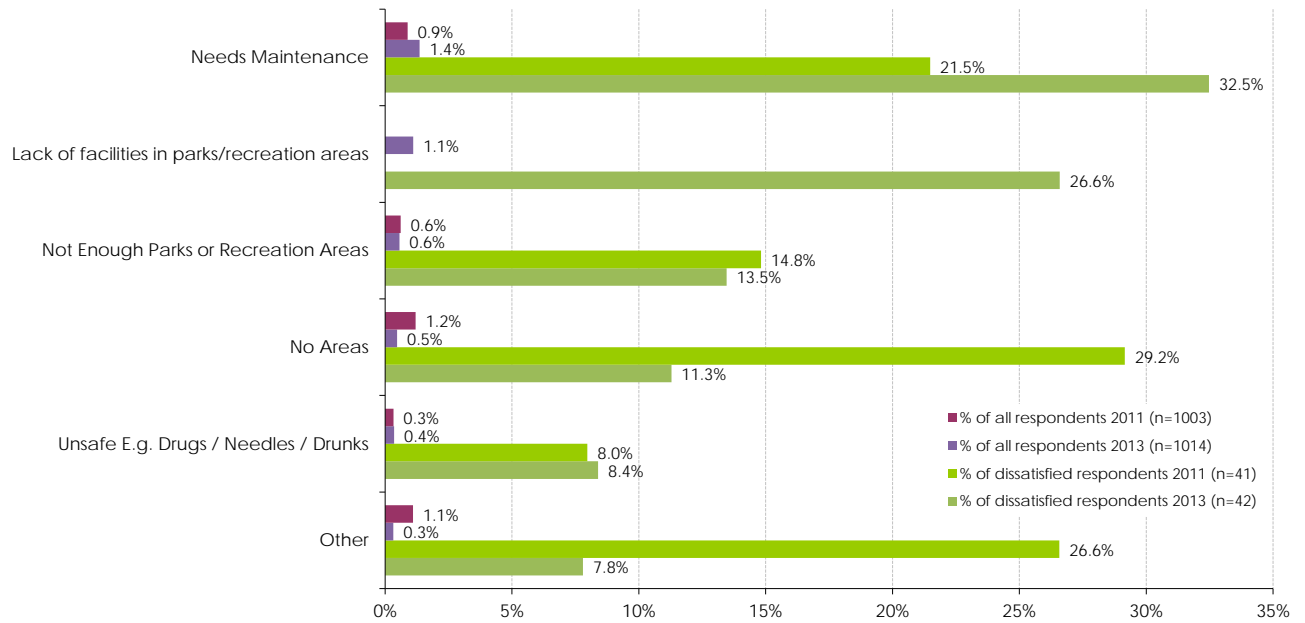


Note: for the 2013 survey, 'poor maintenance' and 'needs maintenance' were grouped together due to the similarity and overlap of responses

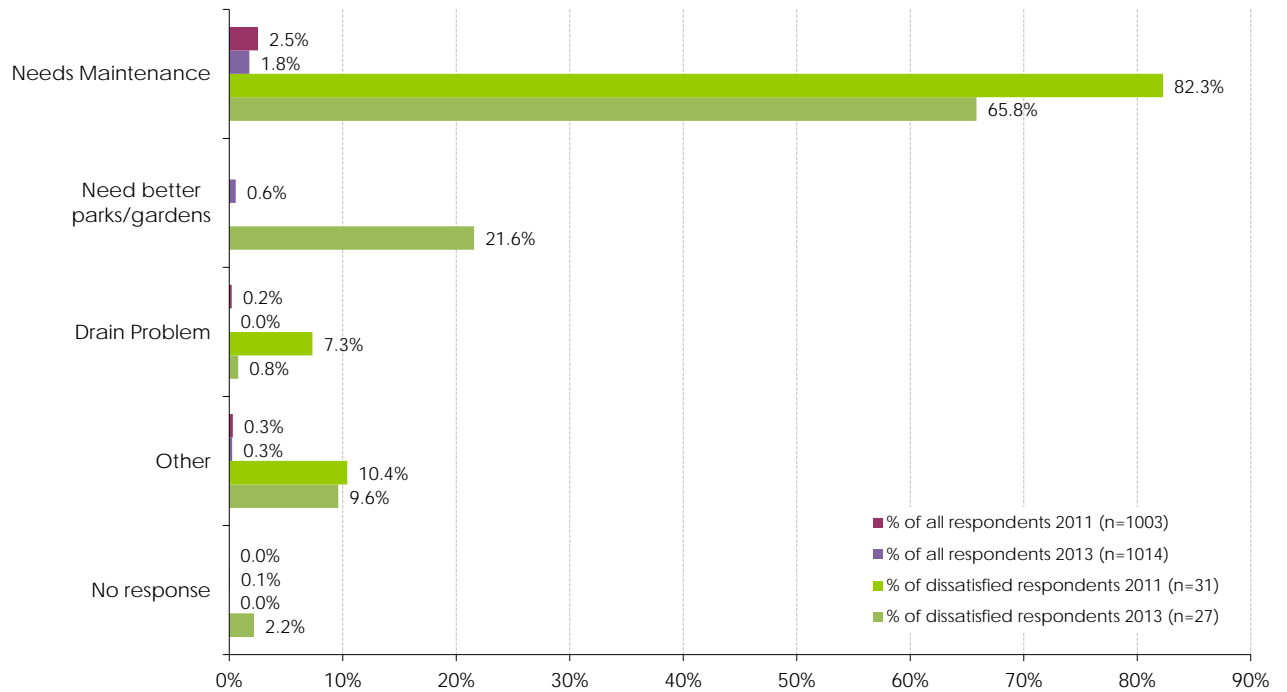
9.6.3 Reasons for Low Satisfaction with Construction and Maintenance of Drains



