

Factuality

Townsville City Council

Community Sentiment Survey

May 2023

Community Sentiment Survey Background and Approach

Factuality

Factuality Research was commissioned by Townsville City Council to undertake a community survey, designed to measure community sentiment on council goals and key services.

The purpose of the survey was to:

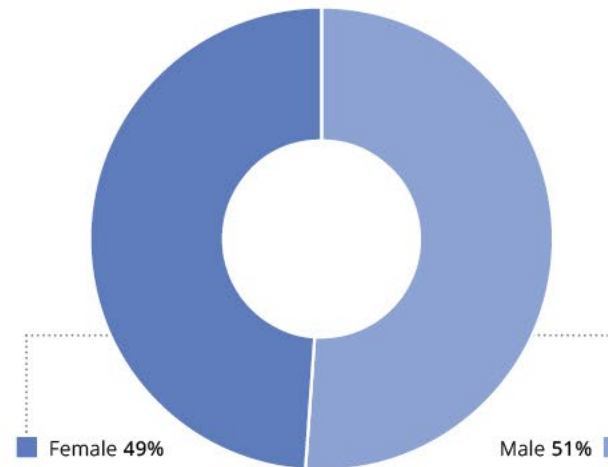
- Measure the level of satisfaction with Townsville City Council's overall performance
- Measure the importance of and satisfaction with core services provided by council
- Measure satisfaction with other services provided by council
- Assist council in identifying sentiment of the community to inform future planning

Demographic of Participants

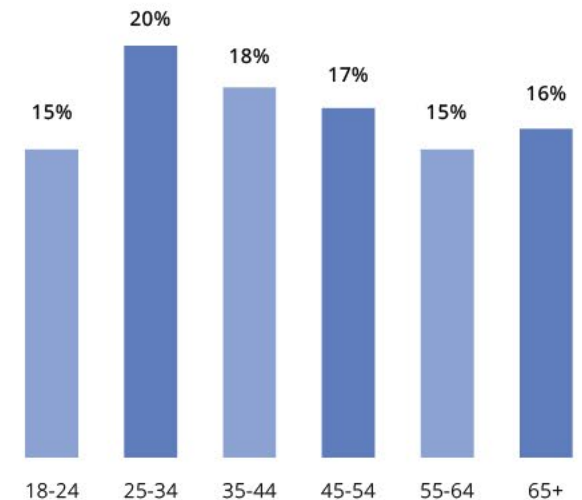
Factuality

- Residents surveyed between 29 January and 23 February 2023
- Identified sample size of 1,120 across the LGA to build a statistically significant dataset
- The sample was weighted to the age/gender distribution of Townsville LGA from the 2020 census

GENDER

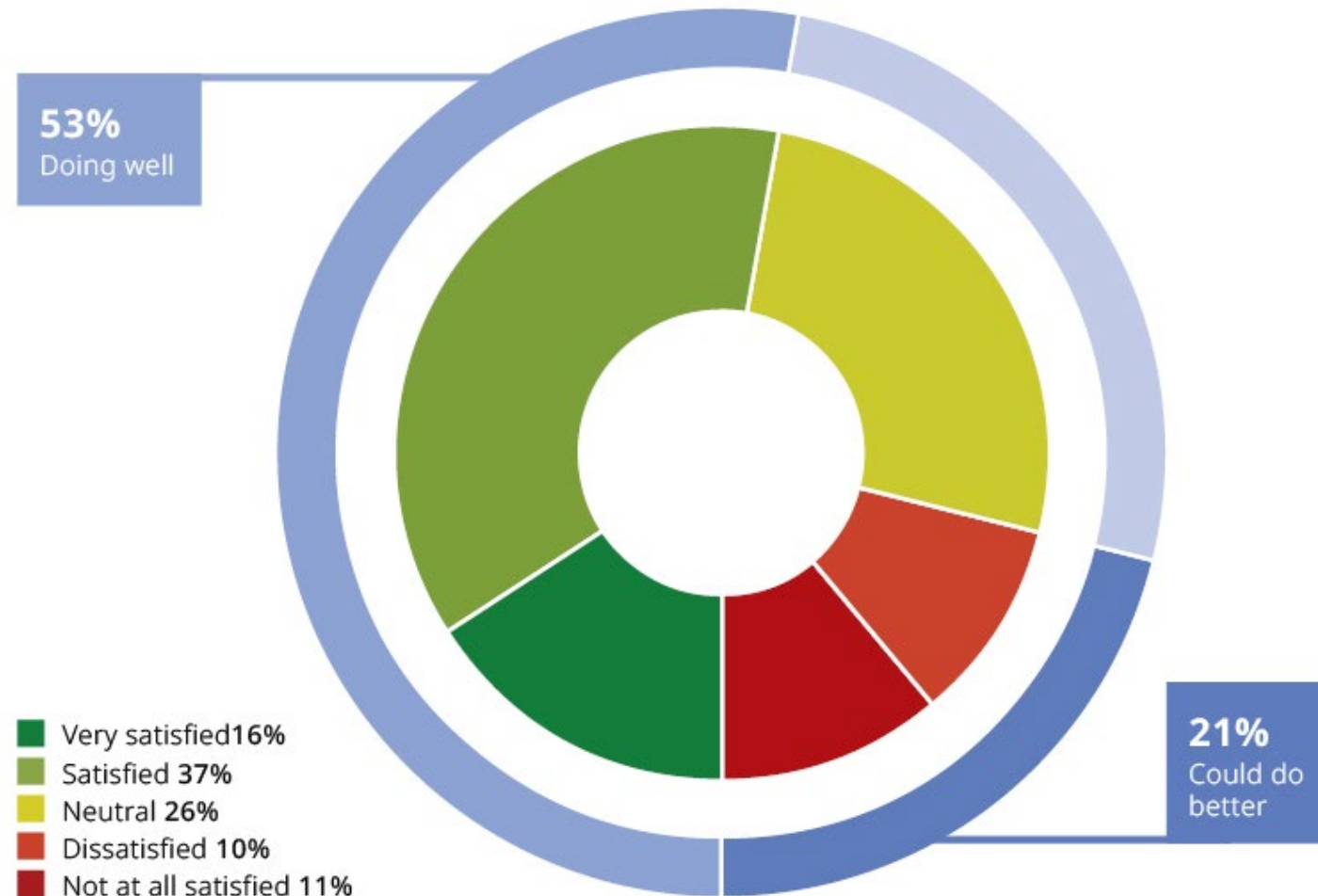


AGE



Council's Overall Performance

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Corporate Goals Importance

Residents were asked to rate the importance of Council's 5 corporate goals.

These results are provided in the following slides

RATING SCALE

1= Not at all important

5= Very important

Corporate Goals

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Goal 1	Townsville to be a city that provides options for residents & visitors to access services they need when and how they choose.	82% support
Goal 2	A city that is committed to recycling and the reduction of waste by supporting businesses to convert waste into energy and stop rubbish going into landfill.	80% support
Goal 3	Establish Townsville as an attractive option for existing and emerging industries to invest and operate and provide jobs for the city.	79% support
Goal 4	Make Townsville a city where there's a lot for people to do, including in the arts, sports, events and recreational activities.	86% support
Goal 5	Establish Townsville as a leading centre for education, training, and research specific to tropical locations, especially research which has global impact and commercial benefit.	83% support

Corporate Goals

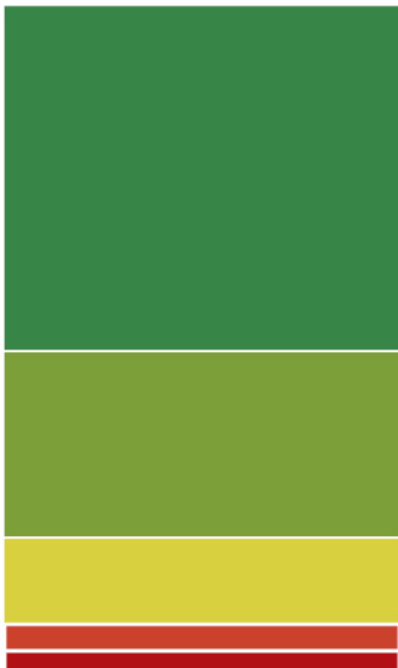
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SUPPORT OF CORPORATE GOALS



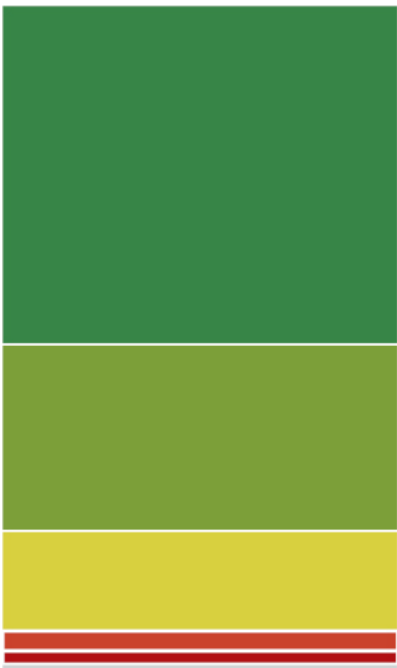
Support of Goal 1

- Very important 52%
- Important 30%
- Neutral 12%
- Not important 3%
- Not at all important 2%
- Unsure 1%



Support of Goal 2

- Very important 52%
- Important 28%
- Neutral 13%
- Not important 4%
- Not at all important 3%
- Unsure 0%



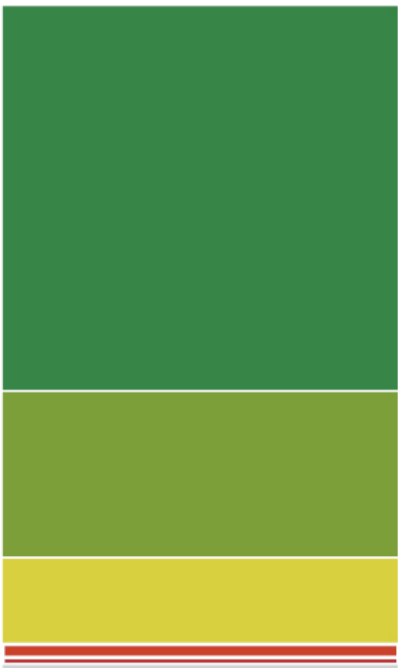
Support of Goal 3

- Very important 51%
- Important 28%
- Neutral 15%
- Not important 3%
- Not at all important 2%
- Unsure 1%



Support of Goal 4

- Very important 63%
- Important 23%
- Neutral 10%
- Not important 2%
- Not at all important 1%
- Unsure 1%



Support of Goal 5

- Very important 58%
- Important 25%
- Neutral 13%
- Not important 2%
- Not at all important 1%
- Unsure 1%

Corporate Goals Performance

Residents were asked to rate how well they thought Council was doing in achieving its corporate goals.

The ratings are provided in the following slides.

