



Local Government Association Tasmania

Statewide Community Satisfaction Survey

Research Report 2015

Prepared by





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Executive Summary

1,240 residents were surveyed across all 29 Local Councils in 2015 as part of ongoing tracking research designed to measure the satisfaction residents have with local Councils across Tasmania, and to produce a Statewide benchmark against which Councils may wish to measure the satisfaction of their residents with respect to the services they each provide.

Results are presented along with those from the previous six surveys where applicable to allow for comparison to be made over this time series while also identifying any significant demographics variances within the 2015 data.

Satisfaction Summary

The average satisfaction score across all 9 areas was 70%, a marginal increase of 1 percentage point from that recorded in the 2013 round of research. Average satisfaction across all service elements has remained steady since the baseline survey was conducted in 2001 (71%), with the highest average satisfaction of 72% recorded in 2002.

Those elements to receive the highest average satisfaction scores in 2015 were “staff being friendly and polite” and “staff having a professional attitude and presentation” (84% in each case), as well as “household garbage collection” and “being dealt with in a fair and impartial way” (80% in each case).

Those elements with the lowest level of satisfaction included “the building approval process” and “planning and development decisions as they apply to your development”, both recording average satisfaction scores less than 65%.

Community Involvement

The average satisfaction score recorded by residents for community involvement was 62%, a marginal increase of 1 point from the score recorded in each of the previous four surveys but down 3 points from the highest average satisfaction of 65% recorded in 2002.

Residents in the current round were most likely to be satisfied with “informing residents about Councils activities” (68%) and least satisfied with “opportunities for involving residents in local decision making” (58%).

Planning and Development

The average satisfaction score recorded by residents for the element of planning and development was 58%, a marginal increase of 2 percentage points since the 2013 research but somewhat lower than those recorded in the 2001 baseline survey and the 2002 round of research (62% and 64% respectively).

Roads, Footpaths and Traffic

The average satisfaction score recorded by residents for roads, footpaths and traffic was 62%, a slight decrease of 1 percentage point since the 2013 survey was conducted and also marginally lower than the 63% recorded in the baseline survey in 2001.

Waste Management

The average satisfaction score recorded by residents for waste management was 76%, a slight decrease of 1 percentage point since 2013 but remaining steady with the score of 76% recorded in in 2001.

Social and Community Services

The average satisfaction score recorded by residents for social and community services was 64%, down 1 point from 2013 where new elements were introduced. The highest average satisfaction for social and community services of 70% was observed in 2011; however significant change to the services and activities measured has occurred since, therefore not allowing for direct comparisons to be drawn.

Community Health and Safety

The average satisfaction score recorded by residents for community health and safety was 73%, remaining steady since the 2013 research was undertaken but still 3 points lower than the 76% recorded in the baseline survey in 2001.

Recreation and Cultural Facilities and Business

The average satisfaction score recorded by residents for recreation and cultural facilities and business was 72%, an increase of 2 percentage points since 2013 and the equal highest average satisfaction score recorded across all the research rounds (72% also in 2011).

Direct Dealings with Council

39% of all those surveyed in 2015 had been in direct contact with their local Council within the last 6 months, a decrease of 9 percentage points since 2013, while a further 15% had done so within the last 12 months. The percentage of residents to have direct contact with their Council within the last 6 months has decreased significantly since the baseline survey in 2001 where 62% had done so as had 58% in both the 2002 and 2006 rounds of research.

Method of Contact

While residents are having less frequent direct contact with their Council, 2015 results saw an increase in residents opting to make contact with their Council across all methods demonstrating they are more likely to use multiple communication channels. 57% chose to do so “in person” but this is lower than the 66% recorded in 2001 and 2006, while 40% opted “by telephone” (a significant increase from the 28% who did in the 2001 baseline research). 13% did so “in writing” with “email” accounting for 8% of these.

Reason for Contact

The predominant reasons for residents to make contact within the last 12 months were in relation to a “building/ planning permit or query” (19%) or for a matter pertaining to “rates or taxes” (14%) and while these have been the most common response since 2011, the percentage mentioning rates and taxes has decreased from 19% in 2011.

Other reasons mentioned by more than 5% included “dog registration and information”, “rubbish and recycling issues”, “the state of roads and footpaths”, and “dog control issues”.

Satisfaction with Council Staff

The average satisfaction score recorded by residents for satisfaction with the council staff in dealing with recent enquiries was 82%, an increase of 5 percentage points since 2013 and at the same level as that recorded in the initial baseline survey in 2011.

