

# A random survey of Nambucca Shire residents to measure satisfaction and priorities with regard to Council-managed facilities and services



A random and statistically valid telephone survey of 400 residents in the Nambucca Shire, conducted by Jetty Research on behalf of **Nambucca Shire Council**

**FINAL REPORT dated July 26<sup>th</sup> 2013**

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Front cover photo: Nambucca River at Nambucca Heads. (iStock)

## Disclaimer

**While all care and diligence has been exercised in the preparation of this report, Jetty Research Pty. Ltd. 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 Pty. Ltd. or its employees.**

## Executive summary

In May 2013, Nambucca Shire Council commissioned Jetty Research to conduct a representative and statistically valid telephone survey of 400 adult residents living within the local government area (LGA). The survey aimed to assess satisfaction with, and priorities towards different Council-managed facilities and services using a random and statistically valid sample. It was also designed to provide community feedback on a range of other issues including: frontline service levels; a possible special rates variation specifically to fund road and bridge improvements; and attitudes towards four wheel drive access on local beaches.

Polling was conducted from May 30<sup>th</sup> to June 11<sup>th</sup> 2013 as a random telephone survey of 400 adult residents living throughout the LGA. No formal quotas were applied, although we did attempt to ensure an adequate mix of respondents across age groups and sub-regions.

Based on the number of households within the Nambucca Shire, a random sample of 400 adult residents implies a margin for error of +/- 4.8% at the 95% confidence level. This essentially means that if we conducted a similar poll twenty times, results should reflect the views and behaviour of the overall survey population – in this case “all Nambucca Shire adult residents excluding council employees and councillors” – to within a +/- 4.8% margin in 19 of those 20 surveys.

For more information on survey methodology, sampling error and sample characteristics, see pages 7-9. For more detailed information on the demographic breakdown of survey respondents, see pages 38-41.

### Among the survey’s major conclusions:

1. Of 27 council services and facilities measured, 16 (i.e. 59%) had a mean satisfaction score of three or above (using a 1-5 satisfaction scale). Top-ranked services included water supply and sewage collection and treatment (each with a satisfaction rating of 4.27 out of a possible 5), libraries (4.22), the Council pool at Macksville (4.16) and garbage/recyclables (4.07).
2. Conversely 11 services (i.e. 41%) had a mean score of below “par”. These included sealed and unsealed roads (which each had a satisfaction rating of 2.41), climate change planning (2.42), economic development (2.49) and youth activities and services (2.52).
3. In terms of importance, water supply had the highest mean rating at 4.79 (again using a 1-5 scale). This was followed by sewage collection/treatment (4.69), sealed roads (4.68), beaches (4.60) and garbage/recyclables (4.59).
4. When placed into a matrix of importance vs. satisfaction, the following picture emerged:

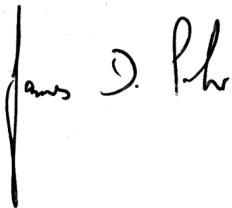
*(Continued next page)*

Higher Importance, lower satisfaction	Higher importance, higher satisfaction
Sealed roads	Water supply
Bridges	Sewage
Estuary management	Garbage/recycling
Stormwater drains	Libraries
Public Toilets	Elderly services
Youth activities	Cleanliness of streets
Tourism and tourism promotion	Parks, reserves and playgrounds
Economic development and investment attraction	Street lighting
Development applications	Footpaths/cycleways
	Dog Control
	Environmental monitoring and protection
	Beaches
Lower importance, lower satisfaction	Lower importance, higher satisfaction
Unsealed roads	Public halls
Climate control planning	Pool complex at Macksville
	Sporting facilities
	Weed control

- Looking at the gap between importance (or expectation) and satisfaction, the greatest shortfalls came in sealed roads, bridges, and economic development and investment. The lowest gaps were in the council pool (where satisfaction actually outweighed expectation), libraries, public halls, sporting facilities and sewage collection/treatment.
- In terms of their overall satisfaction with Council's performance, 38% declared themselves satisfied against 23% dissatisfied and the balance neutral. The weighted mean satisfaction rating of 3.18 was above the benchmark score of 3.00, and in line with the 2010 result.
- Some 45% of respondents had visited Council's administration centre during the previous six months, with the largest proportion of these (48%) choosing to pay their rates in person. Of those visiting the centre, 84% were satisfied with the service they received.
- Meanwhile 16% had written letters or emails to Council in the previous year, and 39% had telephone contact. Satisfaction rates of these writers and callers were 44% and 66% respectively.
- When asked how they would like to see a hypothetical \$5 million general use grant spent, the largest proportion of respondents (57%) chose road improvements. In distant second was building or maintenance of local bridges (26%), followed by a host of specific facilities (15%) and attracting business and employment (10%, along with youth programs and facilities.).
- Nine in ten respondents felt Council should be spending more on road and bridge maintenance. And 77% of residents were willing to accept a rate variation of between \$1 and \$4 per week to make this happen (with \$2 per week the most common figure nominated).
- Fifty five per cent of respondents believed Council should allow four wheel drive access to selected Council beaches. (This included 63% of 4WD owners, and 50% of non-owners.) Of those believing they should *not* be allowed, between 11 and 16% felt they should be allowed at one or more of three nominated spots – Scotts Head at Foster Beach, the northern end of Valla Beach, or Nambucca Heads at the swimming creek.

## Conclusions and recommendations:

1. While the majority of satisfaction scores are stable relative to the 2010 survey, there appears to be growing frustration with the state of local sealed roads. This came through repeatedly, and via a range of different measures. In particular, the (statistically) significant shift away from “lowest rates” and towards “best roads” in Graph 5.2 (page 32) suggests that ratepayers are increasingly prepared to support a special rate variation specifically targeted towards improving road infrastructure.
2. There was also dissatisfaction shown with tourism promotion, which at the same time was judged to be of relatively higher importance to Council. Although we are not able to say whether or not this disquiet is valid (especially given that most tourist marketing activity occurs outside the LGA), there is at least a perception that needs to be addressed.
3. Satisfaction with frontline service levels was generally high. However there was some dissatisfaction with responses to written communication (i.e. mail plus email), which in turn fed through to lower overall satisfaction scores. This should be a priority for any improvements in Council-resident communication strategies.
4. A large proportion of residents continue to pay their rates in person. While their satisfaction with front counter service is high, Council may wish to reflect on whether this is an efficient use of Council resources. It may, for example, wish to consider incentives designed to get more rates paid online, freeing the front counter staff up for more “productive” tasks.
5. There was majority acceptance of having 4WD access on selected Nambucca shire beaches - even among non-4WD owners. However there was also solid support for further monitoring of 4WDs on beaches, presumably to enforce the permit system and ensure 4WDs are only accessing designated areas.
6. Overall satisfaction with Council was on par with the 2010 result, and above the “neutral” level of 3.00 (on a 5-point scale). While councillors and management would presumably like to see this score rising, I would argue that a stable result is encouraging given the escalating financial pressures faced by the majority of regional Councils.

A handwritten signature in black ink, appearing to read "James D. Parker".

James Parker, B. Ec, Grad Cert Applied Science (Statistics), AMSRS  
Managing Director  
July 26<sup>th</sup> 2013



## Introduction

### Background and Objectives

In May 2013, Nambucca Shire Council (NSC) commissioned Jetty Research to conduct a random and representative telephone survey of 400 local residents to measure their satisfaction with Council service levels. The survey was also designed to provide longitudinal (i.e. time-based) comparisons with a similar telephone poll conducted by Jetty Research in October 2010.

In this instance, Council additionally sought community feedback on: (a) support for a rates levy dedicated specifically to funding for additional road and bridge building and maintenance; and (b) access of four wheel drive vehicles on local beaches.

### Methodology

The survey was conducted using a random fixed line telephone poll of 400 residents aged 18 and above. Respondents were selected at random from a verified random sample residential telephone database of 3,200 residential telephone numbers within the LGA<sup>1</sup>. A survey form was constructed collaboratively between Council management and Jetty Research (see Appendix 1), based on satisfying the above objectives.

Polling was conducted between May 30<sup>th</sup> and June 11<sup>th</sup> 2013 from Jetty Research's Coffs Harbour CATI<sup>2</sup> call centre. A team of ten researchers called Nambucca Shire residents on weekday evenings (excluding Friday) from 3.30 to 8pm. 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 random basis, although we did attempt to ensure an adequate mix of respondents across age groups and sub-regions. Respondents were screened to ensure they were aged 18 or over, had lived within the Nambucca Shire for at least 12 months, and were not councillors or permanent Council employees.

Survey time varied from 8 to 36 minutes, with an average of 15.6 minutes. Response rate was satisfactory, with 45% of eligible households reached agreeing to participate.

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.

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<sup>1</sup> Postcodes sourced (from NSW DLG website) were 2440, 2441, 2447, 2448 and 2449. As with any postcode-based source, some records may lie outside LGA boundaries. Sampleworx, the provider of verified random residential numbers, is a respected supplier of random numbers to the market and social research industry.

<sup>2</sup> Computer-assisted telephone interviewing

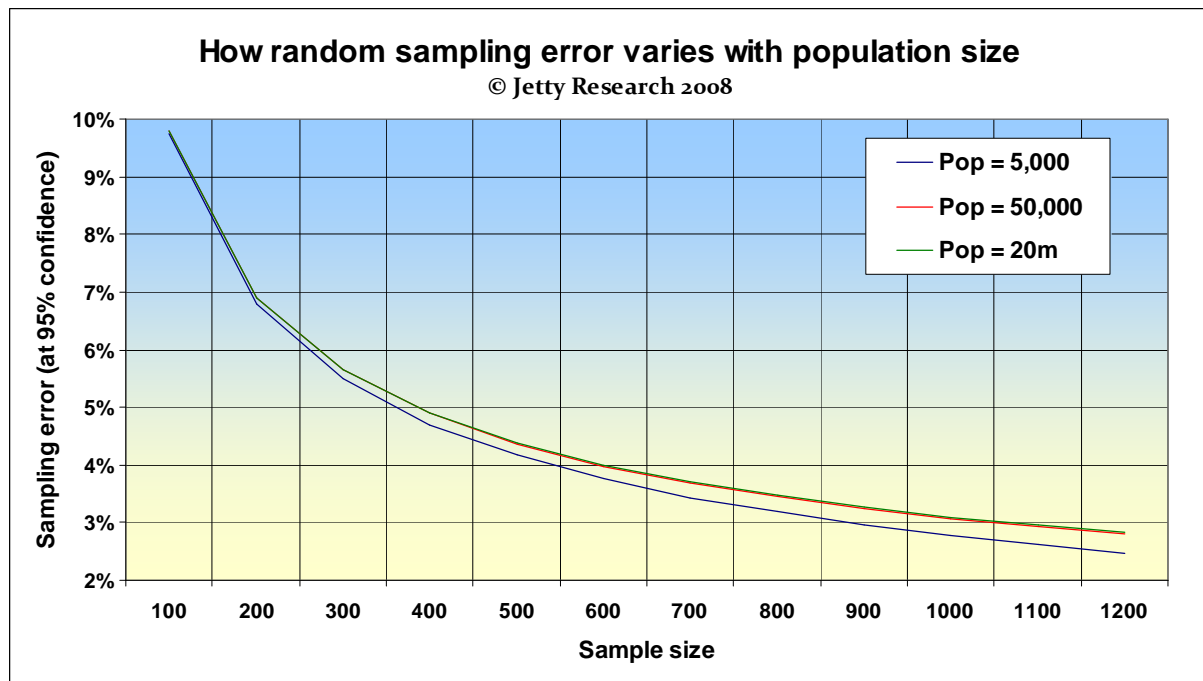


## Sampling error

According to the 2011 ABS Census (Usual Resident profile) the total population of the Nambucca LGA was 18,642, of which 14,562 (78%) were aged 18 and over. Based on this latter survey population, a random sample of 400 adult residents implies a margin for error of  $\pm 4.8\%$  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  $\pm 4.8\%$  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 respondents without fixed line phones, the proportion of non-respondents (refusals, no answers etc.) and/or imperfections in the survey database. However there is no evidence (at least in terms of significant variances between demographic groups within the survey sample) to suggest that such non-random error has affected the integrity of the following data.

## Sample characteristics

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

**Table i: Breakdown of survey sample by age, gender and nearest town**

Gender			Place of residence							Total
			Bowraville	Nambucca	Macksville	Scotts Head	Taylors Arm	Valla	OTHER	
Male	Age	18-39	1	3	1	0	0	3	1	9
			.7%	2.0%	.7%	.0%	.0%	2.0%	.7%	6.0%
		40-59	1	24	14	4	4	7	7	61
			.7%	16.0%	9.3%	2.7%	2.7%	4.7%	4.7%	40.7%
	60+	11	34	16	5	3	6	5	80	
		7.3%	22.7%	10.7%	3.3%	2.0%	4.0%	3.3%	53.3%	
	Total		13	61	31	9	7	16	13	150
			8.7%	40.7%	20.7%	6.0%	4.7%	10.7%	8.7%	100.0%
Female	Age	18-39	1	9	3	1	1	3	0	18
			.4%	3.6%	1.2%	.4%	.4%	1.2%	.0%	7.2%
		40-59	2	60	20	9	4	15	5	115
			.8%	24.0%	8.0%	3.6%	1.6%	6.0%	2.0%	46.0%
	60+	14	53	24	12	5	5	4	117	
		5.6%	21.2%	9.6%	4.8%	2.0%	2.0%	1.6%	46.8%	
	Total		17	122	47	22	10	23	9	250
			6.8%	48.8%	18.8%	8.8%	4.0%	9.2%	3.6%	100.0%

Respondents to this random telephone survey exhibited the following characteristics:

- 62% were female, against 38% male;
- 7% of the sample was aged 18-39, against 44% aged 40-59 and 49% aged 60+;
- 83% of the sample were ratepayers within the Nambucca Shire LGA;
- 58% lived in an urban area, with the balance residing in villages or rural areas;
- 22% had children living in their house;
- 58% of the sample had lived in the region for 20 years or more, while 22% had lived there for ten years or less.

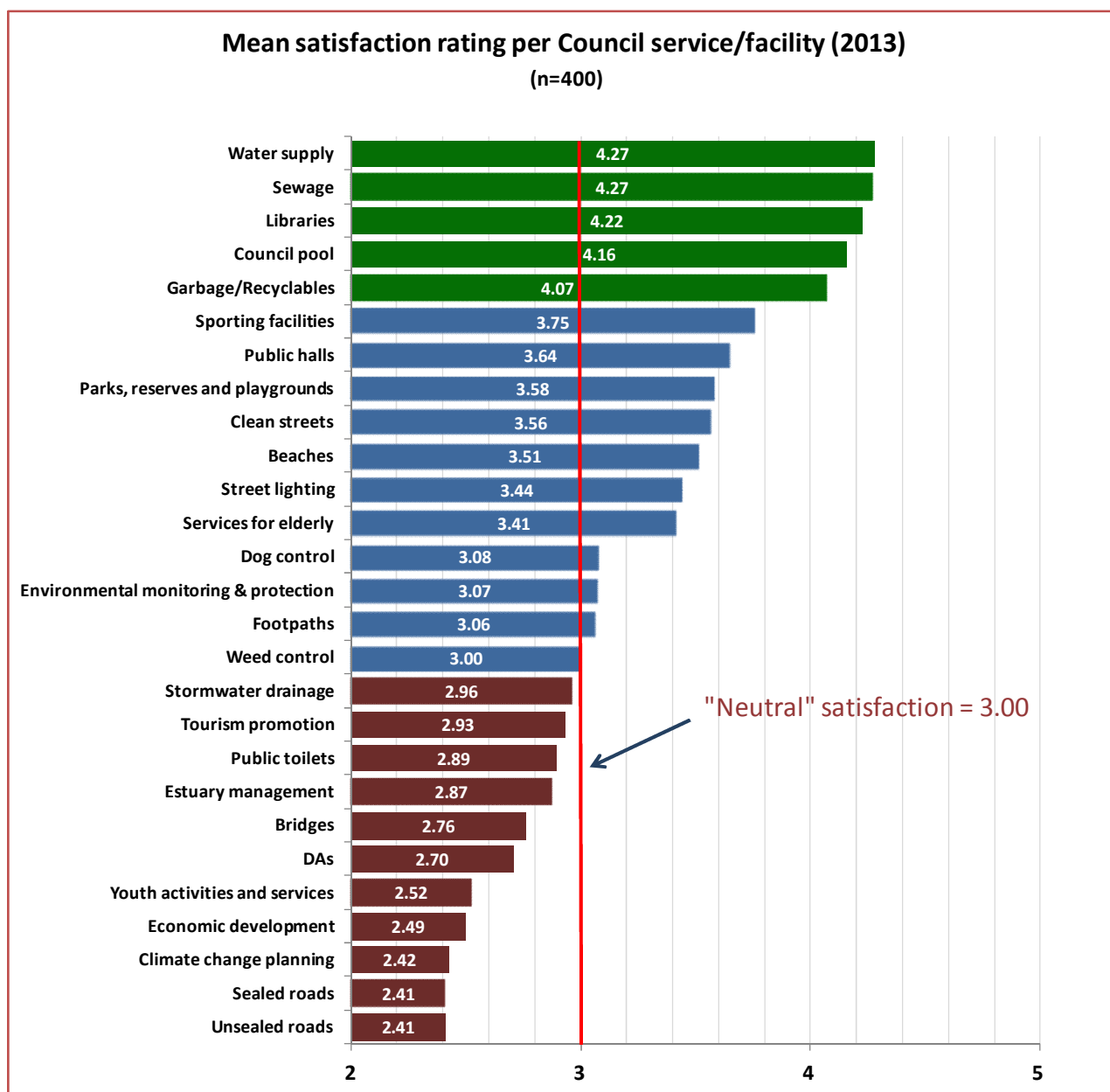
As is standard in random fixed line surveys, the survey results are hence skewed towards older residents and females. The 2013 survey sample has been post-weighted by the 2010 sample characteristics (for age and gender) to avoid any age or gender skew in the most recent survey. (See Appendix 2 for details.)