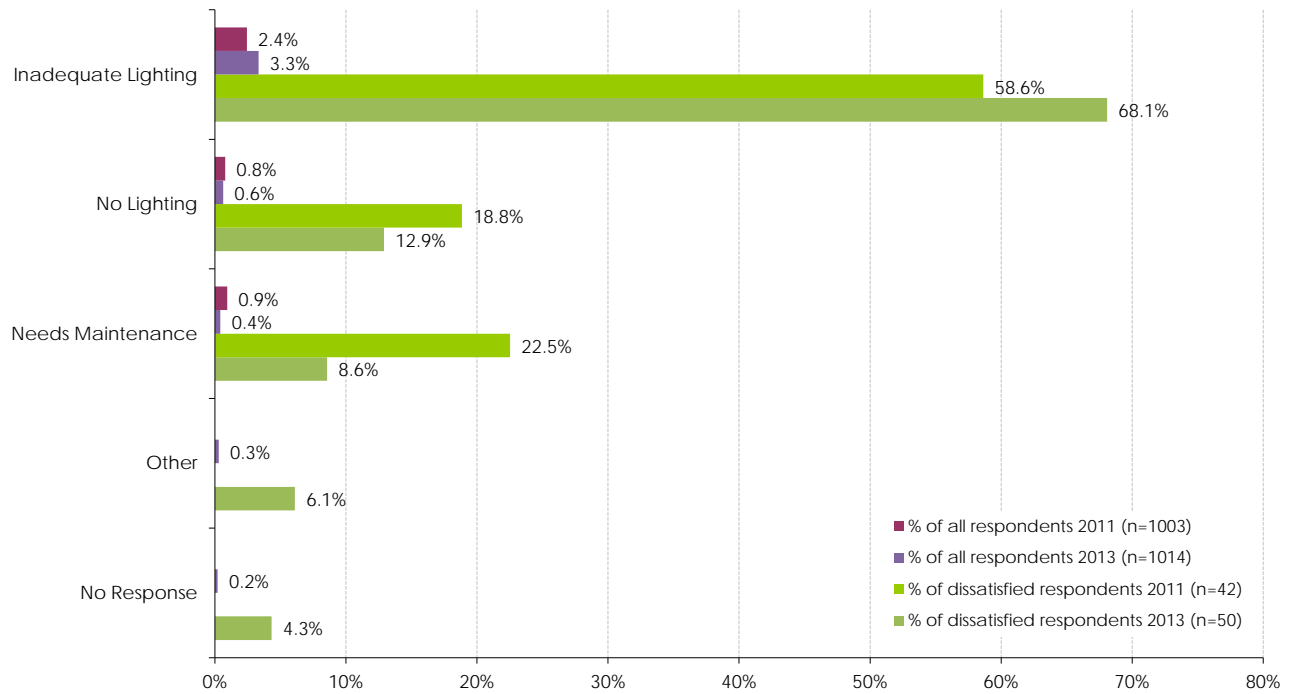
9.6.4 Reasons for Low Satisfaction with Facilities in Local Parks and Recreation Areas



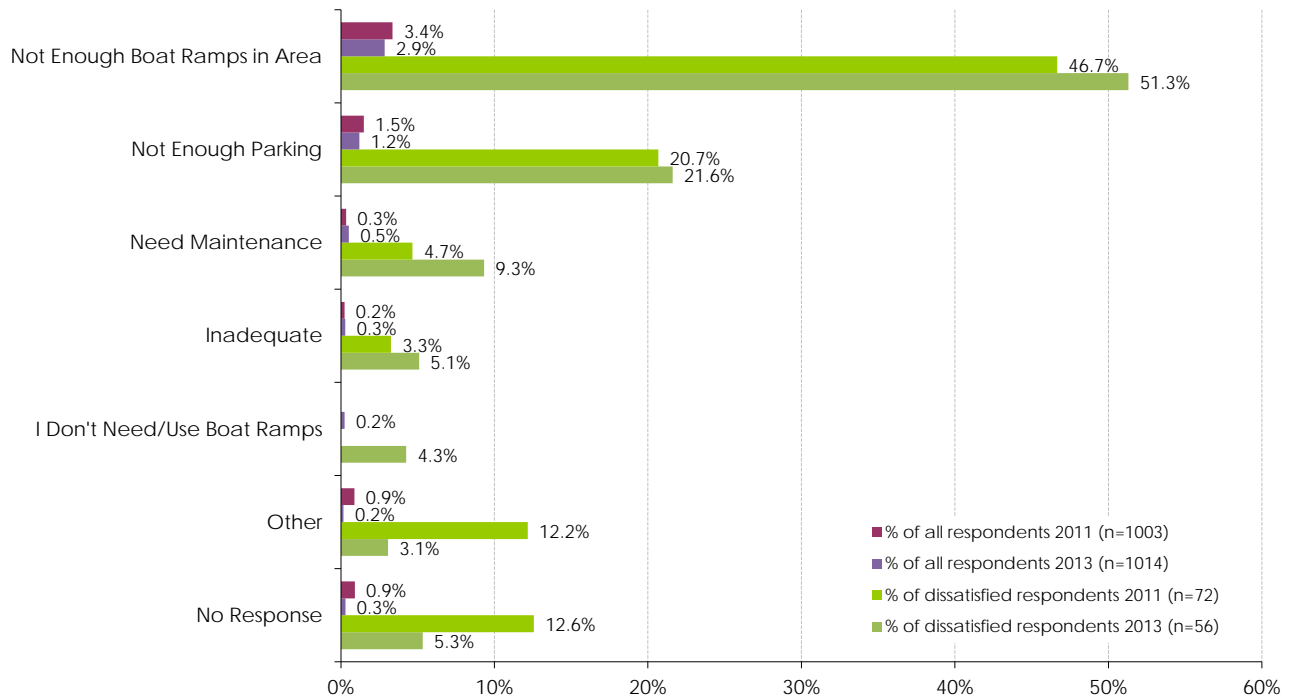
9.6.5 Reasons for Low Satisfaction with Appearance of Streets