Residents were most likely to be satisfied with “staff being friendly and polite” and “staff having a professional attitude and presentation” (84% in each case) and least satisfied with the “overall handling of and response to your enquiry” (78%).

Satisfaction with Other Council Services

The average satisfaction score recorded by residents for satisfaction with other council services was 78%, a small decrease of 1 percentage point since 2013 but 5 percentage points lower than the 83% recorded in both 2001 and 2002 surveys. This decrease may in some part be due to some changes to services or activities measured in the current round of research with removal of such elements as “convenience of opening hours” and “physical access to council buildings” that typically scored higher than other elements.

Residents were most likely to be satisfied with “being dealt with in a fair and impartial way” (80%) and least satisfied with “access to relevant Council information” (76%).

Overall Satisfaction

When specifically asked to provide a rating, the overall level of satisfaction among respondents was 70%, an increase of two percentage points since the last survey was undertaken in 2013 but still 4 points lower than the overall satisfaction recorded in both 2001 and 2002.

Ratepayers

82% of residents surveyed in 2015 were ratepayers of their local Council, an increase of 3 percentage points since the last survey in 2013 but still lower than the figures recorded in all other previous surveys with the highest proportion of ratepayers observed in 2011 (88%).

Value for Money

The average score for value for money in the current round of research was 62%, up two percentage points from the result in both the 2011 and 2013 surveys.

Areas for Improvement

As with all six previous rounds of research, “roads, footpaths and traffic” was seen as the one area where improvement was most needed with almost one fifth of residents (18%) nominating this area, but the percentage doing so has decreased somewhat from the 30% recorded in the 2001 research.

Other areas mentioned frequently included “community involvement” (14%) and “waste management” (11%), reflecting very similar responses to those in 2013. 24% mentioned “other” which included 9% of residents stating their desire for a “professional, efficient and forward thinking Council”, along with mentions of “rates and fees”, “water and sewerage”, “parking”.

Best Aspects of Council

The areas or services considered as the best aspects of their local Council were the “customer service” (18%), that their council was “performing well/ happy with progress” (14%), and the “recreational and public areas” (11%).

Council Direction

Asked for the first time in 2015, 77% of all residents surveyed believe their Council is currently heading in the right direction; 33% stating “definitely” and 44% “probably” the right direction. Only 12% in total believed their Council was heading in the wrong direction while the remaining 11% were unable to give a definitive response.

Council Involvement in Reform

The average importance score when residents were asked how important it is that their Council is involved in reform discussions was 88%. 55% of all those surveyed stated that it was “very important”, 22% gave a score of 4 out of 5 and only 4% believed it was not important giving a score of either 1 or 2 out of 5.

Rate Rise or Service Cut Preference

Opinion was evenly split on preference between rate rises to improve services or service cuts to maintain rates with 39% preferring a rise in rates, 32% preferring a cut in local services and the remaining 29% unable to give a definitive response.

Section One – Introduction

This was the seventh round of research designed to provide a snapshot of the satisfaction residents have with local Councils across Tasmania, and to produce a Statewide benchmark against which Councils may wish to measure the satisfaction of their residents with respect to the services they each provide. It follows surveys conducted in 2001, 2002, 2006, 2009, 2011 and 2013.

1.1 Aims and Objectives

Research Aim

The purpose of the research was to administer a structured questionnaire to a representative sample of the residents of Tasmanian municipal council areas and to measure the levels of satisfaction with Councils in their performance of services.

Research Objectives

The key objectives of the research were to:

- Measure the level of satisfaction with various Council activities and services;
- Measure overall satisfaction with Local Councils;
- Gather data on the community's perceived level of importance of local government reform; and
- Understand areas for improvement and priority for Councils in the future.

1.2 Methodology

Research Methodology

EMRS used Computer Assisted Telephone Interviewing (CATI) to collect the data. The survey was administered to a sample of 1,240 Tasmanian adult residents across all 29 Local Councils. The data was collected from our Moonah call centre where interviewers are trained to national specifications and operate within a quality-controlled interviewing environment. The data was collected in May and June of 2015.

As in the past, the major part of this year's survey has been to find out how satisfied Tasmanians are with the way in which their local Councils provide the range of services.

The types of services have been divided into 9 areas spanning the broad divisions of property services, community services and interaction with the Council. In all, some 35 elements were included in these 9 areas ranging from "Household Garbage Collection" to "Access to and availability of Council staff".