## Part 1: Satisfaction with, and importance of key services and facilities

The survey commenced with a series of scale-based questions designed to understand the satisfaction and importance attributed by residents to 27 Council-managed facilities and services. With one exception<sup>3</sup> these were unchanged from the 2010 survey, in order to allow direct comparison of results.

Looking first at satisfaction, using a 1-5 scale (where 1 = very dissatisfied, 3 = neutral and 5 = very satisfied):

**Graph 1.1: Summary of mean satisfaction scores for 27 different Council services and facilities, 2013 only**



<sup>3</sup> Macksville saleyards, which was sold by Council in July 2012

This suggests that 16 of the 27 facilities and services scored at or above the 3.0 “neutral” ranking. These were led by water supply and sewage, both of which scored 4.27 out of a possible 5, and libraries (at 4.16). The Council pool at Macksville, and garbage/recycling services also scored exceptionally well.

Among the 11 facilities and services scoring less than the neutral ranking, sealed and unsealed roads were the worst-ranked of the services measured (each with a mean of 2.41 out of 5). Climate change planning, economic development and youth activities and services also scored poorly.

Table 1.1, below, looks at how mean satisfaction scores compare with the same survey conducted in late 2010. Changes of more than 5% are marked in green (positive) and red (negative):<sup>4</sup>

**Table 1.1: Comparison of satisfaction mean scores 2013 vs.2010 (rated from highest positive change to highest negative change)**

Facility or service	2010	2013	Change
<b>Environmental monitoring &amp; protection</b>	2.90	3.07	5.7%
Public toilets	2.75	2.89	4.8%
Weed control	2.88	3.00	4.1%
Estuary management	2.75	2.87	4.0%
Unsealed roads	2.32	2.41	3.6%
Sewage collection and treatment	4.14	4.27	3.0%
Services for elderly	3.38	3.41	1.1%
Water supply	4.23	4.27	0.9%
Public halls	3.61	3.64	0.8%
Stormwater drainage	2.95	2.96	0.3%
Street lighting	3.43	3.44	0.3%
Youth activities	2.53	2.52	-0.5%
Bridges	2.77	2.76	-0.5%
Cleanliness of streets	3.58	3.56	-0.6%
Garbage and recyclables	4.09	4.07	-0.6%
Libraries	4.25	4.22	-0.7%
Sporting facilities	3.78	3.75	-0.7%
Parks, reserves and playgrounds	3.64	3.58	-1.8%
Dog control	3.17	3.08	-3.0%
Council pool in Macksville	4.29	4.16	-3.2%
<b>Footpaths</b>	3.22	3.06	-5.0%
<b>DAs</b>	2.84	2.70	-5.1%
<b>Beaches</b>	3.73	3.51	-6.3%
<b>Economic development and investment attraction</b>	2.66	2.49	-6.8%
<b>Tourism and tourism promotion</b>	3.13	2.93	-7.0%
<b>Climate change planning</b>	2.60	2.42	-7.6%
<b>Sealed roads</b>	2.61	2.41	-8.4%

With 19 of the 27 services showing a difference in mean score of less than 5% either way, this suggests that satisfaction levels are for the most part stable. One service, environmental monitoring and protection, enjoyed a 5.7% increase: this is considered statistically significant.

<sup>4</sup> Note the use of 5% is an arbitrary measure, and does not necessarily denote a statistically significant difference. However in most cases (in this instance) they are closely equivalent.

The biggest declines, meanwhile, have been in sealed roads (down 8.4% survey-to-survey), climate change planning (down 7.6%) and tourism promotion (falling 7.0% since 2010).

Finally on the satisfaction side, we look at how this varies between urban and rural/village residents. Table 1.2, which is ranked from highest urban gap to highest rural gap, also shows whether the difference has increased, decreased or remained stable since 2010. Statistically significant differences are in **bold**:

**Table 1.2: Comparison of 2013 satisfaction means by whether respondent lived in an urban or rural/village setting (from highest urban difference to highest rural/village difference)**

Facility/Service Satisfaction	Urban		Rural/Village		Difference	Gap since 2010
	Mean	N	Mean	N		
Climate change planning	<b>2.81</b>	<b>83</b>	<b>2.34</b>	<b>64</b>	<b>0.47</b>	Increased
Beaches	<b>3.66</b>	<b>209</b>	<b>3.32</b>	<b>155</b>	<b>0.34</b>	No Change
Services for the elderly	<b>3.53</b>	<b>143</b>	<b>3.23</b>	<b>88</b>	<b>0.31</b>	Increased
Sewage collection and treatment	<b>4.33</b>	<b>135</b>	<b>4.03</b>	<b>53</b>	<b>0.29</b>	No Change
Water supply	<b>4.34</b>	<b>228</b>	<b>4.06</b>	<b>95</b>	<b>0.28</b>	Increased
Parks, reserves and playgrounds	<b>3.68</b>	<b>211</b>	<b>3.43</b>	<b>145</b>	<b>0.25</b>	Increased
Council's pool complex in Macksville	4.24	122	4.00	85	0.24	Increased
Weed control	3.09	190	2.88	140	0.20	No Change
Dog control	3.15	211	2.96	135	0.19	No Change
Estuary management	2.94	171	2.76	119	0.18	No Change
Libraries	4.29	168	4.13	120	0.16	No Change
Bridges	2.83	196	2.67	154	0.16	No Change
Garbage and Recyclables	4.13	227	3.97	155	0.16	No Change
Environmental monitoring and protection	3.13	160	2.99	115	0.14	No Change
Sealed roads	2.47	229	2.33	168	0.14	Decreased
Tourism and tourism promotion	2.98	206	2.86	148	0.12	No Change
Footpaths and Cycleways	3.11	217	3.00	116	0.11	No Change
Public halls	3.69	146	3.59	107	0.10	Decreased
Development applications (DA's)	2.73	116	2.66	86	0.07	No Change
Youth activities	2.54	100	2.49	59	0.05	No Change
Street lighting	3.47	218	3.42	125	0.04	No Change
Stormwater drainage	2.98	219	2.94	130	0.04	Decreased
Unsealed roads	2.42	129	2.40	121	0.02	No Change
Economic development and investment attraction	2.50	169	2.48	124	0.02	No Change
Sporting facilities	3.74	168	3.77	123	-0.02	Decreased
Cleanliness of streets	3.53	229	3.61	159	-0.09	No Change
Public toilets	2.85	184	2.94	129	-0.09	No Change

(N.B. Differences marked in bold are considered statistically significant. N = number of respondents answering this question in each category.)

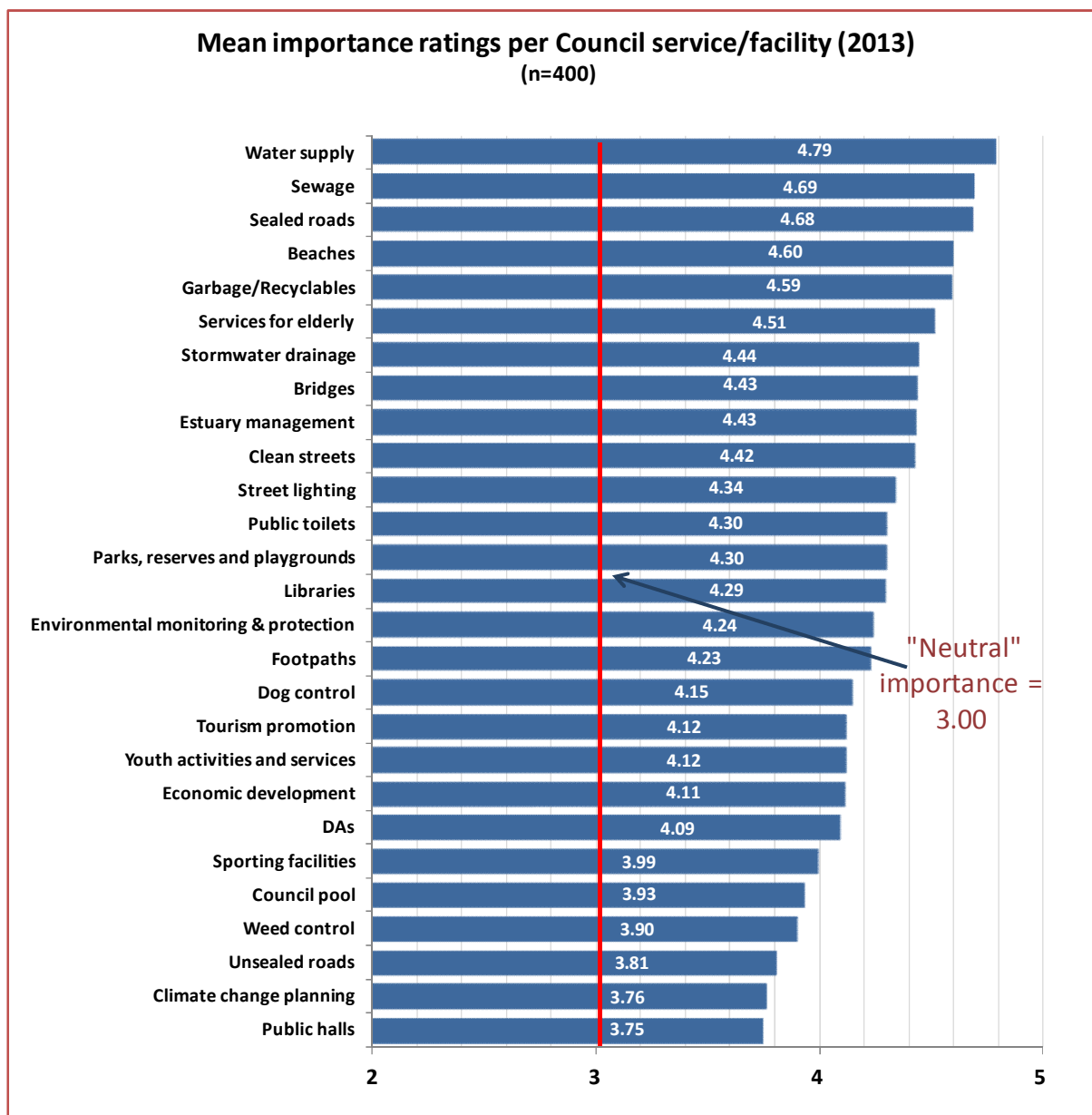
This suggests that in the case of the top six facilities and services shown, there remains a significant difference in satisfaction between urban and rural residents. This is led by climate change planning, where the mean urban satisfaction score of 2.81 was almost half a point higher than that of rural/village residents (2.34). And this gap has increased since 2010.

Urban residents were also happier than their rural counterparts with Council's performance relating to local beaches, services for the elderly, sewage collection and treatment, water supply, and parks, reserves and playgrounds.

(However it is just as interesting that for 21 of the 27 facilities/services measured, scores were similar between the two categories of respondents.)

In terms of importance, and again using a 1-5 scale, Graph 1.2 shows how Nambucca Shire residents rank the relative importance of the same 27 facilities and services:

**Graph 1.2: Summary of mean importance scores for 27 different Council services and facilities, 2013 only**



What is most notable about this graph is that *everything* is considered important: even the lowest-ranked facility, public halls, registered a mean importance score of 3.75 (out of a possible 5). And fully 21 of the 27 had mean importance scores exceeding 4 out of 5.

Table 1.3, meanwhile, shows how average importance scores have changed since the last survey in 2010. As with table 1.1, changes of more than 5% are noted in green (increase) and red (decrease):

**Table 1.3: Comparison of importance mean scores 2013 vs. 2010 (rated from highest positive change to highest negative change)**

Facility/service	2010	2013	Change
Beaches	4.17	4.60	10.2%
Sewage collection and treatment	4.35	4.69	7.9%
DAs	3.81	4.09	7.4%
Dog control	3.93	4.15	5.5%
Economic development and investment attraction	3.91	4.11	5.2%
Tourism and tourism promotion	3.92	4.12	5.1%
Street lighting	4.14	4.34	4.8%
Public toilets	4.11	4.30	4.6%
Services for elderly	4.32	4.51	4.4%
Estuary management	4.27	4.43	3.8%
Stormwater drainage	4.28	4.44	3.7%
Environmental monitoring & protection	4.10	4.24	3.4%
Bridges	4.36	4.43	1.7%
Public halls	3.69	3.75	1.6%
Water supply	4.72	4.79	1.5%
Sealed roads	4.63	4.68	1.2%
Parks, reserves and playgrounds	4.27	4.30	0.6%
Cleanliness of streets	4.43	4.42	-0.2%
Garbage and recyclables	4.61	4.59	-0.4%
Weed control	3.94	3.90	-0.9%
Climate change planning	3.80	3.76	-1.0%
Libraries	4.40	4.29	-2.5%
Footpaths	4.34	4.23	-2.6%
Youth activities	4.28	4.12	-3.7%
Unsealed roads	3.96	3.81	-3.8%
Sporting facilities	4.15	3.99	-3.8%
Council pool in Macksville	4.21	3.93	-6.5%

Six services recorded an increase in mean importance of 5% or more. This was led by beaches (up more than 10%), sewage and DAs. Tourism promotion and economic development also jumped significantly in perceived importance.

Only one service, the Council pool, recorded a decrease in mean importance of more than 5%. (This may, however, have arisen at least partially from the survey being conducted in June this time around, versus October in 2010.)

Table 1.4, next page, shows how the importance of different services varies between urban and rural/village residents, and whether this gap has changed since 2010:



**Table 1.4: Comparison of 2013 importance means by whether respondent lived in an urban or rural/village setting (from highest urban difference to highest rural/village difference)**

Facility/Service Satisfaction	Urban		Rural/Village		Difference	Gap size since 2010
	Mean	N	Mean	N		
Street lighting	<b>4.43</b>	<b>218</b>	4.14	125	<b>0.29</b>	Increased
Sewage collection and treatment	<b>4.74</b>	<b>135</b>	4.46	53	<b>0.28</b>	Increased
Stormwater drainage	<b>4.53</b>	<b>219</b>	4.26	130	<b>0.27</b>	Increased
Cleanliness of streets	<b>4.52</b>	<b>229</b>	4.27	160	<b>0.25</b>	Increased
Dog control	<b>4.21</b>	<b>211</b>	4.02	135	<b>0.19</b>	Decreased
Footpaths and Cycleways	4.27	217	4.09	116	0.17	Decreased
Tourism and tourism promotion	4.18	206	4.04	148	0.14	Decreased
Youth activities	4.16	100	4.05	59	0.11	Increased
Parks, reserves and playgrounds	4.34	211	4.23	145	0.11	Decreased
Water supply	4.82	228	4.72	95	0.10	Decreased
Beaches	4.63	209	4.55	155	0.08	Increased
Sealed roads	4.71	229	4.65	168	0.06	Increased
Services for the elderly	4.53	144	4.47	88	0.05	Decreased
Garbage and Recyclables	4.61	227	4.56	155	0.05	Decreased
Public halls	3.76	146	3.73	107	0.04	Increased
Sporting facilities	4.00	168	3.98	123	0.03	Decreased
Environmental monitoring and protection	4.25	160	4.22	115	0.03	Decreased
Bridges	4.44	196	4.43	154	0.01	Decreased
Economic development and investment attraction	4.10	169	4.13	124	-0.04	Decreased
Weed control	3.87	190	3.95	140	-0.08	Decreased
Development applications ( DA's)	4.05	116	4.15	86	-0.10	Increased
Libraries	4.25	168	4.36	120	-0.10	Decreased
Estuary management	4.38	171	4.49	119	-0.11	Decreased
Public toilets	4.24	184	4.37	129	-0.13	Increased
Council's pool complex in Macksville	3.88	122	4.01	85	-0.14	Decreased
Climate change planning	3.66	83	3.89	64	-0.24	Increased
<b>Unsealed roads</b>	<b>3.61</b>	<b>129</b>	<b>3.97</b>	<b>121</b>	<b>-0.36</b>	Increased

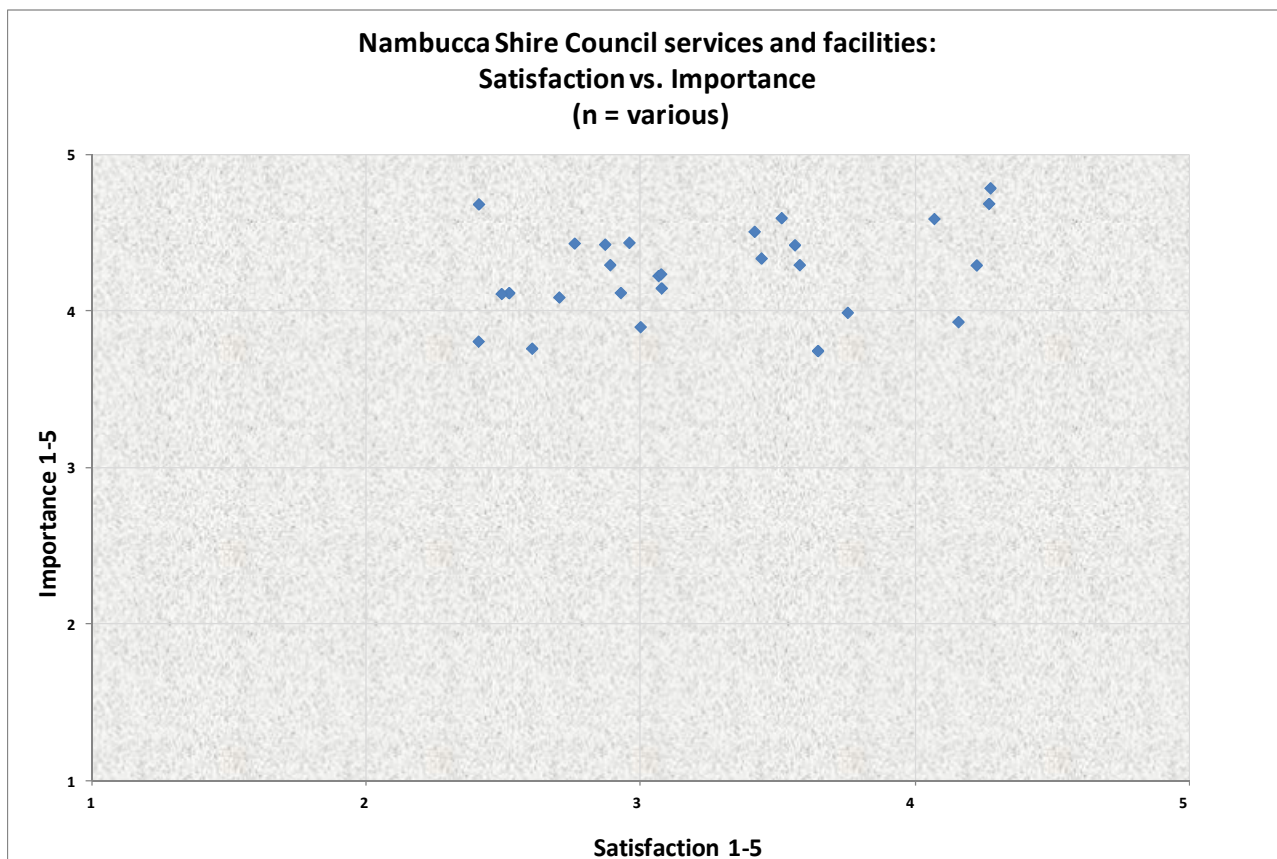
(N.B. Differences marked in bold are considered statistically significant. N = number of respondents answering this question in each category.)