9.6.6 Reasons for Low Satisfaction with Availability of Street Lighting

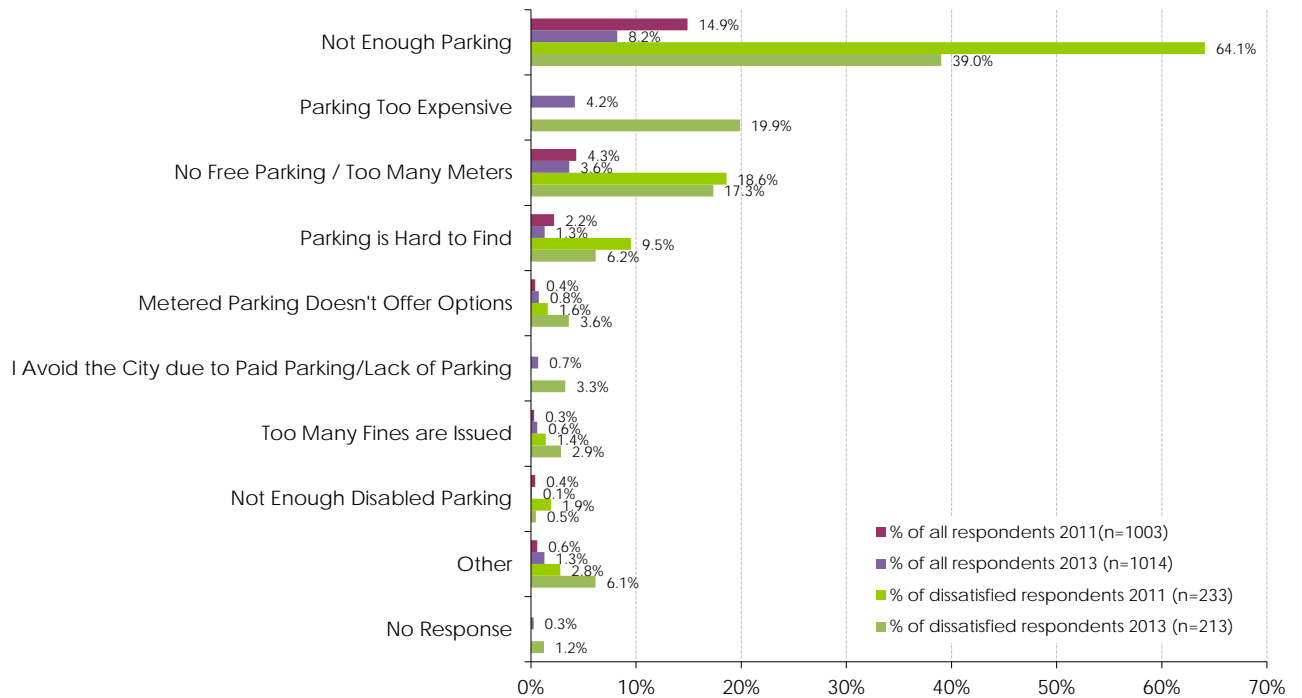


9.6.7 Reasons for Low Satisfaction with Availability of Boat Ramps



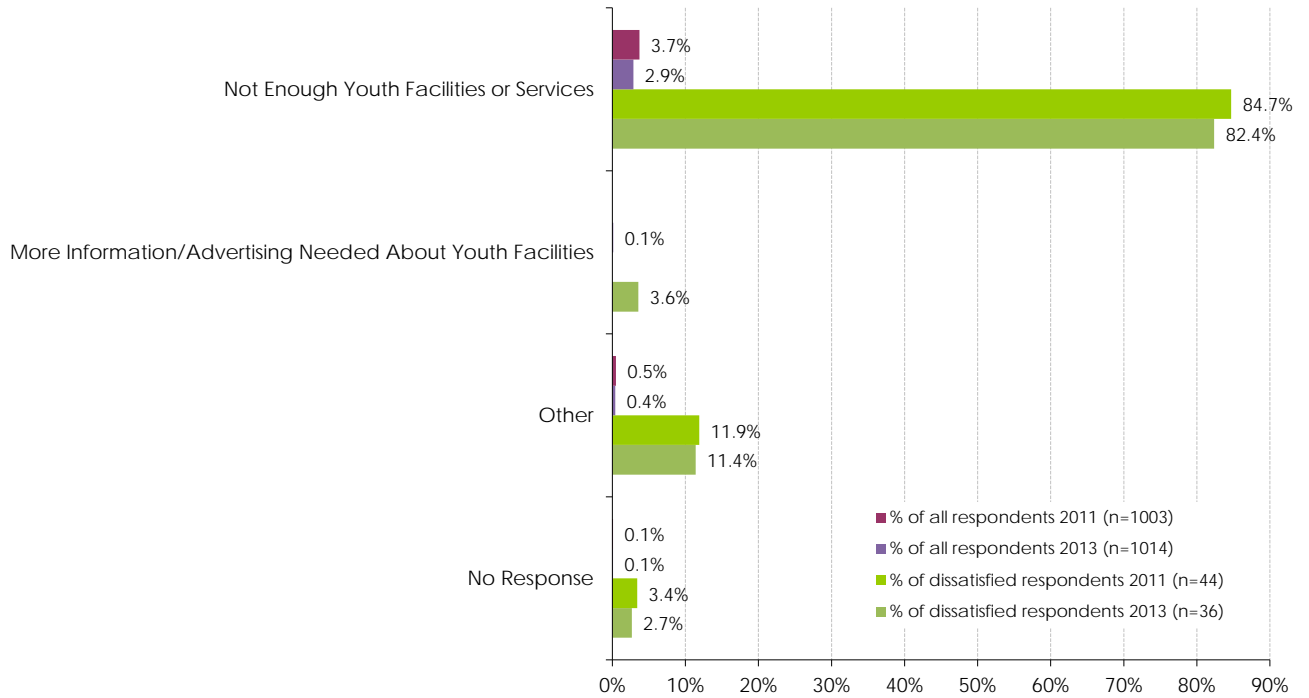
Note: 'I don't need/use boat ramps' was not listed as a driver of dissatisfaction in 2011, therefore there is no comparison data

9.6.8 Reasons for Low Satisfaction with Car Parking in the City



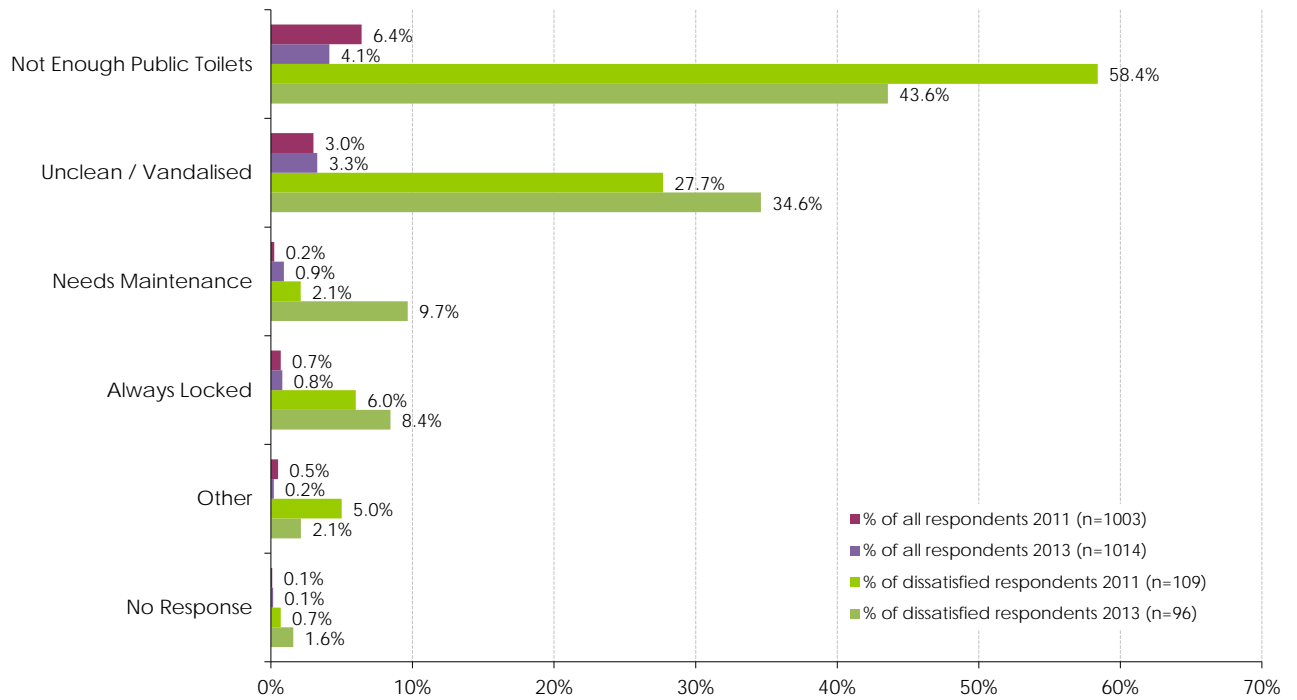
Note: 'parking too expensive' and 'I avoid the city due to paid parking/lack of parking' were not listed as drivers of dissatisfaction in 2011, therefore there is no comparison data