RATING SCALE

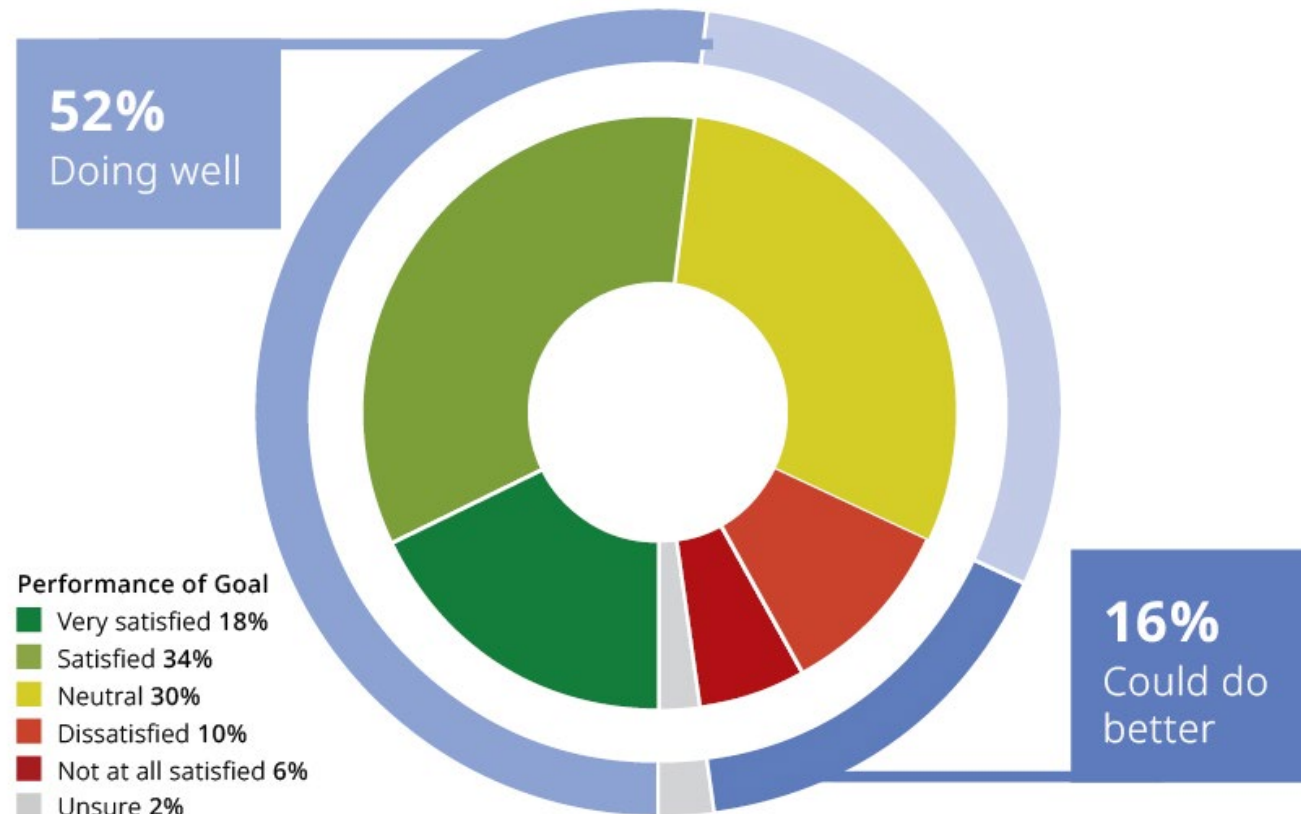
1= Not at all satisfied

5= Very satisfied

Goal 1

Factuality

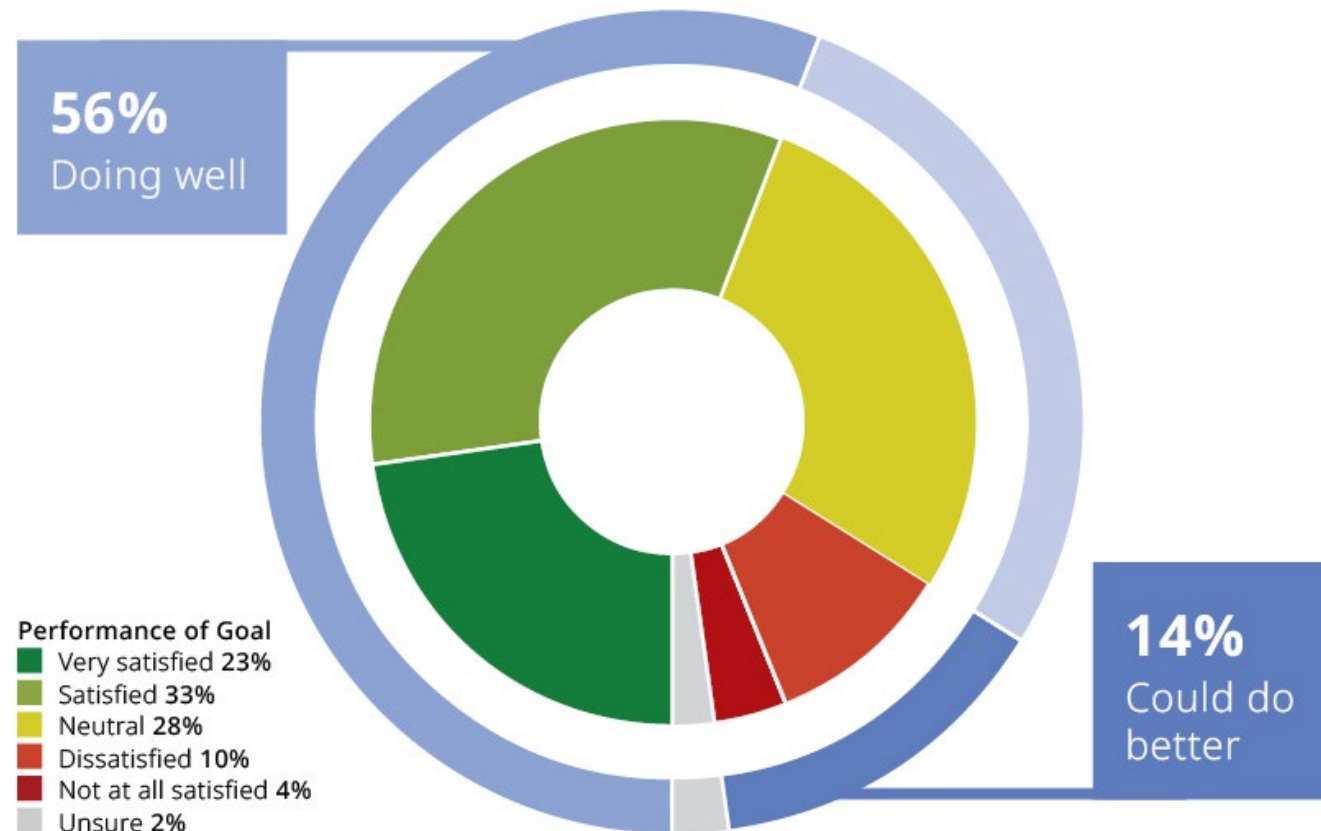
Townsville to be a city that provides options for residents and visitors to access the services they need when and how they choose.



Goal 2

Factuality

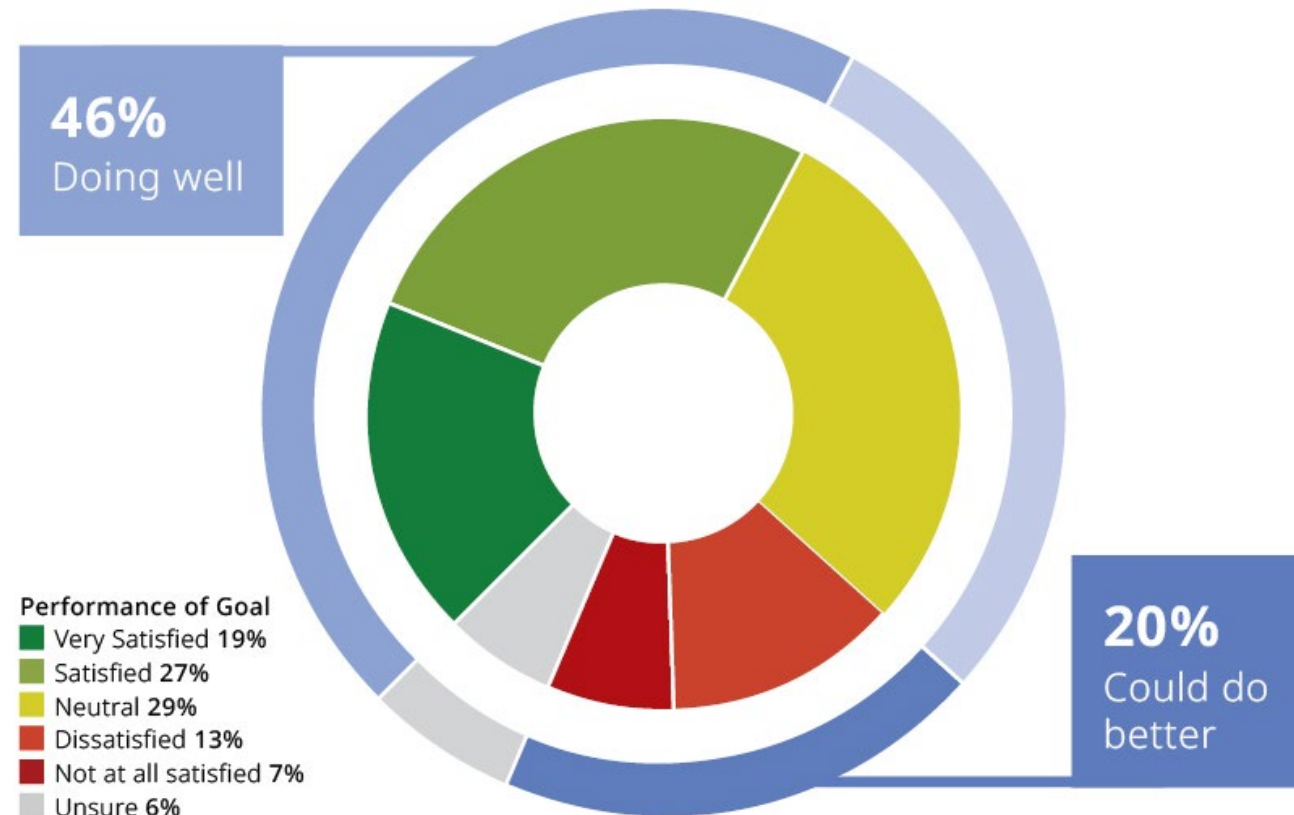
A city that is committed to recycling and the reduction of waste by supporting businesses to convert waste into energy and stop rubbish going into landfill.



Goal 3

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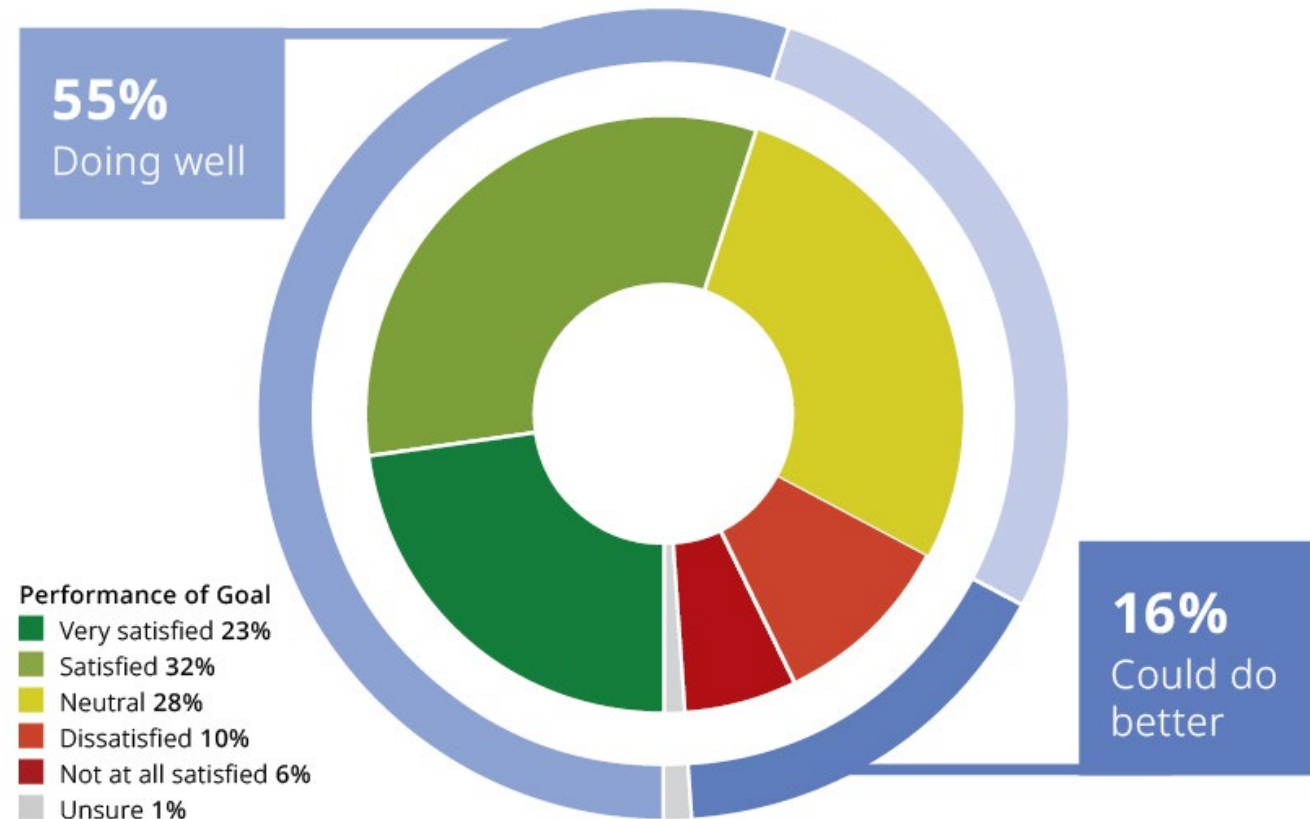
Establish Townsville as an attractive option for existing and emerging industries to invest and operate and provide jobs for the city.



Goal 4

Factuality

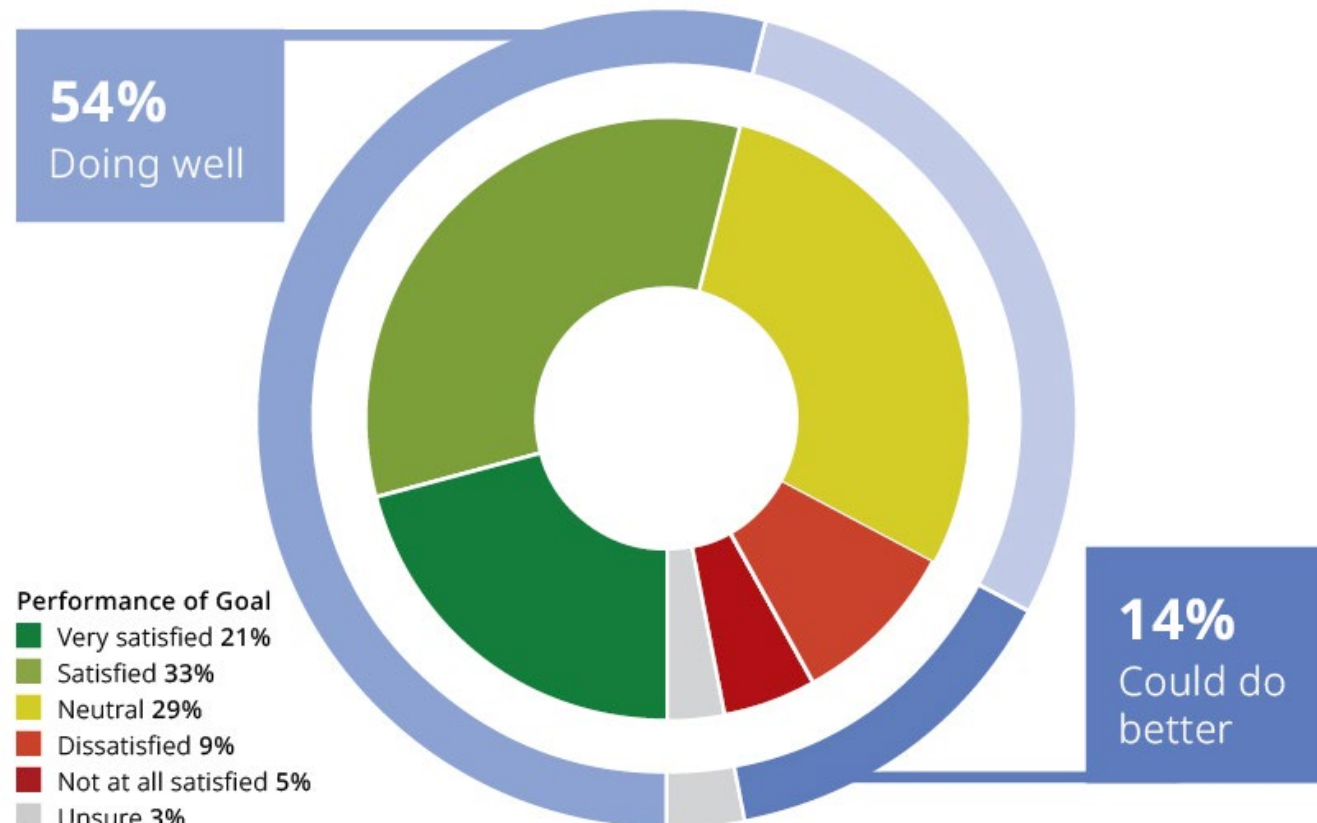
Make Townsville a city where there's a lot for people to do, including in the arts, sports, events and recreational activities.