This indicates that five services – street lighting, sewage, stormwater drainage, cleanliness of streets and dog control - are considered significantly more important to urban residents. And in each case except dog control, the gap had increased over the past three years.

As one might expect, unsealed roads were significantly more important to those respondents living rurally and in villages.

We can also plot the mean importance and satisfaction scores on a matrix to see how they rank in relative terms. Looking at this firstly in “big picture” terms, Graph 1.3 shows how the 27 services relate to each other on the 1-5 scales of importance and satisfaction:

**Graph 1.3: Satisfaction vs. importance matrix: the “big picture”**



This concentration in the top half of the graphs highlights the notion that to local residents, *everything* is important. Satisfaction mean scores, however, (shown on the x-axis) are far more widely distributed.

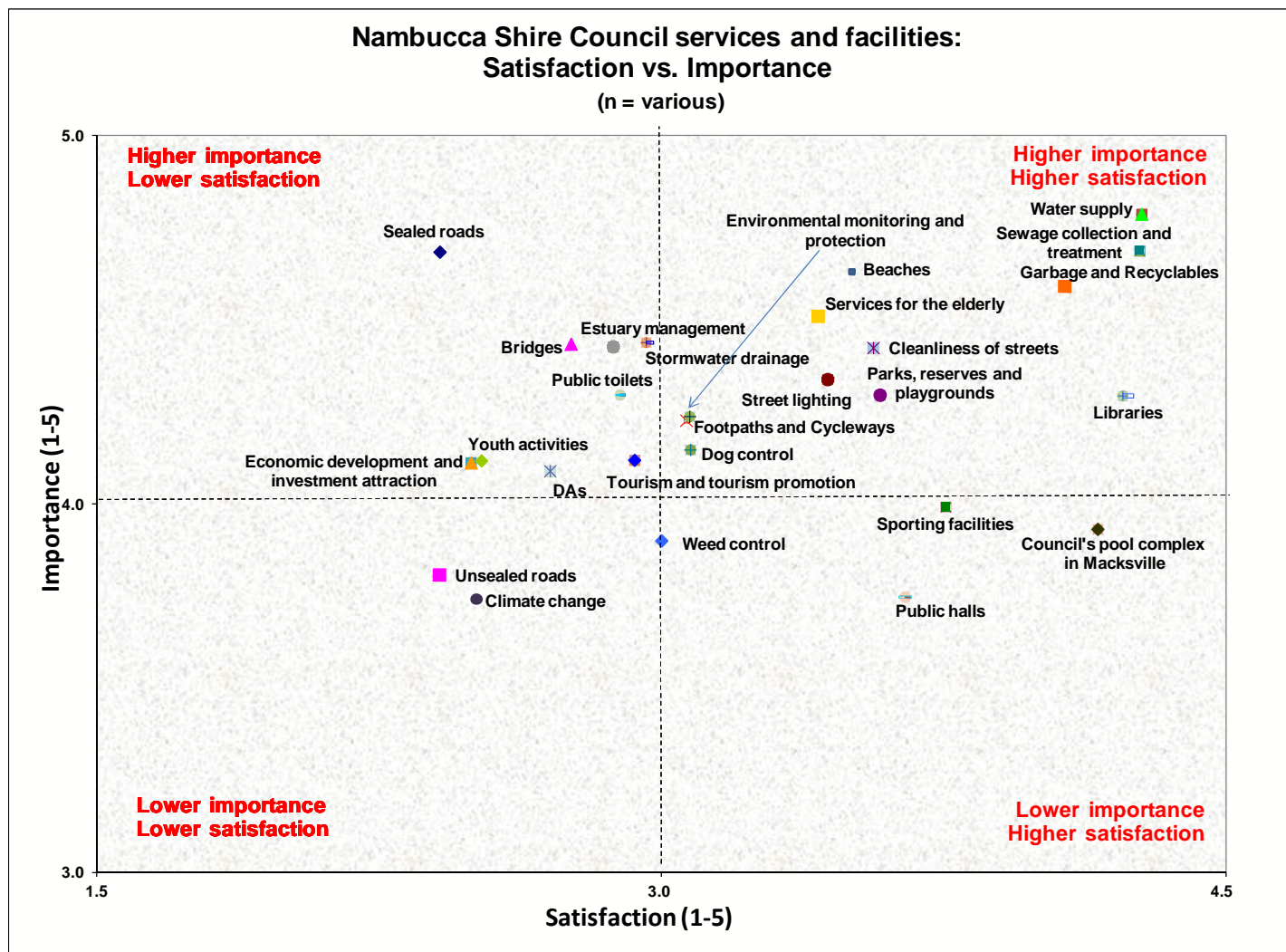
Graph 1.3, on the next page, hones in on this data to show how individual services and facilities fare in relation to each other. Note that we have amended the x- and y-scales in order to provide four quadrants signifying lower and higher satisfaction and importance<sup>5</sup>:

Those services and facilities included in the top right quadrant denote those classed as “higher satisfaction, and higher importance”. Those in the top left corner, circled in pink, are those considered by residents of higher importance, but for which satisfaction mean scores are less than the “neutral” ranking. These are traditionally considered the services and facilities requiring of greatest attention and/or resources by Council.

*(Continued next page)*

<sup>5</sup> The use of “higher” and “lower”, as opposed to “high and low”, signifies that scores are relative to one another.

Graph 1.3: Satisfaction vs. importance matrix in detail



The quadrants are summarised in Table 1.5, below:

**Table 1.5: Summary of satisfaction and importance quadrants**

Higher Importance, lower satisfaction	Higher importance, higher satisfaction
Sealed roads	Water supply
Bridges	Sewage
Estuary management	Garbage/recycling
Stormwater drains	Libraries
Public Toilets	Elderly services
Youth activities	Cleanliness of streets
Tourism and tourism promotion	Parks, reserves and playgrounds
Economic development and investment attraction	Street lighting
Development applications	Footpaths/cycleways
	Dog Control
	Environmental monitoring and protection
	Beaches
Lower importance, lower satisfaction	Lower importance, higher satisfaction
Unsealed roads	Public halls
Climate control planning	Pool complex at Macksville
	Sporting facilities
	Weed control

The good news is that 12 of the 27 services and facilities (i.e. 44%) fall into the “higher importance, higher satisfaction” quadrant, as opposed to just nine (33%) in the “higher importance, lower satisfaction” corner.

In terms of quadrant changes since 2010:

- DA’s and economic development/investment attraction have moved from lower to higher importance;
- Tourism promotion has moved from lower importance/higher satisfaction to higher importance/lower satisfaction;
- Pool complex at Macksville has moved from higher to lower importance<sup>6</sup>; and
- Dog control has shifted from lower to higher importance.

The tourism promotion move, from bottom right to top left quadrants, is perhaps the most worrying of the 27 services and facilities measured. While understanding that tourism promotion is largely conducted outside the LGA, and is hence less visible to residents, this may nonetheless be deserving of further attention from Council.

<sup>6</sup> Again noting that this may be partially due to a change in survey timing from spring (2010) to winter (2013).

One final way to analyse this data is by measuring the gap between importance (interpreted here as “expectation”) and satisfaction. In an ideal world, the satisfaction of a service would match or exceed the importance placed on it by residents. This does not work in practice, primarily due to the extremely high importance scores for pretty much every facility or service. However it is still useful to see where the “expectation gaps” are highest and lowest. This is shown in Table 1.6 (ranked from lowest to highest gap):

**Table 1.6: Gap analysis for 27 selected facilities and services:**

Service/Facility	Satisfaction Mean	Importance Mean	Gap
Council's pool complex in Macksville	4.16	3.93	0.22
Libraries	4.22	4.29	-0.07
Public halls	3.64	3.75	-0.10
Sporting facilities	3.75	3.99	-0.24
Sewage collection and treatment	4.27	4.69	-0.42
Water supply	4.27	4.79	-0.51
Garbage and Recyclables	4.07	4.59	-0.52
Parks, reserves and playgrounds	3.58	4.30	-0.72
Cleanliness of streets	3.56	4.42	-0.86
Street lighting	3.44	4.34	-0.90
Weed control	3.00	3.90	-0.90
Dog control	3.07	4.15	-1.07
Beaches	3.51	4.60	-1.08
Services for the elderly	3.41	4.51	-1.10
Climate change planning	2.60	3.76	-1.16
Footpaths and Cycleways	3.06	4.23	-1.16
Environmental monitoring and protection	3.07	4.24	-1.17
Tourism and tourism promotion	2.93	4.12	-1.19
Development applications ( DA's)	2.70	4.09	-1.39
Unsealed roads	2.41	3.81	-1.40
Public toilets	2.89	4.30	-1.41
Stormwater drainage	2.96	4.44	-1.48
Estuary management	2.87	4.43	-1.56
Youth activities	2.52	4.12	-1.60
Economic development and investment	2.49	4.11	-1.62
Bridges	2.76	4.43	-1.68
Sealed roads	2.41	4.68	-2.28

This shows that in all but one case (Council’s pool complex at Macksville), importance outweighs satisfaction. In these instances, the gap is lowest for libraries, public halls, sporting facilities, sewage, water and garbage/recycling collection.

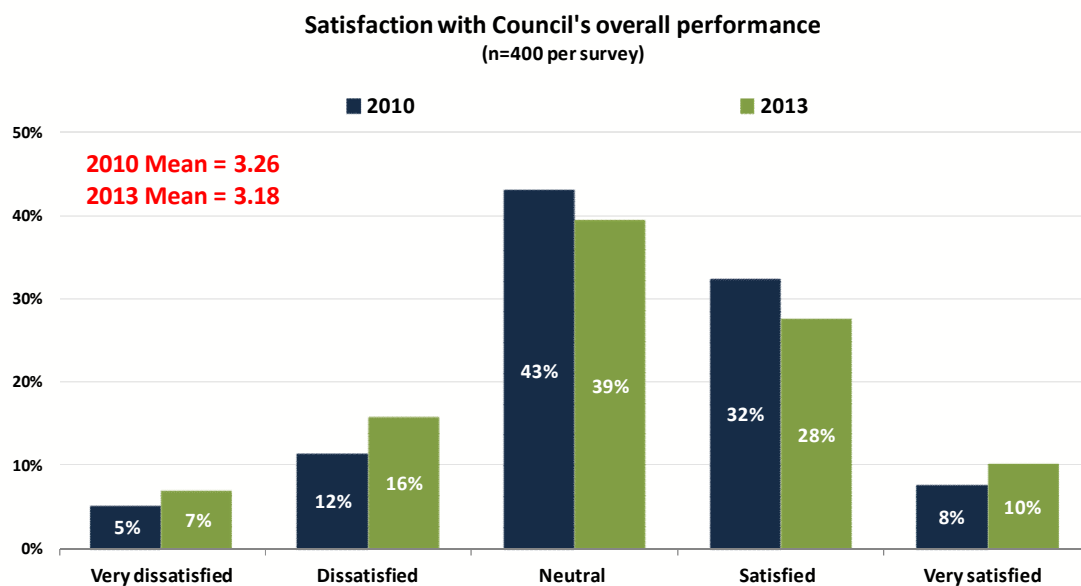
The gap is highest for sealed roads, and this is by a long margin. It is followed by bridges, economic development/investment, youth activities and estuary management. These then appear to be the areas in which residents are most disappointed *in relation to their expectation*.

## Part 2: Overall satisfaction with Council

Once they had been asked to score their satisfaction with the individual facilities and services, respondents were asked to rate their satisfaction with Council's overall performance - again using a 1-5 scale where 1 denoted very dissatisfied, 3 was neutral and 5 denoted very satisfied.

The scores for both 2013 and 2010 are shown Graph 2.1, below:

**Graph 2.1: Please rate your satisfaction with Council's overall performance**



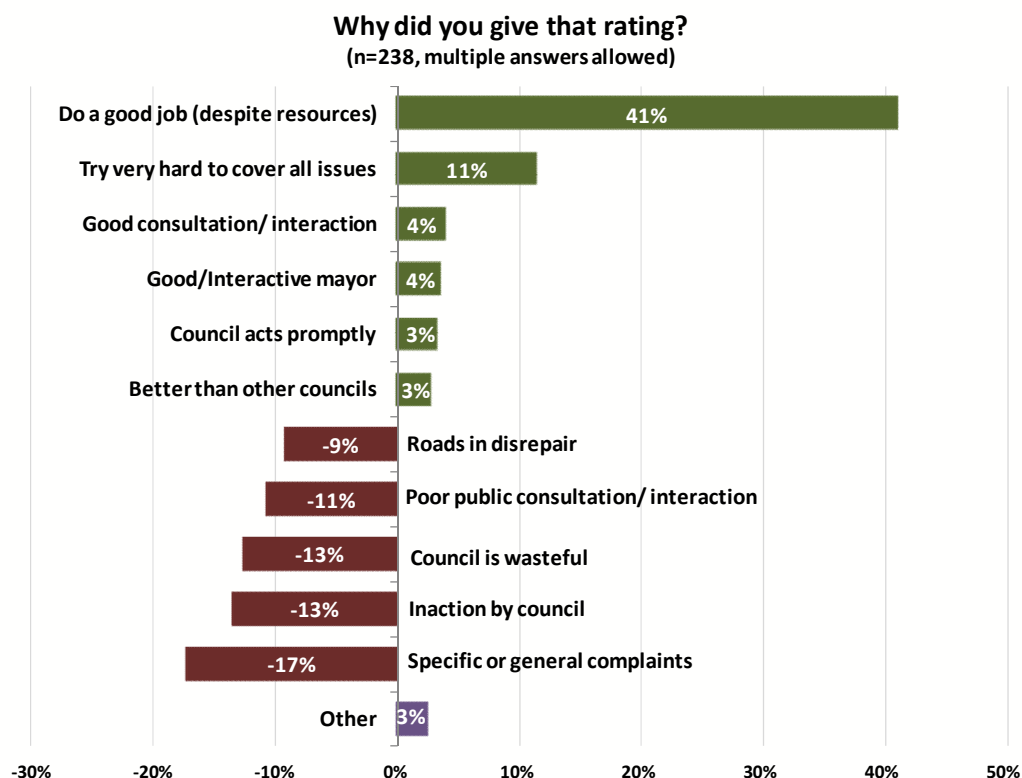
This suggests that 38% of residents were satisfied with Council's overall performance in 2013, against 40% in 2010. Conversely 23% were dissatisfied, against 17% last time around.

The mean satisfaction score of 3.18 was hence slightly lower than the 3.26 recorded in 2010. This change is not statistically significant.