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

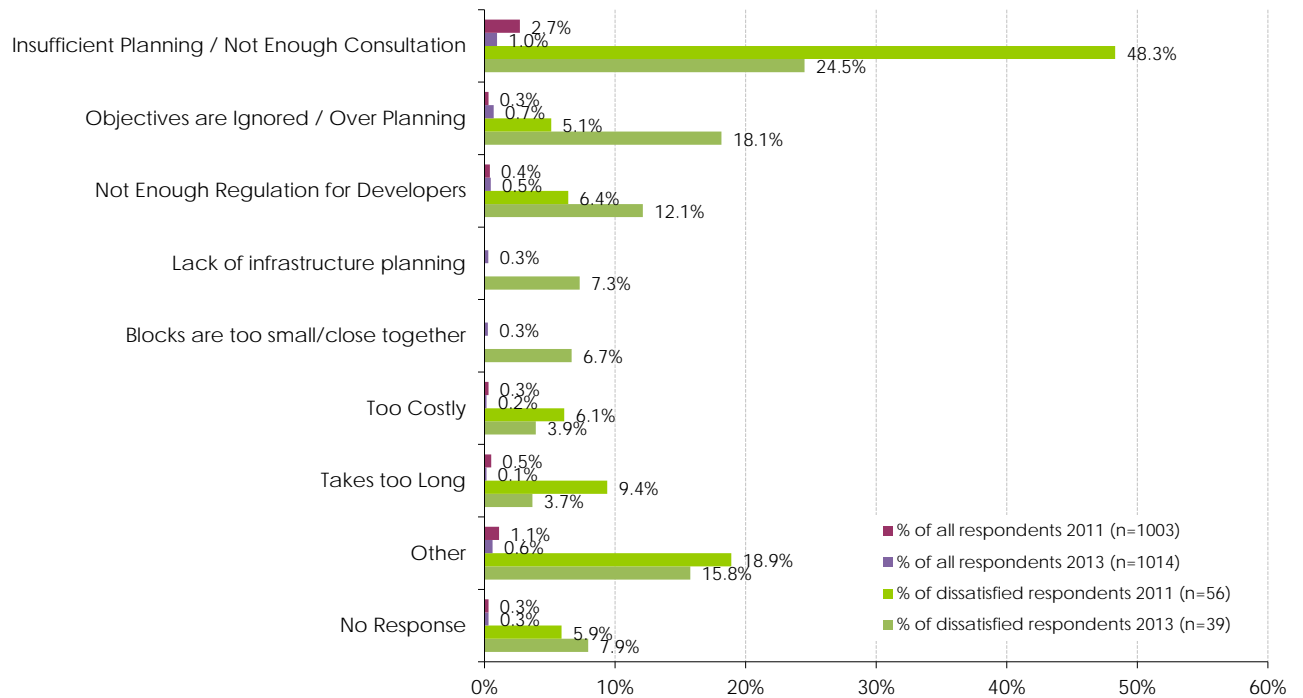


Note: 'more information/advertising needed about youth facilities' was not listed as a driver of dissatisfaction in 2011, therefore there is no comparison data

