



RESEARCH REPORT

Muswellbrook Shire Council Community Satisfaction Survey 2021

July 2021



RESEARCH REPORT

Muswellbrook Shire Council Community Satisfaction Survey 2021

July 2021

Prepared by: James Parker

Document Reference: 6072

Version: 6 (FINAL)



Jetty Research

1a/30 Industrial Dr, Coffs Harbour NSW 2450, Australia
t +61 2 6550 9175 www.jettyresearch.com.au

Jetty Research is part of the Taverner Research Group and is wholly owned
by Tobumo Pty Ltd, ABN 93 003 080 500

Confidential/Disclaimer

Notice The information contained herein is confidential and has been supplied under a confidentiality agreement. If you are not authorised to view or be in possession of this document you are hereby notified that any dissemination, distribution or duplication of this document is expressly prohibited. If you receive this document in error, please notify Jetty Research immediately on +61 2 6550 9175.

Limitations/Liability

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



CONTENTS

1. EXECUTIVE SUMMARY	2
2. BACKGROUND AND METHODOLOGY	4
2.1. Background and Objectives	4
3. SATISFACTION WITH SERVICES AND FACILITIES	9
4. OVERALL SATISFACTION	15
5. BENCHMARKING AGAINST OTHER COUNCILS	17
6. CUSTOMER SERVICE	20
7. OPPORTUNITIES AND CHALLENGES	25
8. APPENDIX 1: QUESTIONNAIRE	30
9. APPENDIX 2: DATA TABLE	39



FIGURES

Figure 1: Sample by age	6
Figure 2: Sample by ratepayer/work/study	6
Figure 3: Sample by postcode	7
Figure 4: Sample by children at home	7
Figure 5: Sample by urban vs. regional	8
Figure 6: Time lived in region	8
Figure 7: Satisfaction with Council facilities and services (2021 only)	9
Figure 8: Mean satisfaction with Council facilities and services (2021 only)	10
Figure 9: Derived importance scores for Council facilities and services (2021 only)	12
Figure 10: Satisfaction/importance matrix	13
Figure 11: Overall satisfaction with Council (2019 and 2021)	15
Figure 12: Reasons for overall satisfaction score	16
Figure 13: Benchmarks - Infrastructure	17
Figure 14: Benchmarks - Services	18
Figure 15: Proportion of residents contacting Council	20
Figure 16: Times Council contacted	20
Figure 17: Matter to which contact related	21
Figure 18: Times required to resolve issue	21
Figure 19: Why issue was not resolved	22
Figure 20: Mode of first contact	22
Figure 21: Satisfaction with how inquiry was handled	23
Figure 22: Attitudinal statements	25
Figure 23: Perceived major opportunities for shire	27
Figure 24: Perceived major challenges for shire	27
Figure 25: How should Council spend a hypothetical \$5m?	28
Figure 26: Coal mining vs. diversification	29



TABLES

Table 1: Satisfaction mean scores, 2021 vs. 2019	11
Table 2: Satisfaction/Importance Quadrant	13
Table 3: Proportion of residents satisfied with interaction and overall based on number of contacts required to resolve an inquiry	23
Table 4: Attitude comparisons 20121 vs. 2016	26

1. EXECUTIVE SUMMARY



Muswellbrook Shire Council (MSC) has commissioned a random telephone survey of adult MSC residents to measure their satisfaction with Council facilities and services. The 2021 survey replicated a baseline study conducted in 2019, to ensure comparability over time. This latest wave of research was conducted from May 24th to June 8th, and involved interviews with 400 residents. Random sampling error for a sample size of n=400 is +/- 4.9% at the 95% confidence level.

Among the major findings:

1. Of 28 different facilities and services measured, satisfaction was highest with libraries (mean satisfaction score of 4.13 on a 1-5 scale), sewage collection and treatment (3.89), food safety (3.82), sporting facilities (3.70), water supply (3.60) and cleanliness of streets (3.55).
2. Those facilities and services with the lowest satisfaction scores included unsealed roads (2.40), economic development/attracting new investment (2.40), development applications (2.49), public toilets (2.49), the way Council communicates with the community (2.56) and weed control (2.59).
3. In relation to 2019 scores, mean satisfaction rose for dog control (up 9%) and sewage collection and treatment (up 5%). However it fell 5 or more per cent for eight services, including Council pools (down 19%), unsealed roads (down 14%), weed control (down 11%) and development applications (down 10%).
4. Facilities and services of higher satisfaction and higher importance – deemed “strengths to maintain” – included food safety, cleanliness of streets, appearance of parks, reserves and playgrounds, public lighting in town centres, and bridges. Those services of higher importance but lower satisfaction – deemed “priorities for Council” – comprised footpaths and cycleways, Council’s website, Council pools, protection of the environment, parking facilities, services for the elderly, youth facilities and activities, local festivals and events, the way Council communicates with the community, public toilets, development applications, and economic development/attracting new investment.
5. Satisfaction with Council’s overall performance fell survey-to-survey, with a net satisfaction score (i.e. % satisfied less % dissatisfied) of -6% in 2021 against +11% in 2019.
6. Half of all respondents had contacted Council within the previous 12 months for a reason other than making a payment. Some 63% of first contacts were still made by phone, with a further 22% being made face-to-face.
7. Customer service satisfaction levels rose in this latest survey, from +3% net satisfaction in 2019 to +13% in 2021. The faster an issue was resolved (i.e. least numbers of contacts required), the greater the satisfaction – both in relation to that interaction, and with Council’s overall performance.
8. In relation to a series of quality of life statements, agreement was strongest with statements such as “I feel safe in my home at night”, “I feel proud of where I live” and “I feel part of my community” – all with 50+% agreement. However three statements had less than 25% agreement: “Council delivers good value for our rates dollar”, “Our local Council understands the community’s needs and expectations”, and “Council provides

1. EXECUTIVE SUMMARY



- opportunities for residents to have a say about the Shire's future".
9. The proportion of residents agreeing that "there are good employment prospects for locals" has risen 35% since MSC's last quality-of-life survey in 2016, while agreement that "I feel safe walking in my local streets at night" rise 9%. However agreement fell sharply with statements such as "Council delivers good value for our rates dollar" (down 14%) and "I feel that Council provides opportunities for residents to have a say about the shire's future" (also down 14%).
 10. Major (perceived) opportunities for the region included additional retail, more coal mining, agriculture and agribusiness, and new energy sources.
 11. The biggest perceived threats were to the future of the coal industry and coal-fired power generation, and (related to this) the fear of job insecurity or unemployment.
 12. When asked how they should spend a hypothetical \$5m windfall, residents focussed predominantly on the need for additional youth facilities and services. Roads and parking were the second most-mentioned item, along with community events and facilities, and enhanced sporting facilities.
 13. In light of recent debate around the shire's economic future, Council asked respondents: *"Some people think the Muswellbrook Shire should continue to focus on coal mining for its future prosperity, while others think it should be trying to diversify into other industries. Which category do you fall into?"* A slightly higher proportion of residents felt the shire should be trying to diversify away from coal and into other industries (46%), while 37% said the shire should continue to focus on coal mining. A further 14% had alternate views, with the balance (3%) unsure.
 14. Council also sought feedback (from the 14% of respondents who had someone with a disability living in their home) what Council could do to make their lives easier or better. Of those (slightly more than half) able to provide suggestions, that majority focussed on: (a) improved public or community transport; (b) more level pavements; and/or (c) improved access to health services.

2. BACKGROUND AND METHODOLOGY



2.1. BACKGROUND AND OBJECTIVES

Muswellbrook Shire Council (MSC, or Council) has commissioned Jetty Research to conduct a random and statistically representative telephone survey of 400 adult residents to measure their satisfaction with Council service levels. The survey was designed to replicate a baseline survey conducted in 2019, to provide for longitudinal (i.e. time-based) comparisons going forward.

Council also used the 2021 survey to explore resident attitudes to a wide range of local issues, including their perceptions of key challenges and opportunities for the region.

2.2. METHODOLOGY

The survey was conducted using a random fixed line (40%) and mobile (60%) telephone poll of residents aged 18+. Respondents were selected at random from a verified random sample residential telephone database of 3,552 telephone numbers within the LGA. The survey form was designed collaboratively between Jetty Research and MSC to ensure comparability with 2019 data (see Appendix 1).

Polling was conducted from May 24th to June 8th (inclusive) from Jetty Research's Coffs Harbour CATI¹ centre. A team of eight researchers called MSC residents on weekday evenings from 3.30 to 8pm and on weekends from midday to 5pm. Where phones went unanswered, were engaged or diverted to answering machines, researchers phoned on up to five occasions at different times of the afternoon or evening.

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

A total sample of 401 was achieved. Survey time averaged 18 minutes.

Results have been post-weighted by age and gender to match the demographic profile of the MSC LGA adult population as per 2016 ABS Census data.

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

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

It is important to note that fieldwork for this survey was conducted immediately after the closely contested by-election for the State seat of Upper Hunter (which encompasses much of the Muswellbrook Shire). The conflating of state and local government issues, and possible poll-induced weariness, may have affected results in this latest survey.

¹ Computer-assisted telephone interviewing

2. BACKGROUND AND METHODOLOGY

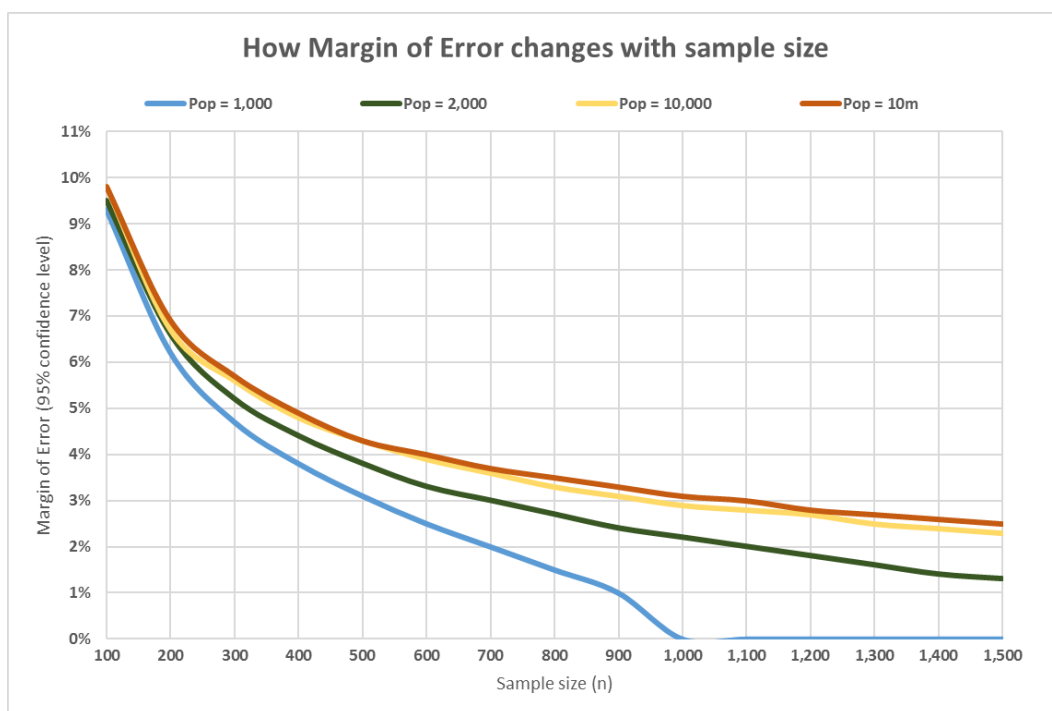


2.3. SAMPLING ERROR

According to the 2016 ABS Census (Usual Resident Profile) the total adult population (aged 18+ years) of the Muswellbrook LGA was 11,851. Based on this latter survey population, a random sample of 401 adult residents implies a margin for error of $\pm 4.9\%$ at the 95% confidence level. (This means in effect that if we conducted a similar poll twenty times, results should reflect the views and behaviour of the overall survey population to within a $\pm 4.9\%$ margin in 19 of those 20 surveys.)

As Graph i shows, margin for error falls as sample size rises. Hence cross-tabulations or sub-groups within the overall sample will typically create much higher margins for error than the overall sample. For example using the above population sizes, a sample size of 100 exhibits a margin for error of $\pm 9.8\%$ (again at the 95% confidence level).