The 2015 survey did see some changes made to several service elements to be tested, along with additional questions around the direction of Local Councils and their involvement in reform discussions.

Two new elements were measured in the planning and development area, specifically of those residents who had direct contact with the planning, development or building areas in the last 12 months. The area of recreation and cultural facilities and programs also saw some elements refined as well as an additional measurement for the level of satisfaction with tourism and visitor information services.

The questionnaire in its CATI form is Appendix A of this Report.

Sampling Error

As with all quantitative research, it must be remembered that all sample surveys are subject to sampling variation. The sampling variation depends largely on the number of respondents interviewed and the way the sample is selected. In theory, with a sample size of 1,240 respondents, in this research we can say with 95% certainty that the results have a statistical accuracy of +/- 2.8 percentage points compared to the results that would have been obtained if the entire population had been surveyed.

The report contains tables showing the responses segmented by demographic and council groupings to ascertain whether there are any significant subgroup variations. Statistically significant variations emerge based on a sufficiently large subgroup sample size and the variation being significantly beyond the margin of error.

Results within the demographic subgroup that are significantly higher have been highlighted blue in the tables, while those that are significantly lower have been highlighted lilac.

Sample Weighting and Quotas

To ensure accurate representation of age and gender, the data has been weighted to the 2011 ABS population statistics. This ensures a more accurate representation of the target population. Quotas were put into place for age, gender and Local Council.

The numbers drawn from each of the Council areas are too small to allow conclusions to be drawn about the performance of any particular Council. Hence, results have not been reported on a comparative Council by Council basis. Councils that have commissioned separate surveys using LGAT's survey instrument will receive individual reports. These are confidential to the participating Council and contain a comparison of the Council's results and the Statewide Benchmark Survey.

1.3 Measuring Overall Satisfaction

The Average Satisfaction score shown in Table 4 and Table 5 is a measure of how satisfied Tasmanian residents are with the level of services provided in the 9 areas and the 35 elements in those 9 areas, taken as a whole. In addition, a single question was asked to determine the overall satisfaction that residents had with the services provided by their local council.

1.4 Council Groupings

1.4.1 Grouping of Councils into City/ Urban/ Rural Categories

The table below presents the 29 Local Councils surveyed grouped into their respective categories.

Table 1 – City/ Urban/ Rural Council Groupings

Council Grouping	Local Council Area
City	Burnie City Clarence City Devonport City Glenorchy City Hobart City Launceston City
Urban	Brighton Central Coast Kingborough Meander Valley West Tamar
Rural	Break O’Day Central Highlands Circular Head Derwent Valley Dorset Flinders Island George Town Glamorgan Spring Bay Huon Valley Kentish King Island Latrobe Northern Midlands Sorell Southern Midlands Tasman Waratah-Wynyard West Coast

1.4.2 Grouping of Councils into Regions

The table below presents the 29 Local Councils surveyed grouped into their respective regions.

Table 2 – Regional Council Groupings

Region	Local Council Area
South	Brighton Central Highlands Clarence City Derwent Valley Glamorgan Spring Bay Glenorchy City Hobart City Huon Valley Kingborough Sorell Southern Midlands Tasman
North & North East	Break O’Day Dorset Flinders Island George Town Launceston City Meander Valley Northern Midlands West Tamar
North West & West	Burnie City Central Coast Circular Head Devonport City Kentish King Island Latrobe Waratah-Wynyard West Coast

1.5 The People Interviewed

The following table shows the percentage of each demographic group in the 2015 round of the survey.

**Table 3 – The People Interviewed
(Percentage of those in each demographic group)*†**

Demographic Group	2015
	Percentage (n=1,240)
Total	100
Age	
18 to 24 years	3
25 to 34 years	6
35 to 44 years	11
45 to 54 years	27
55 to 64 years	20
65 to 74 years	20
75 years or over	13
Gender	
Male	48
Female	52
Region	
South	50
North & North East	28
North West & West	22
Council Grouping	
City	48
Urban	32
Rural	20
Employment Status	
Employed full-time	34
Employed part-time	18
Unemployed	2
Student	2
Home duties	4
Retired/ pension	39
Refused	0
Household Income	
Under \$20,000	11
\$20,000 but under \$40,000	21
\$40,000 but under \$60,000	14
\$60,000 but under \$80,000	13
\$80,000 but under \$100,000	9
\$100,000 and over	18
Refused	14
Household Situation	
Single – living alone	17
Couple – living alone	38
Sharehouse	2
Family – children under 18	23
Family – children over 18	19
Other	0
Refused	1

*Percentages may not sum to 100 due to rounding.