9.6.10 Reasons for Low Satisfaction with Public Toilets

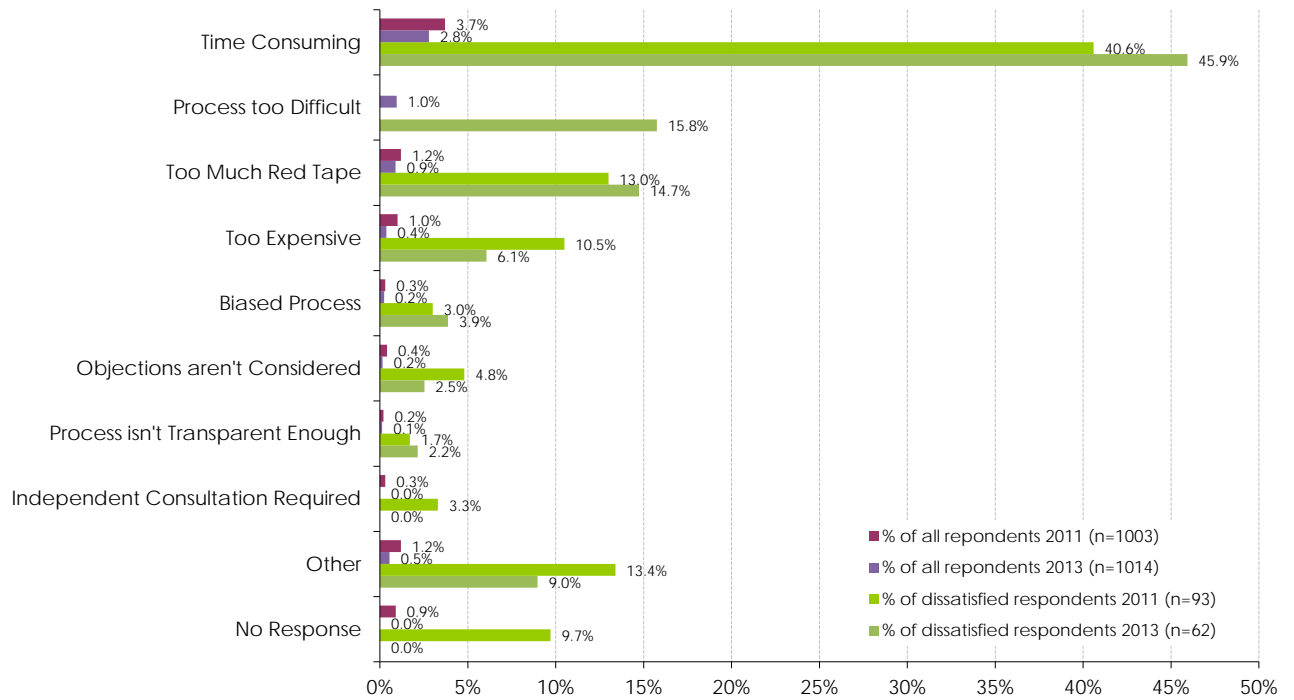


9.6.11 Reasons for Low Satisfaction with Planning for Residential Development



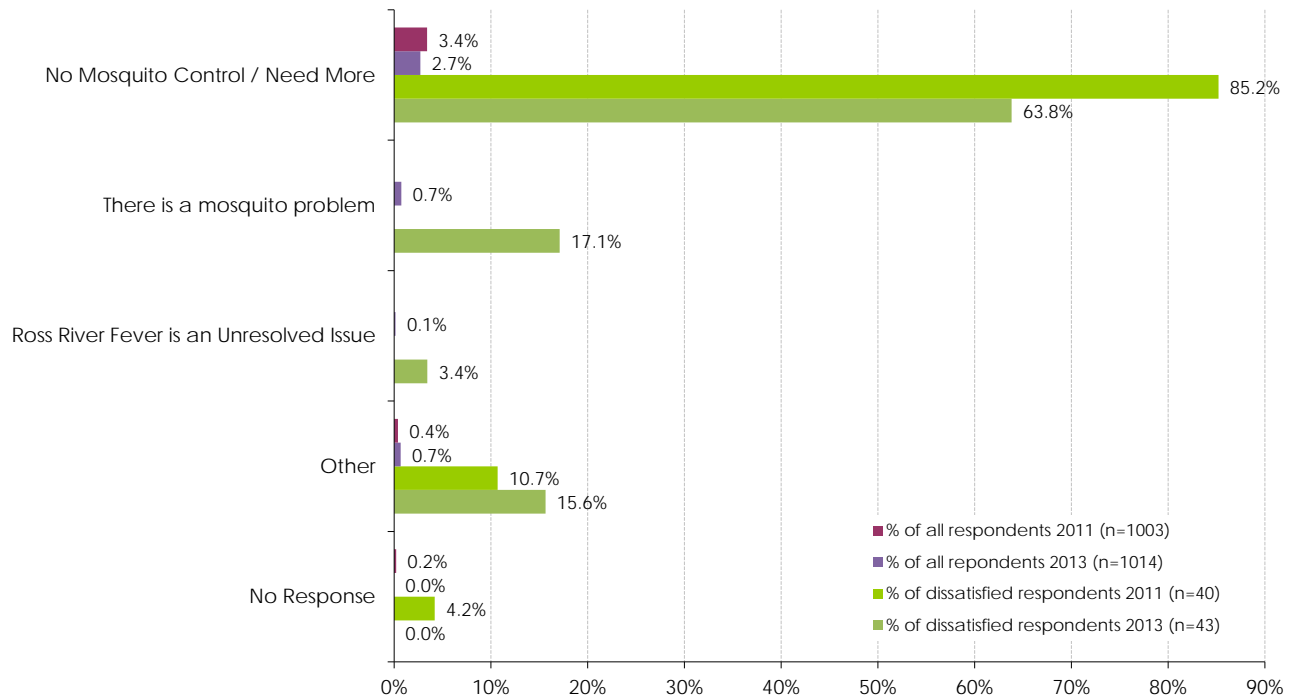
Note: 'lack of infrastructure planning' and 'blocks are too small/close together' were not listed as a drivers of dissatisfaction in 2011, therefore there is no comparison data

9.6.12 Reasons for Low Satisfaction with Development Approval Process



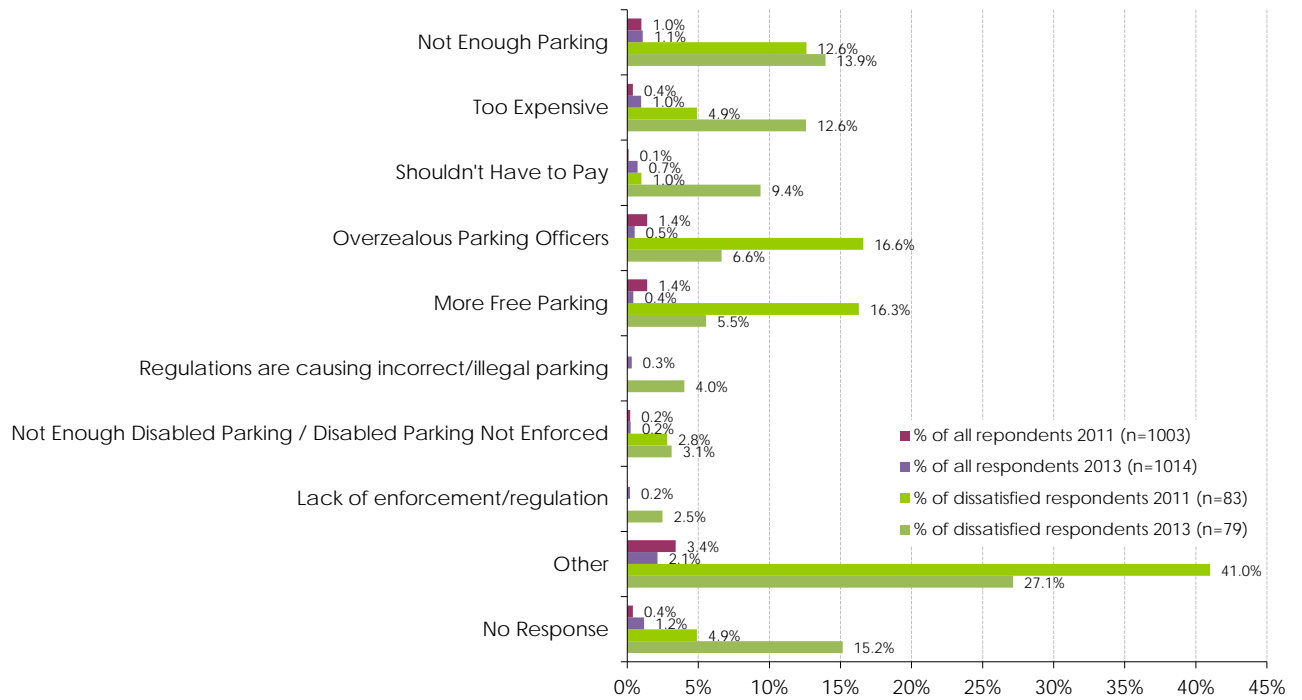
Note: 'process too difficult' was not listed as a driver of dissatisfaction in 2011, therefore there is no comparison data