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



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

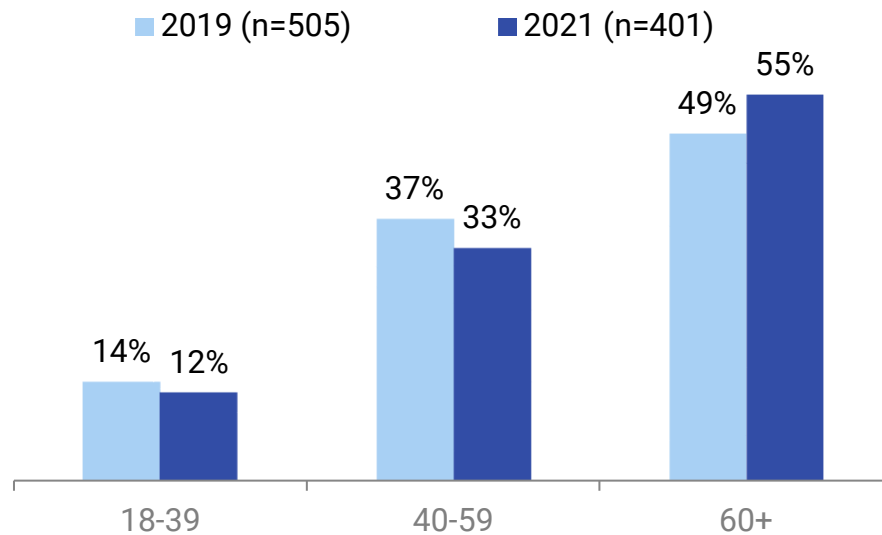
2. BACKGROUND AND METHODOLOGY



2.4. SAMPLE CHARACTERISTICS

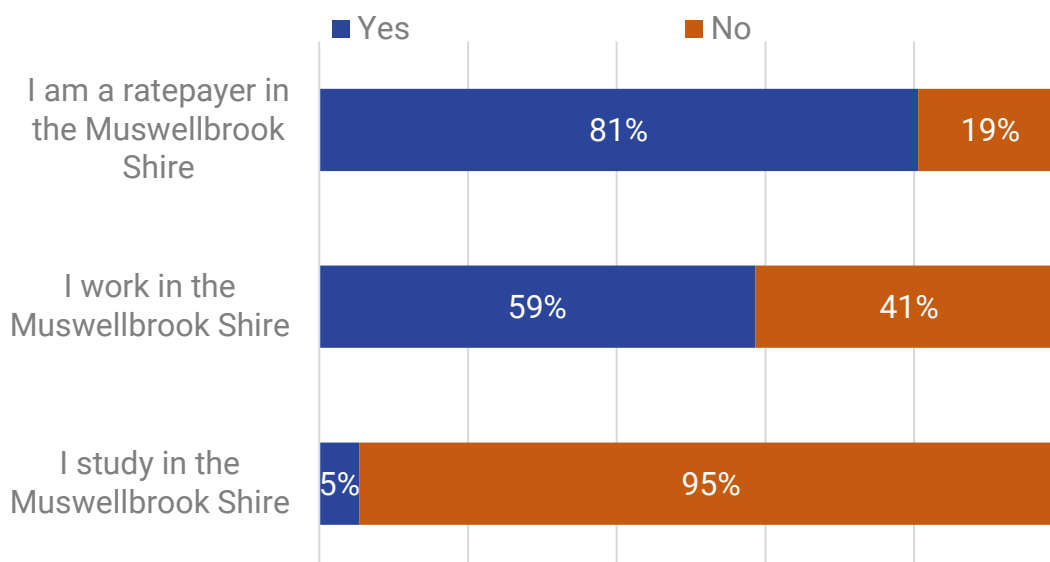
The following breaks down the survey sample by age, gender, place of residence, and owner/renter status:

Figure 1: Sample by age



As in 2019, the sample was skewed to older residents. However as previously noted, this was corrected through weighting records by age and gender to match the demographic profile of the MSC LGA adult population as per 2016 ABS Census data.

Figure 2: Sample by ratepayer/work/study

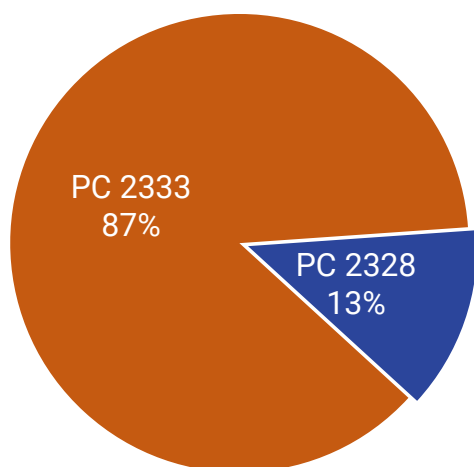


Just over four in five respondents were ratepayers (81%, up from 76% in 2019), while 59% worked in the shire (up slightly from 56% in 2019). The proportion studying locally fell from 8% to 5% survey-to-survey.

2. BACKGROUND AND METHODOLOGY

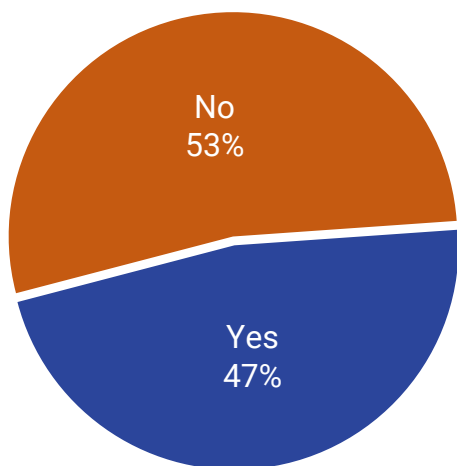


Figure 3: Sample by postcode



Thirteen per cent of respondents lived in the 2328 postcode, approximately reflecting the proportion of MSC's adult population living in that postcode.

Figure 4: Sample by children at home

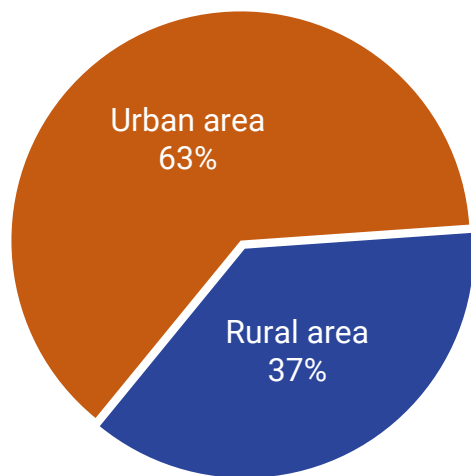


There is an almost even split between those with and without children under the age of 18 living in their home.

2. BACKGROUND AND METHODOLOGY

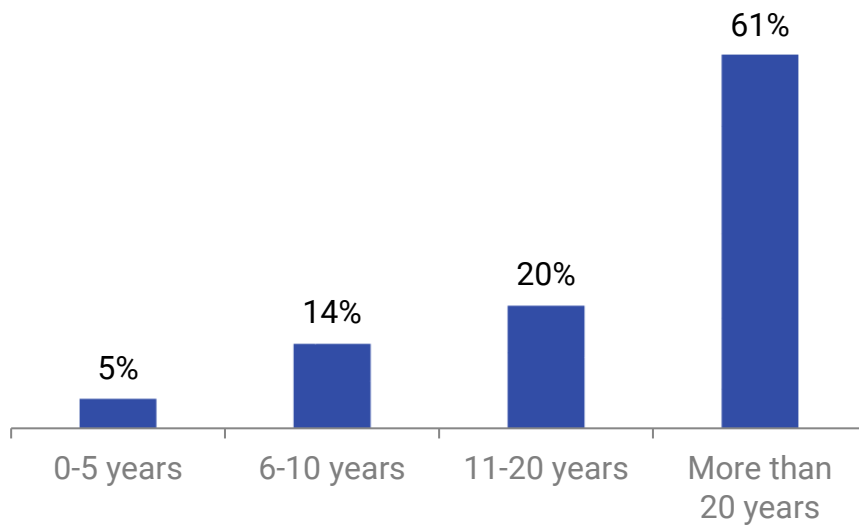


Figure 5: Sample by urban vs. regional



The proportion of urban residents fell from 73% in 2019 to 63% in this latest survey.

Figure 6: Time lived in region

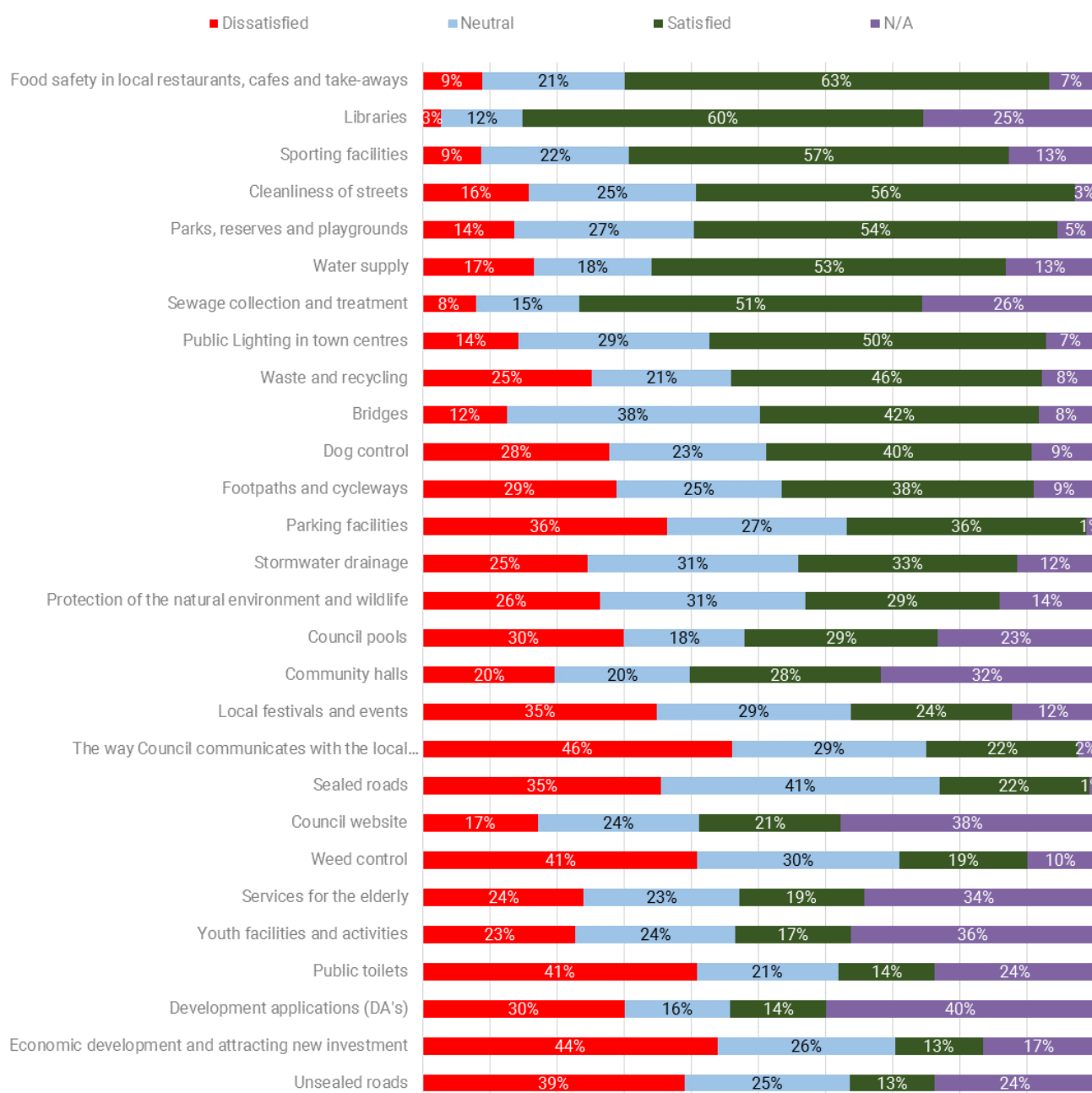


Six in ten respondents had lived in the shire for more than 20 years – up from 58% in 2019.

3. SATISFACTION WITH SERVICES AND FACILITIES

The survey commenced with residents being asked to rate their satisfaction with selected Council facilities and services, using a 5-point satisfaction scale. In Figure 7 (below) responses are ranked from highest to lowest satisfaction, while in Figure 8, next page, they are ranked from highest to lowest mean scores:

Figure 7: Satisfaction with Council facilities and services (2021 only)

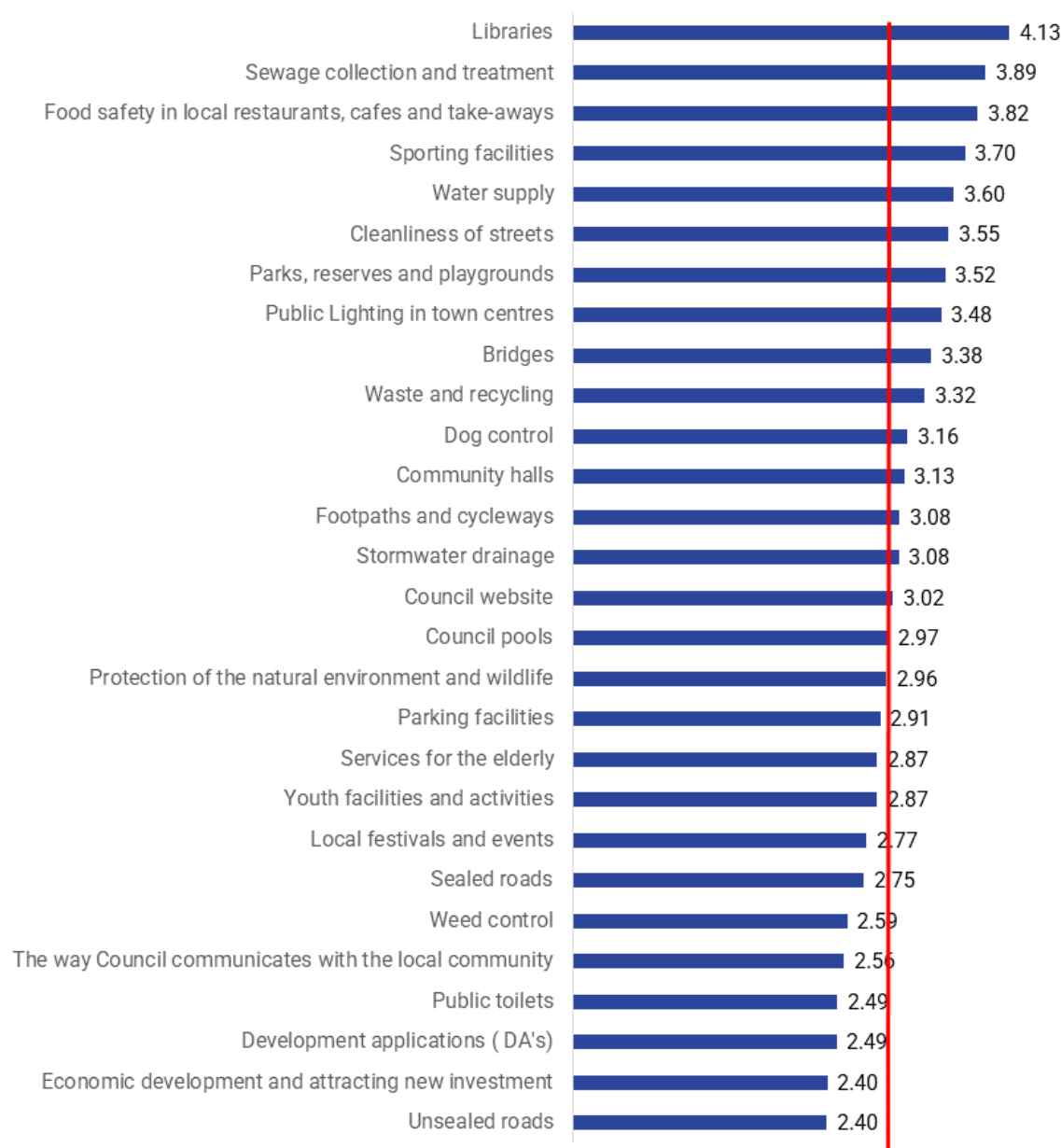


Q2: Please rate your satisfaction with the following Council facilities and services. We'll use a scale of 1-5, where 1 means you are very dissatisfied, 3 is neutral and 5 means you are very satisfied. If you don't use the service just say so and we'll move onto the next one. (n=401)

3. SATISFACTION WITH SERVICES AND FACILITIES



Figure 8: Mean satisfaction with Council facilities and services (2021 only)



Q2: Please rate your satisfaction with the following Council facilities and services. We'll use a scale of 1-5, where 1 means you are very dissatisfied, 3 is neutral and 5 means you are very satisfied. If you don't use the service just say so and we'll move onto the next one. (n=401)

In both cases, high levels of satisfaction are shown for services such as libraries, sewage treatment, food safety regulations, sporting facilities and water supply. Services ranked well below the "neutral" mean rating of 3 included unsealed roads, economic development, DAs, and public toilets.