†Percentages are unweighted.

Section Two – Satisfaction with Council Services

2.1 Satisfaction Summary

35 services and activities were measured to understand how satisfied the Tasmanian community was with the delivery of each of these by their Local Council. The activities and services have been ranked by the 2015 results, from the highest average satisfaction score to the lowest.

**Table 4 – Summary of Council Services Satisfaction
(Average satisfaction score)**

Council Services and Activities	2001	2002	2006	2009	2011	2013	2015
Staff being friendly and polite	86	86	84	82	86	82	84
Staff having a professional attitude and presentation	84	84	82	80	84	78	84
Household garbage collection	80	80	80	82	84	82	80
Being dealt with in a fair and impartial way	-	-	-	-	-	-	80
Recycling services (includes kerbside recycling and depots)	74	76	76	76	80	78	78
Council immunisation programs	86	80	80	82	80	78	78
Sportsgrounds and recreational facilities in area	72	74	74	76	76	76	78
Access to and availability of Council staff	80	80	76	76	78	76	78
Overall handling of, and response to your enquiry	76	78	76	74	76	72	78
Hygiene standards of food outlets, restaurants and public facilities	76	76	74	74	74	74	76
Parks and playgrounds	74	74	74	74	74	74	76
Access to relevant Council information	80	80	76	76	78	74	76
Maintaining a clean and tidy city/town	74	76	74	74	74	74	74
The appearance of public areas in general in Council	-	-	-	-	-	-	74
Operation of local tip and transfer stations	74	76	72	72	74	74	72
Dog control	66	66	68	70	68	70	70
Average Satisfaction	71	72	69	70	70	69	70
Council support for other community groups and organisations	66	68	64	68	70	68	70
Community and cultural activities like markets, music events, theatre events and sports events	68	68	66	68	68	66	70
Community and cultural facilities like halls, museums and galleries	68	66	66	66	68	64	70
Stormwater and flood control	76	76	74	76	66	68	68
Informing residents about Councils activities	64	66	64	64	68	66	68
Tourism and visitor information services	-	-	-	-	-	-	66
An efficient local road network (traffic flow)	68	70	64	64	64	66	64
Services & programs provided for particular sections of the community	-	-	-	-	-	66	64
Services and programs provided specifically for older people	-	-	-	-	-	66	64
Roadside slashing and weed control	-	-	-	-	-	-	62
Contact with Councillors/Aldermen to discuss a matter of concern to you	68	68	64	66	66	64	62
Safe and well maintained pedestrian areas	62	64	60	64	62	64	62
Safe and well maintained local roads	60	60	56	60	58	60	60
Council lobbying on behalf of the community	-	-	-	-	-	-	60
Services and programs provided specifically for young people	-	-	-	-	-	58	58
Planning and development decisions generally	62	64	58	58	54	56	58
Opportunities for involving residents in local decision making	58	60	56	54	50	52	58
Planning and development decisions as they apply to your development	-	-	-	-	-	-	54
The building approval process	-	-	-	-	-	-	52

Those elements to receive the highest average satisfaction scores in 2015 were “staff being friendly and polite” and “staff having a professional attitude and presentation” (84% in each case), as well as “household garbage collection” and “being dealt with in a fair and impartial way” (80% in each case).

The average satisfaction score across all 9 areas was 70%, a marginal increase of 1 percentage point from that recorded in the 2013 round of research.

The table below presents the average satisfaction scores for each of the 9 areas of Council services and activities ranked by the 2015 results, from the highest average satisfaction score to the lowest.

**Table 5 – Summary of Council Service Areas Satisfaction
(Average satisfaction score)**

Council Service Area	2001	2002	2006	2009	2011	2013	2015
Council Staff	82	83	81	79	82	77	82
Other Council Services	83	83	81	80	81	79	78
Waste Management	76	77	76	76	78	77	76
Community Health and Safety	76	75	74	76	72	73	73
Recreation and Cultural Facilities and Business	71	71	70	71	72	70	72
Average Satisfaction	71	72	69	70	70	69	70
Social and Community Services	66	68	64	68	70	65	64
Roads, Footpaths and Traffic	63	65	60	63	61	63	62
Community Involvement	63	65	61	61	61	61	62
Planning and Development	62	64	58	58	54	56	58

In 2015, average satisfaction was highest in the area of “Council Staff” (82%), followed by “Other Council Services” and “Waste Management” (78% and 76% respectively). Five of the areas recorded average satisfaction scores of more than 70% and were thus ranked above the average score recorded across all nine areas.