9.6.13 Reasons for Low Satisfaction with Mosquito Control



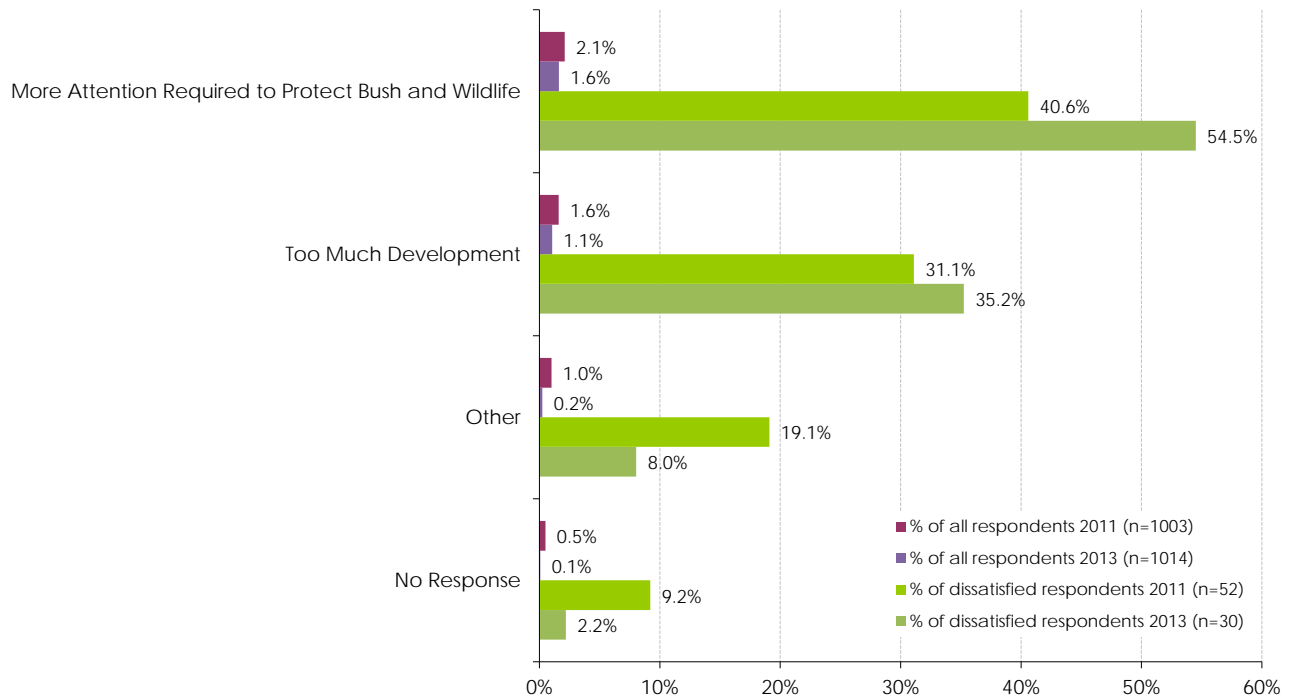
Note: 'Ross River Fever is an unresolved issue' and 'there is a mosquito problem' were not listed as drivers of dissatisfaction in 2011, therefore there is no comparison data

9.6.14 Reasons for Low Satisfaction with Enforcing Parking Regulations

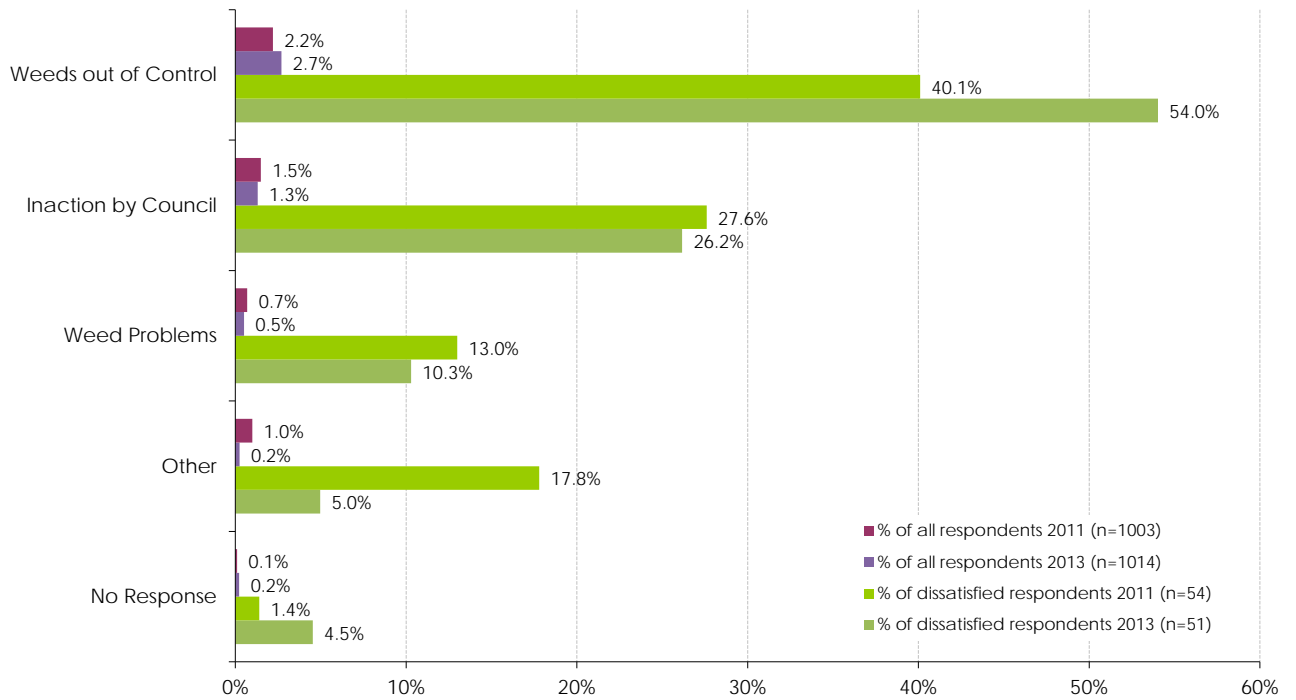


Note: 'regulations are causing incorrect/illegal parking' and 'lack of enforcement/regulation' were not listed as drivers of dissatisfaction in 2011, therefore there is no comparison data