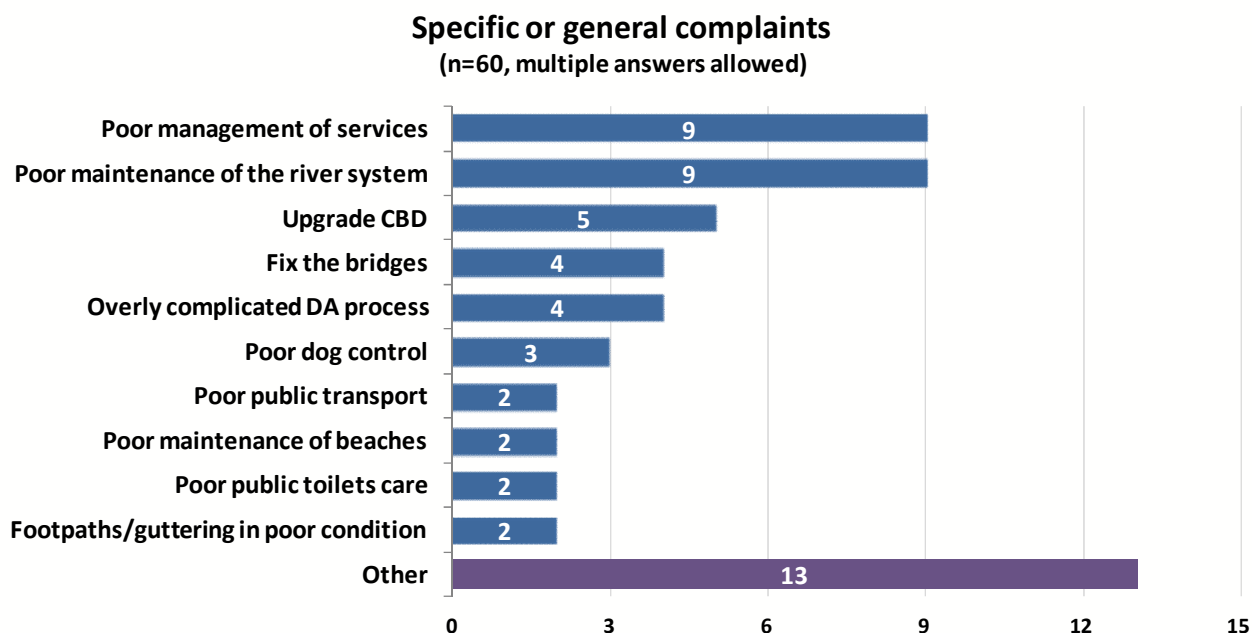
Those residents providing overall satisfaction ratings of 1, 2, 4 or 5 were then invited to comment on why they had scored Council accordingly. Their open responses have been coded (i.e. themed), with these themes shown in Graphs 2.2 and 2.2a, next page:



**Graph 2.2: Can you explain why you gave that score? (unprompted)**



**Graph 2.2a: Breakdown of “specific or general complaints”**



*(Note: This graph uses frequencies rather than percentages due to the low sample size)*



The majority of those with positive scores had trouble articulating specific reasons for their satisfaction, noting instead that Council did a good job generally. In many cases this was augmented with the understanding that Council faced funding constraints in what it could achieve.

Others noted that Council did a good job covering so many the different issues.

The quality of consultation was also noted favourably, along with compliments about the mayor.

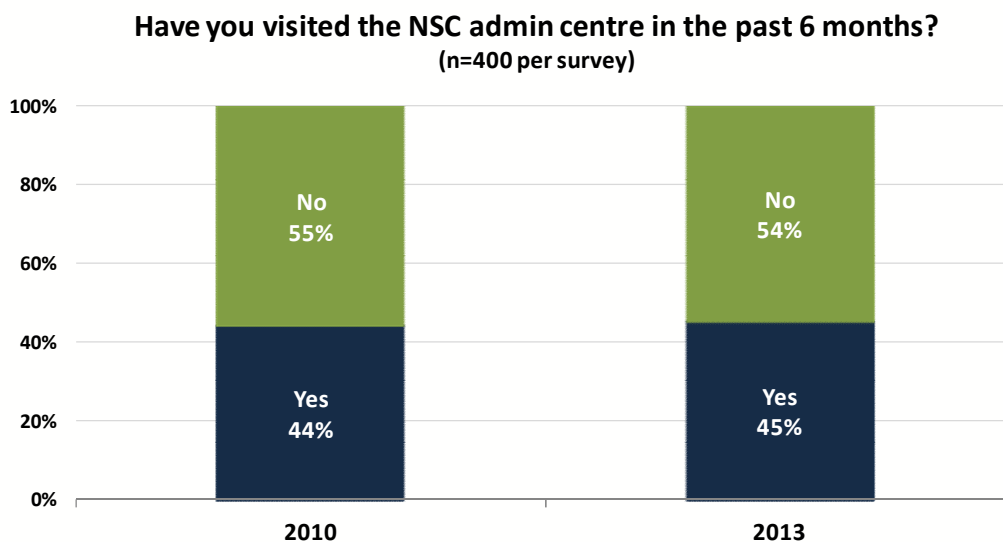
Those with negative comments, on the other hand, tended to be more specific. The most-noted comments are shown in Graph 2.2, while Graph 2.2a breaks down a range of the less-frequently raised complaints.

Apart from concerns about perceived inaction or waste, the most commonly cited issue was with the state of local roads.

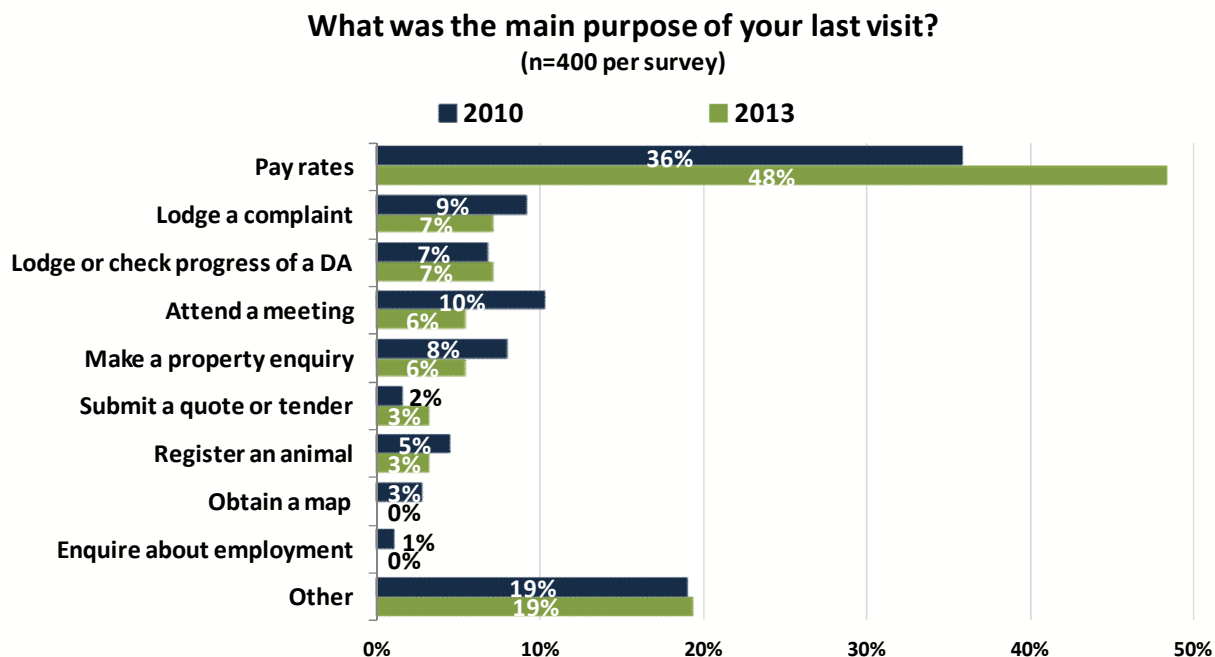
## Part 3: Satisfaction with Council contact

The next series of questions dealt with residents' satisfaction over their personal dealings with Council. Graphs 3.1-3.3 deal with face-to-face contact:

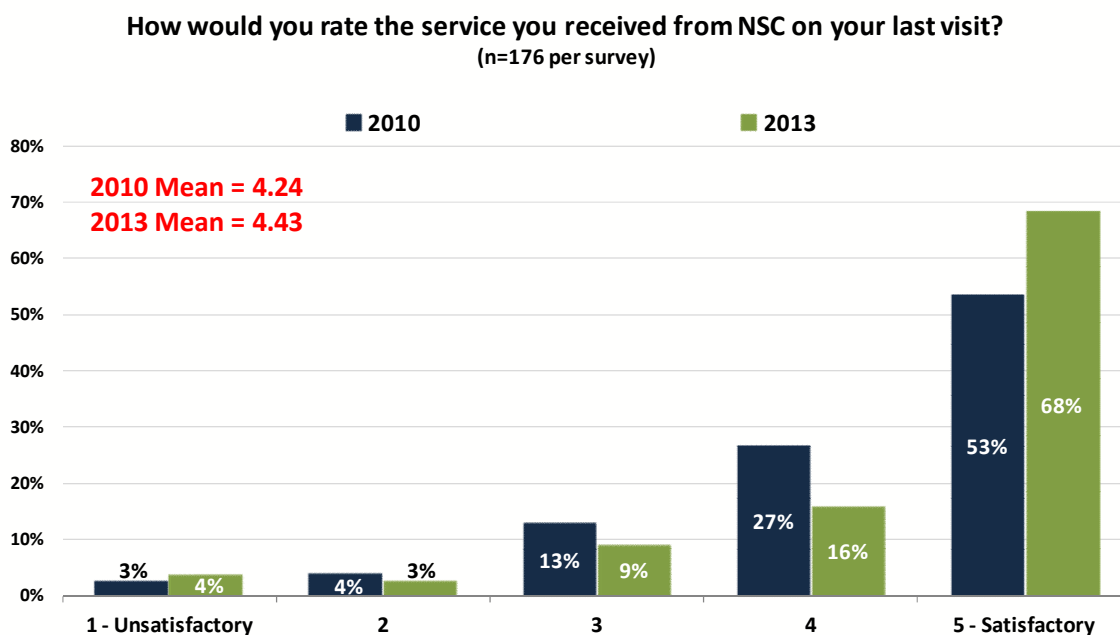
**Graph 3.1: Have you visited the NSC administration centre in the past six months?**



**Graph 3.2: What was the purpose of your last visit?**



**Graph 3.3: How would you rate the service you received on your last visit?**



**Table 3.1: Satisfaction mean score, by purpose of visit**

What was the purpose of your last visit?	Mean	N
Pay rates	4.63	87
Make a property enquiry	4.50	10
Attend a meeting	4.32	10
Submit a quote or tender	4.16	6
Lodge or check progress of a DA	4.01	13
Register an animal	3.85	6
Lodge a complaint	3.73	13

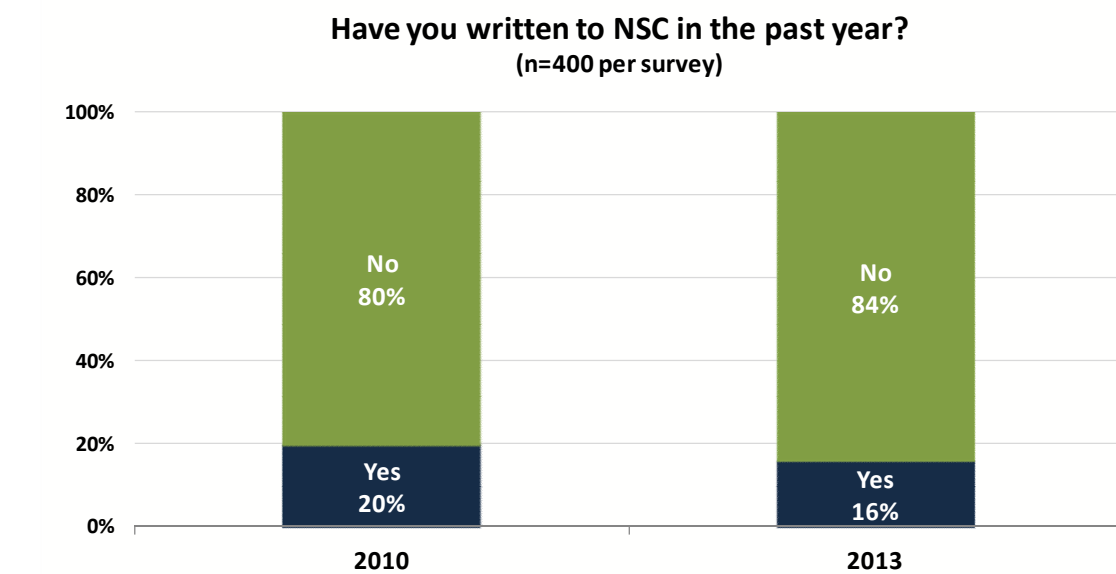
This suggests that almost half of all respondents had visited Council’s admin centre within the past six months, unchanged from 2010. The largest category of visits related to rates payments (48%, against 36% in 2010), with “daylight” second. Around 60% of those paying rates in person were aged 60 and above.

Some 84% of respondents said they were satisfied with the service they received, up slightly on 2010. This also explains why the mean satisfactions score of 4.43 was higher (though not significantly) than the previous survey.

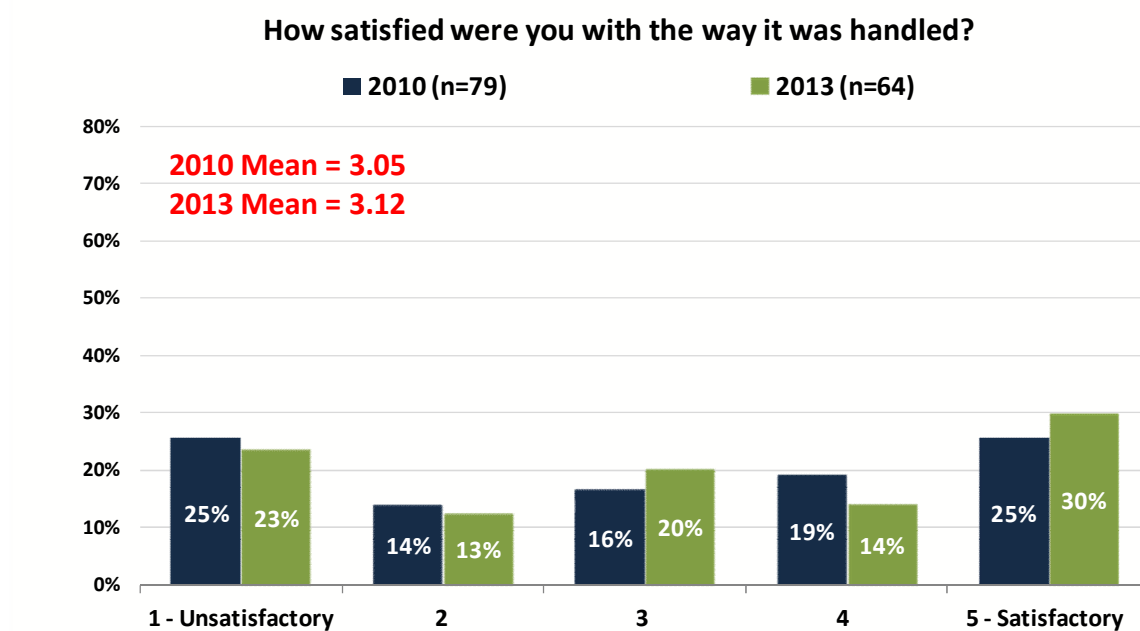
The mean satisfaction score is broken down by purpose of visit. With two exceptions (registering an animal and making a complaint) the mean score exceeded 4 out of a possible 5. Respondents were particularly complimentary about the rate-paying process, with an exceptionally high mean satisfaction score of 4.63 out of 5.

Looking next at written communication:

**Graph 3.4: Have you written to NSC in the past year?**



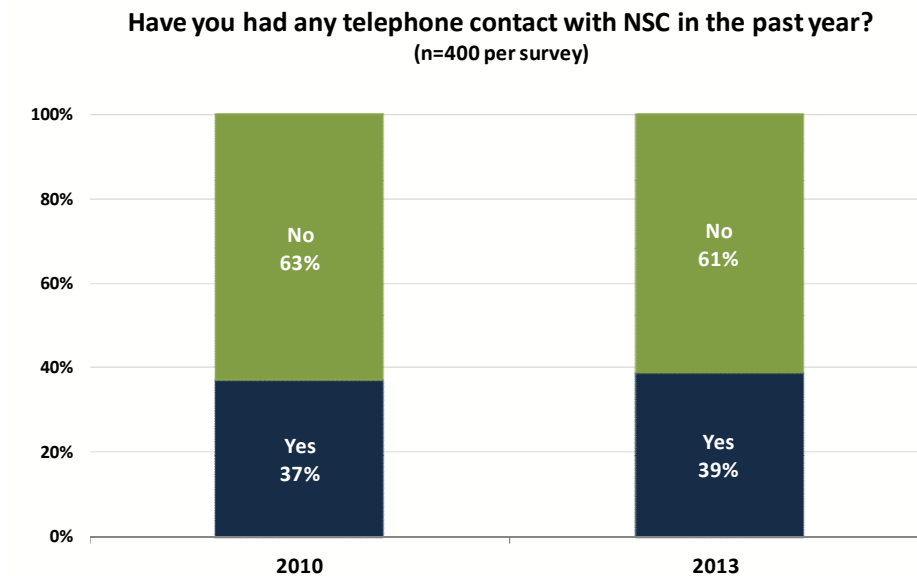
**Graph 3.5: How satisfied were you with the way your most recent written contact was handled?**



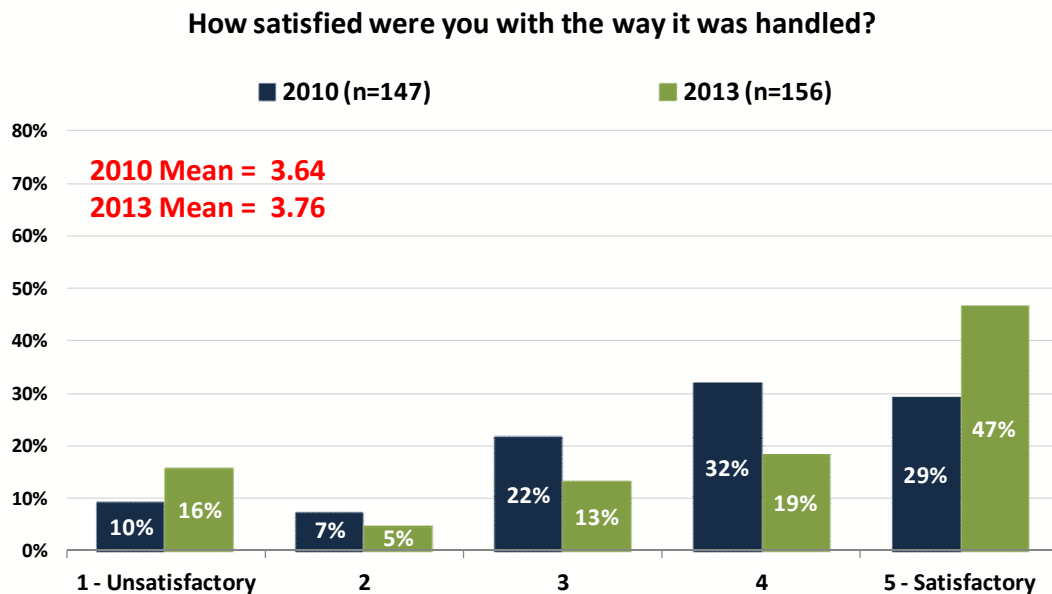
In terms of written (mail + email) contact, both the incidence and satisfaction were virtually unchanged on the 2010 survey.