While results were generally consistent by age, gender and location, residents aged 60+ were happiest with Council pools and economic development. And those living in urban areas were happier than their rural counterparts with the state of sealed roads.

3. SATISFACTION WITH SERVICES AND FACILITIES



Table 1, below, shows changes in satisfaction ratings from 2019 to this latest survey:

Table 1: Satisfaction mean scores, 2021 vs. 2019

<i>Satisfaction with Council services</i>			
Services	2019	2021	% Difference
Dog control	2.91	3.16	9%
Sewage collection and treatment	3.72	3.89	5%
Footpaths and cycleways	3.01	3.08	3%
Sporting facilities	3.65	3.70	1%
Libraries	4.12	4.13	0%
Parks, reserves and playgrounds	3.54	3.52	-1%
Cleanliness of streets	3.59	3.55	-1%
Water supply	3.65	3.60	-2%
Bridges	3.45	3.38	-2%
Council website	3.09	3.02	-2%
Youth facilities and activities	2.94	2.87	-2%
Community halls	3.26	3.13	-4%
Public toilets	2.60	2.49	-4%
Waste and recycling	3.47	3.32	-4%
Stormwater drainage	3.24	3.08	-5%
Economic development and attracting new investment	2.58	2.40	-7%
Services for the elderly	3.11	2.87	-8%
Sealed roads	3.00	2.75	-9%
Development applications (DA's)	2.76	2.49	-10%
Weed control	2.91	2.59	-11%
Unsealed roads	2.80	2.40	-14%
Council pools	3.67	2.97	-19%
Parking facilities	N/A	2.91	N/A
Public Lighting in town centres	N/A	3.48	N/A
Food safety in local restaurants, cafes and take-aways	N/A	3.82	N/A
Local festivals and events	N/A	2.77	N/A
Protection of the natural environment and wildlife	N/A	2.96	N/A
The way Council communicates with the local community	N/A	2.56	N/A

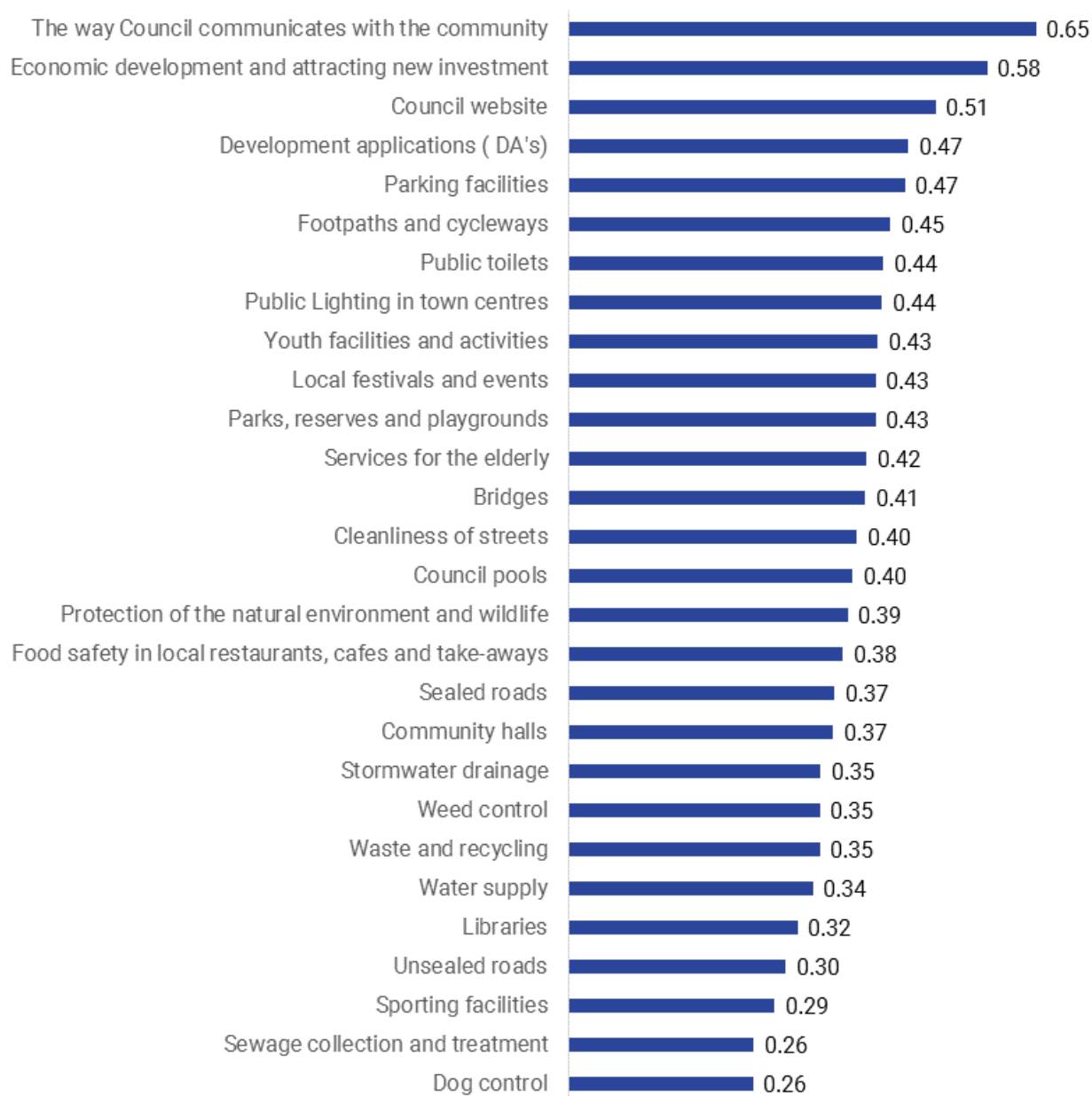
This indicates that satisfaction with dog control and sewage collection has risen in this latest survey. However there have been 10+% declines in average satisfaction scores for DAs, weed control, unsealed roads and Council pools.

Figure 9, next page, shows the derived importance for all facilities and service measured. The derived importance "correlation efficient" outlines the ranking of specific service tasks according to how influential they are on impacting overall satisfaction. The closer the correlation coefficient is to 1.0, the stronger it is as a driver of overall satisfaction.

3. SATISFACTION WITH SERVICES AND FACILITIES



Figure 9: Derived importance scores for Council facilities and services (2021 only)



This suggests that the strongest drivers of overall satisfaction are: the way Council communicates with the community; economic development/attracting new investment, Council's website, and DAs.

(The lower ranked services, while still important, appear to have less influence on overall satisfaction.)

3. SATISFACTION WITH SERVICES AND FACILITIES



Plotting the satisfaction (x-axis) against the derived importance (y-axis) allows us to understand how different facilities and services relate to each other in both dimensions. Figure 10, below, shows the 28 different services divided up into one of four satisfaction/importance quadrants, while Table 2, immediately beneath it, shows to which of the coloured dots each facility or service relates. Explanations for the four quadrant headings are provided on the following page:

Figure 10: Satisfaction/importance matrix

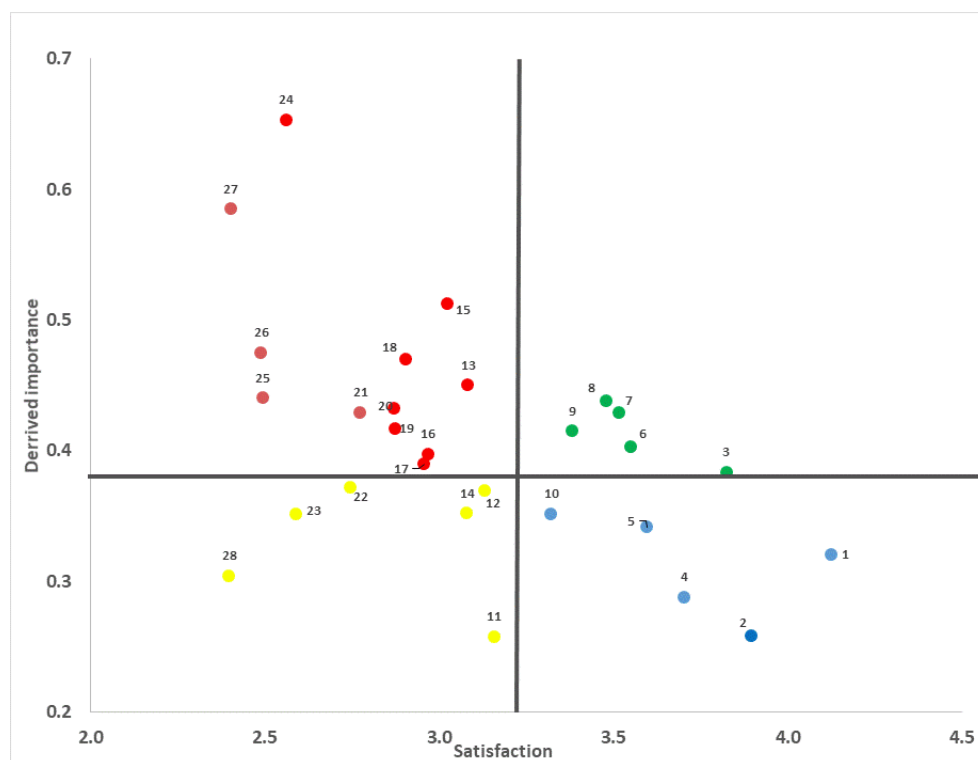


Table 2: Satisfaction/Importance Quadrant

PRIORITIES FOR COUNCIL	STRENGTHS TO MAINTAIN
13 Footpaths and cycleways 15 Council website 16 Council pools 17 Protection of the natural environment and wildlife 18 Parking facilities 19 Services for the elderly 20 Youth facilities and activities 21 Local festivals and events 24 The way Council communicates with the local community 25 Public toilets 26 Development applications (DA's) 27 Economic development and attracting new investment	3 Food safety in local restaurants, cafes and take-aways 6 Cleanliness of streets 7 Parks, reserves and playgrounds 8 Public Lighting in town centres 9 Bridges
SECOND ORDER ISSUES	OPPORTUNITIES
11 Dog control 12 Community halls 14 Stormwater drainage 22 Sealed roads 23 Weed control 28 Unsealed roads	1 Libraries 2 Sewage collection and treatment 4 Sporting facilities 5 Water supply 10 Waste and recycling

3. SATISFACTION WITH SERVICES AND FACILITIES



- The upper right quadrant (high importance and high satisfaction) represents current service strengths or **'Strengths to Maintain'**.
- The upper left quadrant (high importance but low satisfaction) denotes services where satisfaction should be improved or **'Priorities for Council'**.
- The lower left quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority service dimensions or **'Second Order Issues'**.
- The lower right quadrant (relatively lower importance and high satisfaction) represent Council's **'Opportunities'**. These are services with higher satisfaction but which are not currently driving overall satisfaction. By highlighting achievements in these areas, Council may be able to increase the link between the two.