Goal 5

Factuality

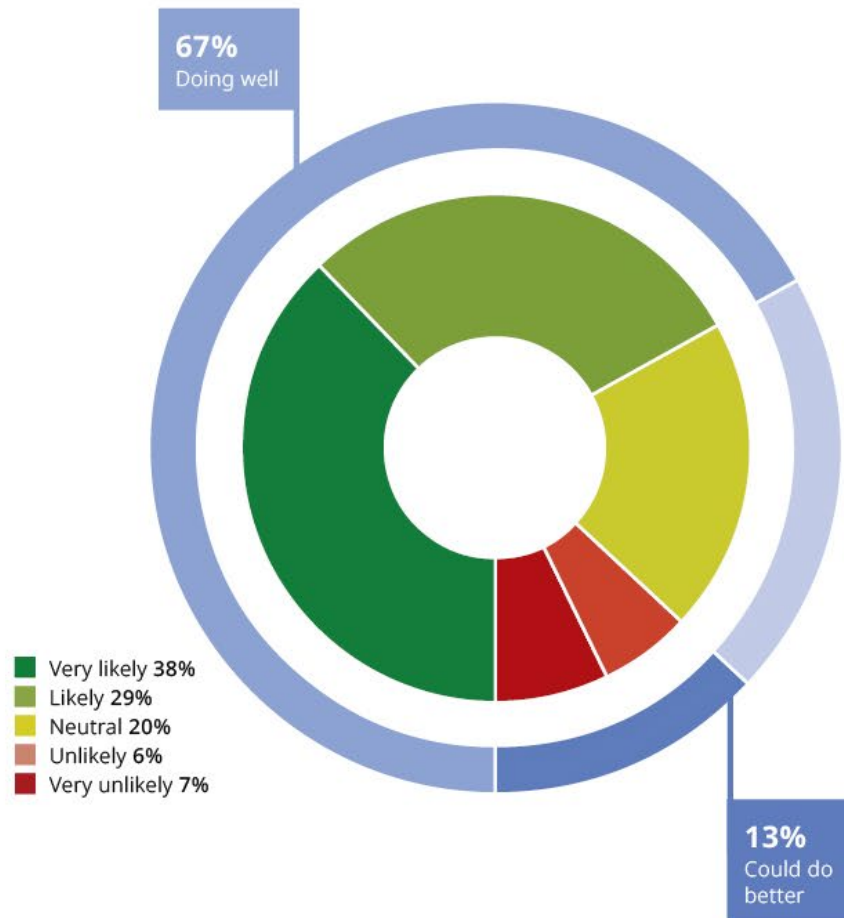
Establish Townsville as a leading centre for education, training and research specific to tropical locations, especially research which has a global impact and commercial benefit.



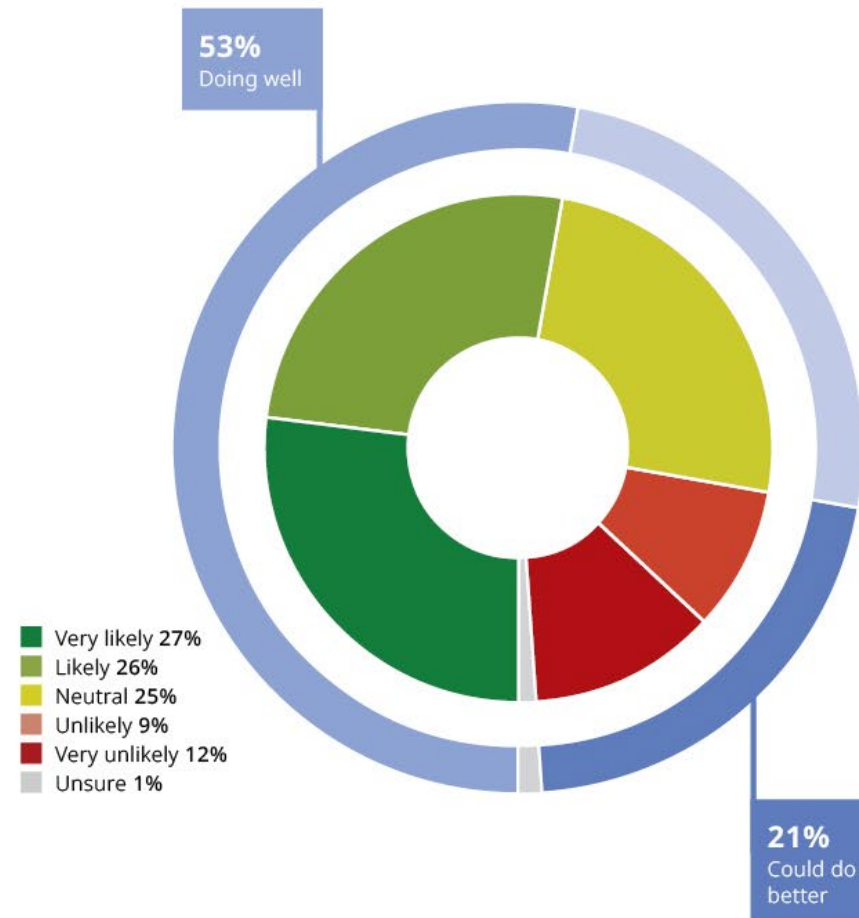
Civic Pride

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LIKELIHOOD OF RECOMMENDING
PEOPLE TO VISIT TOWNSVILLE



LIKELIHOOD OF RECOMMENDING
OTHERS TO MOVE TO TOWNSVILLE



Core Services Performance

Residents were asked to rate the importance of, and satisfaction with, Council's 10 core services.

Ratings on these 10 services is provided in the order of rated importance.

RATING SCALE IMPORTANCE

1= Not at all important

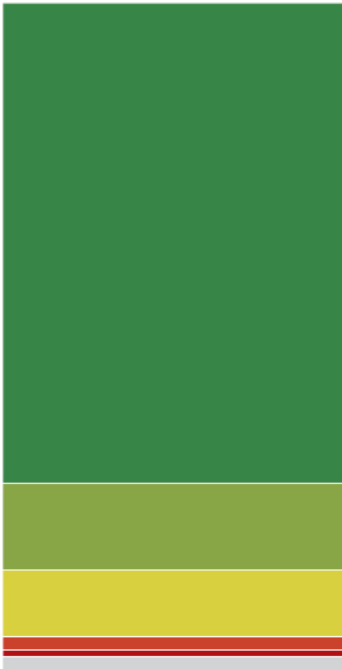
5= Very important

RATING SCALE PERFORMANCE

1= Not at all Satisfied

5= Very Satisfied

CORE SERVICES IMPORTANCE



1. Water Quality

Very important 72%
Important 13%
Neutral 10%
Not important 2%
Not at all important 1%
Unsure 2%



2. Water Security

Very important 64%
Important 20%
Neutral 10%
Not important 2%
Not at all important 1%
Unsure 3%



3. Drains & Stormwater management

Very important 59%
Important 21%
Neutral 13%
Not important 3%
Not at all important 2%
Unsure 2%



4. Waste management & resource recovery

Very important 57%
Important 27%
Neutral 9%
Not important 2%
Not at all important 3%
Unsure 2%



5. Roads

Very important 60%
Important 22%
Neutral 11%
Not important 4%
Not at all important 2%
Unsure 1%

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CORE SERVICES IMPORTANCE



6. Footpaths & bikeways

- Very important 50%
- Important 27%
- Neutral 14%
- Not important 6%
- Not at all important 2%
- Unsure 1%



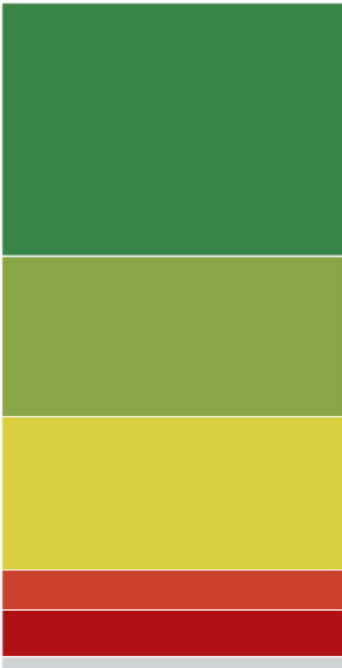
7. Parks & open spaces

- Very important 49%
- Important 30%
- Neutral 14%
- Not important 3%
- Not at all important 2%
- Unsure 2%



8. Swimming facilities

- Very important 44%
- Important 27%
- Neutral 19%
- Not important 5%
- Not at all important 3%
- Unsure 2%



9. Walking trails

- Very important 38%
- Important 24%
- Neutral 23%
- Not important 6%
- Not at all important 7%
- Unsure 2%

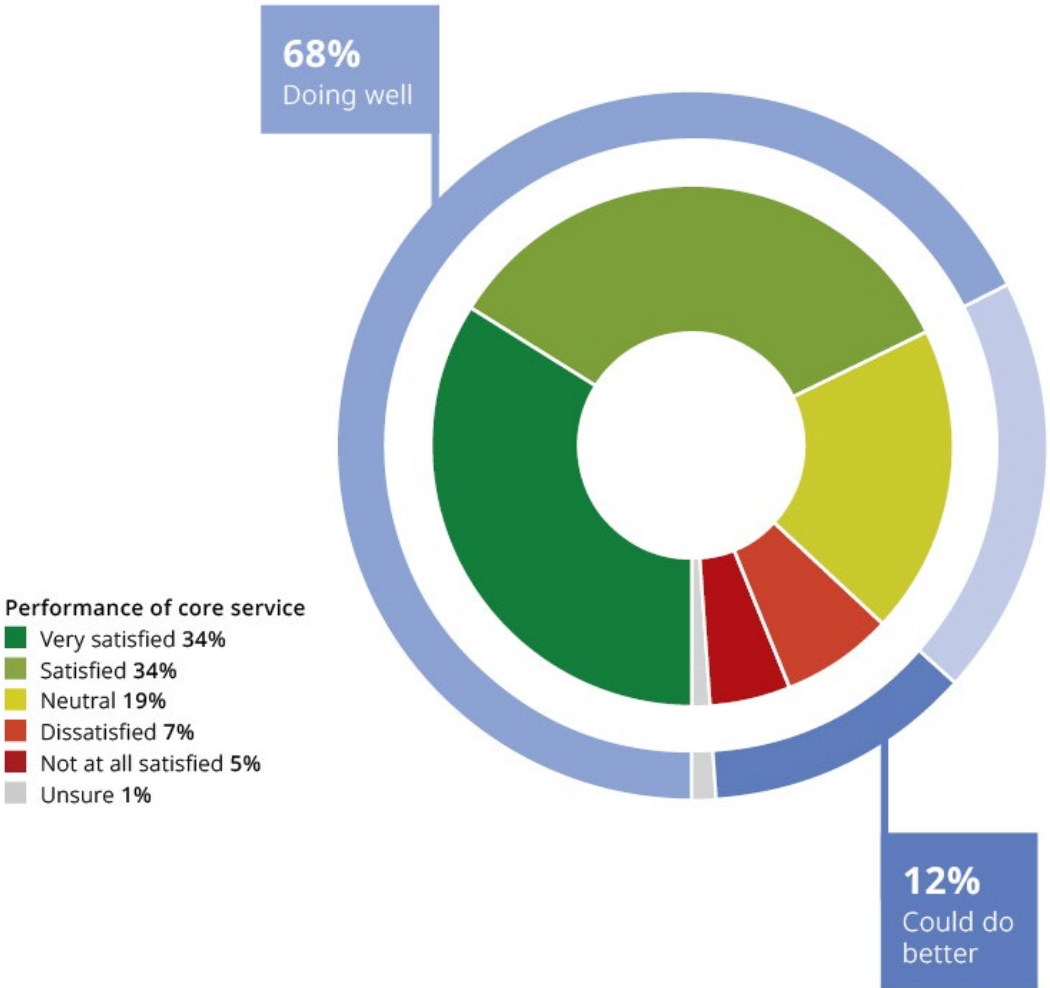


10. Boat ramps

- Very important 29%
- Important 22%
- Neutral 20%
- Not important 13%
- Not at all important 12%
- Unsure 4%