Graphs 3.6 and 3.7, below, relate to telephone contact:

**Graph 3.6: Have you had any telephone contact with NSC in the past year?**

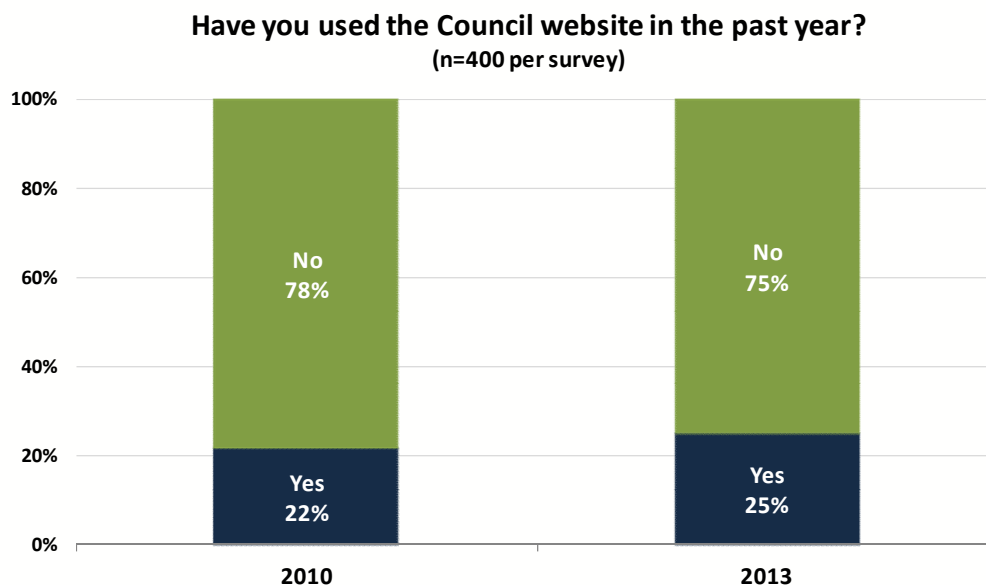


**Graph 3.7: How satisfied were you with the way your most recent telephone contact was handled?**

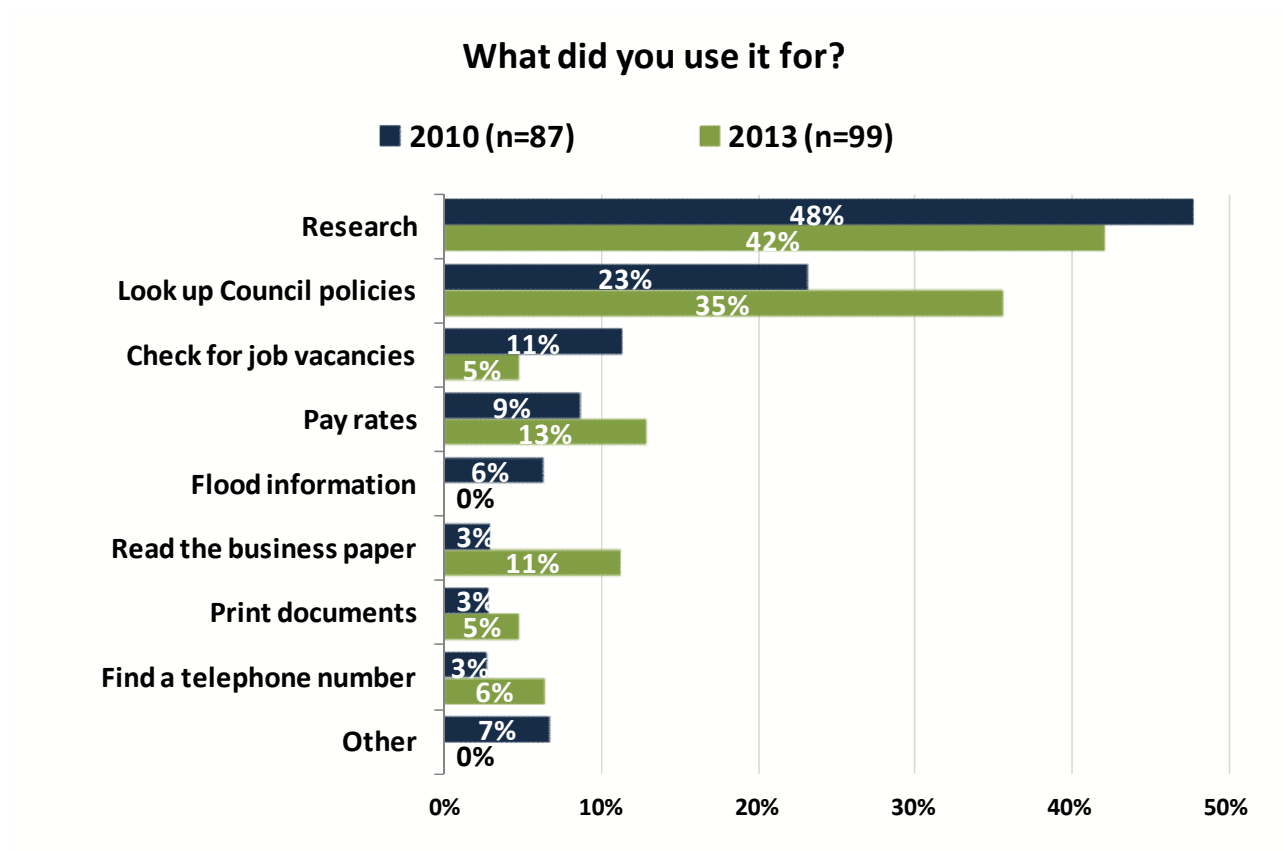


Again, the percentage of respondents having contacted Council by phone was almost unchanged since 2010. While the mean satisfaction score for those making telephone contact remained almost unchanged at 3.76 out of a possible 5 (vs. 3.64 in 2010), it's perhaps interesting to note that more respondents chose each end of the satisfaction scale – i.e. 16% “very dissatisfied” against 10% in 2010, and 47% “very satisfied” against 29% last time.

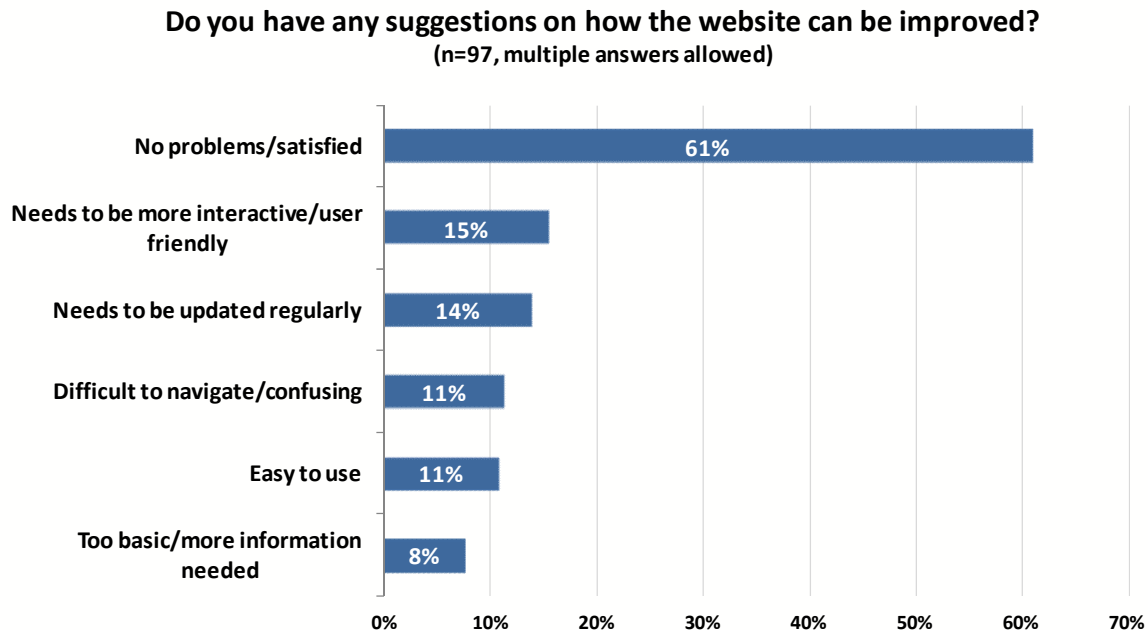
**Graph 3.8: Have you used the Council website during the past year?**



**Graph 3.9: What did you use it for? (unprompted)**



**Graph 3.10: Do you have any suggestions on how the NSC website can be improved?**



Perhaps the most surprising thing about use of the Council website is that it hadn't increased more from the 22% in 2010 – though this in turn had shown a significant increase from just 12% in 2007.

Of the 25% of respondents in this survey who recalled using Council's website in the previous 12 months, research remained the major reason for use. Looking up Council policies was also a popular reason, while the number of Council website-users paying rates online had also increased – albeit from a low base.

Those who had accessed Council's website had difficulty in suggesting improvements. The two most common suggestions were for greater interactivity and/or user-friendliness, and that it is updated more regularly. And one in nine of those who had accessed the website said they found it difficult to navigate.

### **The link between contact and overall satisfaction**

Council survey after council survey suggests that overall customer satisfaction is more closely aligned to residents' experiences in dealing with Council than it is to their satisfaction with specific services and facilities. And so it has proven in this instance as well.

Data linking (a) satisfaction scores with how a personal contact has been handled and (b) overall satisfaction suggests a direct link between the two. In particular, there appears to be a statistically significant correlation between dissatisfaction with the way such contact (particularly in this case written contact) is handled, and a poor overall satisfaction score.

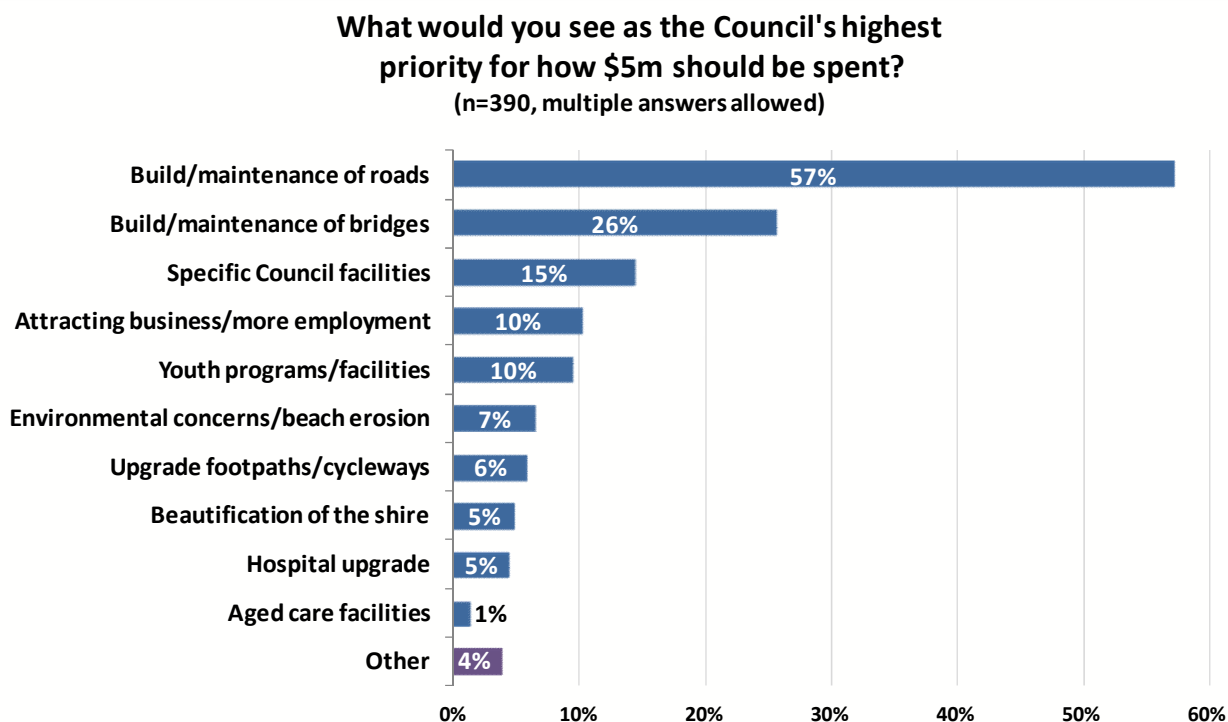
This once again highlights the need to ensure that all communication with residents is as timely and empathetic as possible – particularly where the decision is at odds with a resident's preferred outcome!



## Part 4: The hypothetical \$5 million grant

As in previous surveys, respondents were asked how they would spend a hypothetical \$5 million general use grant. The open-ended responses were coded, and the resulting themes are shown in Graph 4.1, below:

**Graph 4.1: If Council were to hypothetically receive \$5m in a general use grant, what would you see as the highest priority for how that money should be spent?**



Results were similar to 2010, with some 57% of respondents in this year's survey nominating road building and/or maintenance as their number one priority (against 45% in 2010). Repairing bridges was again second on the wish list, at 26%<sup>7</sup> - against 21% last time around.

After a range of specific council facilities<sup>8</sup>, attracting business and jobs was the next highest priority – continuing a common theme through the survey. Likewise, youth programs and facilities were seen as an important target for any additional funding.

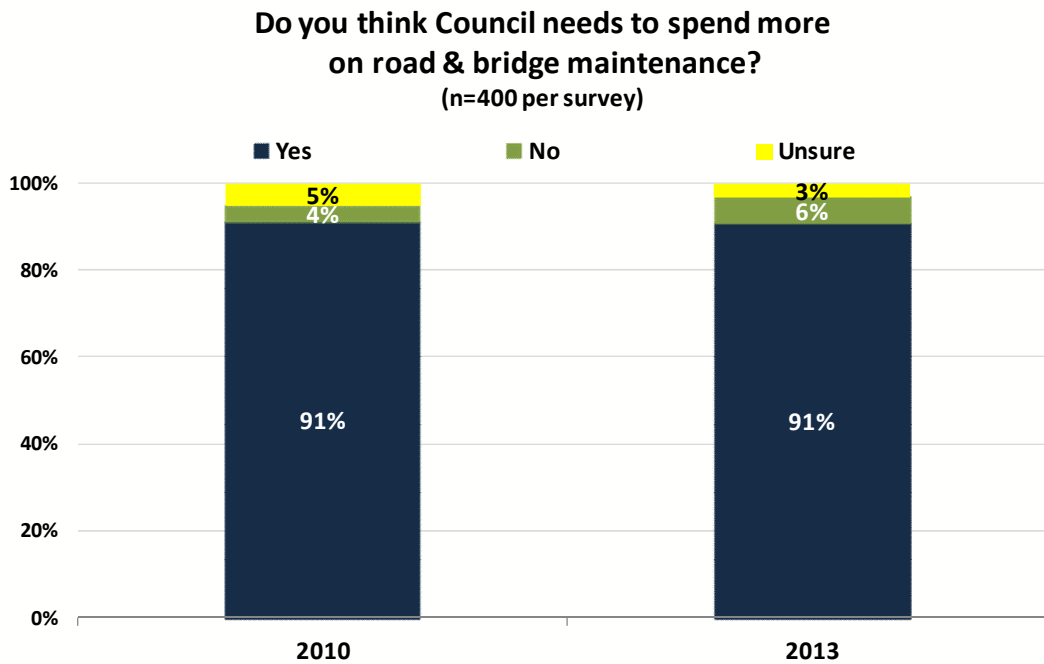
<sup>7</sup> Unsurprisingly, this included 35% of rural respondents against 18% of those living in urban areas.

<sup>8</sup> This included everything from street lighting and river dredging to a public pool in Nambucca, library upgrades and improved public toilets.

## Part 5: Roads, bridges and rate variations

As in 2010, residents were asked a range of questions about their attitude to: (a) spending on roads and bridges, and (b) rate variations designed to address the shortfall in road and bridge improvements.