The only area where significant movement was observed since 2013 was that of “Council Staff”, up 5 points to 82% average satisfaction.

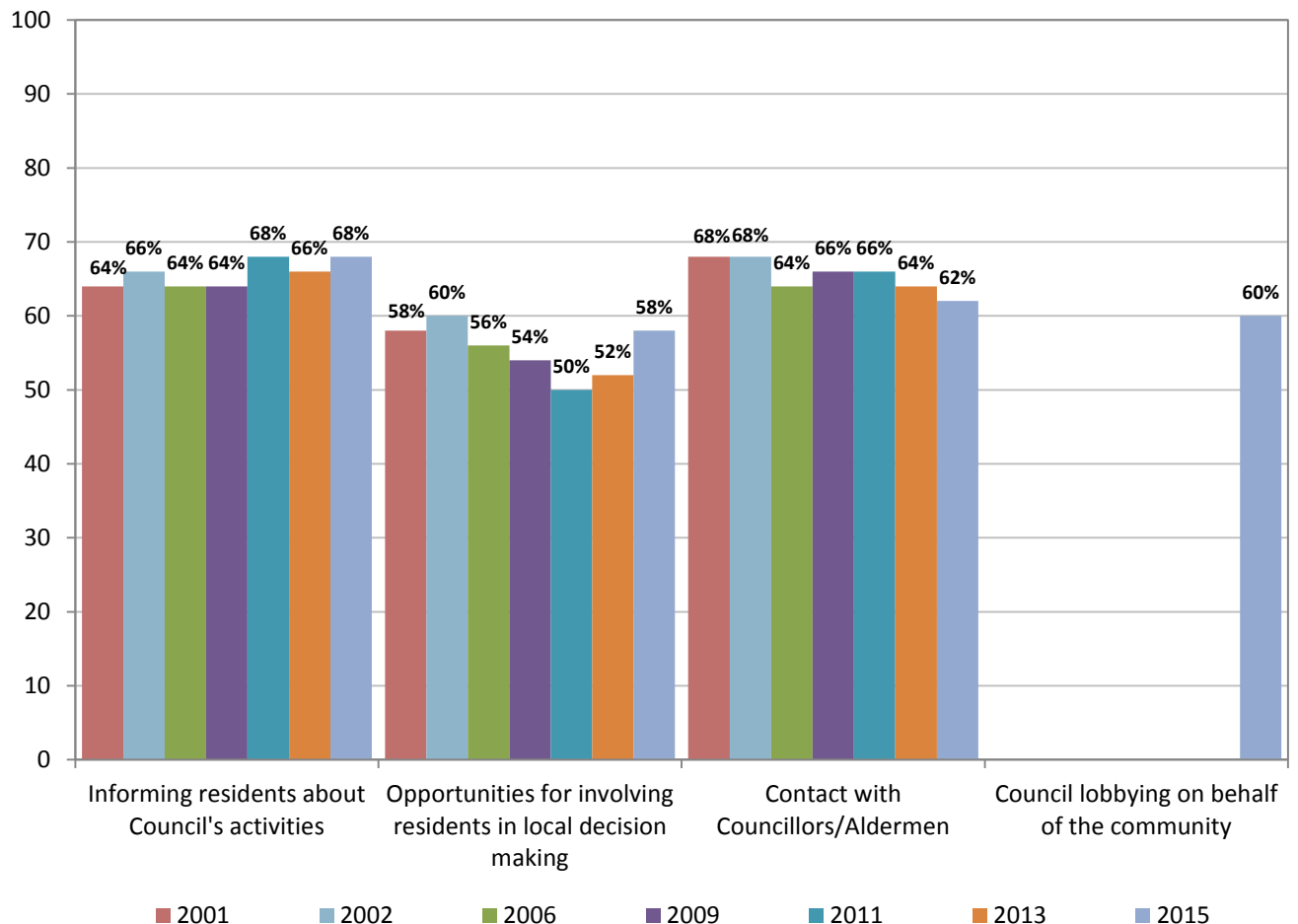
“Planning and Development” received the lowest satisfaction score (58%), as was the case in all previous surveys.