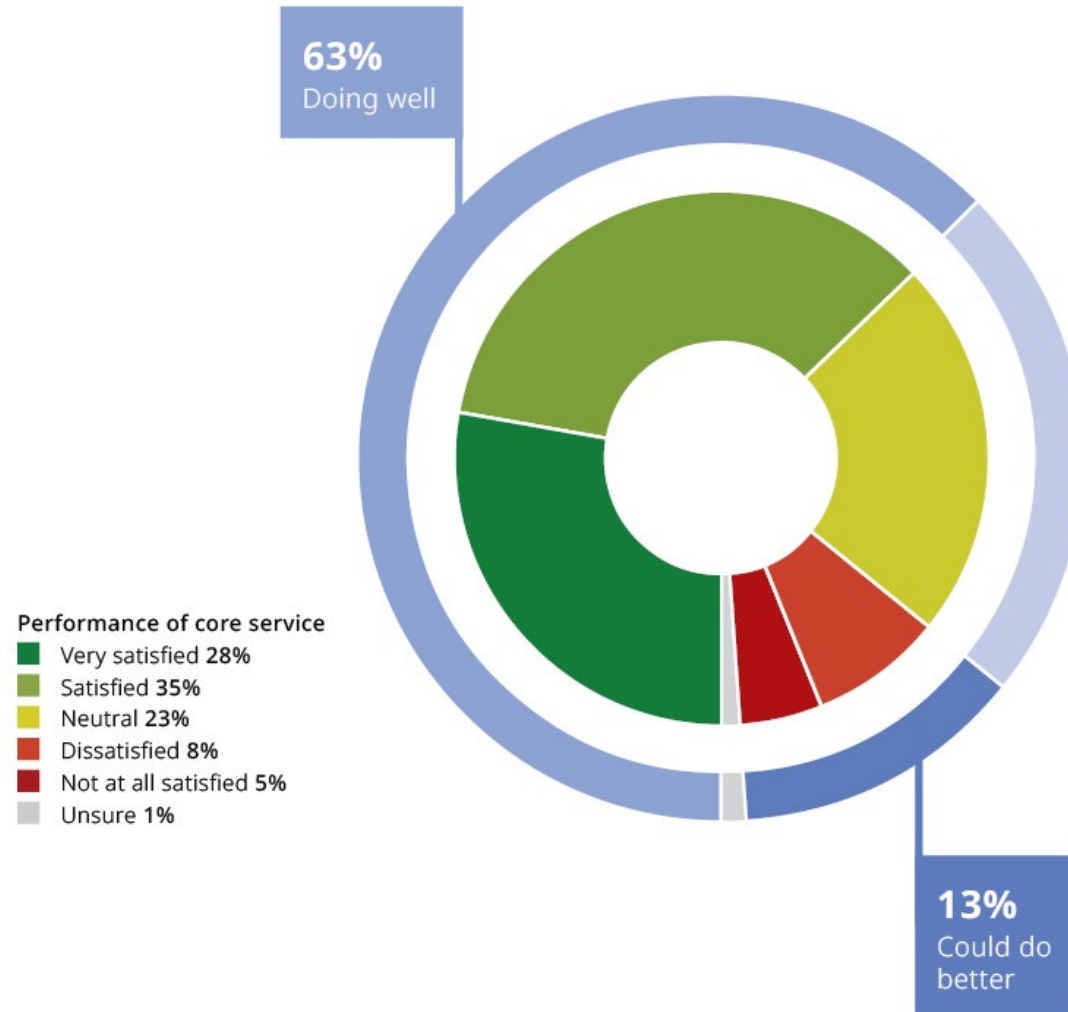
1. Water Quality

Factuality

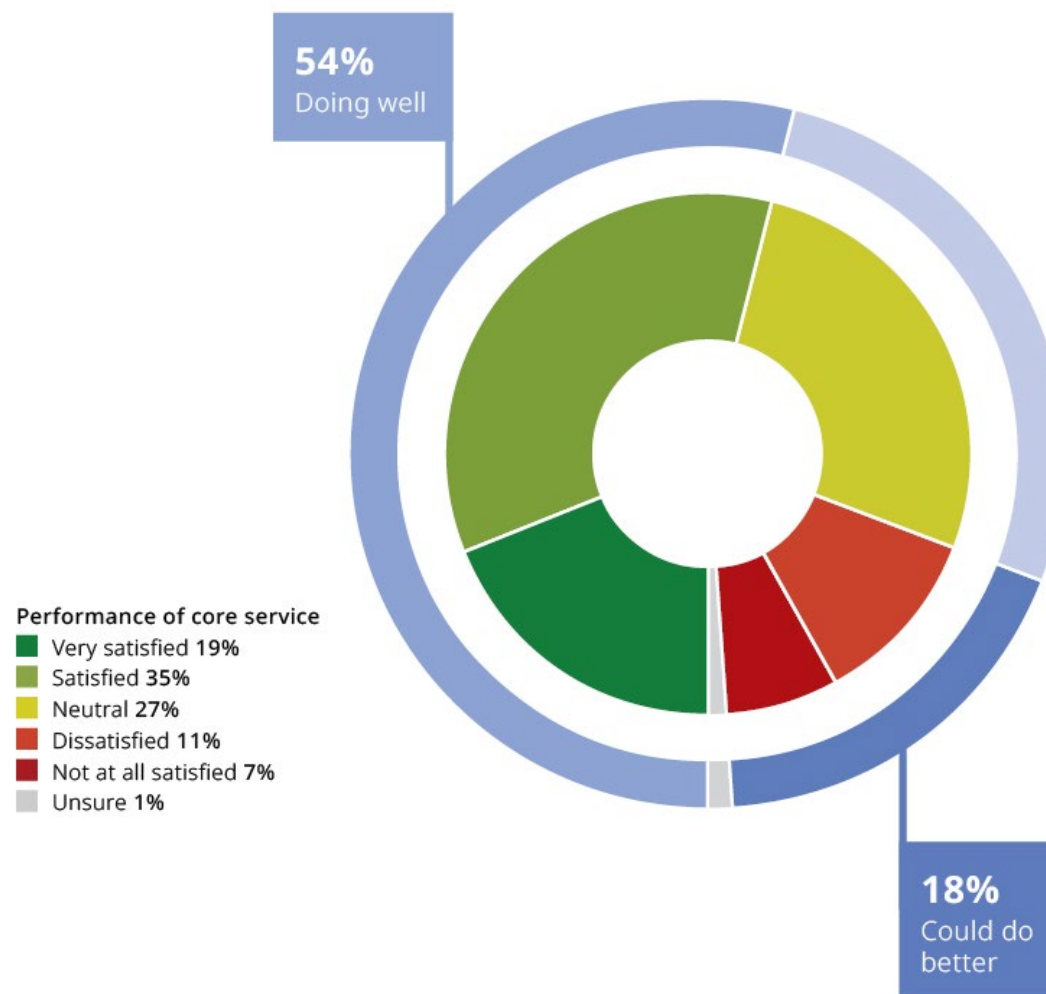


2. Water Security

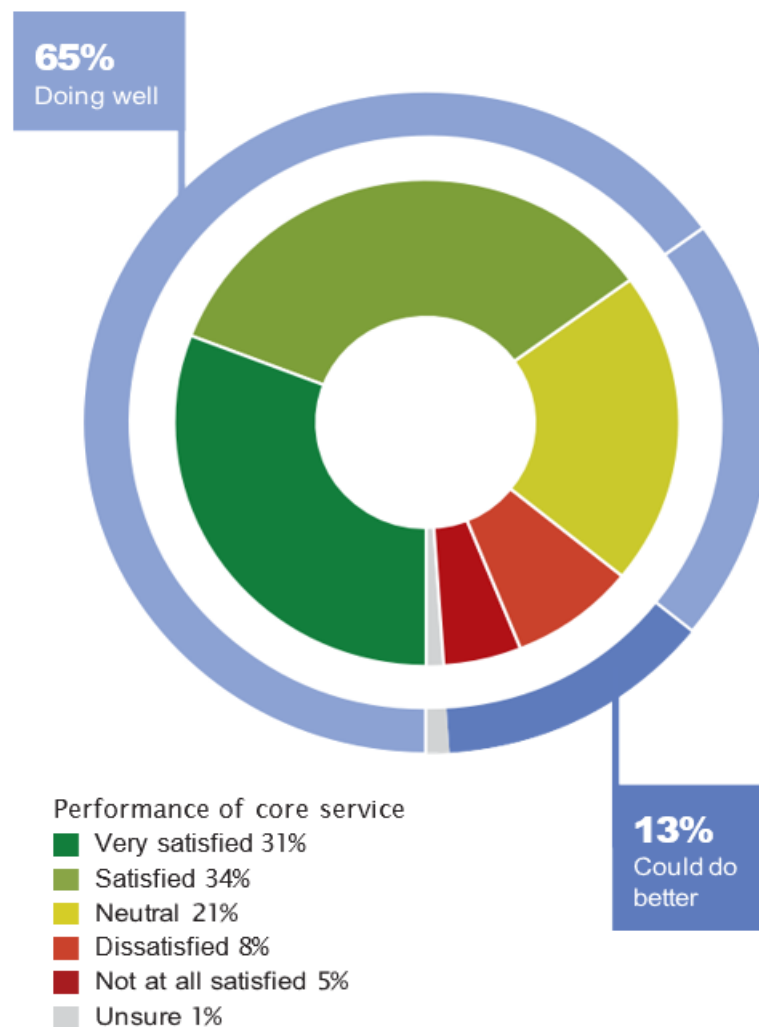
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3. Drains & Stormwater Management