**Graph 5.1: Do you think Council needs to spend more on road and bridge maintenance?**

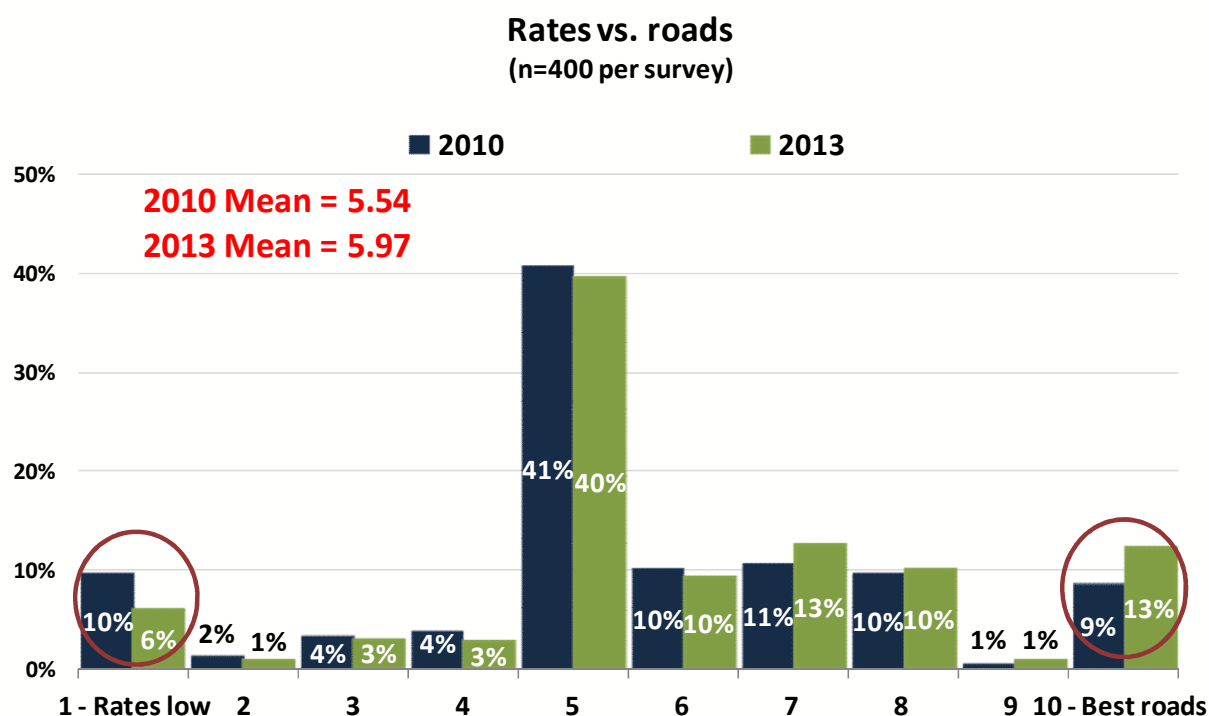


As might be expected, more than nine in ten residents agreed that Council should be spending more on local roads and bridges – consistent with the importance/satisfaction graphs shown earlier.

In order to tease this out, we asked (as in 2010) a “forced choice” questions inviting residents to choose between having the lowest possible rates on one hand, and the best possible roads on the other. The results are shown in Graph 5.2, next page:

*(Continued next page)*

**Graph 5.2: Where would you sit on a sliding scale of 1-10, where 1 means you are only interested in keeping rates as low as possible, and 10 means you are only interested in having the best possible roads?**



Opinion appears to have shifted since 2010 away from lowest rates and towards better roads, with the mean score of 5.97 significantly higher than 5.54 recorded in the last survey. This has primarily been driven by a 4% fall in the “lowest possible rates” cohort, and a commensurate rise in proportion of residents calling for the “best roads”.

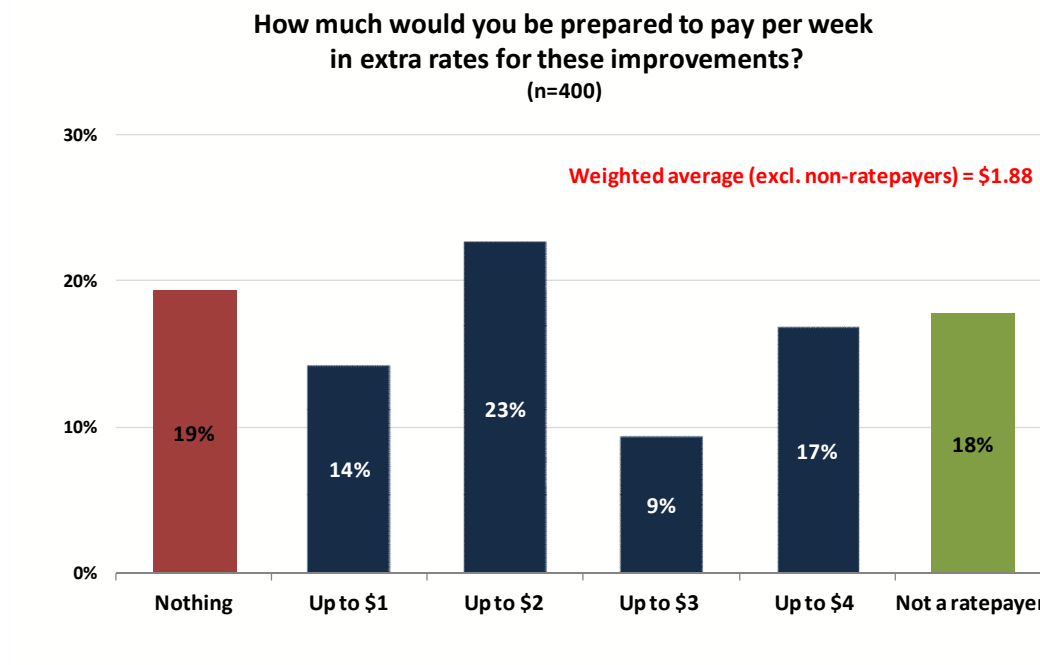
This appears to suggest that residents are increasingly willing to trade low rates for an improvement to road infrastructure.

Residents were then told that NSC may apply for a special rate variation in 2014/15 specifically to fund improvements to Council-controlled roads and bridges, and asked how much extra they would be prepared to pay each week in rates for this purpose. (Residents were offered the choices of “nothing”, “up to \$1”, “up to \$2”, “up to \$3” and “up to \$4”. They were excused from answering the question if they were not ratepayers.<sup>9</sup>)

Results are shown in Graph 5.3, next page:

<sup>9</sup> We double-checked this via the “Are you a ratepayer within the NSC?” question later in the survey. The results in Graph 5.3 hence exclude any responses from non-ratepayers.

**Graph 5.3: NSC may apply next year for a rate variation specifically to fund improvements to Council-controlled roads and bridges. How much would you be prepared to pay per week in extra rates for these improvements?**



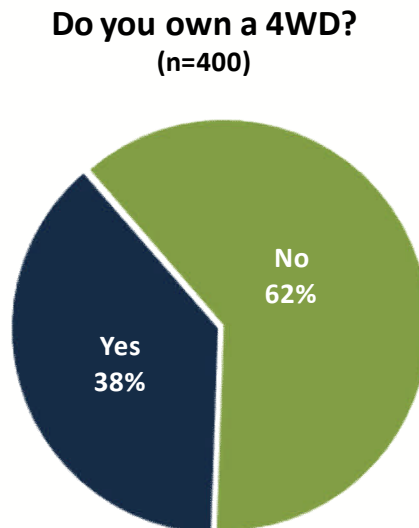
The most common response was \$2 (offered by 23% of residents). This was also in line with the weighted average among all rate-paying respondents of \$1.88.

In all, more than three-quarters of NSC rate-payers (77% in fact) accepted the need for some form of rate variation to fund road improvements.

## Part 6: Four wheel drive access on local beaches

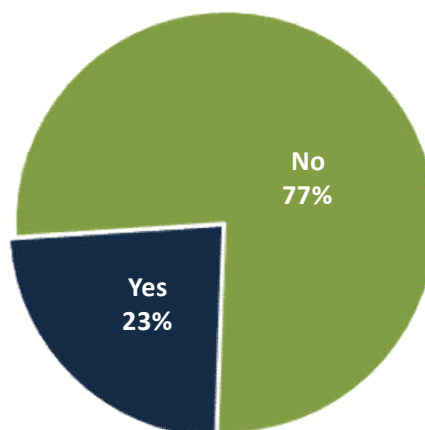
The survey concluded with a range of questions relating to four wheel drive (4WD) access on local beaches. In order to provide some context, this began with questions relating to 4WD ownership:

**Graph 6.1: Do you own a four wheel drive?**

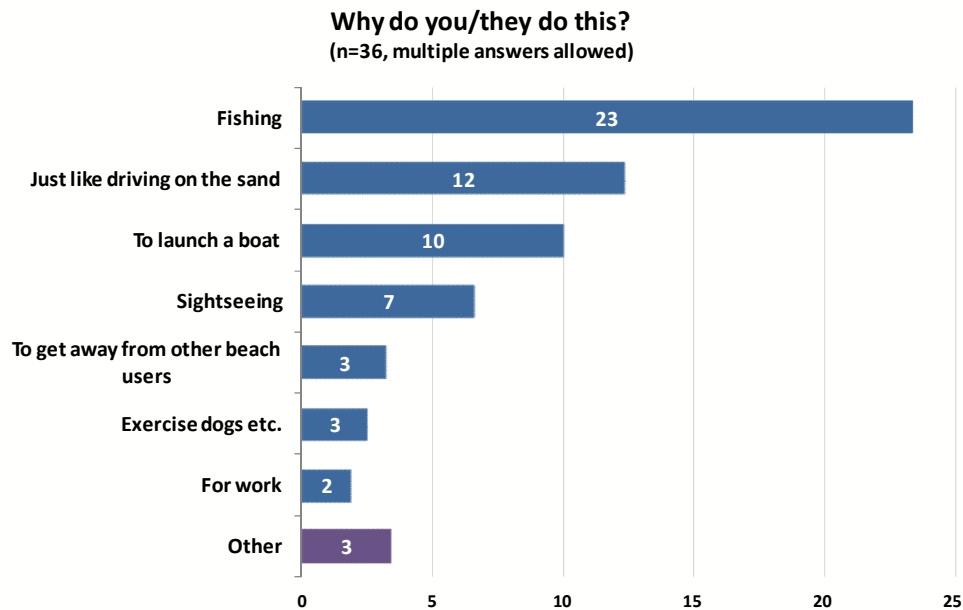


**Graph 6.2: (If yes) Do you or anyone else in your household ever take your 4WD onto local beaches?**

**Do you or anyone else in your household ever take your 4WD onto local beaches?**  
(n=152)



**Graph 6.3: (If yes) Why do you typically do this?**



*(Note: This graph uses frequencies rather than percentages due to the low sample size)*

This suggests that:

- 38% of respondents owned at least one 4WD;
- Of these, less than a quarter claimed to drive on local beaches with them;
- Of these, the largest proportion drove on beaches in order to access fishing spots.

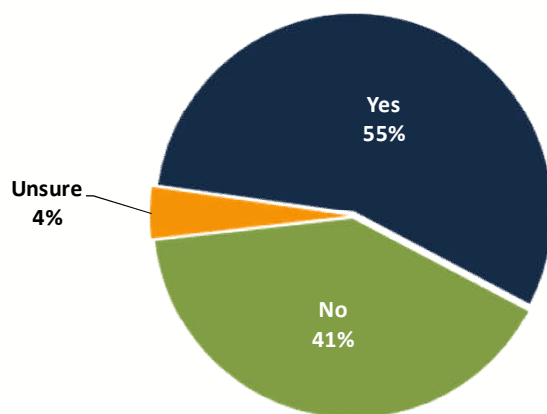
Respondents were then asked if they agreed with Council allowing 4WD access onto Nambucca beaches. The question was asked in two parts: first a general view of whether 4WDs should be allowed onto Nambucca shire beaches and then (for those answering “no” to the general question), whether such access should be allowed onto three specific beaches.

The results are shown in Graphs 6.4 and 6.5, next page:

*(Continued next page)*

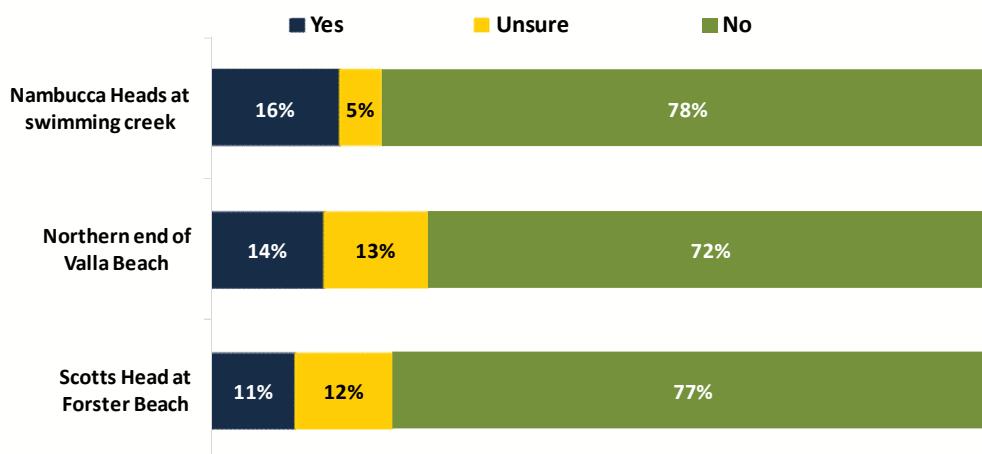
**Graph 6.4: Do you believe Council should allow 4WDs access to selected beaches within the Nambucca Shire?**

**Do you believe Council should allow 4WD access to selected beaches within the Nambucca Shire?**  
(n=400)



**Graph 6.5 (If no) Should 4WD access be allowed at any of the following locations?**

**(If no) Should 4WD vehicular access be allowed at any of the current locations?**  
(n=162)



Fifty five per cent of all respondents agreed that 4WDs should be allowed onto selected beaches: this included 63% of 4WD owners and 50% of non-4WD owners. (It also comprised 65% of males, and 48% of females.)

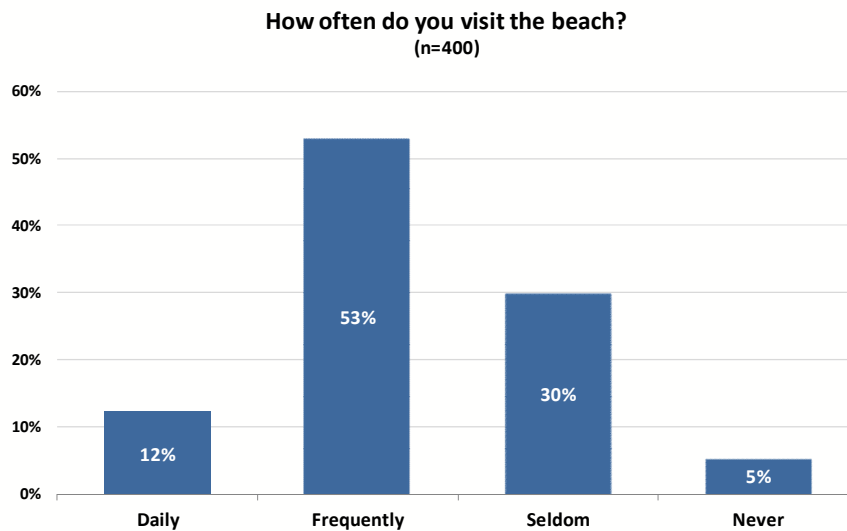
Those saying they *didn't* agree with 4WDs on selected beaches were then asked their views on 4WD access to three specific Nambucca shire beaches. These ranged from the 16% agreeing that 4WDs should be allowed at the swimming creek at Nambucca Heads, down to 11% believing they should be allowed at Foster Beach, Scotts Head.

Adding the “general” and “specific” figures, agreement with 4WD access at the three specified beaches varied from 62 to 65%.