2.2 Community Involvement

All respondents were asked to give a satisfaction score on four elements relating to community involvement, being:

- Informing residents about Council's activities via websites, newsletters, brochures and publications,
- Opportunities for involving residents in local decision making including community consultation and engagement
- Contact with Councillors/Aldermen to discuss a matter of concern to you, and
- Council lobbying on behalf of the community.

**Chart 1 – Satisfaction with Community Involvement
(Average satisfaction score)**



The average satisfaction score recorded by residents for community involvement was 62%, a marginal increase of 1 point from the score recorded in each of the previous four surveys.

Residents in the current round were most likely to be satisfied with “informing residents about Councils activities” (68%) and least satisfied with “opportunities for involving residents in local decision making” (58%).

Table 6 is segmented by age group, gender, region, ratepayer status and council grouping to ascertain whether there are any significant subgroup variations in 2015.

**Table 6 – Satisfaction with Community Involvement
(Average satisfaction score in each demographic group)**

Demographic Group	Informing residents about Councils activities	Opportunities for involving residents in local decision making	Contact with Councillors/ Aldermen	Council lobbying on behalf of the community
Total	68	58	62	60
Gender				
Male	66	58	60	60
Female	68	60	62	60
Region				
South	66	56	60	58
North	68	62	62	64
North West	68	60	64	62
Age Group				
18-24	66	56	62	62
25-34	66	62	58	62
35-44	64	56	60	60
45-54	68	58	60	58
55-64	68	58	64	60
65-74	68	58	62	60
75+	76	62	70	66
Ratepayer				
Yes	68	58	62	60
No	66	58	60	64
Council Grouping				
City	68	58	60	60
Rural	66	60	66	62
Urban	70	60	62	60

Those residents aged “75 years and over” were more likely to be satisfied with all four elements than all other age groups with their satisfaction significantly higher for “informing residents about Councils activities” (76%).

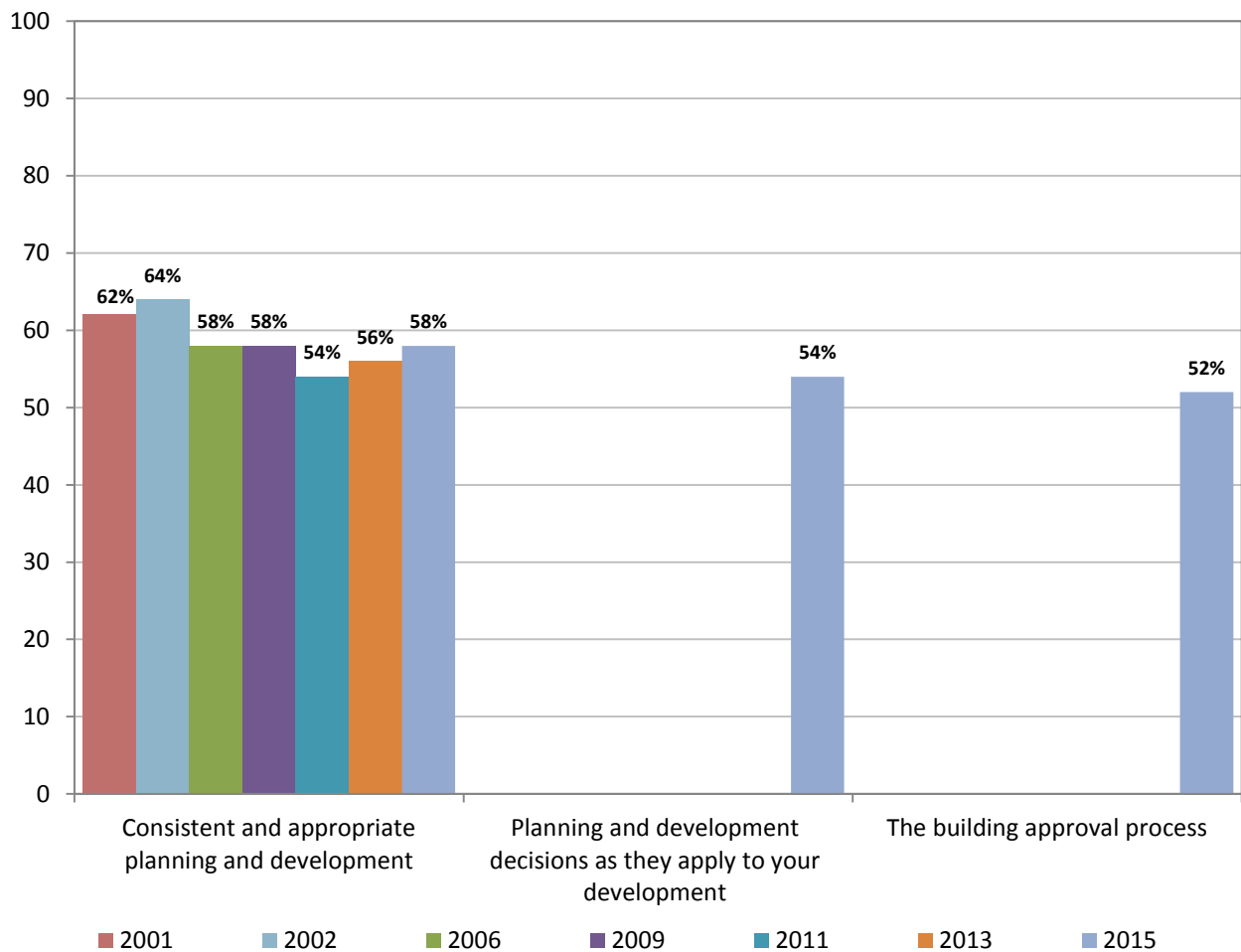
Residents in the “south” were less likely than other regions to be satisfied with “council lobbying on behalf of the community” (58%).