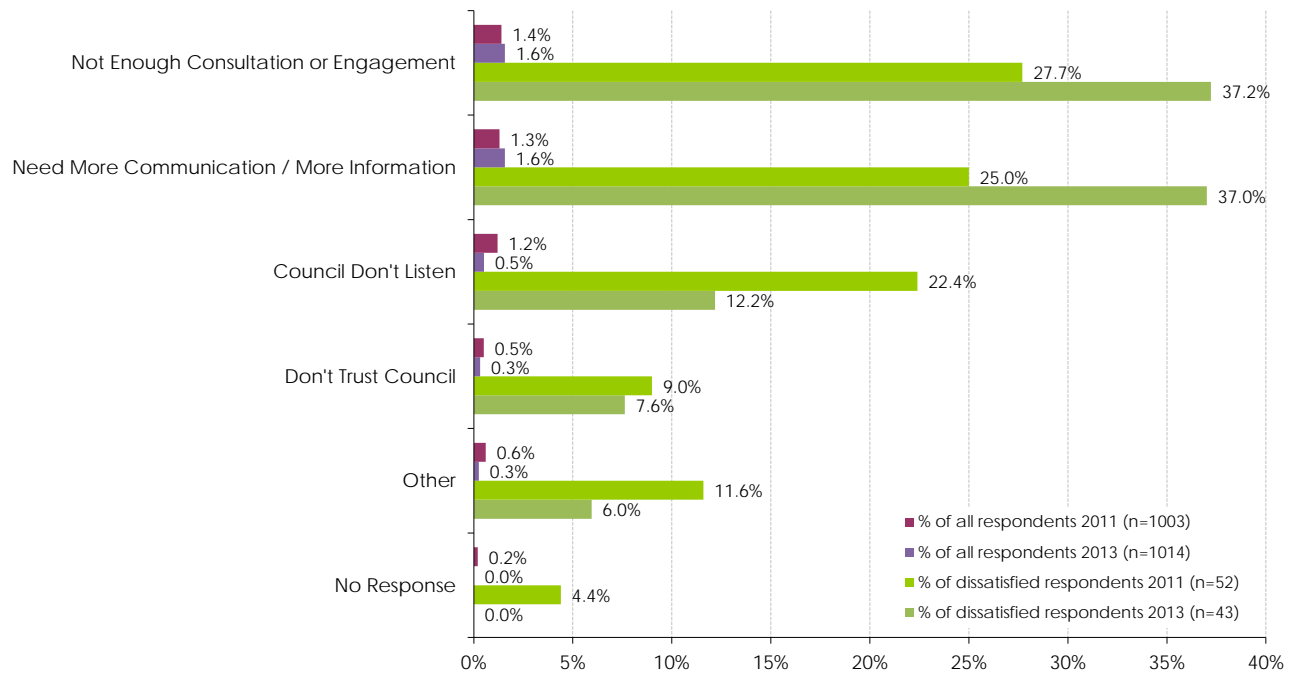
9.6.15 Reasons for Low Satisfaction with Protection of Bush Land and Wildlife



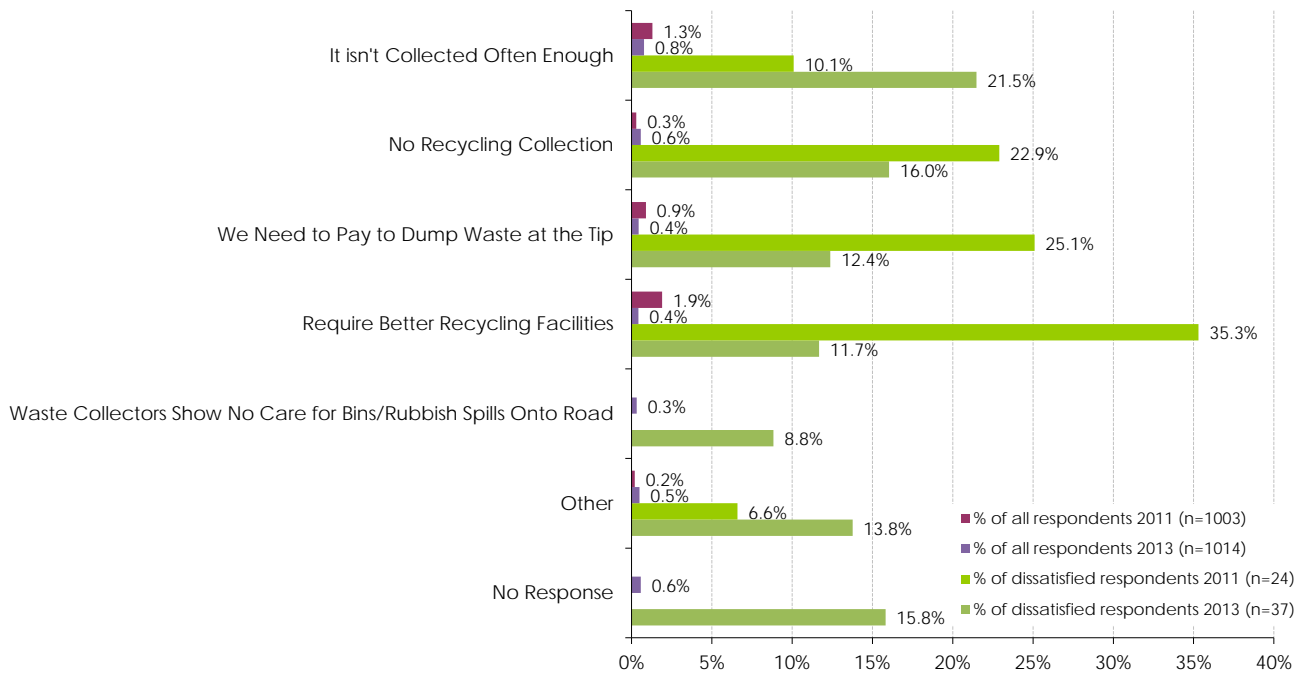
9.6.16 Reasons for Low Satisfaction with Weed Control