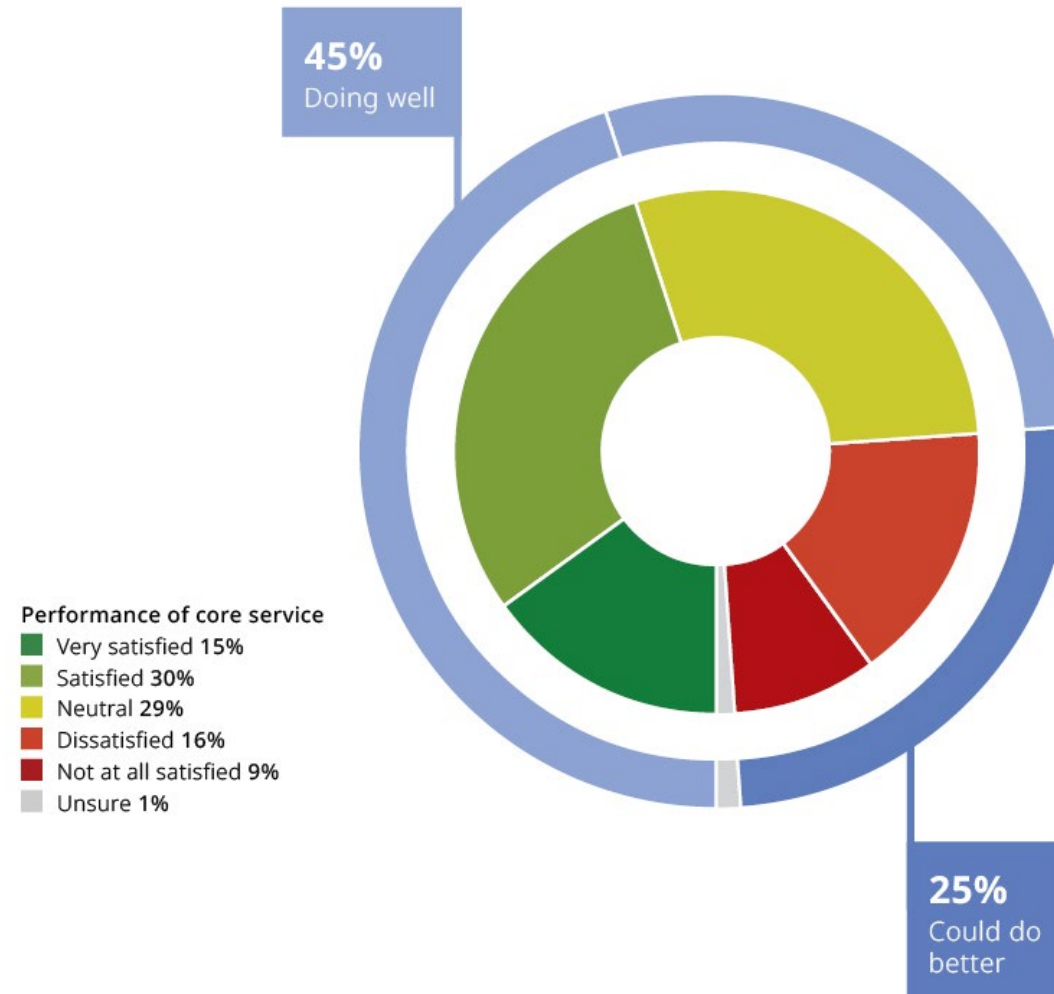


4. Waste Management & Resource Recovery



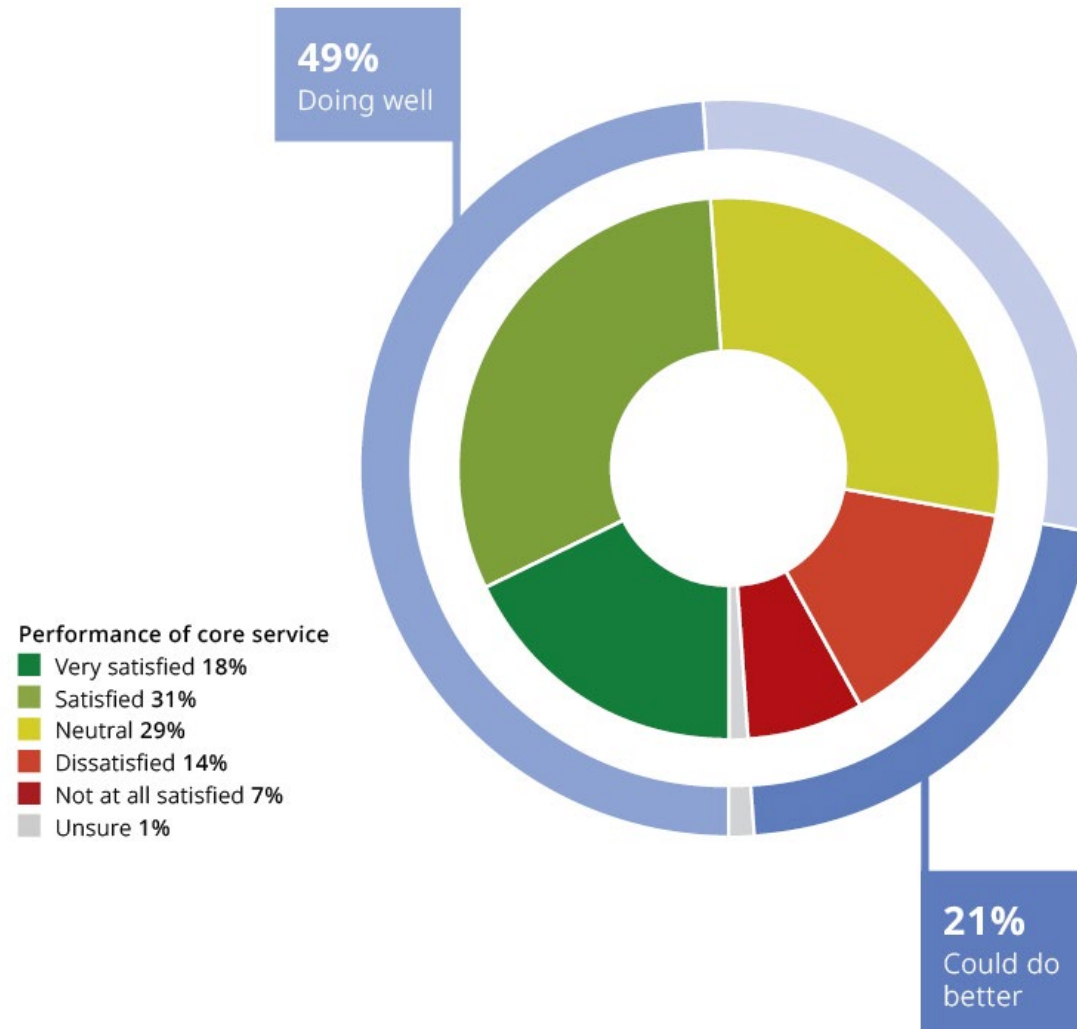
5. Roads

Factuality



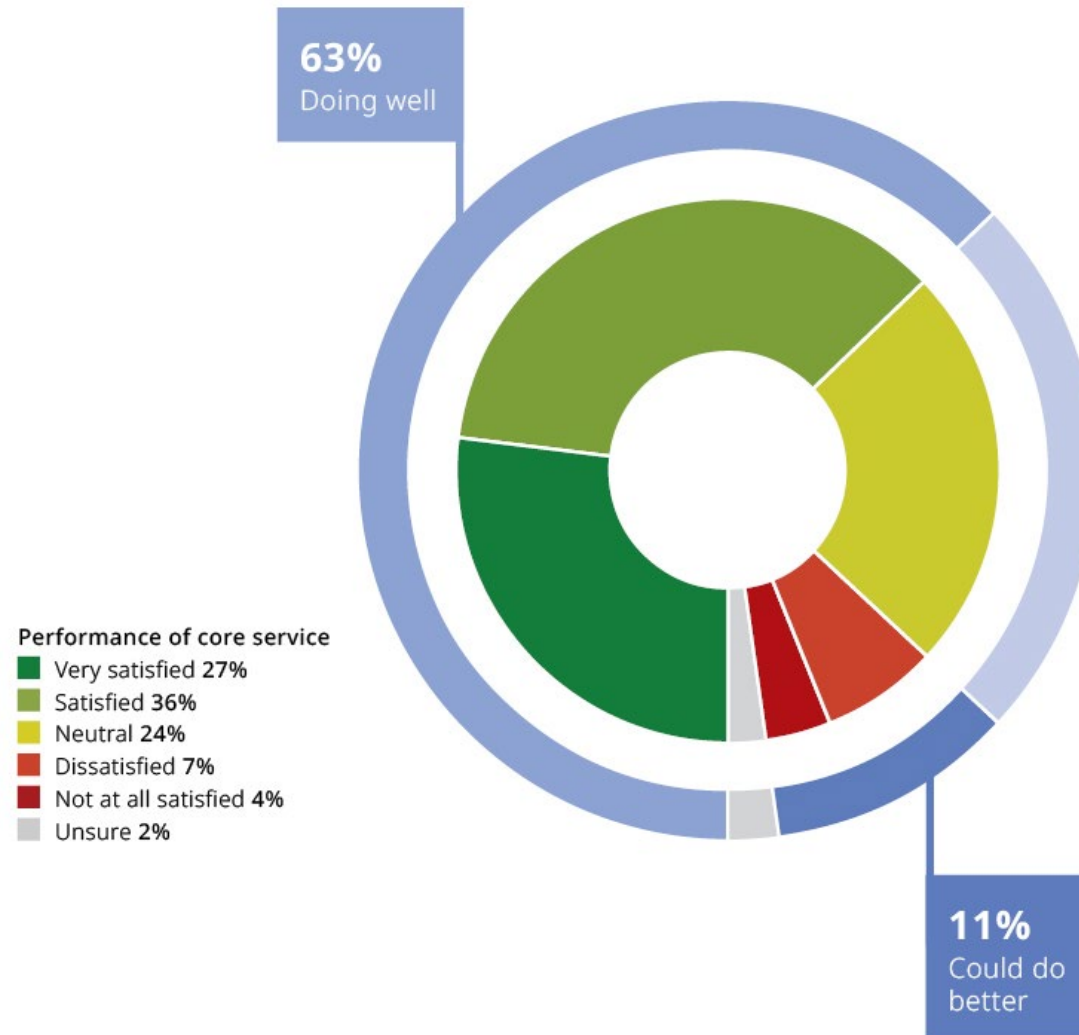
6. Footpaths & Bikeways

Factuality



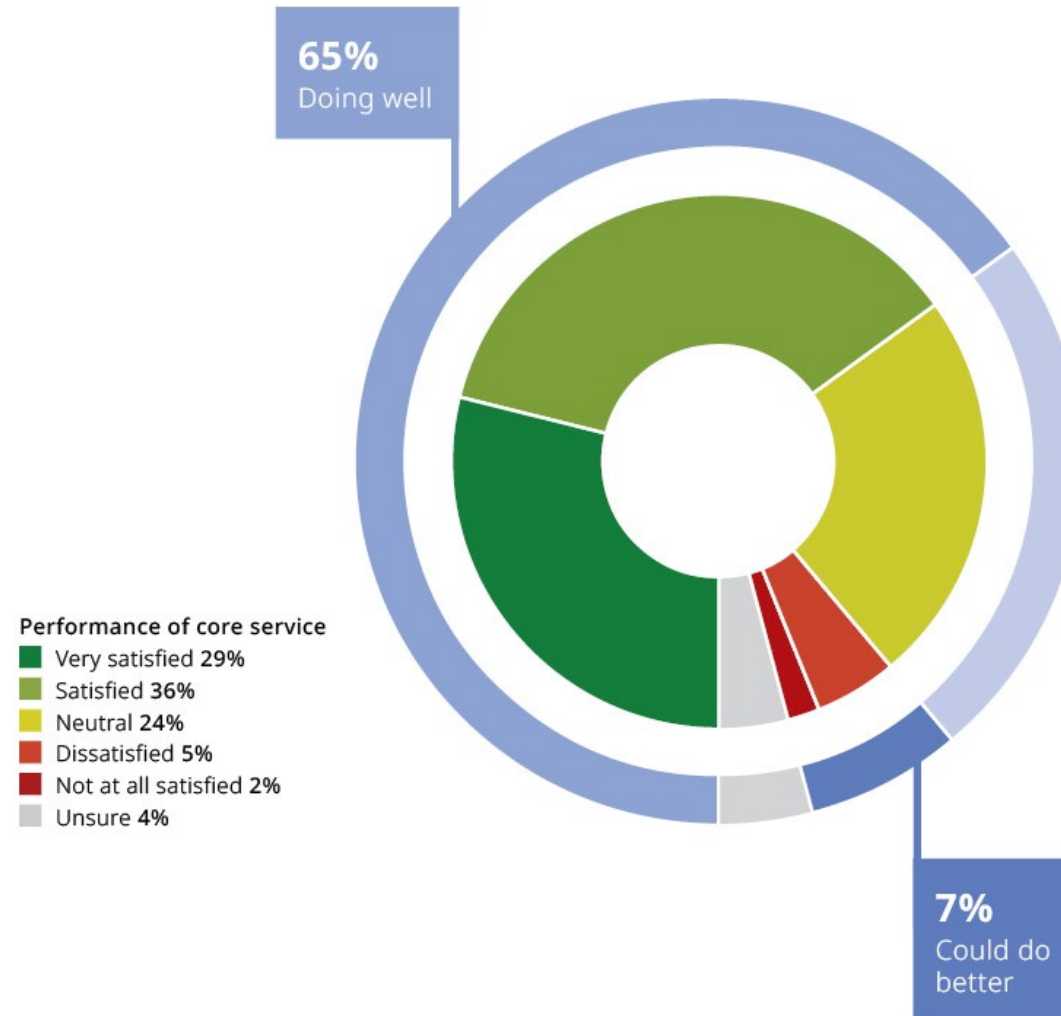
7. Parks & Open Spaces

Factuality



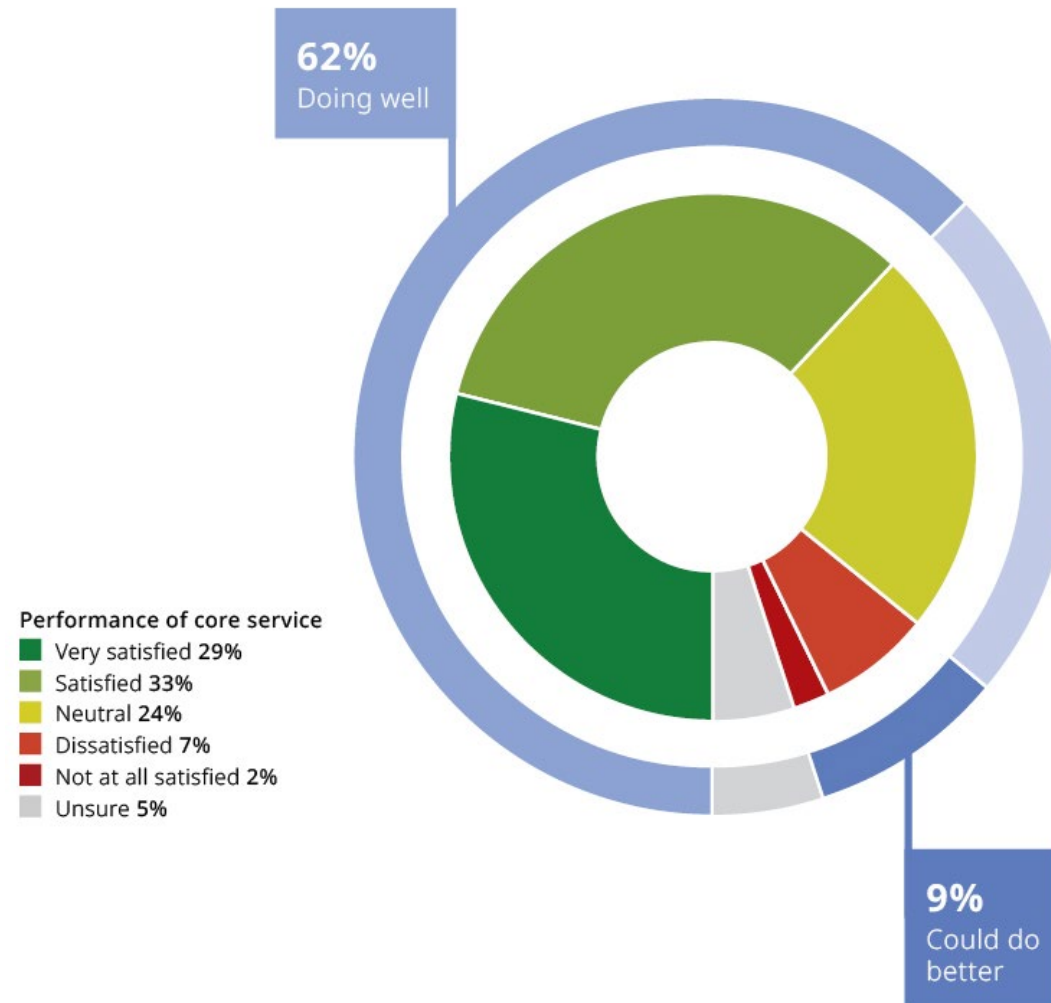
8. Swimming Facilities

Factuality



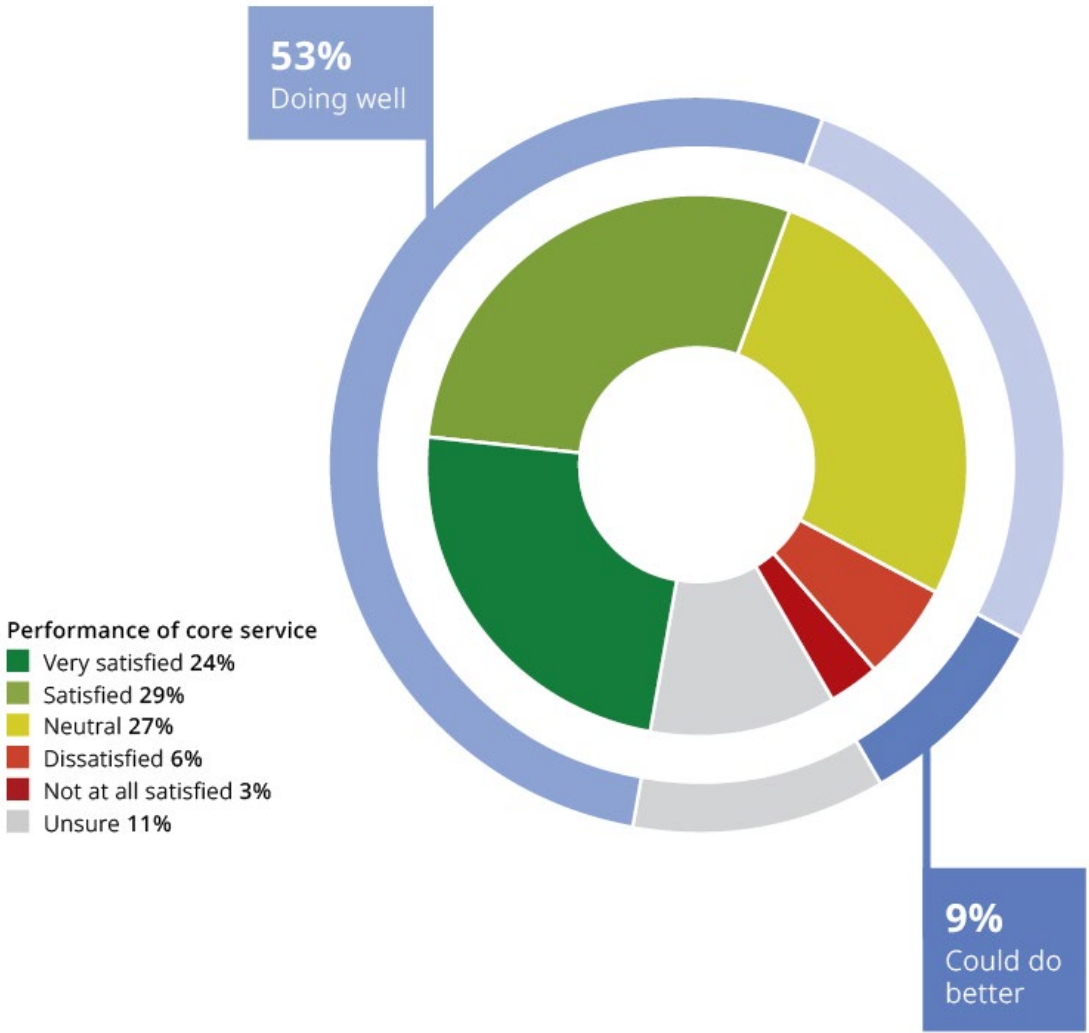
9. Walking Trails

Factuality



10. Boat Ramps

Factuality