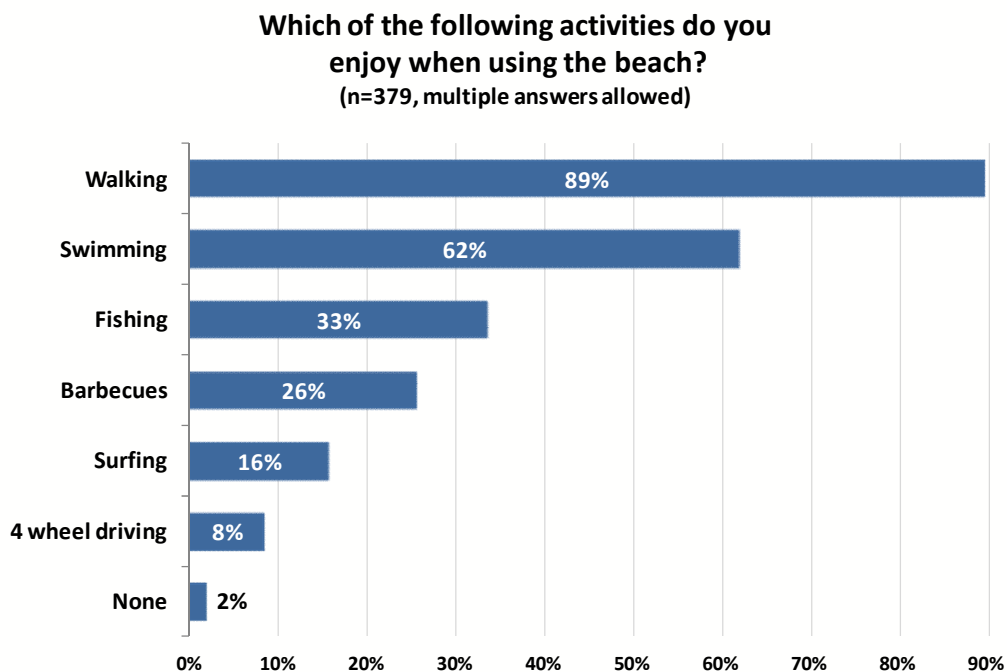


Asked more generally about their beach use:

**Graph 6.6: How often do you visit the beach?**



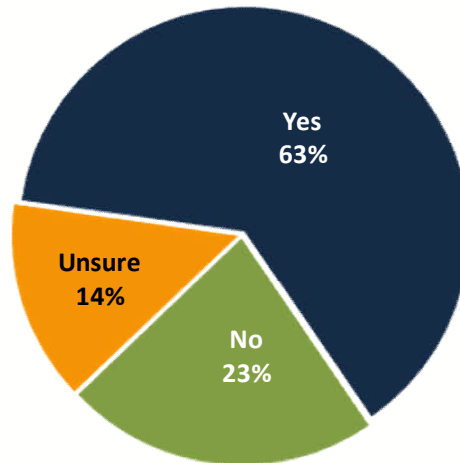
**Graph 6.7: Which of the following activities do you enjoy when using the beach?**



With more than two-thirds of respondents claiming to use local beaches daily or frequently, this highlights their importance to the local lifestyle and psyche. Meanwhile walking, swimming and fishing were the most popular beach uses.

**Graph 6.8: Do you believe Council needs to increase its monitoring of 4WDs on local beaches?**

**Do you believe Council needs to increase the monitoring of  
4WD's on local beaches?**  
(n=400)

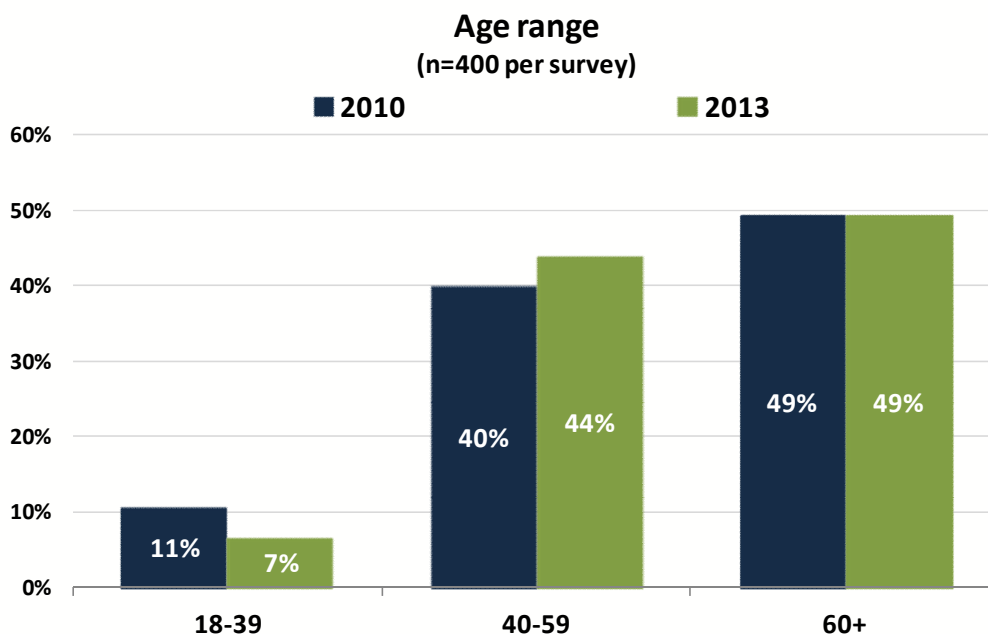


Finally on this topic, some 63% of respondents felt that Council needed to increase their monitoring of 4WDs on local beaches. This included 59% of 4WD owners, and 68% of females.

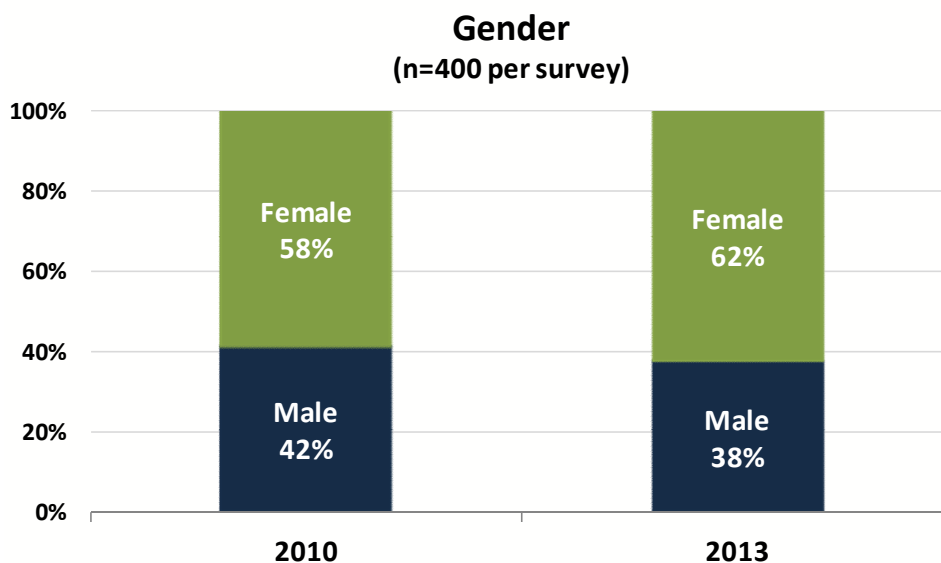
## Part 7: Survey demographics

Graphs 7.1 to 7.7 show the (unweighted) breakdown of the survey sample for 2010 and 2013, by factors such as age, gender and ratepayer status:

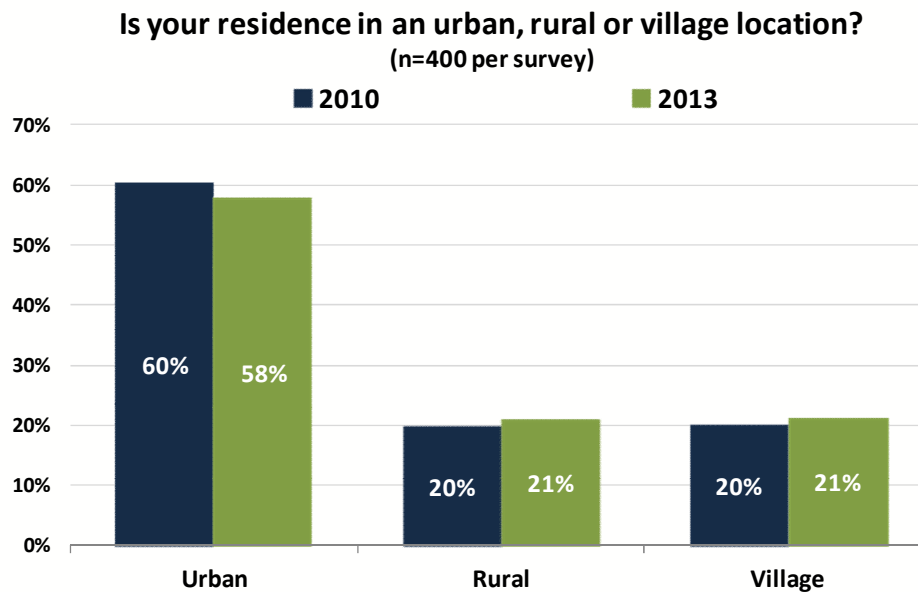
**Graph 7.1: Respondent age range (unweighted)**



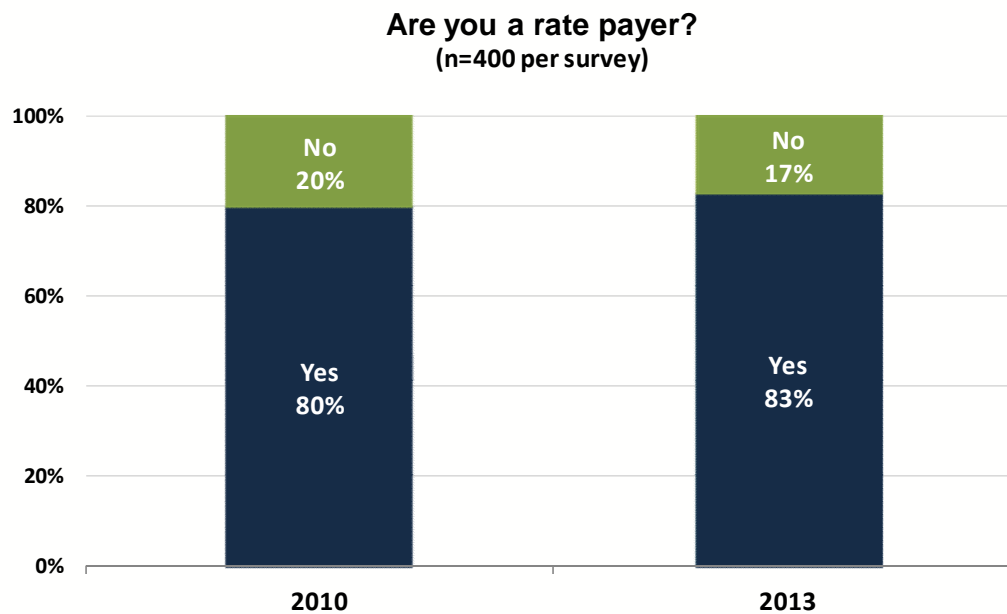
**Graph 7.2: Respondent gender (unweighted)**



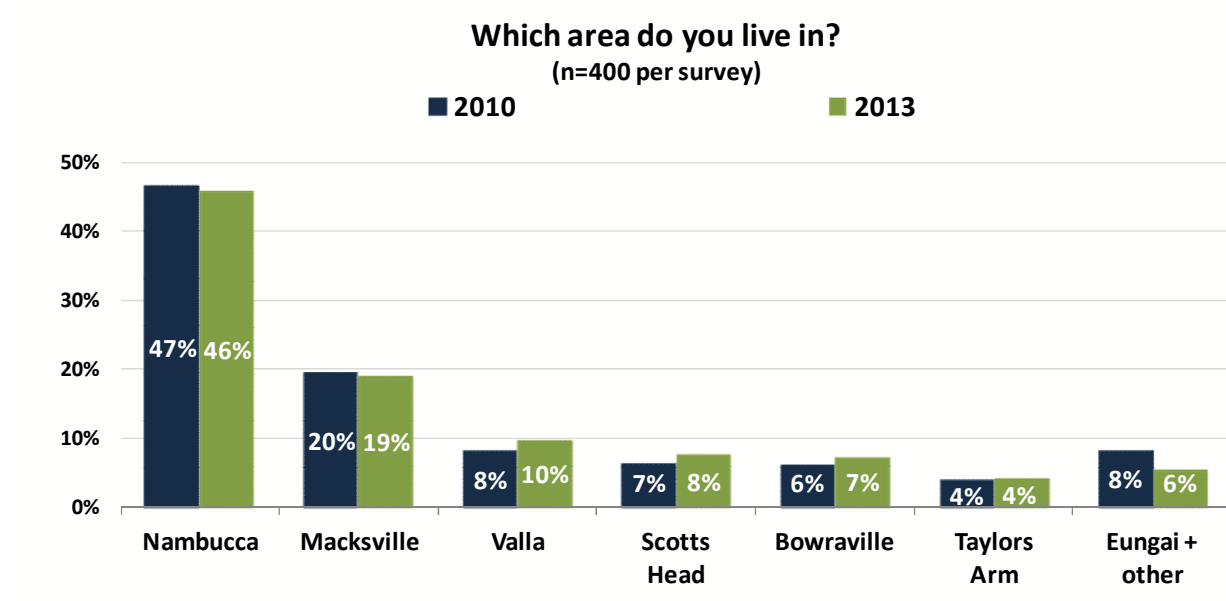
**Graph 7.3: Is your residence in an urban, rural or village location? (unweighted)**



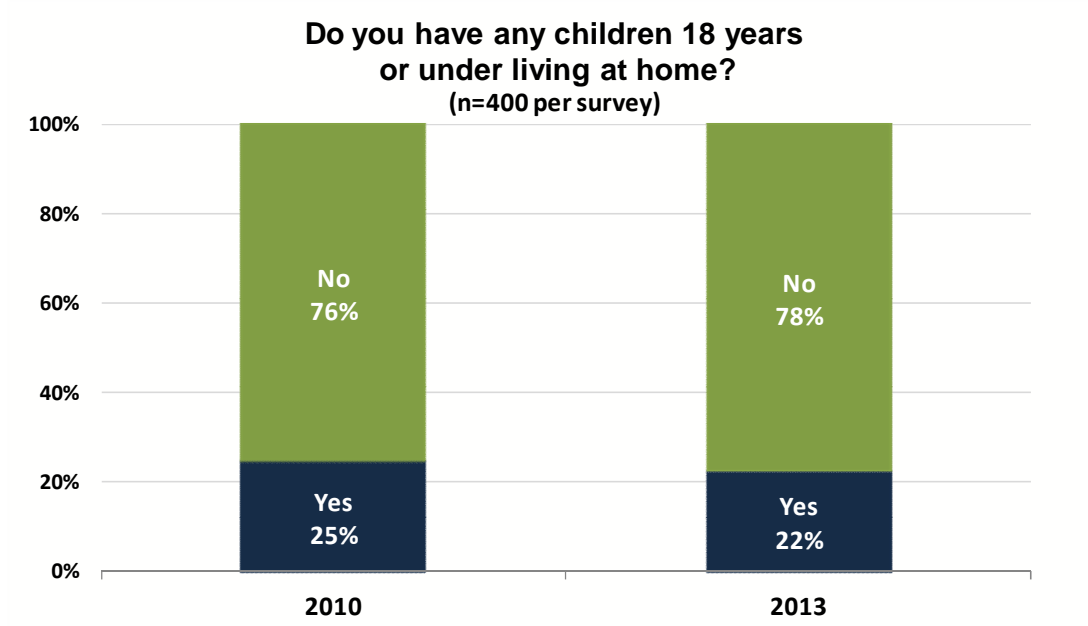
**Graph 7.4: Are you a ratepayer within the Nambucca shire? (unweighted)**



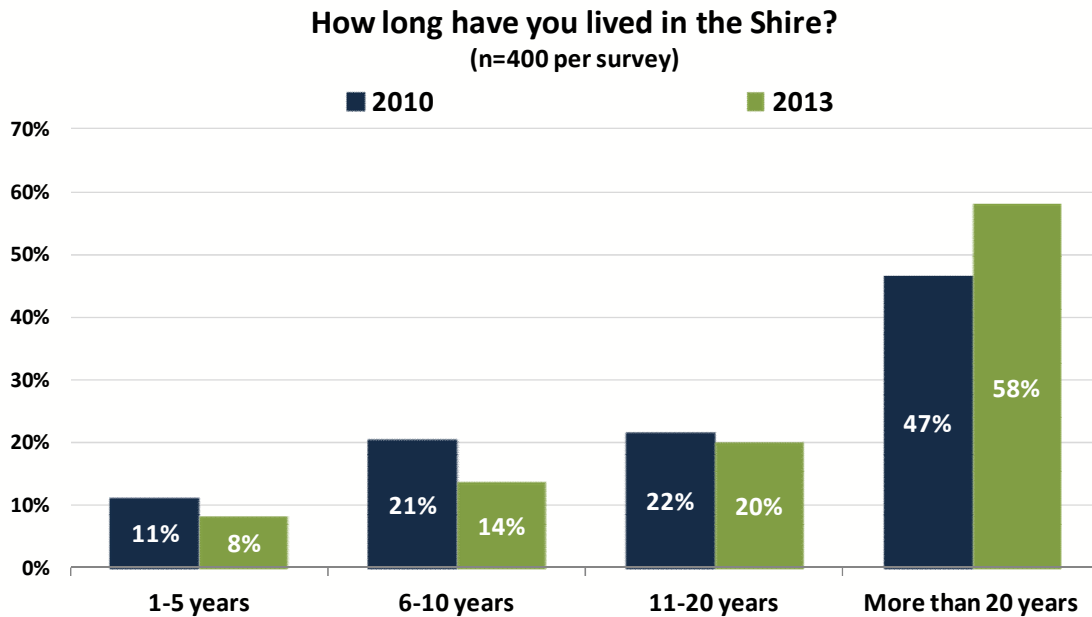
Graph 7.5: Which area do you live in? (unweighted)



Graph 7.6: Do you have any children 18 or under living at home? (unweighted)



**Graph 7.7: How long have you lived in the shire? (unweighted)**



In most respects the demographic factors in this latest survey were extremely similar to those encountered in 2010. However, due to a slight increase in the proportion of older residents and females, we have chosen to post-weight the 2013 survey data by age and gender against the 2010 sample. This is designed to provide more of an “apples and apples” comparison, by removing any potential biases caused by the slight changes to the survey sample composition this time around. (See Appendix 2, which shows how the post-weighting is calculated).