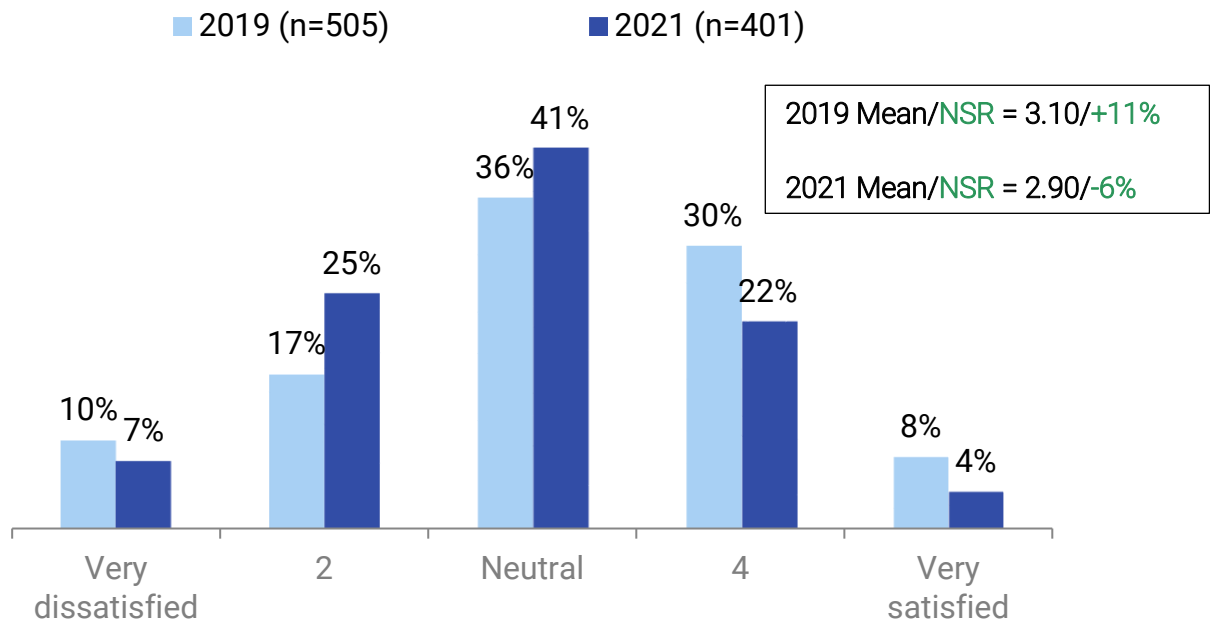
This indicates that Councils requires continued or increased focus (keeping in mind that this relates to both service delivery *and* external promotion of achievements in these areas) in areas such as footpaths and cycleways, Council website, Council pools, protection of the natural environment, parking facilities, services for youth and the elderly, local festivals and events, Council communication with the community, public toilets, DAs and economic development.

4. OVERALL SATISFACTION



As in previous surveys, residents were also asked to rate their satisfaction with Council's overall performance, on a scale of 1 (very dissatisfied) to 5 (very satisfied). The results are shown in Figure 11, below:

Figure 11: Overall satisfaction with Council (2019 and 2021)



Q3: Please rate your satisfaction with Council's overall performance on a scale of 1-5, where 1 is very dissatisfied, 3 is neutral and 5 is very satisfied (n=401)

Overall satisfaction with Council fell in this latest survey: from a mean of 3.10 (on a 1-5 scale) in 2019 to 2.90 in this latest survey. Likewise, the net satisfaction rating – i.e. percentage satisfied less percentage dissatisfied – fell from +11% to -6% survey-to-survey.

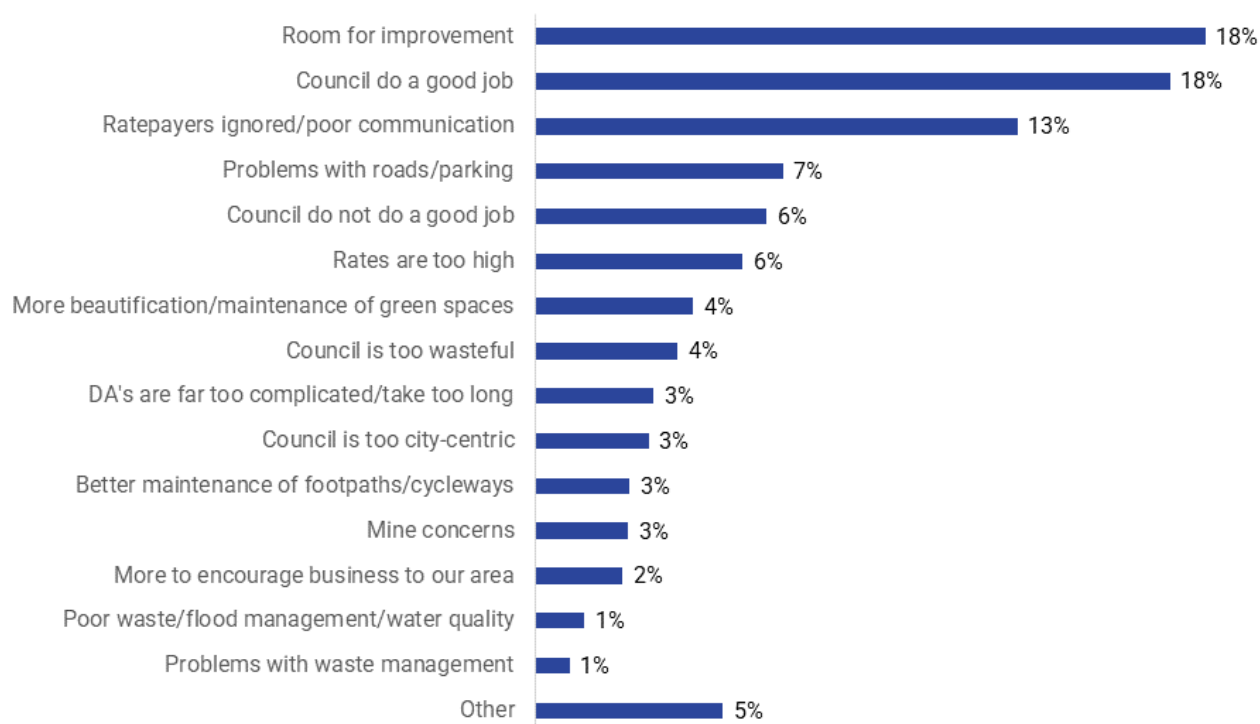
Results were consistent by age, postcode, urban vs. rural, and whether or not the respondent had children living in their home.

In an open-ended follow-up question, residents were asked to briefly provide reasons for their scores. These have been coded, with the major themes shown in Figure 12, next page:

4. OVERALL SATISFACTION



Figure 12: Reasons for overall satisfaction score



Q4: Can you briefly explain why you gave that rating? (n=401)

The majority of respondents struggled to think of a concrete reason for their satisfaction (or dissatisfaction) score. While this is quite usual for those who are satisfied – for many, seeing Council running smoothly “below the surface”, allows them to focus on other issues – it is unusual that the “dissatisfieds” are not more specific in the rationale for their low scores. This suggests a more general feeling of “crankiness” within the community – which may (for example) be related to having polled immediately after a fiercely contested by-election in the State seat encompassing the Muswellbrook Shire.

Of those with specific reasons, roads were a major issue along with perceived poor communication, rates being too high, or Council being “wasteful”. But even these may merely be rationalisations for another, broader issue or issues.

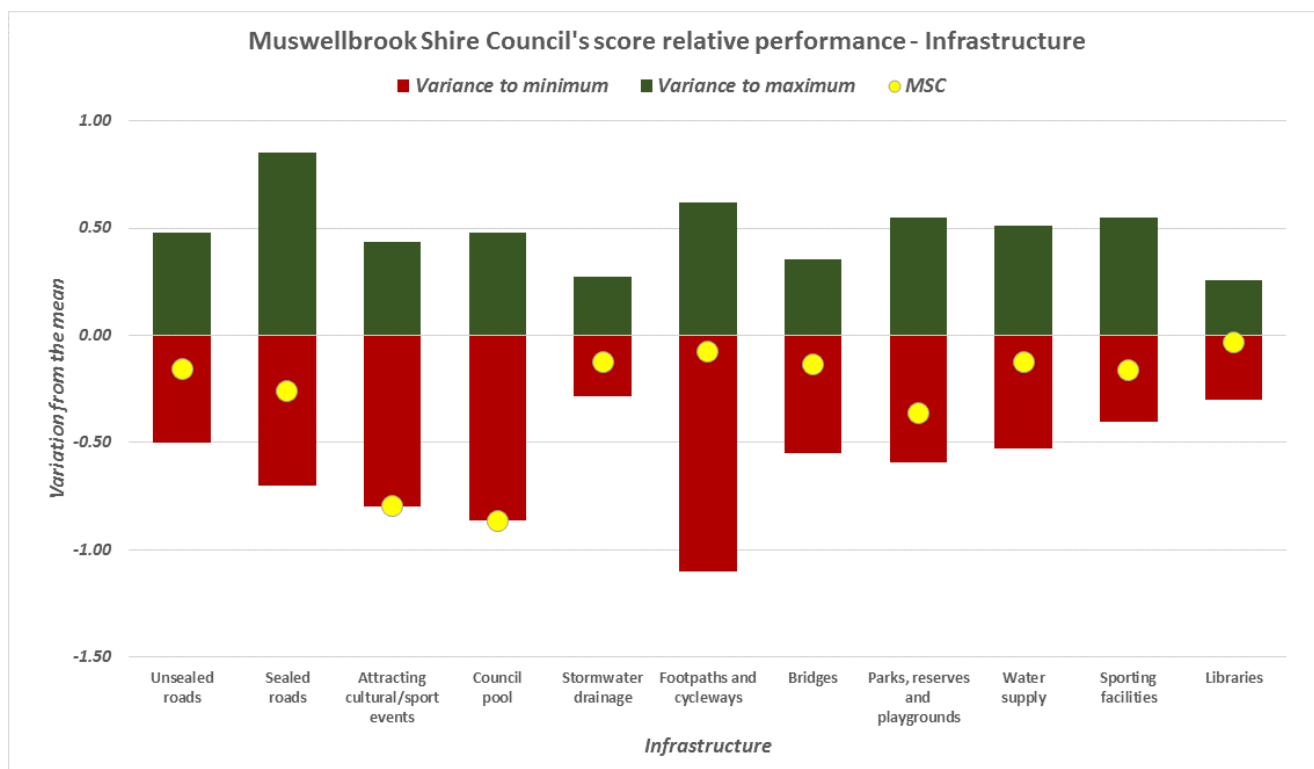
5. BENCHMARKING AGAINST OTHER COUNCILS



Jetty Research and its partners Taverner and IRIS Research maintain a database of satisfaction scores for over 25 NSW regional councils. Figures 14 and 15 show how Muswellbrook Shire Council satisfaction scores compared with their regional peers. In each case the length of green and red lines show the degree of variance in satisfaction scores between different councils: so for example, in Figure 14 there is a much higher variation in footpaths and cycleways than there is for stormwater drainage.

MSC's satisfaction score is shown in yellow, relative to the overall mean for that facility or service. So for libraries, the MSC mean score mirrors that of the mean for all Councils combined.