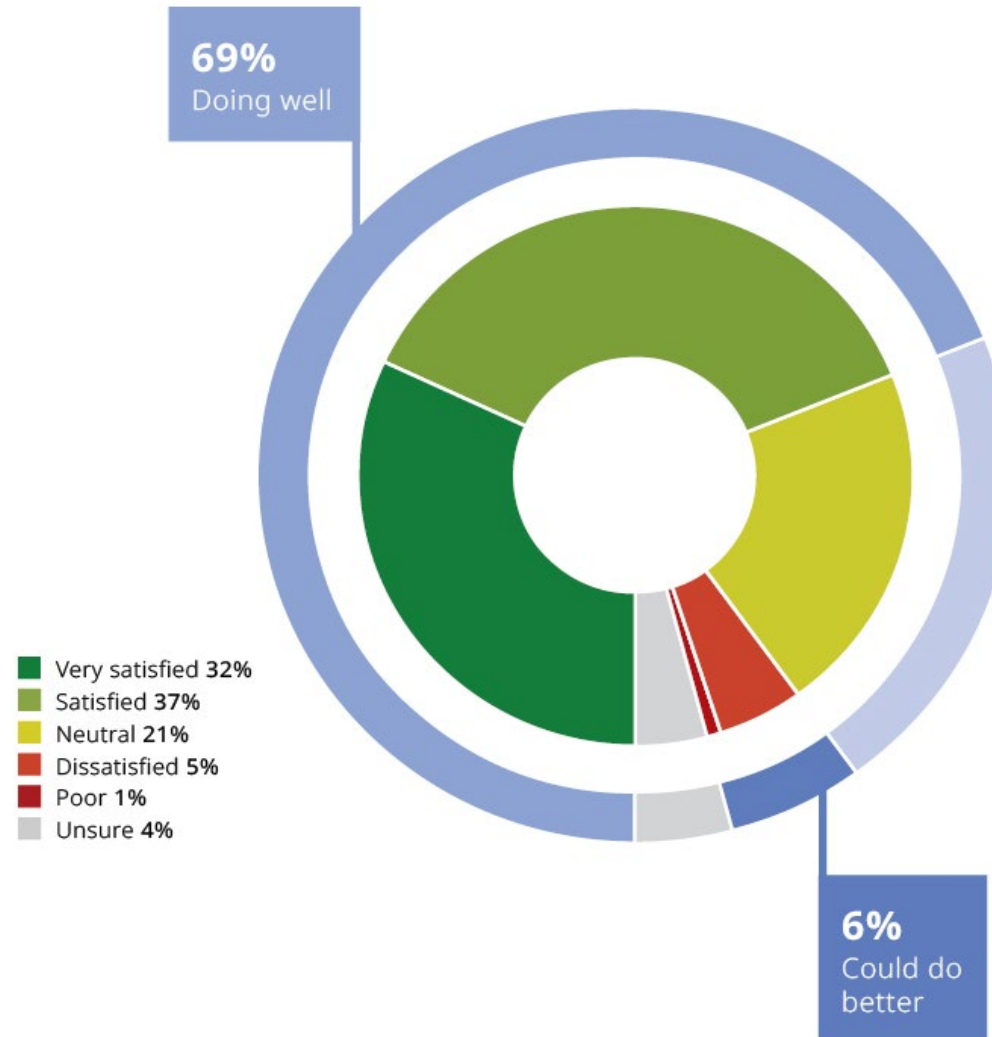
Other Council Services

The survey asked residents to rate their satisfaction with 12 additional Council services.

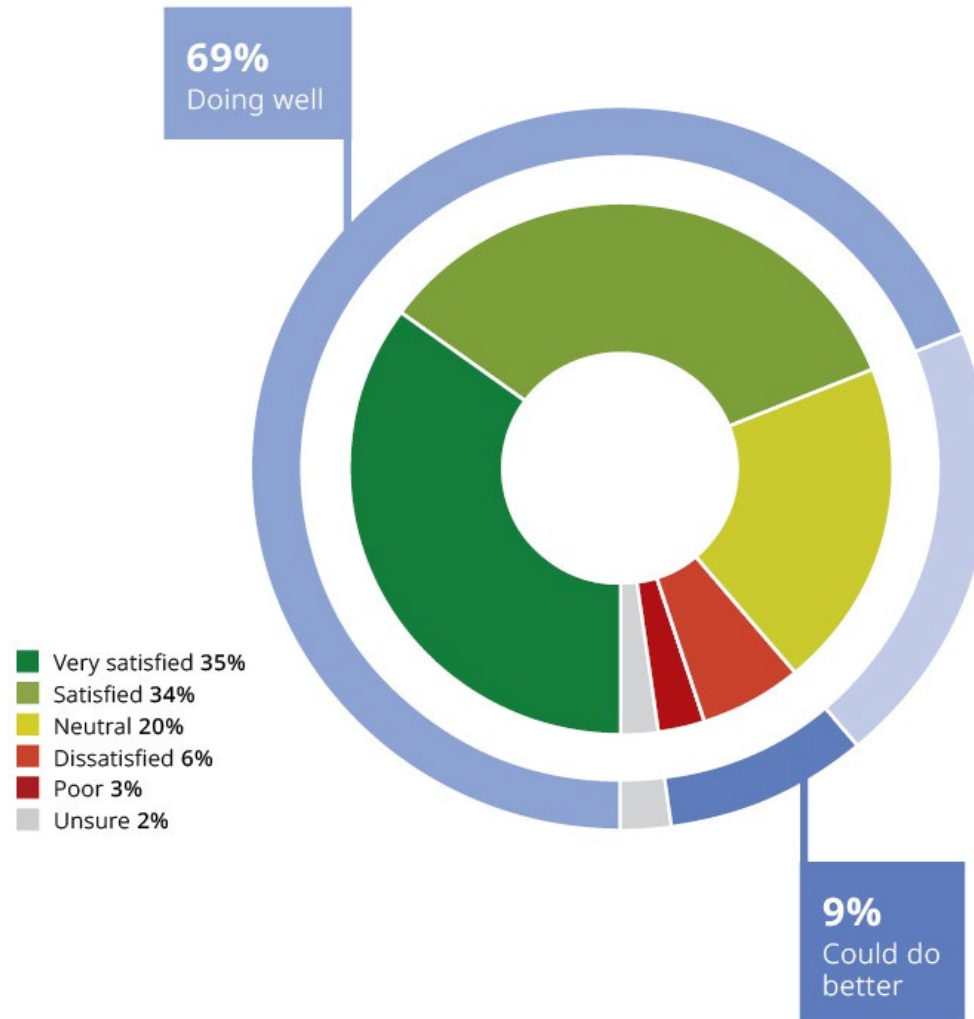
Satisfaction across these areas was relatively high across the board with an average dissatisfaction rate of only 12%. Notably, those who recorded a high overall satisfaction with council, rated these services higher overall, compared to respondents who recorded a lower overall satisfaction with council.