2.3 Planning and Development

All respondents were asked to give a satisfaction score on one general element relating to planning and development while those to have had direct contact with council in the past twelve months were asked to score a further two elements, being:

- Consistent and appropriate planning and development,
- Planning and development decisions as they apply to your development, and
- The building approval process.

**Chart 2 – Satisfaction with Planning and Development
(Average satisfaction score)**



The average satisfaction score recorded by residents for the element of planning and development was 58%, a marginal increase of 2 percentage points since the 2013 research.

Two additional planning and development elements were asked of the 211 residents to have had direct contact with their Council planning, development or building area in the past 12 months.

Satisfaction scores of 54% and 52% respectively were recorded for the areas of “planning and development decisions as they apply to your development” and “the building approval process”.

Table 7 is segmented by age group, gender, region, ratepayer status and council grouping to ascertain whether there are any significant subgroup variations in 2015.

**Table 7 – Satisfaction with Planning and Development
(Average satisfaction score in each demographic group)**

Demographic Group	Planning and development decisions generally	Planning and development decisions as they apply to your development	The building approval process
Total	58	54	52
Gender			
Male	58	54	50
Female	58	56	52
Region			
South	56	50	48
North	60	60	58
North West	62	58	50
Age Group			
18-24	60	70	70
25-34	58	52	48
35-44	56	56	50
45-54	56	58	50
55-64	56	50	48
65-74	60	60	64
75+	66	40	40
Ratepayer			
Yes	56	54	50
No	64	76	66
Council Grouping			
City	58	52	48
Rural	60	58	56
Urban	58	56	52