Figure 13: Benchmarks - Infrastructure

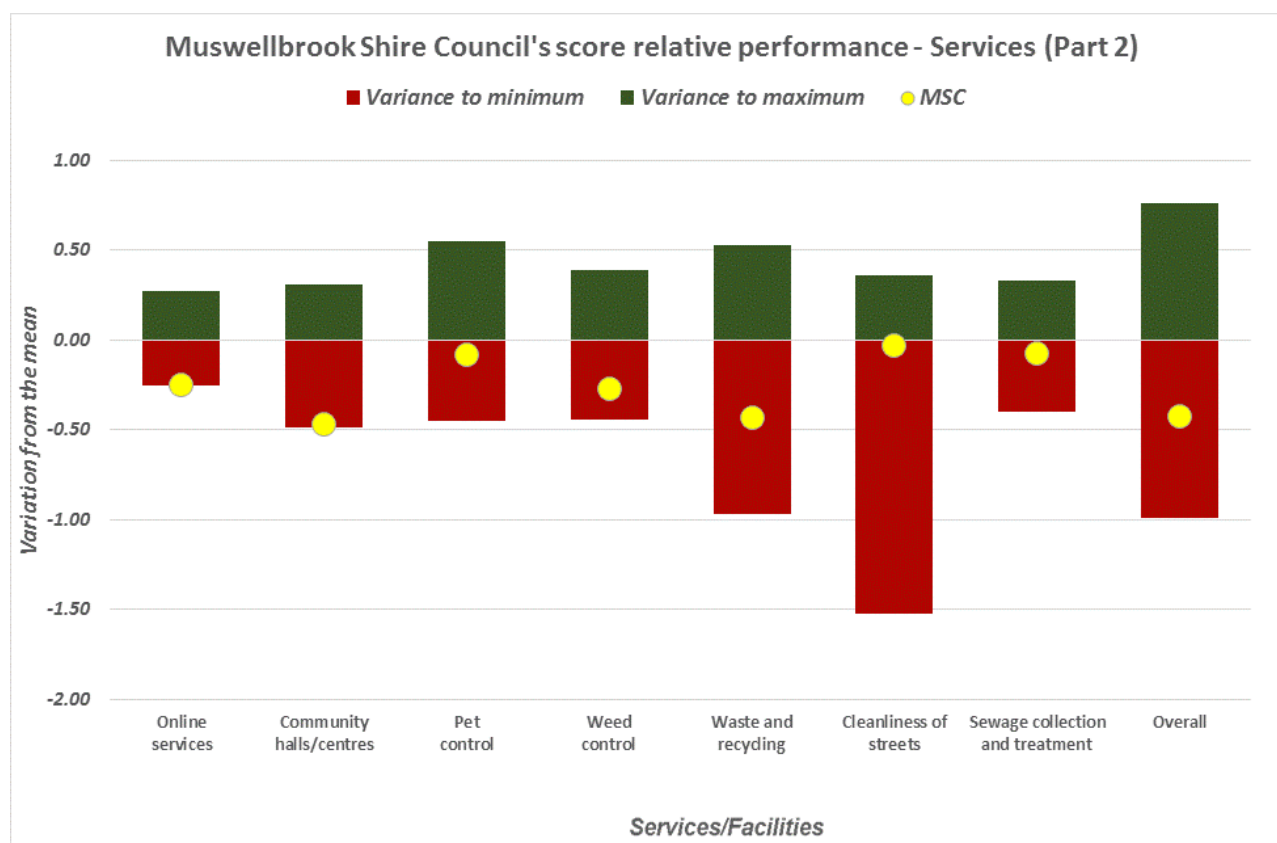
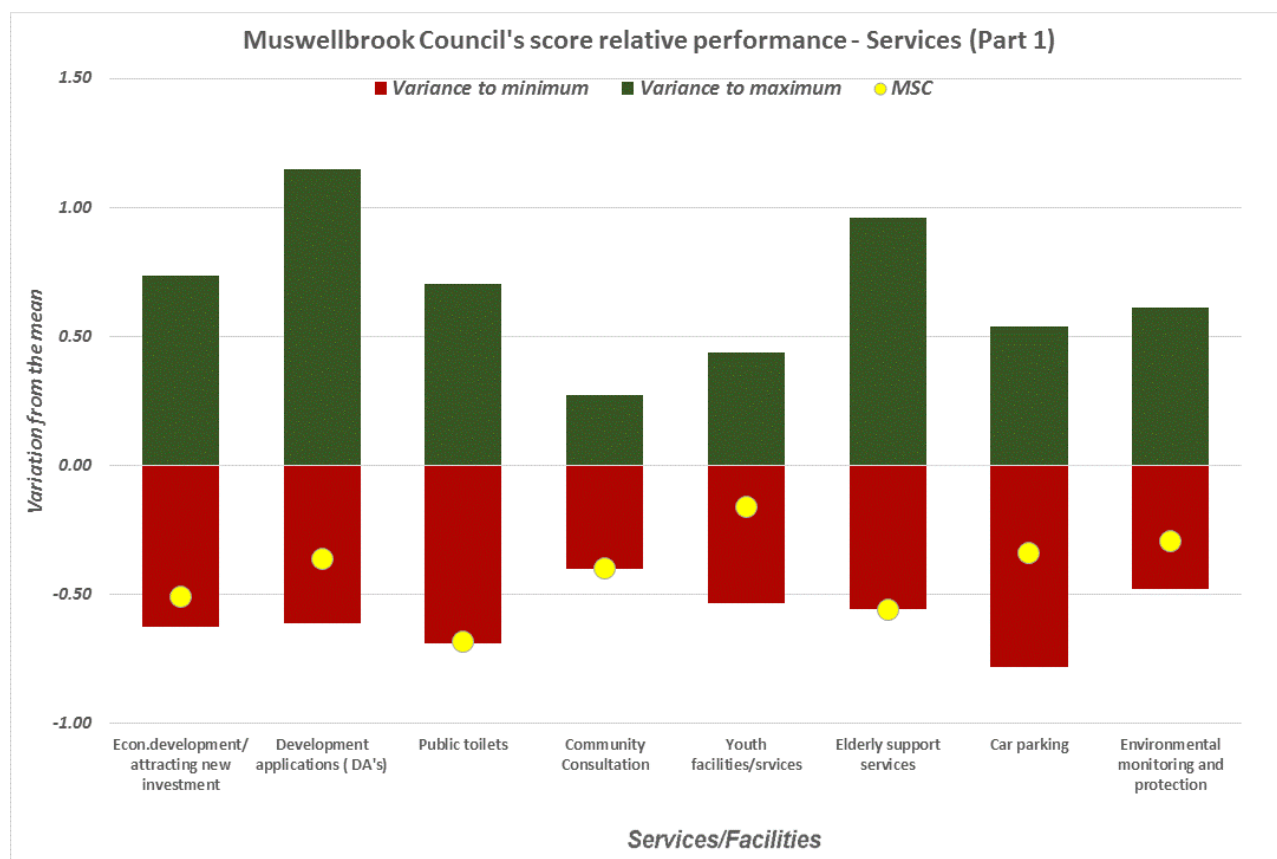


Among infrastructure criteria, MSC was on par with other councils in relation to libraries, and footpaths and cycleways. However it scored more poorly on most other factors, and had the lowest of all for attracting cultural/sporting events and Council pools.

5. BENCHMARKING AGAINST OTHER COUNCILS



Figure 14: Benchmarks - Services



5. BENCHMARKING AGAINST OTHER COUNCILS



MSC also scored relatively poorly in relation to services. While its mean was in line with its peers for cleanliness of streets, sewage collection and treatment and pet control, it ranked lower than other Councils for the other 12 services – and was bottom-ranked for public toilets, elderly support services, online services and community halls.

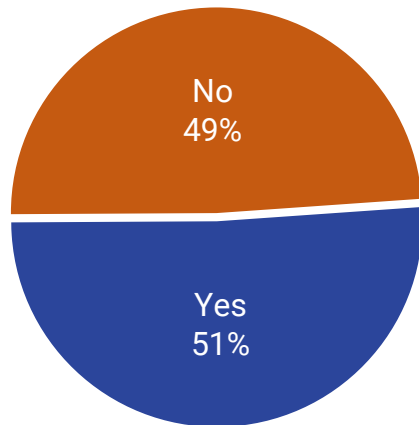
(It's important to note again at this point that resident satisfaction ratings are based on both reality and perception. In some cases the problem may lie with the service/s in question, but in others the perception may be based on poor or inadequate communication of changes or achievements. This is not a reflection of any individual Council, but rather the fact that Councils are generally better at *doing* things than they are at publicising their wins.)

6. CUSTOMER SERVICE



This section of the report covers front line customer service, for those residents who have contacted Council within the preceding 12 months.

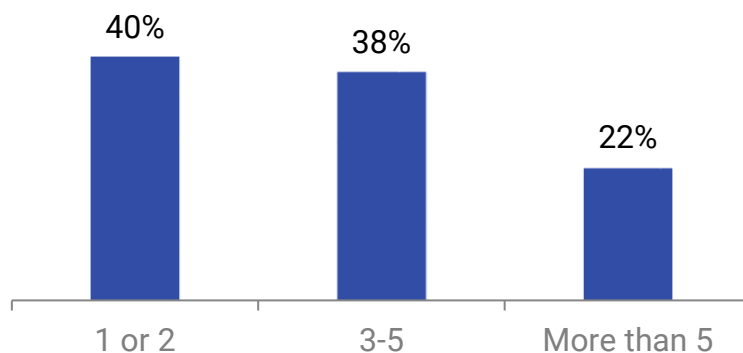
Figure 15: Proportion of residents contacting Council



Q6. Have you contacted Council within the past 12 months, for a reason other than to make a payment? (n=401)

Half of those surveyed had contacted Council (for a reason other than paying rates) in the preceding 12 months – up from 43% in 2019.

Figure 16: Times Council contacted

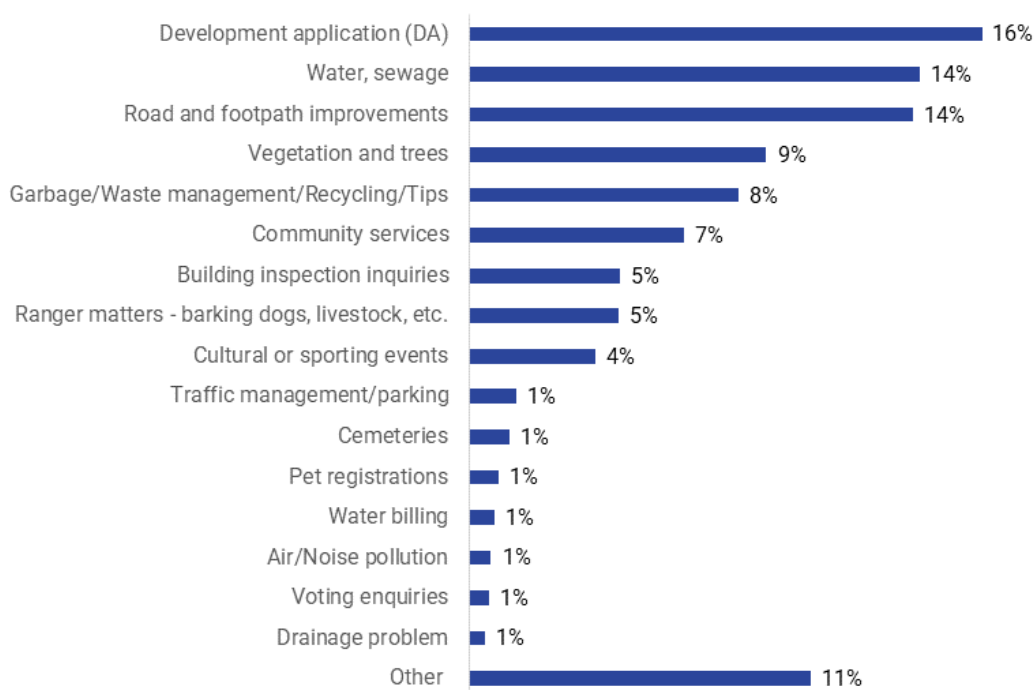


Q7. Can you please tell me how many times you have contacted Council in the past 12 months? (n=200)

6. CUSTOMER SERVICE



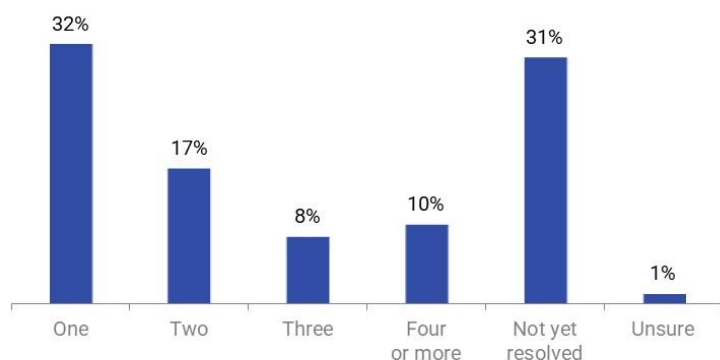
Figure 17: Matter to which contact related



Q8. Thinking about your most recent inquiry, what was that contact regarding? (n=200)

Development applications were the most cited reason for contact, followed by water or sewage issues, requests for road and footpath improvements, and tree/vegetation issues. However the fact that the full list comprised 26 different areas – plus a host of “others” – is another reminder of the huge breadth of Council activities and community expectations.

Figure 18: Times required to resolve issue



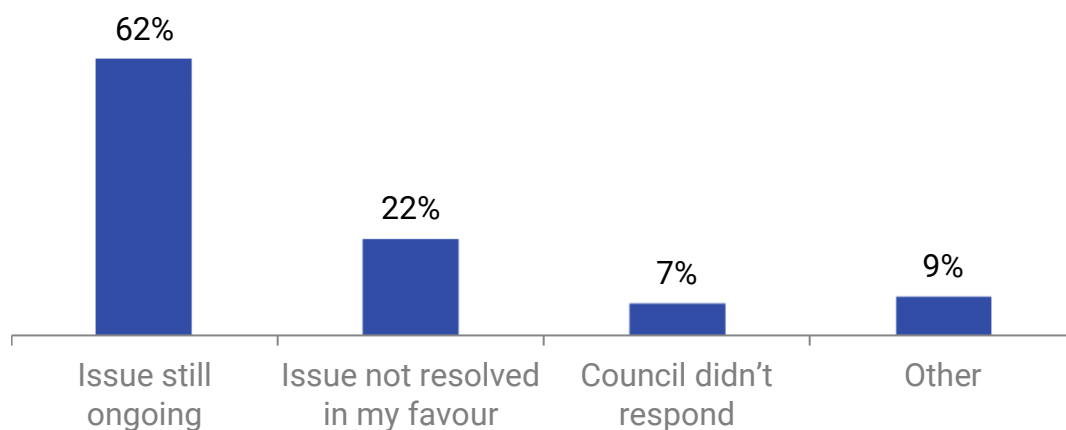
Q9. And regarding that issue, how many times did you need to contact Council to have your issue resolved? (n=200)

6. CUSTOMER SERVICE



While one-third of inquiries were sorted out on first contact, 35% took two or more – while a further 31% remained unresolved.

Figure 19: Why issue was not resolved

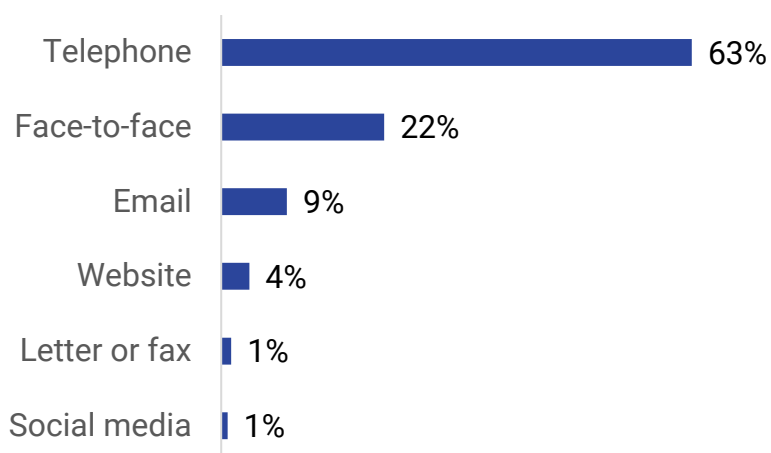


Q10. Can you briefly explain why you don't believe your issue was resolved? (n=73)

Ongoing issues are not necessarily a problem, unless this is because the respondent is refusing to accept "the umpire's decision" on something contentious. (This is not uncommon, as shown by the 22% of issues left "unresolved" because they were not resolved to the respondent's liking.) And in 7% of cases, the resident claimed that Council had not responded in the first place.

Note however that due to the small sample size for this question (n=73), results should be treated with caution.