Sports Grounds & Facilities

Factuality

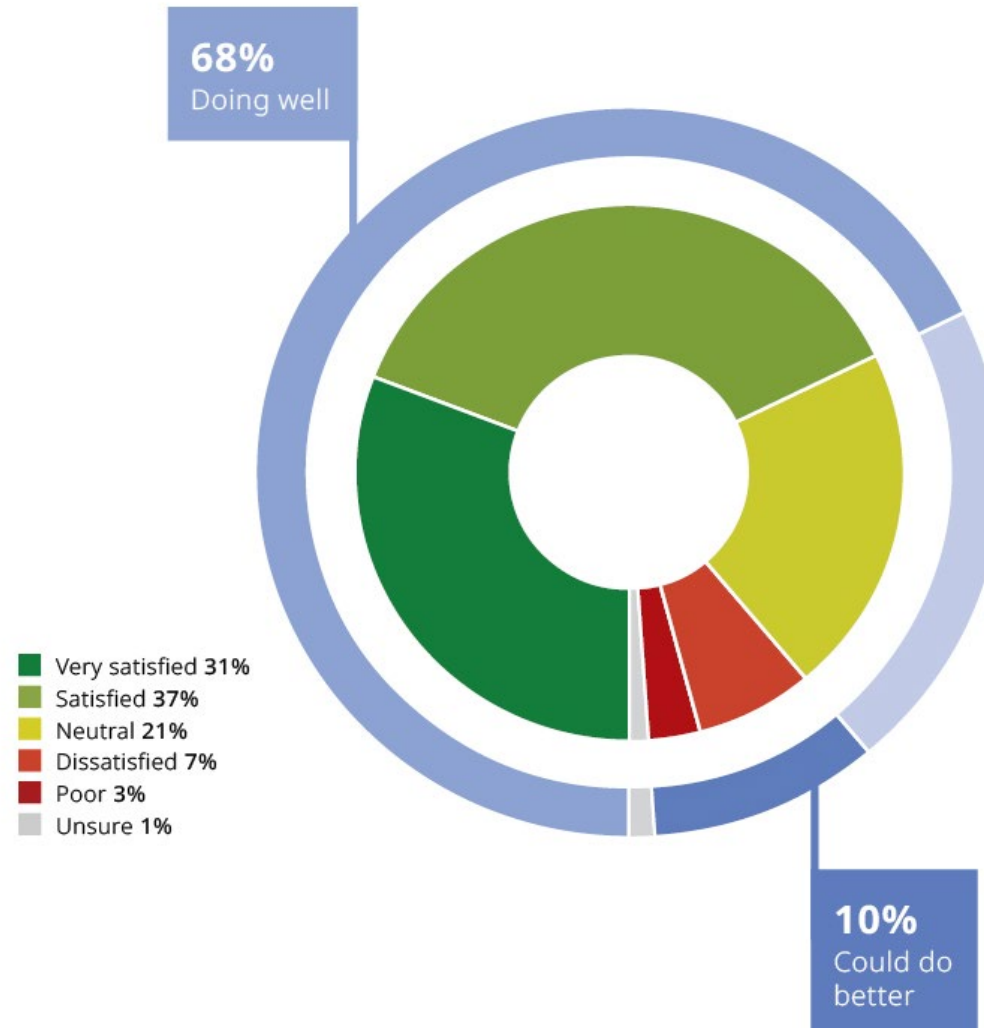


Preparation for High-Risk Weather



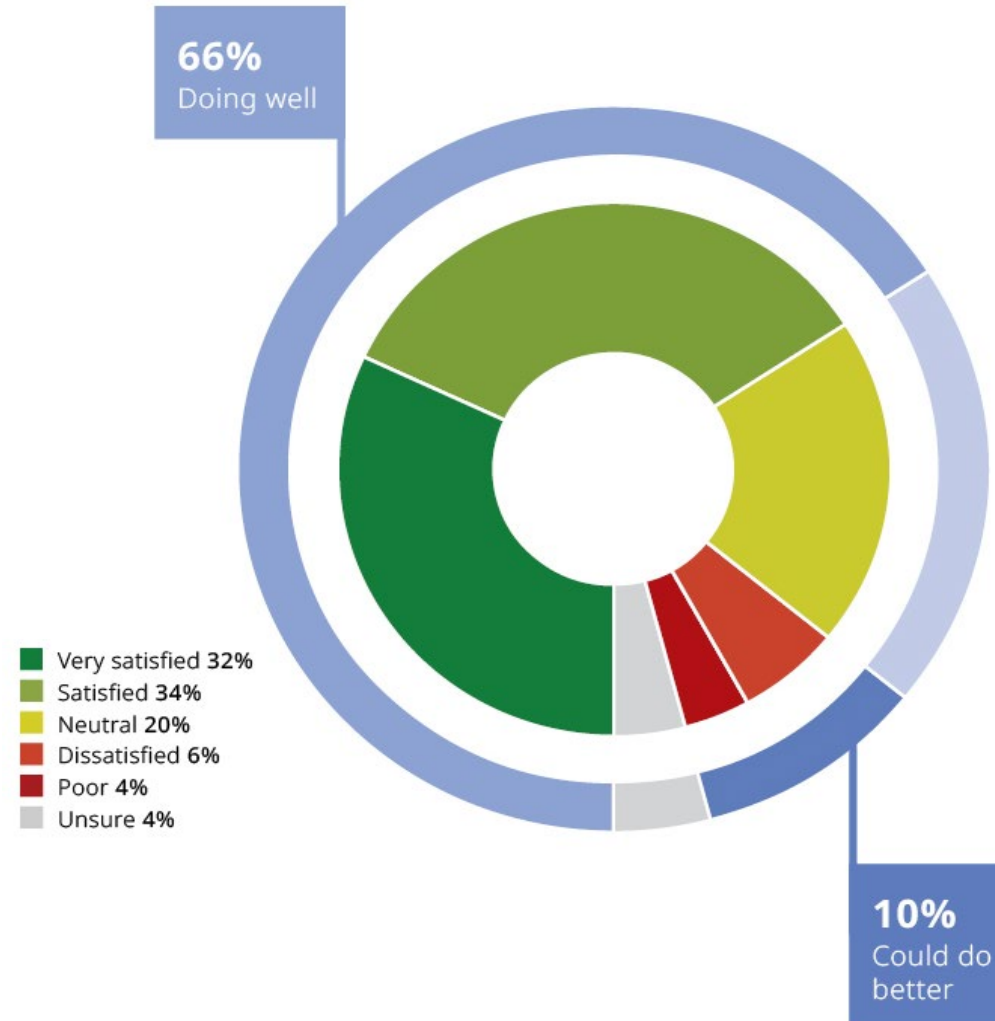
Beach Maintenance

Factuality



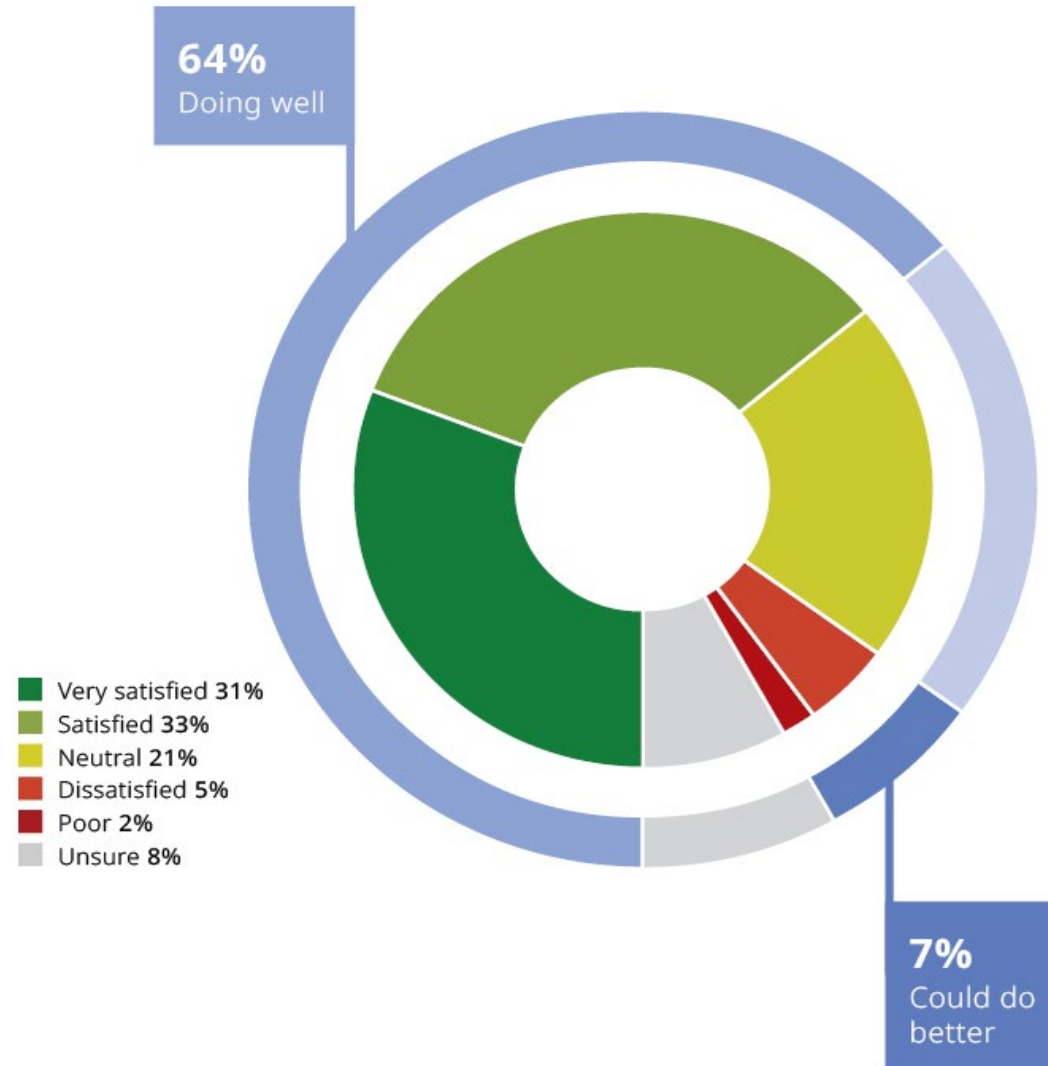
Emergency Management

Factuality



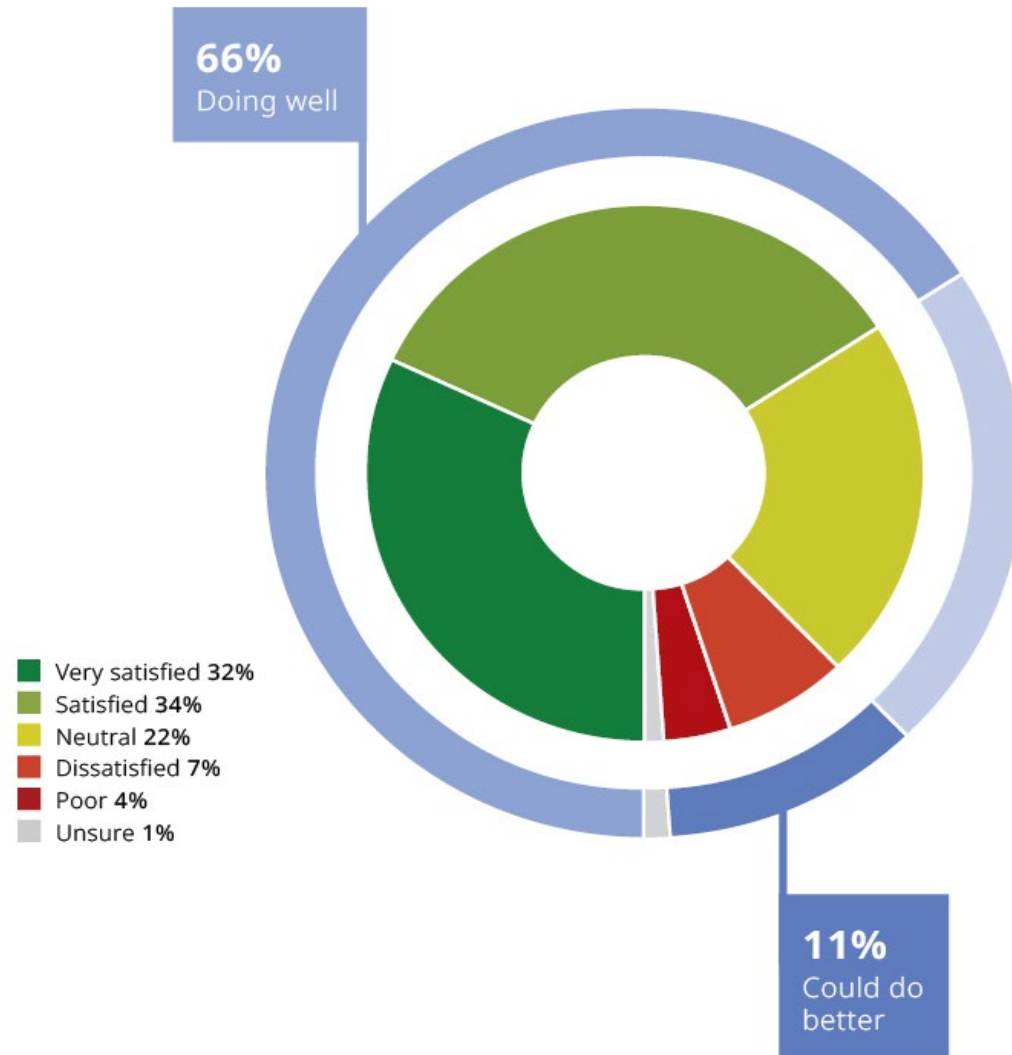
Libraries

Factuality



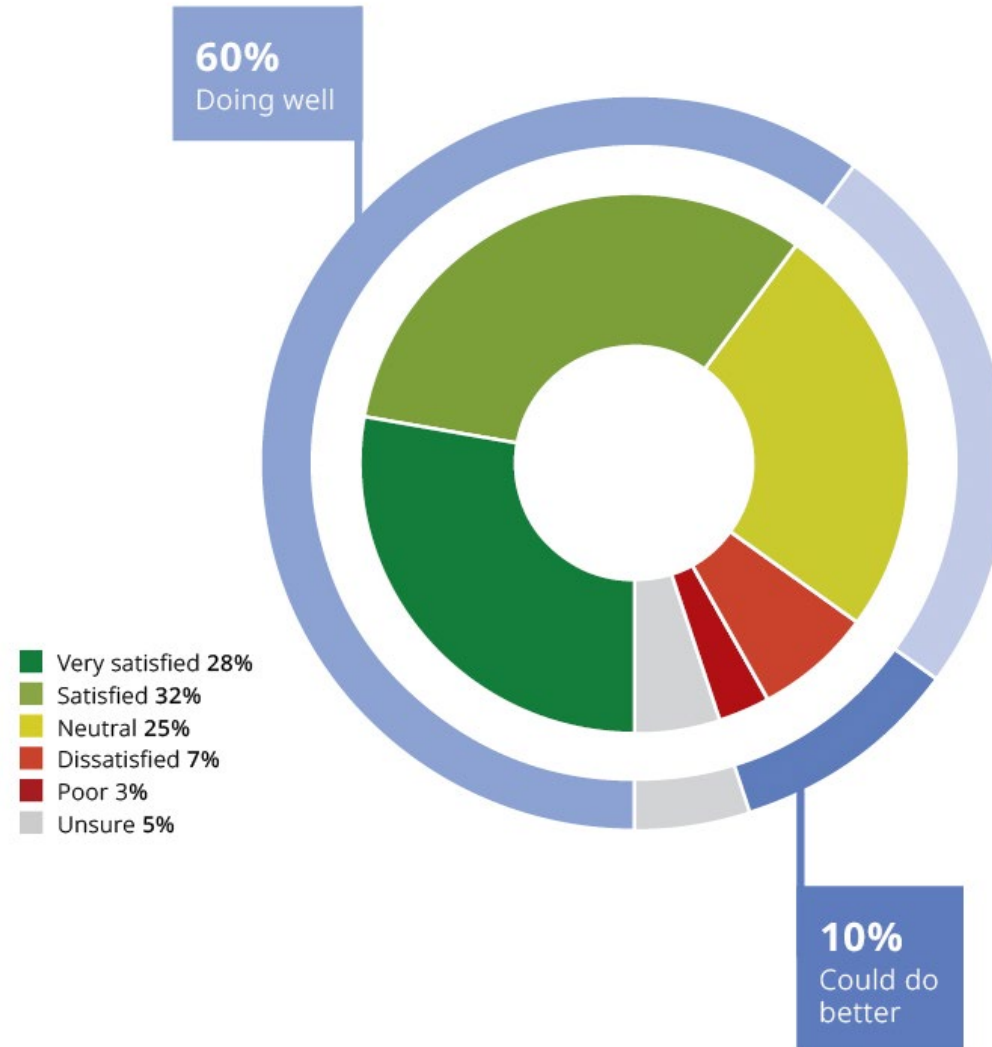
Events

Factuality



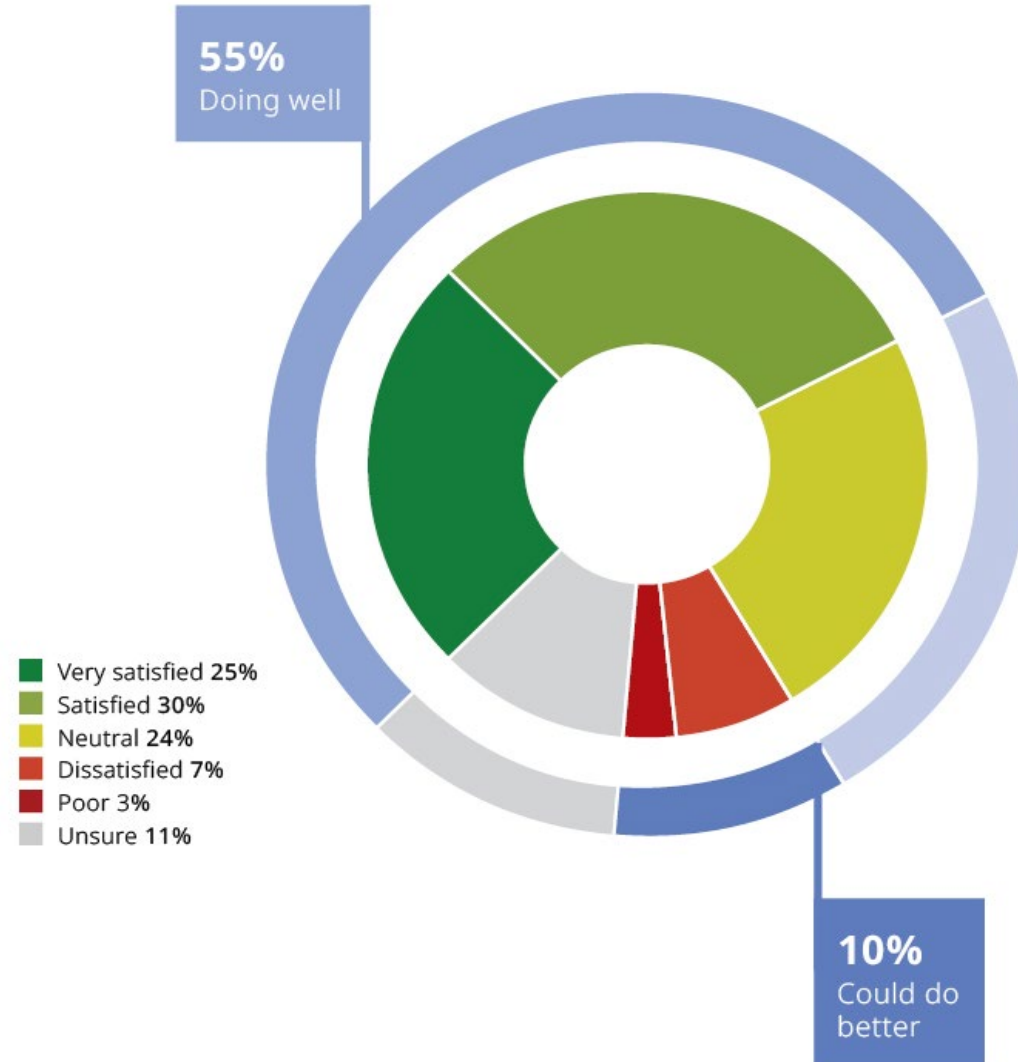
Grants & Sponsorships