9.6.17 Reasons for Low Satisfaction with Consulting and Engaging the Community

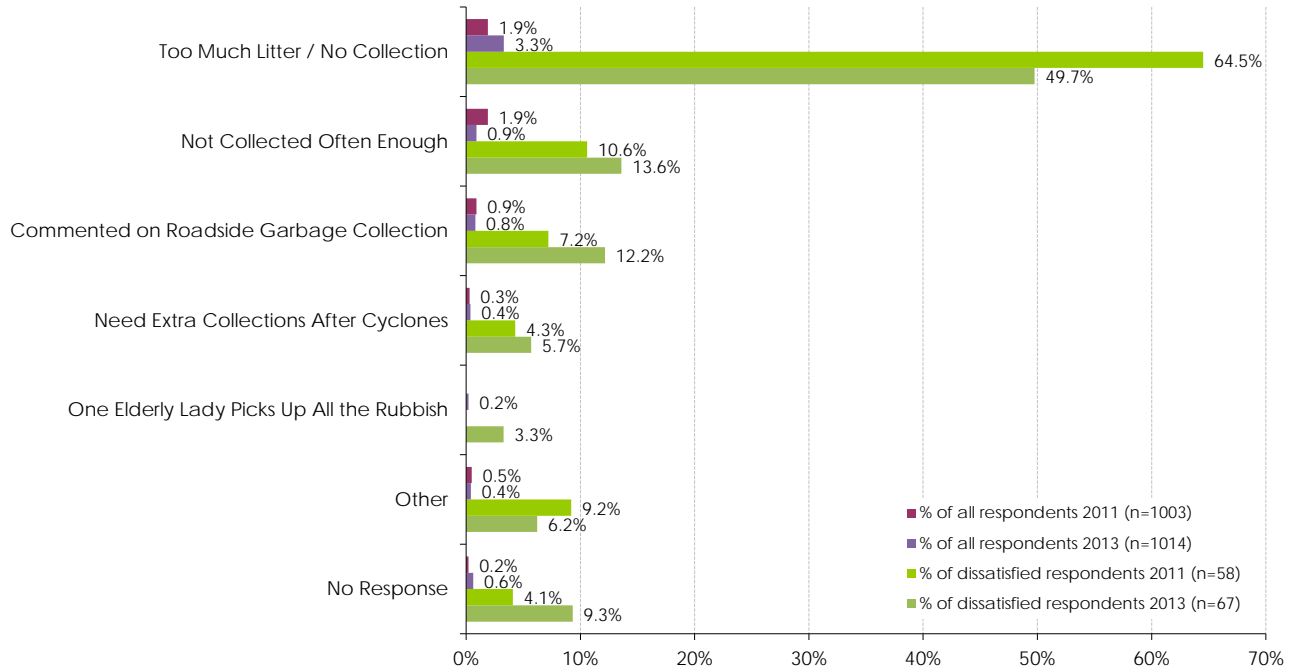


9.6.18 Reasons for Low Satisfaction with General Waste Collection and Recycling

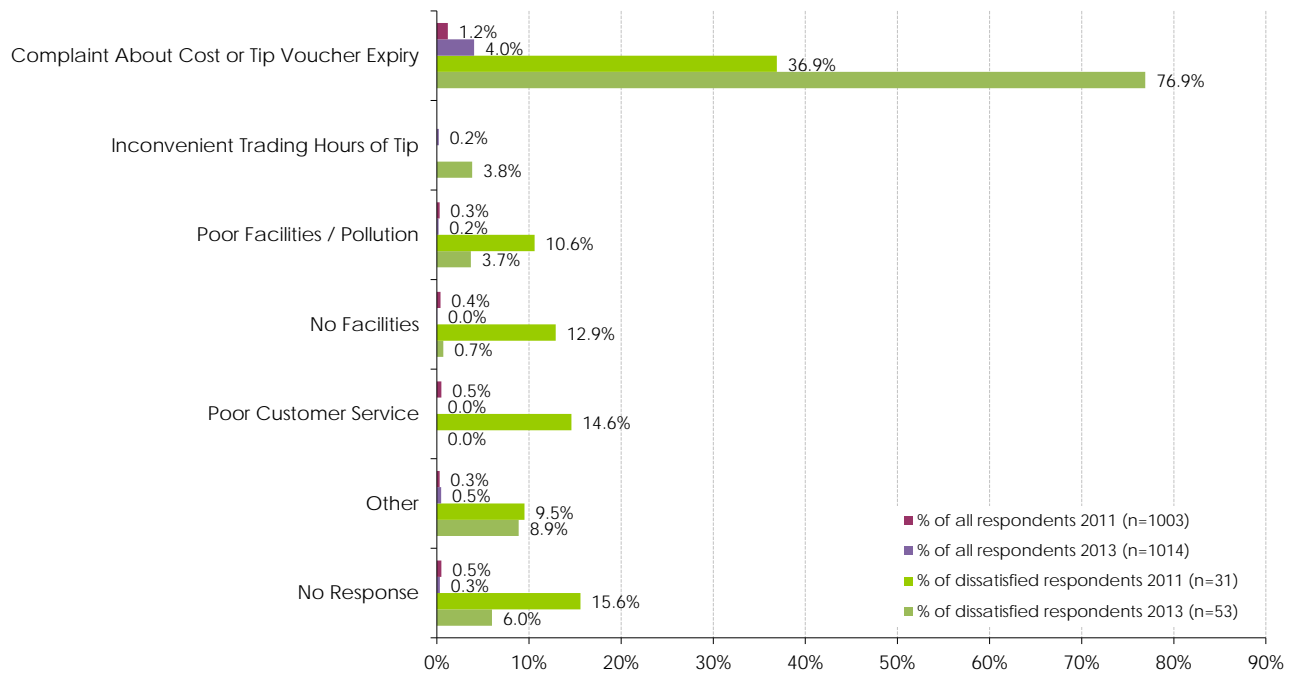


Note: 'waste collectors show no care for bins/rubbish spills onto road' was not listed as a driver of dissatisfaction in 2011, therefore is no comparison data

9.6.19 Reasons for Low Satisfaction with Collection of Roadside Litter



9.6.20 Reasons for Low Satisfaction with Management of Waste Facilities



Note: 'inconvenient trading hours of tip' was not listed as a driver of dissatisfaction in 2011, therefore there is no comparison data

9.7 Benchmarking Data

9.7.1 Benchmark comparison- Wellbeing

	Townsville 2013*	Average Result*
I am actively involved in community organisations such as sporting, social groups, rotary, school committees	54.3	46.1
I feel part of the local community	69.0	76.5
I can get help from friends, family and neighbours when needed	83.5	86.0

* results have been converted to a mean score out of 100