Figure 20: Mode of first contact



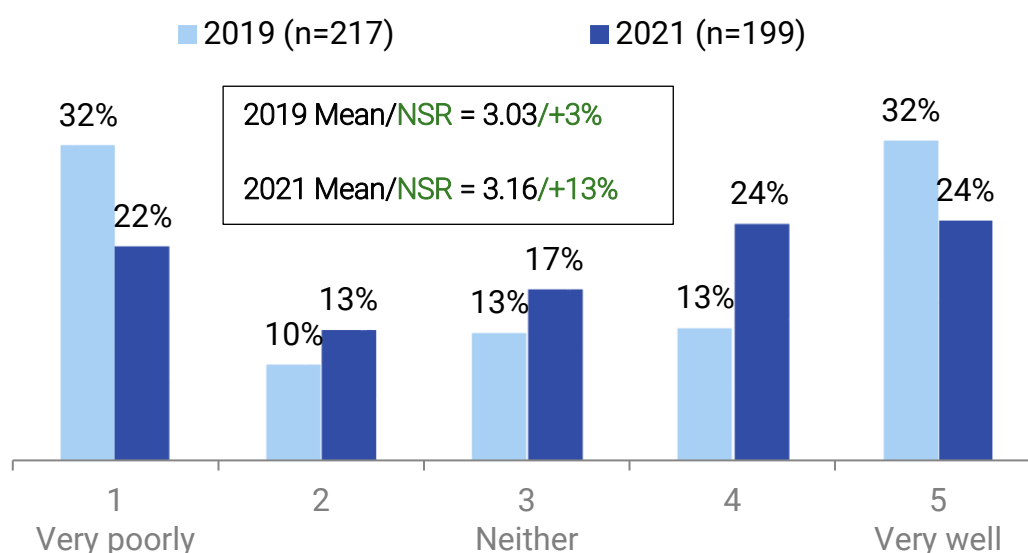
Q11. Regarding your issue, how did you first make contact with council? (n=200)

6. CUSTOMER SERVICE



Even in this age of new media, the majority of residents still contact Council by phone or face-to-face in the first instance. Although both these are in line with 2019 (when phone was 67% and face-to-face 21%), email has jumped from 4% to 9% - including 12% of residents aged 18-39. This may suggest that while slow, change is coming.

Figure 21: Satisfaction with how inquiry was handled



Q12. And on a scale of 1-5, where 1 means you think it was handled very poorly and 5 means you think it was handled very well, how satisfied were you with the way the local council handled your latest enquiry? (n=200)

Satisfaction levels rose slightly in this latest survey, with a mean satisfaction score of 3.16 (on a 1-5 scale) against 3.03 in 2019. Likewise, the net satisfaction rating – percentage satisfied less percentage dissatisfied – rose from +3 to +13%.

While results were consistent by age and gender, those in the 2333 postcode provided a significantly higher satisfaction score than those in 2328 (at 3.33 and 2.17 respectively).

As shown in Table 3, below, the other impact appears to be number of times required to resolve issue.

Table 3: Proportion of residents satisfied with interaction and overall based on number of contacts required to resolve an inquiry

NUMBER OF CONTACTS REQUIRED TO RESOLVE ISSUE	SATISFIED WITH WAY INTERACTION WAS HANDLED	SATISFIED WITH COUNCIL'S OVERALL PERFORMANCE
One	86%	35%
Two	69%	33%
Three	28%	22%
Four or more	25%	0%
Not yet resolved	18%	16%

6. CUSTOMER SERVICE



This shows clear and inverse relationship between: (a) number of contacts required and satisfaction with how that interaction was handled; and (b) the flow-on effect to overall satisfaction with Council.

The impact of this is powerful enough to suggest that improving customer service levels – and in particular resolving issues faster – will have a significantly bigger impact on improving overall satisfaction than addressing perceived shortfalls in any of the specific facilities and services shown in the top left quadrant of Table 2 (the Satisfaction/Importance matrix).

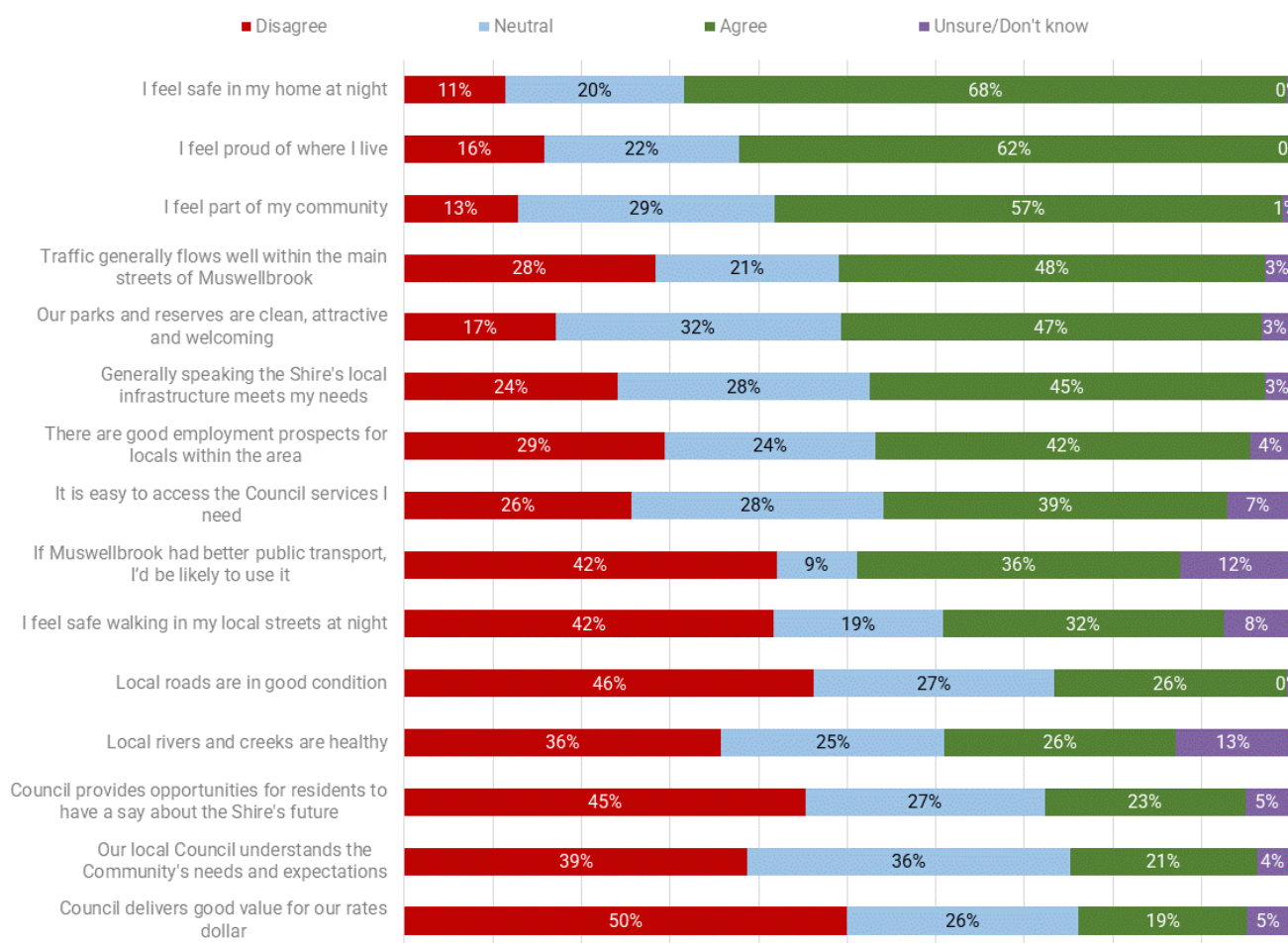
Equally important is finding ways to better communicate the rationale for decisions that may otherwise alienate residents. While the nature of Council activities and processes means there will always be the potential for contentious outcomes, the “damage” these decisions cause to customer satisfaction may sometimes be reduced by a plain English (i.e. non-bureaucratic) and empathetic explanation of the reasons such decisions are made.

7. OPPORTUNITIES AND CHALLENGES



The survey concluded with some questions designed to measure a series of 15 quality of life statements. Figure 22, below, shows the statements from highest to lowest agreement, while Table 4, next page, shows how the mean agreement scores have changed since these questions were last asked in 2016:

Figure 22: Attitudinal statements



Q5: On a scale of 1-5 where 1 means strongly disagree and 5 means strongly agree, please tell us to what extent you agree or disagree with the following statements (n=401)

Agreement was strongest with statements such as “I feel safe in my home at night”, “I feel proud of where I live” and “I feel part of my community” – all with 50+% agreement. However three statements had less than 25% agreement: “Council delivers good value for our rates dollar”, “Our local Council understands the community’s needs and expectations”, and “Council provides opportunities for residents to have a say about the Shire’s future”.

Results were generally consistent by age, gender and postcode. However men were more likely than women to feel safe walking their local streets at night, while older (i.e. 60+) residents were most likely to agree that they got good value for their rates dollar - but least likely to agree that “traffic generally flows well within the main streets of Muswellbrook”.

7. OPPORTUNITIES AND CHALLENGES



Table 4: Attitude comparisons 20121 vs. 2016

<i>Attitudinal Statements</i>			
Statement	2016	2021	% Difference
There are good employment prospects for locals	2.34	3.16	35%
I feel safe walking in my local streets at night	2.60	2.82	9%
I feel safe in my home at night	3.84	3.92	2%
I feel part of my community	3.67	3.59	-2%
I feel proud of where I live	3.83	3.71	-3%
Traffic generally flows well within the main streets of Muswellbrook	3.37	3.24	-4%
Generally speaking the Shire's local infrastructure meets my needs	3.38	3.23	-4%
Local rivers and creeks are healthy	2.96	2.80	-5%
Our parks and reserves are clean, attractive and welcoming	3.52	3.33	-5%
Local roads are in good condition	2.92	2.67	-8%
Our local Council understands the Community's needs and expectations	2.94	2.68	-9%
It is easy to access the Council services I need	3.50	3.18	-9%
I feel that Council provides opportunities for residents to have a say about the Shire's future	2.99	2.58	-14%
Council delivers good value for our rates dollar	2.81	2.43	-14%
If Muswellbrook had better public transport, I'd be likely to use it	N/A	2.85	N/A
Our local council are competent and honest	3.25	N/A	N/A

There have been a number of significant changes to scores since these questions were last asked in 2016. In particular job prospects for locals appear to be far stronger and people feel safer walking in their local streets at night.

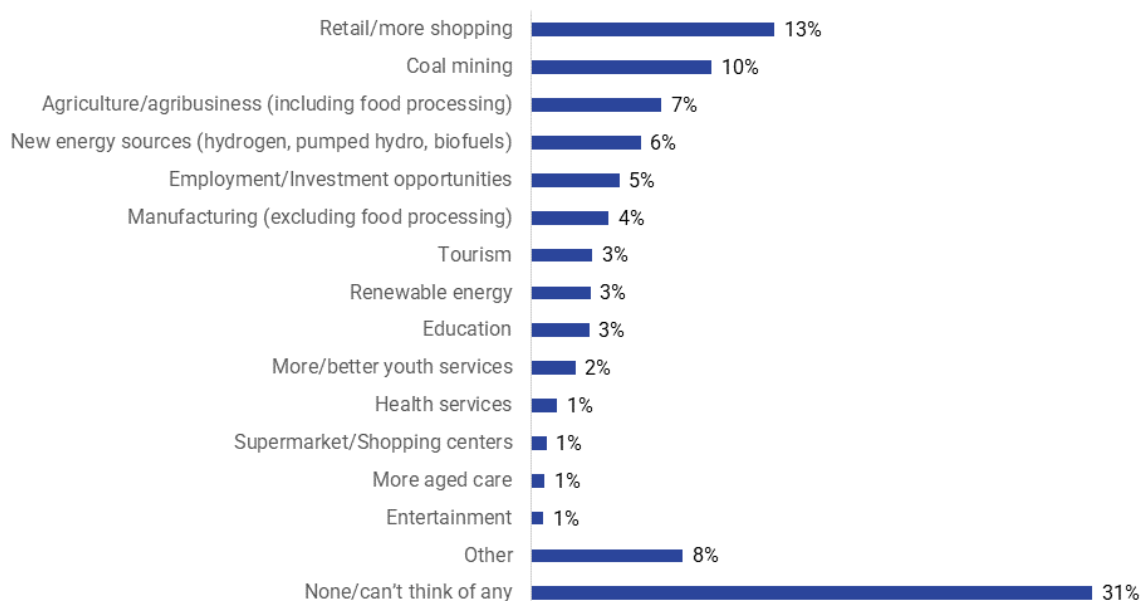
Conversely, residents appear less likely to agree that "Council delivers good value for our rates dollar" or that "I feel that Council provides opportunities for residents to have a say about the shire's future".