Factuality



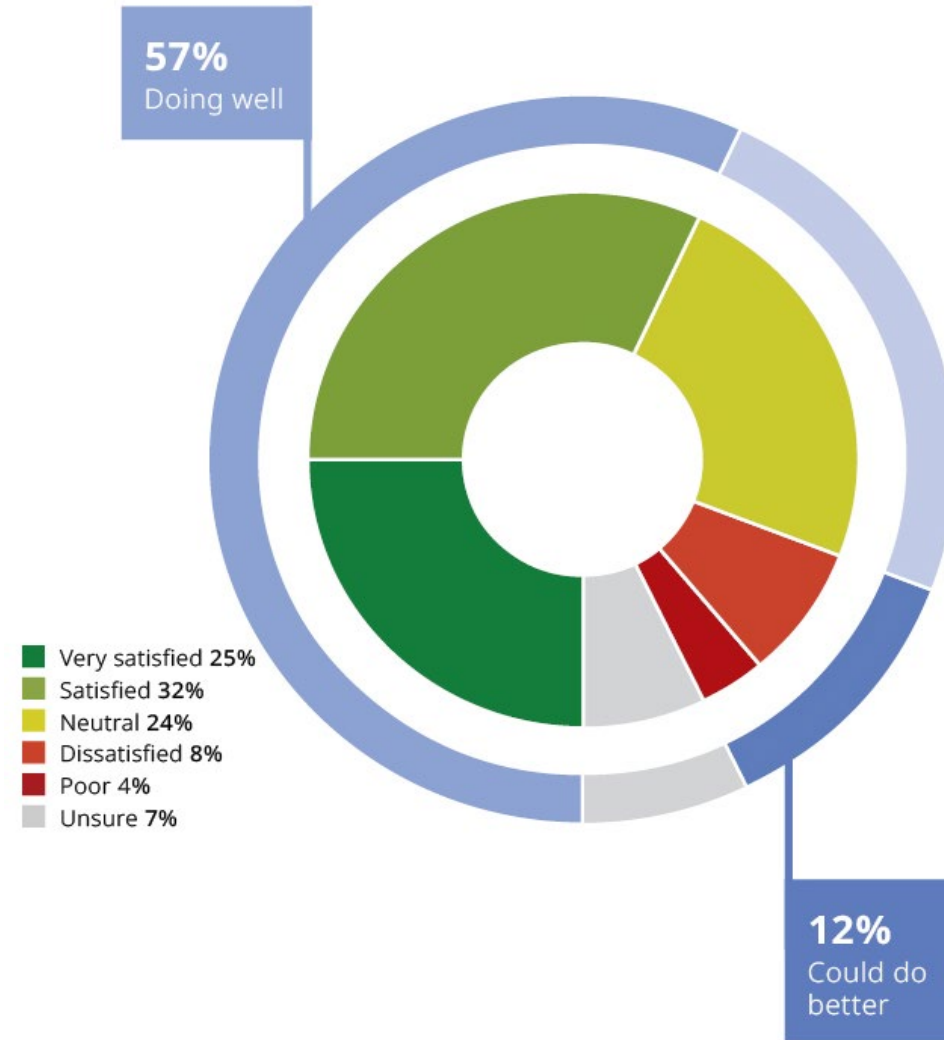
Galleries

Factuality



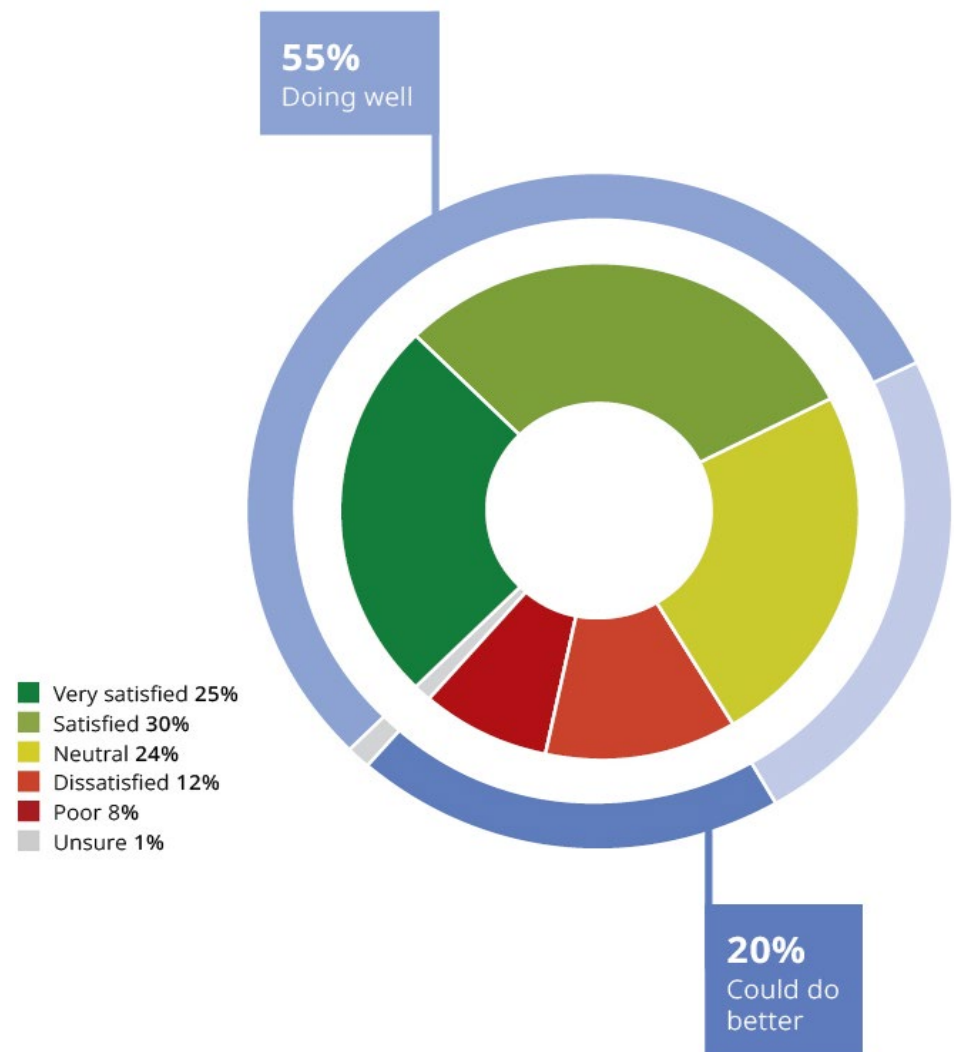
Support for Local Community

Factuality



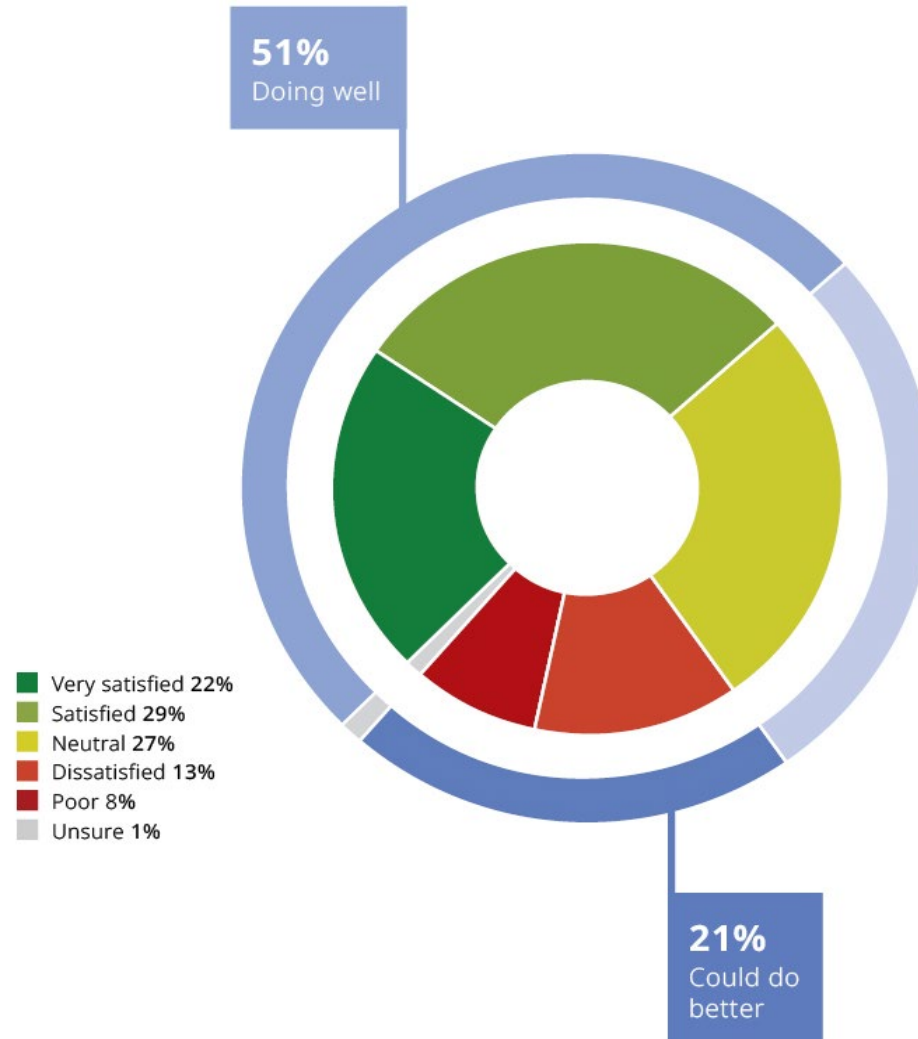
Mosquito Management

Factuality



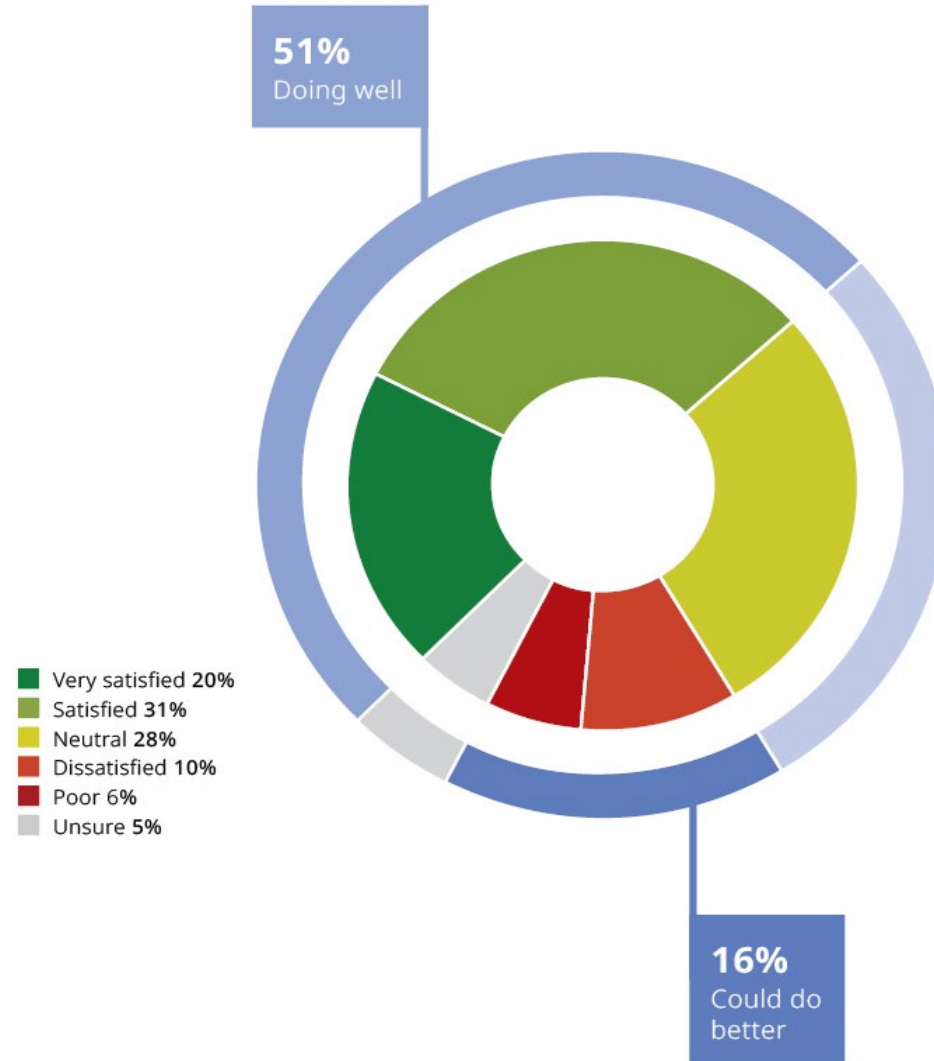
Cleanliness & Presentation of City

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Animal Management & Regulation

Factuality



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