## Appendix 1: Survey questionnaire

- Q1. Good afternoon/evening, my name is (first name), and I'm calling from Jetty Research on behalf of Nambucca Shire Council. Council is conducting a customer satisfaction survey, and you have been randomly selected to participate in this. The survey takes around 12 minutes, we're not selling anything, and all answers will remain confidential. Would you be willing to assist Council this afternoon/evening?

*Offer a call back if inconvenient time. Respondents can contact Deputy GM Peter Wilson on 6568 2555 during business hours to confirm survey is genuine.*

Yes	1
No	2

Q1

*Answer If Attribute "No" from Q1 is SELECTED*

- Q2. Okay, thanks for your time, and have a good afternoon/evening.

**End**

- Q3. Thanks so much. Before we proceed, I just have three quick qualifying questions. Are you aged 18 or over?

*If No ask is there anyone else aged 18 or over that you can speak to.*

Yes	1
No	2

Q3

*Answer If Attribute "No" from Q3 is SELECTED*

- Q4. I'm afraid this survey is only for people 18 and above. Thanks for your time, and have a great afternoon/evening.

**End**

- Q5. Do you live in the Nambucca Shire?

**UNPROMPTED**

Yes	1
No	2

Q5

*Answer If Attribute "No" from Q5 is SELECTED*



Q6. My apologies, this survey is only for Nambucca Shire residents. Thanks very much for your time and have a good afternoon/evening.

End

Q7. Have you lived in the Shire for at least 1 year?

**UNPROMPTED**

Yes	1
No	2

*Answer If Attribute "No" from Q7 is SELECTED*

Q7

Q8. I'm sorry, this survey is only for people who have lived in the Shire for a year or more. Thanks very much for your time and have a good afternoon/evening.

End

Q9. May I have your first name for the survey?

*Type n/a if not willing to give name.*

Q9

Q10. To get us underway, can you please rate your satisfaction with the following Council facilities or services, where 1 means you think it's very poor and 5 means excellent? If you don't use this service, say not applicable.

**PROMPTED - read out and rate each option. You may need to remind respondent to only rate services they use.**

	1- Very poor	2	3	4	5- Excellent	N/A
Sealed roads	1	2	3	4	5	555
Unsealed roads	1	2	3	4	5	555
Bridges	1	2	3	4	5	555
Footpaths and Cycleways	1	2	3	4	5	555
Cleanliness of streets	1	2	3	4	5	555
Street lighting	1	2	3	4	5	555
Dog control	1	2	3	4	5	555
Stormwater drainage	1	2	3	4	5	555

Q10\_1

Q10\_2

Q10\_3

Q10\_4

Q10\_5

Q10\_6

Q10\_7

Q10\_8

Public toilets	1	2	3	4	5	555	Q10_9
Weed control	1	2	3	4	5	555	Q10_10
Garbage and Recyclables	1	2	3	4	5	555	Q10_11
Water supply	1	2	3	4	5	555	Q10_12
Sewage collection and treatment	1	2	3	4	5	555	Q10_13
Sporting facilities	1	2	3	4	5	555	Q10_14
Parks, reserves and playgrounds	1	2	3	4	5	555	Q10_15
Council's pool complex in Macksville	1	2	3	4	5	555	Q10_16
Libraries	1	2	3	4	5	555	Q10_17
Public halls	1	2	3	4	5	555	Q10_18
Youth activities	1	2	3	4	5	555	Q10_19
Services for the elderly	1	2	3	4	5	555	Q10_20
Economic development and investment attraction	1	2	3	4	5	555	Q10_21
Tourism and tourism promotion	1	2	3	4	5	555	Q10_22
Development applications ( DA's)	1	2	3	4	5	555	Q10_23
Estuary management	1	2	3	4	5	555	Q10_24
Environmental monitoring and protection	1	2	3	4	5	555	Q10_25
Climate change planning	1	2	3	4	5	555	Q10_26
Beaches	1	2	3	4	5	555	Q10_27

**Q11. Next [Q9], how important are the following Council facilities or services to you or your family, where 1 means you think it's very unimportant, and 5 is very important?**

**PROMPTED**

	1- Unimporta nt	2	3	4	5- Very important	
<i>Answer If Attribute "Sealed roads" from Q10 is 1- 5</i>						
Sealed roads	1	2	3	4	5	Q11_1
<i>Answer If Attribute "Unsealed roads" from Q10 is 1- 5</i>						
Unsealed roads	1	2	3	4	5	Q11_2
<i>Answer If Attribute "Bridges" from Q10 is 1-5</i>						
Bridges	1	2	3	4	5	Q11_3
<i>Answer If Attribute "Footpaths and Cycleways" from Q10 is 1- 5</i>						
Footpaths and Cycleways	1	2	3	4	5	Q11_4
<i>Answer If Attribute "Cleanliness of streets" from Q10 is 1-5</i>						
Cleanliness of streets	1	2	3	4	5	Q11_5
<i>Answer If Attribute "Street lighting" from Q10 is 1-5</i>						
Street lighting	1	2	3	4	5	Q11_6
<i>Answer If Attribute "Dog control" from Q10 is 1- 5</i>						
Dog control	1	2	3	4	5	Q11_7
<i>Answer If Attribute "Stormwater drainage" from Q10 is 1- 5</i>						
Stormwater drainage	1	2	3	4	5	Q11_8
<i>Answer If Attribute "Public toilets" from Q10 is 1- 5</i>						
Public toilets	1	2	3	4	5	Q11_9
<i>Answer If Attribute "Weed control" from Q10 is 1- 5</i>						
Weed control	1	2	3	4	5	Q11_10

*Answer If Attribute "Garbage and Recyclables" from Q10 is 1-5*

Garbage and Recyclables	1	2	3	4	5	Q11_11
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*Answer If Attribute "Water supply" from Q10 is 1-5*

Water supply	1	2	3	4	5	Q11_12
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*Answer If Attribute "Sewage collection and treatment" from Q10 is 1- 5*

Sewage collection and treatment	1	2	3	4	5	Q11_13
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*Answer If Attribute "Sporting facilities" from Q10 is 1-5*

Sporting facilities	1	2	3	4	5	Q11_14
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*Answer If Attribute "Parks, reserves and playgrounds" from Q10 is 1- 5*

Parks, reserves and playgrounds	1	2	3	4	5	Q11_15
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*Answer If Attribute "Council's pool complex in Macksville" from Q10 is 1- 5*

Council's pool complex in Macksville	1	2	3	4	5	Q11_16
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*Answer If Attribute "Libraries" from Q10 is 1- 5*

Libraries	1	2	3	4	5	Q11_17
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*Answer If Attribute "Public halls" from Q10 is 1-5*

Public halls	1	2	3	4	5	Q11_18
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*Answer If Attribute "Youth activities" from Q10 is 1- 5*

Youth activities	1	2	3	4	5	Q11_19
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*Answer If Attribute "Services for the elderly" from Q10 is 1-5*

Services for the elderly	1	2	3	4	5	Q11_20
--------------------------	---	---	---	---	---	--------

*Answer If Attribute "Economic development and investment attraction" from Q10 is 1-5*

Economic development and investment attraction	1	2	3	4	5	Q11_21
--	---	---	---	---	---	--------

*Answer If Attribute "Tourism and tourism promotion" from Q10 is 1-5*

Tourism and tourism promotion	1	2	3	4	5	Q11_22
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*Answer If Attribute "Development applications ( DA's)" from Q10 is 1-5*

Development applications ( DA's)	1	2	3	4	5	Q11_23
----------------------------------	---	---	---	---	---	--------

*Answer If Attribute "Estuary management" from Q10 is 1-5*

Estuary management	1	2	3	4	5	Q11_24
--------------------	---	---	---	---	---	--------

*Answer If Attribute "Environmental monitoring and protection" from Q10 is 1- 5*

Environmental monitoring and protection	1	2	3	4	5	Q11_25
---	---	---	---	---	---	--------

*Answer If Attribute "Climate change planning" from Q10 is 1- 5*

Climate change planning	1	2	3	4	5	Q11_26
-------------------------	---	---	---	---	---	--------

*Answer If Attribute "Beaches" from Q10 is 1- 5*

Beaches	1	2	3	4	5	Q11_27
---------	---	---	---	---	---	--------

**Q12. 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.**

**UNPROMPTED**

1 - Very dissatisfied	1
2	2
3	3
4	4
5 - Satisfied	5

Q12

**Q13. Can you briefly explain why you gave that rating?**

*Answer If Attribute "1 - Very dissatisfied" from Q12 is SELECTED OR*

*Answer If Attribute "2" from Q12 is SELECTED OR*

*Answer If Attribute "4" from Q12 is SELECTED OR*

*Answer If Attribute "5 - Satisfied" from Q12 is SELECTED*

**PROBE for a response**

Q13

**Q14. Now [Q9], Have you visited the Nambucca Shire Council administration centre in the past 6 months?**

**UNPROMPTED**

Yes	1
No	2
Unsure	666

Q14

**Q15. What was the purpose of your last visit?**

*Answer If Attribute "Yes" from Q14 is SELECTED*

**UNPROMPTED**

Pay rates	1
Lodge or check progress of a DA	2
Register an animal	3
Make a property enquiry	4
Lodge a complaint	5
Enquire about employment	6
Obtain a map	7
Submit a quote or tender	8
Attend a meeting	9

Q15

**Q16. How would you rate the service you received on your last visit on a scale of 1-5, where 1 is very unsatisfactory and 5 is very satisfactory?**

*Answer If Attribute "Yes" from Q14 is SELECTED*

**UNPROMPTED**

1 - Unsatisfactory	1
2	2
3	3
4	4
5 - Satisfactory	5

Q16

**Q17. Have you written to Nambucca Council in the past year?**

**UNPROMPTED. Includes letters and emails.**

Yes	1
No	2
Unsure	666

Q17

**Q18. How satisfied were you with the way your most recent written contact was handled, using a scale of 1-5 where 1 is very dissatisfied and 5 is very satisfied?**

*Answer If Attribute "Yes" from Q17 is SELECTED*

**UNPROMPTED**

1 - Dissatisfied	1
2	2
3	3
4	4
5 - Satisfied	5

Q18

**Q19. Have you had any telephone contact with Nambucca Council in the past year?**

**UNPROMPTED**

Yes	1
No	2
Unsure	666

Q19

**Q20. How satisfied were you with the way your most recent telephone contact was handled, using a scale of 1-5 where 1 is very dissatisfied and 5 is very satisfied?**

*Answer If Attribute "Yes" from Q19 is SELECTED*

**UNPROMPTED**

1 - Dissatisfied	1
2	2
3	3
4	4
5 - Satisfied	5

Q20

**Q21. Have you used the Council website the past year?**

**UNPROMPTED**

Yes	1
No	2
Unsure	666

Q21

**Q22. What did you use it for?**

*Answer If Attribute "Yes" from Q21 is SELECTED*

**UNPROMPTED - Tick any that apply**

Pay rates	1
Print documents	2
Research	3
Check for employment vacancies	4
Read the business paper	5
Find a telephone number	6
Look up Council policies	7
OTHER	

Q22\_1

Q22\_2

Q22\_3

Q22\_4

Q22\_5

Q22\_6

Q22\_7

Q22\_0

**Q23. [Q9], do you have any suggestions on how the website can be improved?**

*Answer If Attribute "Yes" from Q21 is SELECTED*

**PROBE**

Q23

- \*Q24. Let's say that Council hypothetically received \$5 million in a general use grant from the Federal government. Can you briefly tell me what you would see as the highest priority for how that money should be spent?

*PROBE - Skip question if unable to answer*

Q24

- Q25. Do you think Council needs to spend more on road and bridge maintenance?

*UNPROMPTED*

Yes	1
No	2
Unsure	666

Q25

- Q26. Some people are mainly concerned about the level of their rates, while others are mainly concerned about the quality of local infrastructure such as roads, and the rest lie somewhere in the middle. Can you tell me where you would sit on a sliding scale of 1-10, where 1 means you are only interested in keeping your rates as low as possible, and 10 means you are only interested in having the best possible roads?

*UNPROMPTED*

1 - Rates low	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10 - Best roads	10

Q26

**Q27. The local Council may apply next year for a rate variation specifically to fund improvements to Council-controlled roads and bridges. How much would you be prepared to pay per week in extra rates for these improvements?**

**PROMPTED**

Nothing	1
Up to \$1	2
Up to \$2	3
Up to \$3	4
Up to \$4	5
Not a ratepayer	6

Q27

**Q28. Finally we have a few questions about 4 wheel drive access on local beaches. To kick things off, do you own a 4 wheel drive?**

**Includes 'all wheel drives' such as Subaru**

Yes	1
No	2
Declined to answer	666

Q28

**Q29. Do you or anyone else in your household ever take your four wheel drive into local beaches?**

*Answer If Attribute "Yes" from Q28 is SELECTED*

Yes	1
No	2
Unsure	666

Q29

**Q30. And why do you or they typically do this?**

*Answer If Attribute "Yes" from Q29 is SELECTED*

**UNPROMPTED. Tick any that apply.**

Fishing	1
For work	2
To launch a boat	3
Physical disability	4
To get away from other beach users	5
Just like driving on the sand	6
Sightseeing	7
Exercise dogs etc.	8
OTHER	

Q30\_1

Q30\_2

Q30\_3

Q30\_4

Q30\_5

Q30\_6

Q30\_7

Q30\_8

Q30\_0



**Q31. And [Q9], do you believe Council should allow 4WD vehicular access to selected beaches within the Nambucca Shire?**

*If respondent asks, current 4WD-accessible beaches are Nambucca Heads at swimming creek, Scotts Head at Forster Beach, and northern end of Valla Beach*

Yes	1
No	2
Unsure	666

Q31

**Q32. Should 4WD vehicular access be allowed at any of the current locations?**

*Answer If Attribute "No" from Q31 is SELECTED*

	Yes	No	Unsure
Nambucca Heads at swimming creek	1	2	666
Scotts Head at Forster Beach	1	2	666
Northern end of Valla Beach	1	2	666

Q32\_1

Q32\_2

Q32\_3

**Q33. How often do you visit the beach?**

*PROMPTED. This means at all times, not just in a 4WD*

Daily	1
Frequently	2
Seldom	3
Never	4

Q33

**Q34. Which if any of the following activities do you enjoy when using the beach?**

*Do not answer If Attribute "Never" from Q33 is SELECTED*

*Tick any that apply, or NONE*

Walking	1
Surfing	2
Swimming	3
Fishing	4
4 wheel driving	5
Barbecues	6
NONE	7

Q34\_1

Q34\_2

Q34\_3

Q34\_4

Q34\_5

Q34\_6

Q34\_7

**Q35. Do you believe Council needs to increase its monitoring of 4 wheel drives on local beaches?**

Yes	1
No	2
Unsure	666

Q35

Q36. We are almost to the end of the survey [Q9], just a few demographic questions to finish off.  
Would your age range be between?

**PROMPTED**

18-39	1
40-59	2
60+	3

Q36

Q37. Gender?

**DON'T ASK**

Male	1
Female	2

Q37

Q38. Is your residence in an urban, rural or village location?

**Urban -in town, Rural - on a property. Village - very tiny town**

Urban	1
Rural	2
Village	3

Q38

Q39. Are you a ratepayer within the Nambucca local government area?

**UNPROMPTED - If unsure ask whether they own property inside the LGA (Local Government Area )**

Yes	1
No	2

Q39

Q40. Which area do you live in?

**UNPROMPTED - If none of these ask which town is nearest**

Bowraville	1
Nambucca	3
Macksville	4
Scotts Head	5
Taylors Arm	6
Valla	7
OTHER	

Q40

**Q41. And do you have any children 18 years or under living at home?**

Yes	1
No	2
Declined	666

Q41

**Q42. And finally, how long have you lived in the Shire?**

**UNPROMPTED**

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

Q42

**Q43. Thanks so much [Q9], that concludes the survey. Nambucca Council greatly appreciates your feedback. Did you have any questions about this survey? A manager from our office may call you to ensure this interview was conducted correctly. Thanks again you for your time and have a good afternoon/evening.**

**End**

## Appendix 2: Weighting method and calculation

It is common in random surveys such as this to weight results by age and gender. This avoids the need to sample by quota (which is far more expensive than purely random sampling), and ensures the data from under- and over-represented groups is adjusted to meet the demographic profile of the survey population.

In this case, the 2013 survey sample has been post-weighted to match the age and gender profile of the equivalent 2010 survey. To do this we divide the 2013 survey sample by gender (male/female) and across three age groups (in this case 18-39, 40-59 and 60-plus.) This divides respondents into one of six age and gender categories, as shown below:

2013 survey sample breakdown by age and gender		Gender		Total
		Male	Female	
18-39	Count	9	18	27
	% of Total	2.3%	4.5%	6.8%
40-59	Count	61	115	176
	% of Total	15.3%	28.8%	44.0%
60+	Count	81	116	197
	% of Total	20.3%	29.0%	49.3%

Meanwhile the 2010 sample breaks down as follows:

2010 survey sample breakdown by age and gender		Gender		Total
		Male	Female	
18-39	Count	17	25	42
	% of Total	4.3%	6.3%	10.5%
40-59	Count	63	97	160
	% of Total	15.8%	24.3%	40.1%
60+	Count	86	111	197
	% of Total	21.6%	27.8%	49.4%

Dividing the 2010 sample by the 2013 sample population for each age and gender category provides the following weighting factors:

Weighting factor	Age	
	Male	Female
19-39	1.894	1.392
40-59	1.035	0.846
60+	1.064	0.959

These weightings are then assigned to each data record based on each respondent's age/gender profile, and the raw data for each question is adjusted accordingly.