Respondents were then asked, in unprompted questions, what they felt were the major opportunities and threats to the Shire. Their responses have been coded, with the main themes shown in Figure 23 and Figure 24 (following page):

7. OPPORTUNITIES AND CHALLENGES

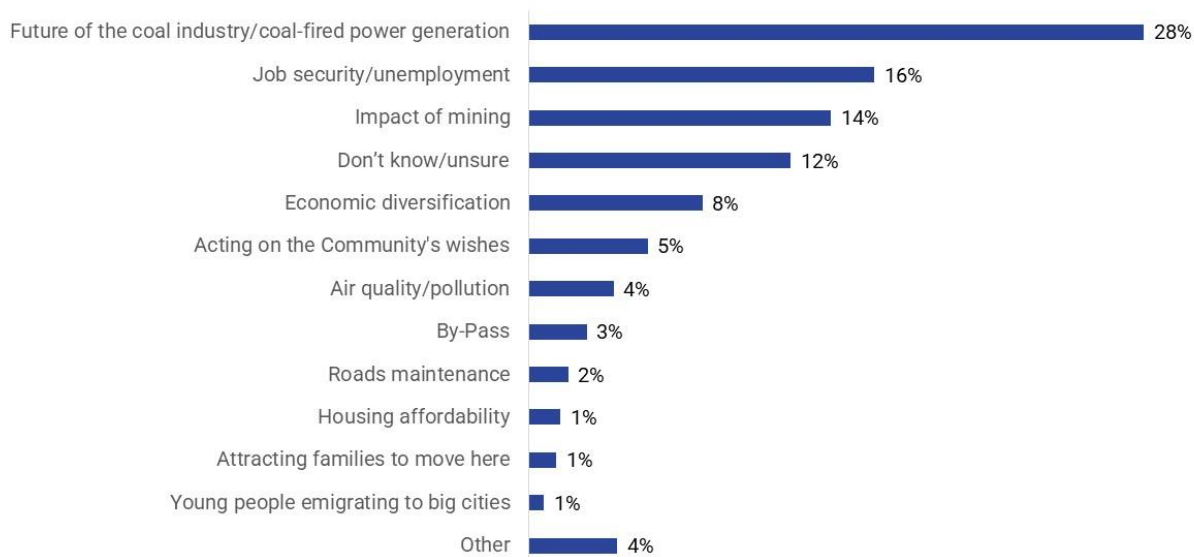


Figure 23: Perceived major opportunities for shire



Q13. What do you think is the MAJOR OPPORTUNITY for the future prosperity of the shire? (n=401)

Figure 24: Perceived major challenges for shire



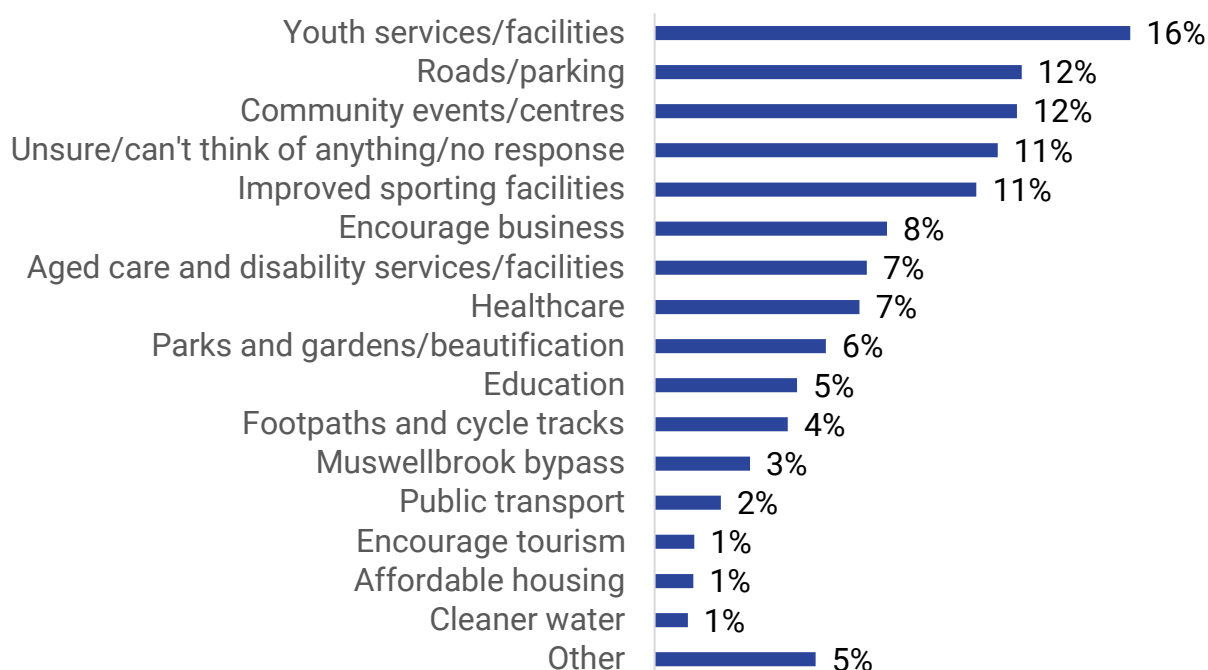
Q14. What do you think is the MAJOR CHALLENGE for the future of the Muswellbrook Shire going forward? (n=401)

Major (perceived) opportunities included additional retail, more coal mining, agriculture and agribusiness, and new energy sources. The biggest perceived threats were to the future of the coal industry and coal-fired power generation, and (related to this) the fear of job insecurity or unemployment.

7. OPPORTUNITIES AND CHALLENGES



Figure 25: How should Council spend a hypothetical \$5m?



Q15. If Council had a hypothetical \$5 million to spend on a new facility or service for residents, what would you like to see them spend the money on? (n=401)

When asked how they should spend a hypothetical \$5m windfall (again unprompted), residents focussed predominantly on the need for additional youth facilities and services. (This is significant, as it is very unusual for road improvements not to be the most suggested item on such "wish lists".)

Roads and parking were the second most-mentioned item, along with community events and facilities. And enhanced sporting facilities weren't far behind.

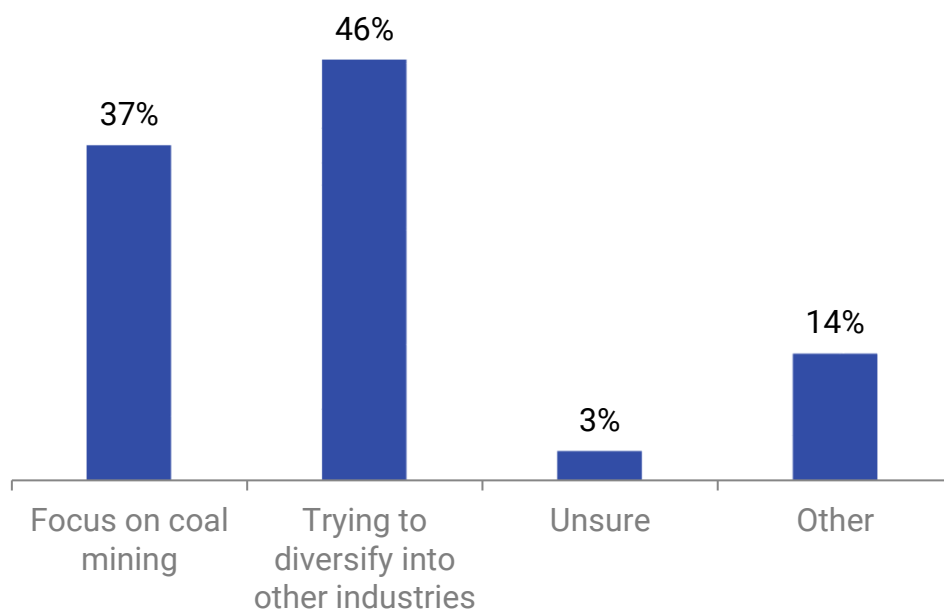
In light of recent debate around the shire's economic future, Council was also keen to understand residents' opinion on the "focus on coal mining" vs. "diversify into other industries" debate. To this end, respondents were asked the following question: *"Some people think the Muswellbrook Shire should continue to focus on coal mining for its future prosperity, while others think it should be trying to diversify into other industries. Which category do you fall into?"*

The results are shown in Figure 26, on the following page:

7. OPPORTUNITIES AND CHALLENGES



Figure 26: Coal mining vs. diversification



Q16. Some people think the Muswellbrook Shire should continue to focus on coal mining for its future prosperity, while others think it should be trying to diversify into other industries. Which category do you fall into? (n=401)

While opinion on this topic is clearly divided (and keeping in mind the survey's +/- 4.9% sampling error), there was a slightly higher proportion of residents who felt the shire should be trying to diversify away from coal and into other industries.

Within the 2328 postcode there was a clear preference for diversification, with 29% seeking a coal focus and 53% wanting a more diversified economy. But within the 2333 postcode the split was much closer: 38% seeking a focus on coal, 45% wanting diversification.

There was also a clear gender split, with 43% of males seeking a continued emphasis on coal against just 30% of females. And results also differed significantly by age: among those aged 18-30 there was a clear preference for coal (46%, against 31% for diversification) while for those 60+ the attitude was reversed (35% supporting a focus on coal vs. 58% seeking diversification).

Finally, Council sought feedback (from the 14% of respondents who had someone with a disability living in their home) what Council could do to make their lives easier or better. Of those (slightly more than half) able to provide suggestions, that majority focussed on either (a) improved public or community transport; (b) more level pavements; and (c) improved access to health services.

(The full list of comments will be supplied separately to Council.)

8. APPENDIX 1: QUESTIONNAIRE

CATI Questionnaire

Survey Introduction

Hi my name is (name) and I'm calling from Jetty Research on behalf of Muswellbrook Shire Council. Council has asked us to call residents at random to conduct a short survey to seek community views about local council services and infrastructure and future priorities for the Shire. The survey takes less than 15 minutes, all answers are confidential, and we are not trying to sell anything. Would you be willing to assist Council by completing a short survey?

INSERT STANDARD PRIVACY AND CONFIDENTIALITY INFORMATION

1. Yes
2. No

Screening

ASK ALL
SINGLE CHOICE
TERMINATE IF S1=2

S1. Thank-you. Before we proceed can I confirm you live in the Muswellbrook Shire?

1. Yes
2. No – TERMINATE WITH THANKS AS FOLLOWS:

Thank you, but for this survey we are only talking to people living in Muswellbrook Shire

ASK ALL
SINGLE CHOICE
TERMINATE IF S2=2

S2. And are you a Councillor or permanent employee of Muswellbrook Shire Council?

1. No
2. Yes – TERMINATE WITH THANKS AS FOLLOWS:

Thank you, but for unfortunately councillors and permanent employees are not eligible to take part in this survey

8. APPENDIX 1: QUESTIONNAIRE



ASK ALL

OPEN END – SHORT ANSWER

S3. May I have your postcode?

1. 2328 (Denman etc.)
2. 2333 (Muswellbrook, Sandy Hollow etc.)
3. Other **TERMINATE WITH THANKS AS FOLLOWS:**

Thank you, but for this survey we are only talking to people living in either the 2328 or 2333 postcode

ASK ALL

SINGLE CHOICE

S4. Into which age range do you fall?

1. 18-29
2. 30-39
3. 40-49
4. 50-59
5. 60-69
6. 70+

ASK ALL

OPEN ENDED - SHORT ANSWER

S5. And could I just your first name for the survey?

1. ANSWER

Main Survey

ASK ALL

SINGLE CHOICE

Q1. To kick things off, can you tell me which if any of the following apply to you:

READ OUT (YES/NO)

1. I work in the Muswellbrook Shire
2. I study in the Muswellbrook Shire
3. I am a ratepayer in the Muswellbrook Shire

8. APPENDIX 1: QUESTIONNAIRE



ASK ALL

SINGLE CHOICE GRID

Q2. Please rate your satisfaction with the following council facilities or services. We'll use a scale of 1-5, where 1 means you are very dissatisfied, 3 is neutral and 5 means you are very satisfied. If you don't use the service, just say so and I'll move to the next one.

COLUMNS

1. 1 – Very dissatisfied
2. 2
3. 3 – Neutral
4. 4
5. 5 – Very satisfied
6. 666 Not applicable

READ OUT

ROWS

1. Sealed roads
2. Unsealed roads
3. Bridges
4. Footpaths and cycleways
5. Cleanliness of streets
6. Dog control
7. Stormwater drainage
8. Public toilets
9. Weed control
10. Waste and recycling
11. Water supply
12. Sewage collection and treatment
13. Sporting facilities
14. Parks, reserves and playgrounds
15. Council pools
16. Libraries
17. Community halls
18. Youth facilities and activities
19. Services for the elderly
20. Economic development and attracting new investment
21. Council website
22. Development applications (DA's)
23. Parking facilities
24. Public Lighting in town centres
25. Food safety in local restaurants, cafes and take-aways
26. Local festivals and events
27. Protection of the natural environment and wildlife
28. The way Council communicates with the local community

8. APPENDIX 1: QUESTIONNAIRE



ASK ALL
SINGLE ANSWER

Q3. Please rate your satisfaction with council's overall performance on a scale of 1-5, where 1 is very dissatisfied, 3 is neutral and 5 is very satisfied.

1. 1 – Very dissatisfied
2. 2
3. 3 – Neutral
4. 4
5. 5 – Very satisfied
6. 666 Not applicable

ASK ALL
OPEN ENDED

Q4. Can you briefly explain why you gave that rating?

1. ANSWER

ASK ALL
SINGLE CHOICE GRID

Q5. On a scale of 1 to 5 where 1 means strongly disagree and 5 means strongly agree, please tell us to what extent do you agree or disagree with the following statements.

COLUMNS

1. 1 – Strongly disagree
2. 2
3. 3 – Neither agree nor disagree
4. 4
5. 5 – Strongly agree
6. 666 – Unsure/Don't know

ROWS
READ OUT

- A. Our local Council understands the Community's needs and expectations
- B. Council delivers good value for our rates dollar
- C. I feel that Council provides opportunities for residents to have a say about the Shire's future
- D. It is easy to access the Council services I need
- E. Generally speaking the Shire's local infrastructure meets my needs
- F. Traffic generally flows well within the main streets of Muswellbrook
- G. Local roads are in good condition
- H. If Muswellbrook had better public transport, I'd be ~~more~~ likely to use it
- I. Local rivers and creeks are healthy
- J. Our parks and reserves are clean, attractive and welcoming
- K. I feel safe in my home at night
- L. I feel safe walking in my local streets at night
- M. There are good employment prospects for locals within the area
- N. I feel part of my community
- O. I feel proud of where I live

8. APPENDIX 1: QUESTIONNAIRE



ASK ALL

SINGLE CHOICE

IF Q6 =2 or Q6=3, SKIP TO Q13, REST TO Q7

Q6. Have you contacted Council within the past 12 months, for a reason other than to make a payment?

1. Yes
2. No SKIP TO QUESTION 13
3. Don't know/unsure SKIP TO QUESTION 13

ASK ALL IF Q6=1

OPEN END – SHORT ANSWER

Q7. Can you please tell me how many times you have contacted Council in the past 12 months?

DO NOT PROMPT

1. 1 or 2
2. 3-5
3. More than 5

ASK ALL IF Q6=1

OPEN ENDED – SHORT ANSWER

Q8. Thinking about your most recent inquiry, what was that contact regarding?

DO NOT PROMPT

1. Garbage/Waste management/Recycling/Tips
2. Development application (DA)
3. Building inspection inquiries
4. Rates inquiry (including pensioner rebates and change of address)
5. Water billing
6. Water, sewage
7. Septic tanks
8. Drainage problem
9. Community services (availability of facilities, grants for projects, community events, aged and disabled services etc.)
10. Ranger matters - barking dogs, livestock, etc.
11. Vegetation and trees - e.g. requesting council to clear vegetation or mow grass
12. Other parks and gardens
13. Road and footpath improvements
14. Library
15. Cultural facilities
16. Cultural or sporting events
17. Traffic management/parking
18. Road or bridge closures
19. Fees and charges generally
20. Cemeteries
21. Pet registrations
22. Website content and access
23. Can't recall
24. Other (please specify)

8. APPENDIX 1: QUESTIONNAIRE



ASK ALL IF Q6=1
UNPROMPTED

Q9. And regarding that issue, how many times did you need to contact Council to have your issue resolved?

DO NOT PROMPT

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

ASK ALL IF Q9 = 5
UNPROMPTED – CODE ANY THAT APPLY OR ADD AS OTHER

Q10. Can you briefly explain why you don't believe your issue was resolved?

DO NOT PROMPT

1. Issue still ongoing
2. Council didn't respond
3. Issue not resolved in my favour
4. Other (record)

ASK ONLY IF Q6 = 1
SINGLE CHOICE

Q11. Regarding your issue, how did you first make contact with council?

READ OUT

1. Telephone
2. Face-to-face
3. Letter or fax
4. Email
5. Website
6. Social media (FB, Instagram etc)
7. Don't know/unsure

ASK ALL IF Q6=1
SINGLE CHOICE

Q12. And on a scale of 1-5, where 1 means you think it was handled very poorly and 5 means you think it was handled very well, how satisfied were you with the way the local council handled your latest enquiry?

1. Very poorly
- 2.
3. Neither
- 4.
5. Very well

8. APPENDIX 1: QUESTIONNAIRE



ASK ALL

SINGLE CHOICE

UNPROMPTED – TICK FIRST CHOICE OR ADD AS OTHER

Q13. What do you think is the MAJOR OPPORTUNITY for the future prosperity of the shire?

1. Coal mining
2. Renewable energy
3. New energy sources (hydrogen, pumped hydro, biofuels, batteries etc.)
4. Tourism
5. Agriculture/agribusiness (including food processing)
6. Education
7. Manufacturing (excluding food processing)
8. Other (please specify)

ASK ALL

SINGLE CHOICE

UNPROMPTED – TICK FIRST CHOICE OR ADD AS OTHER

Q14. What do you think is the MAJOR CHALLENGE for the future of the Muswellbrook Shire going forward?

1. Job security/unemployment
2. Future of the coal industry/coal fired power generation
3. Air quality/pollution'
4. Impact of mining
5. Housing affordability
6. Health services
7. Economic diversification'
8. Young people emigrating to big cities
9. Don't know/unsure
10. Other (please specify)

ASK ALL

OPEN-ENDED

Q15. If Council had a hypothetical \$5 million to spend on a new facility or service for residents, what would you like to see them spend the money on?

ASK ALL

OPEN-ENDED

Q16. Some people think the Muswellbrook Shire should continue to focus on coal mining for its future prosperity, while others think it should be trying to diversify into other industries. Which category do you fall into?

1. Focus on coal mining
2. Trying to diversify into other industries
3. Other
4. Unsure

8. APPENDIX 1: QUESTIONNAIRE



DEMOGRAPHIC QUESTIONS

INTERVIEWER TO READ:

Thanks, we're very close to the end of the survey. I just have a couple more questions to ask you.

ASK ALL

SINGLE CHOICE

D1. Can you just tell me if you live in an urban or rural area?

1. Rural area
2. Urban area

ASK ALL

SINGLE CHOICE

D2. Do you have any children under the age of 18 living in your home?

1. Yes
2. No

ASK ALL

SINGLE CHOICE

D3. How long have you lived in the Muswellbrook Shire?

1. Less than 12 months
2. 1-5 years
3. 6-10 years
4. 11-20 years
5. More than 20 years

ASK ALL

SINGLE CHOICE

D4. And do you identify as being Aboriginal or Torres Strait Islander?

1. Yes
2. No
3. Prefer not to say

ASK ALL

SINGLE CHOICE

D5. And does anyone living in your home have a disability?

1. Yes
2. No
3. Prefer not to say

8. APPENDIX 1: QUESTIONNAIRE



ASK ONLY IF D5=1

OPEN ENDED – SHORT OPEN ANSWER

D5_A. Is there anything Council could do to make their lives easier or better?

1. ANSWER

ASK ALL

SINGLE CHOICE

D6. And finally, when Muswellbrook Shire Council runs community workshops to gain resident views of service delivery for parks, playgrounds, roads etc., would you potentially like to be involved?

Yes

No

ASK ONLY IF D6=1

FILL FORM

D7. Thanks so much, I just need the following contact details and Council may be in touch at a later date with further information. May I have your:

Name?

Surname?

Town/Suburb?

Email?

Best daytime phone?

INTERVIEWER TO READ: Thanks so much, that's the end of the survey. Muswellbrook Shire Council greatly appreciates your views. Did you have any questions about the survey? Have a great afternoon/evening.

9. APPENDIX 2: DATA TABLE

The data table (following page) shows mean scores for all satisfaction-based questions, and broken down by age, gender, postcode, urban/rural and whether there were children living in the home. Anything highlighted blue or red is classed as a statistically significant difference – i.e. a difference that is unlikely to have been caused by chance alone.

9. APPENDIX 2: DATA TABLE



Theme	Measure	Total	Postcode		Age			Gender		Urban/Rural		Children <18 living in home?	
			2328	2333	18-39	40-59	60+	Male	Female	Rural area	Urban area	Yes	No
Satisfaction with services (mean score, 1-5 scale)	Sealed roads	2.75	2.45	2.79	2.72	2.62	2.97	2.76	2.72	2.38	2.96	2.75	2.74
	Unsealed roads	2.40	1.89	2.48	2.37	2.45	2.36	2.49	2.31	2.07	2.60	2.46	2.33
	Bridges	3.38	3.50	3.37	3.27	3.39	3.55	3.39	3.37	3.35	3.40	3.29	3.47
	Footpaths and cycleways	3.08	3.04	3.09	3.15	2.92	3.20	3.06	3.11	3.14	3.05	3.01	3.16
	Cleanliness of streets	3.55	3.58	3.54	3.56	3.47	3.66	3.50	3.60	3.42	3.62	3.58	3.52
	Dog control	3.16	3.02	3.18	3.32	2.87	3.31	3.30	3.01	3.26	3.11	3.16	3.16
	Stormwater drainage	3.08	2.70	3.14	2.97	3.07	3.28	3.15	3.00	2.91	3.16	3.06	3.10
	Public toilets	2.49	3.01	2.42	2.38	2.47	2.75	2.55	2.44	2.55	2.46	2.33	2.65
	Weed control	2.59	2.39	2.62	2.57	2.53	2.73	2.58	2.60	2.38	2.71	2.51	2.67
	Waste and recycling	3.32	2.96	3.37	3.26	3.19	3.60	3.22	3.43	2.91	3.52	3.23	3.41
	Water supply	3.60	3.22	3.64	3.56	3.45	3.88	3.67	3.52	3.25	3.73	3.54	3.66
	Sewage collection and treatment	3.89	3.43	3.94	3.85	3.83	4.10	3.91	3.88	3.46	4.06	3.88	3.91
	Sporting facilities	3.70	3.85	3.68	3.61	3.70	3.89	3.61	3.80	3.66	3.73	3.63	3.78
	Parks, reserves and playgrounds	3.52	3.80	3.48	3.31	3.58	3.77	3.49	3.55	3.56	3.49	3.34	3.69
	Council pools	2.97	3.29	2.92	2.75	2.88	3.53	3.11	2.82	2.86	3.04	2.66	3.34
	Libraries	4.13	4.12	4.13	4.13	4.01	4.28	4.16	4.10	4.17	4.10	4.03	4.22
	Community halls	3.13	3.52	3.06	3.02	3.08	3.36	3.22	3.02	3.16	3.11	2.93	3.30
	Youth facilities and activities	2.87	2.92	2.87	2.69	2.83	3.27	2.92	2.82	3.17	2.73	2.69	3.11
	Services for the elderly	2.87	2.92	2.87	2.89	2.77	2.97	2.99	2.75	2.89	2.86	2.91	2.85
	Economic development and attracting new investment	2.40	2.62	2.37	2.19	2.38	2.78	2.39	2.42	2.47	2.36	2.34	2.46
	Council website	3.02	2.62	3.07	3.09	2.96	3.02	3.13	2.91	2.73	3.19	3.07	2.97
	Development applications (DA's)	2.49	1.99	2.57	2.44	2.39	2.76	2.39	2.64	2.18	2.69	2.52	2.46
	Parking facilities	2.91	2.94	2.90	3.10	2.65	2.98	2.94	2.87	2.67	3.04	2.94	2.87
	Public Lighting in town centres	3.48	3.49	3.48	3.50	3.45	3.51	3.48	3.48	3.28	3.58	3.50	3.46
	Food safety in local restaurants, cafes and take-aways	3.82	3.93	3.81	3.86	3.78	3.84	3.89	3.76	3.73	3.88	3.88	3.77
	Local festivals and events	2.77	2.85	2.76	2.75	2.65	3.02	2.76	2.79	2.81	2.76	2.86	2.68
	Protection of the natural environment and wildlife	2.96	2.56	3.02	3.11	2.71	3.10	2.94	2.97	2.69	3.12	2.85	3.05
	The way Council communicates with the local community	2.56	2.44	2.58	2.51	2.49	2.75	2.60	2.52	2.48	2.61	2.60	2.53
	Overall Satisfaction with MSC	2.90	2.95	2.90	2.89	2.80	3.07	2.93	2.88	2.81	2.96	2.87	2.93
Customer service	Council's handling of your latest enquiry	3.16	2.17	3.33	2.99	3.44	2.92	2.95	3.37	2.92	3.33	3.18	3.13
Strength of agreement (mean score 1-5 scale)	Our local Council understands the Community's needs and expectations	2.68	2.69	2.68	2.59	2.62	2.90	2.70	2.65	2.60	2.72	2.66	2.69
	Council delivers good value for our rates dollar	2.43	2.35	2.44	2.22	2.37	2.83	2.46	2.39	2.24	2.54	2.36	2.48
	Council provides opportunities for residents to have a say about the Shire's future	2.58	2.42	2.61	2.57	2.53	2.69	2.61	2.56	2.46	2.66	2.62	2.56
	It is easy to access the Council services I need	3.18	2.93	3.21	3.19	3.13	3.24	3.19	3.17	2.87	3.35	3.33	3.04
	Generally speaking the Shire's local infrastructure meets my needs	3.23	3.20	3.24	3.20	3.19	3.35	3.32	3.14	3.19	3.26	3.21	3.26
	Traffic generally flows well within the main streets of Muswellbrook	3.24	3.29	3.23	3.56	3.13	2.88	3.31	3.16	3.22	3.25	3.36	3.13
	Local roads are in good condition	2.67	2.52	2.70	2.65	2.52	2.95	2.66	2.69	2.40	2.84	2.63	2.71
	If Muswellbrook had better public transport, I'd be likely to use it	2.85	2.61	2.88	2.80	2.73	3.11	2.66	3.04	2.87	2.84	2.86	2.83
	Local rivers and creeks are healthy	2.80	2.35	2.88	2.87	2.64	2.94	2.83	2.78	2.76	2.83	2.72	2.88
	Our parks and reserves are clean, attractive and welcoming	3.33	3.32	3.34	3.21	3.29	3.60	3.37	3.30	3.27	3.37	3.24	3.42
	I feel safe in my home at night	3.92	3.87	3.93	3.90	3.85	4.06	4.07	3.77	4.13	3.80	3.79	4.04
	I feel safe walking in my local streets at night	2.82	2.92	2.81	2.93	2.79	2.67	3.23	2.40	2.91	2.77	2.81	2.84
	There are good employment prospects for locals within the area	3.16	3.04	3.18	3.14	3.28	3.00	3.36	2.95	3.06	3.22	3.21	3.12
	I feel part of my community	3.59	3.59	3.59	3.54	3.57	3.71	3.77	3.40	3.62	3.57	3.55	3.63
	I feel proud of where I live	3.71	3.73	3.71	3.75	3.56	3.89	3.82	3.60	3.72	3.71	3.70	3.73
Customer service	Council's handling of your latest enquiry	3.16	2.17	3.33	2.99	3.44	2.92	2.95	3.37	2.92	3.33	3.18	3.13
Direction for the future	Focus on coal mining	37%	29%	38%	46%	28%	35%	43%	30%	31%	40%	36%	37%
	Trying to diversify into other industries	46%	53%	45%	31%	54%	58%	42%	50%	51%	43%	43%	49%
	Other	14%	11%	14%	21%	13%	4%	11%	17%	14%	14%	17%	11%
	Unsure	3%	7%	3%	2%	5%	3%	3%	3%	4%	3%	4%	3%

Jetty Research

1a/30 Industrial Dr, Coffs Harbour NSW 2450, Australia

t +61 2 6550 9175 www.jettyresearch.com.au

Jetty Research is part of the Taverner Research Group and is wholly owned by Tobumo Pty Ltd, ABN 93 003 080 500