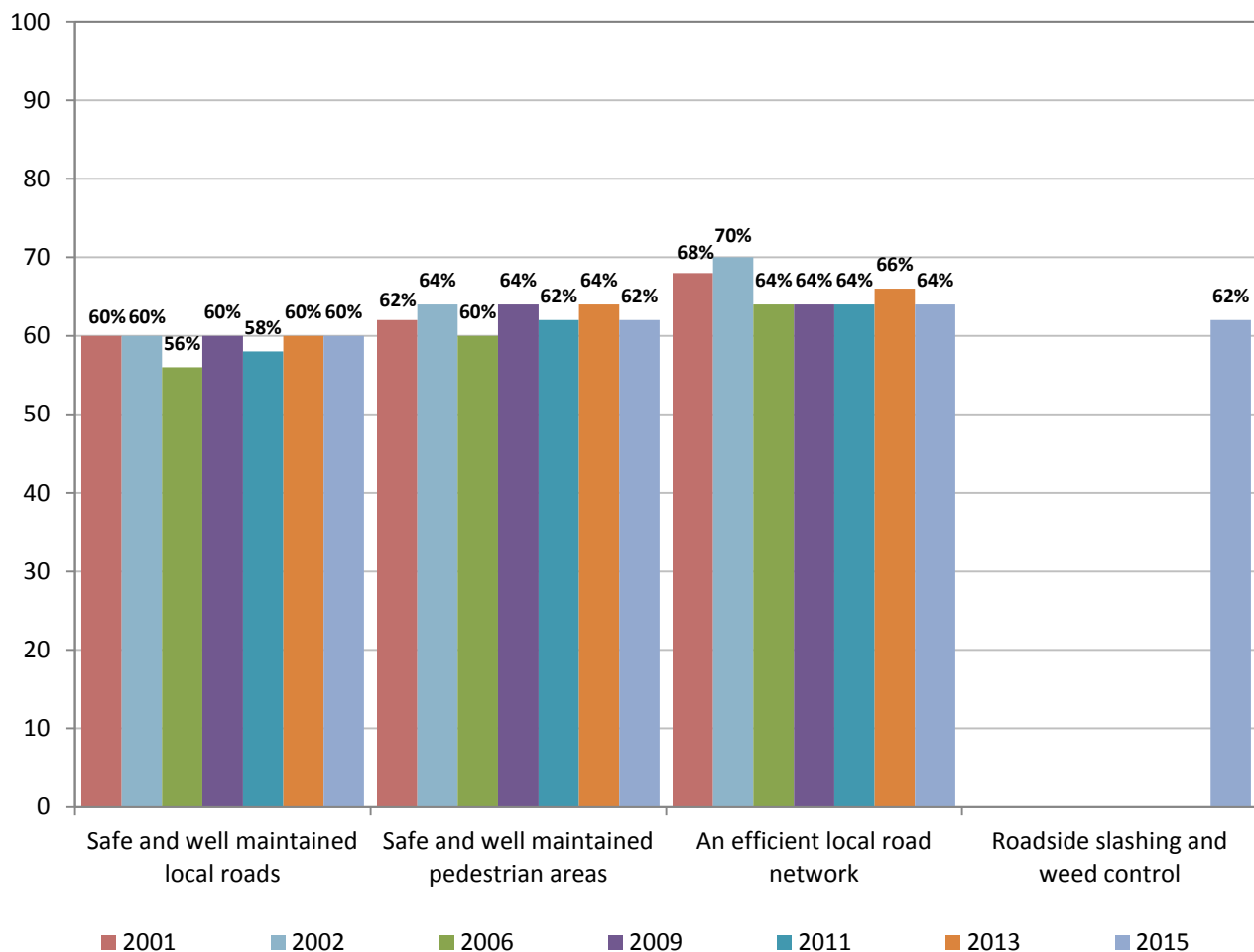
Those residents aged “75 years and over” were more likely to be satisfied than all other age groups with “planning and development decisions generally” (66%).

2.4 Roads, Footpaths and Traffic

All respondents were asked to give a satisfaction score on four elements relating to roads, footpaths and traffic, being:

- Safe and well maintained local roads,
- Safe and well maintained pedestrian areas such as footpaths and walkways,
- An efficient local road network including traffic management and flow , and
- Roadside slashing and weed control.

**Chart 3 – Satisfaction with Roads, Footpaths and Traffic
(Average satisfaction score)**



The average satisfaction score recorded by residents for roads, footpaths and traffic was 62%, a slight decrease of 1 percentage point since the 2013 survey was conducted.

Residents in the current round were marginally more likely to be satisfied with the element of “an efficient local road network” (64%) than all others, while a satisfaction score of 62% was recorded for the new element introduced in 2015 of “roadside slashing and weed control”.

Table 8 is segmented by age group, gender, region, ratepayer status and council grouping to ascertain whether there are any significant subgroup variations in 2015.

**Table 8 – Satisfaction with Roads, Footpaths and Traffic
(Average satisfaction score in each demographic group)**

Demographic Group	Safe and well maintained local roads	Safe and well maintained pedestrian areas	An efficient local road network (traffic flow)	Roadside slashing and weed control
Total	60	62	64	62
Gender				
Male	58	62	64	62
Female	62	62	66	64
Region				
South	56	58	60	60
North	62	64	68	62
North West	68	70	72	68
Age Group				
18-24	64	68	66	68
25-34	62	64	68	66
35-44	60	60	66	60
45-54	58	60	60	60
55-64	58	62	62	60
65-74	62	62	66	60
75+	66	64	70	66
Ratepayer				
Yes	60	60	64	60
No	64	72	70	70
Council Grouping				
City	60	62	62	62
Rural	60	66	68	62
Urban	62	62	68	64

Residents in the North West of Tasmania were significantly more likely to be satisfied with all four elements relating to roads, footpaths and traffic, while those in the south of the State were far less satisfied with all four elements.

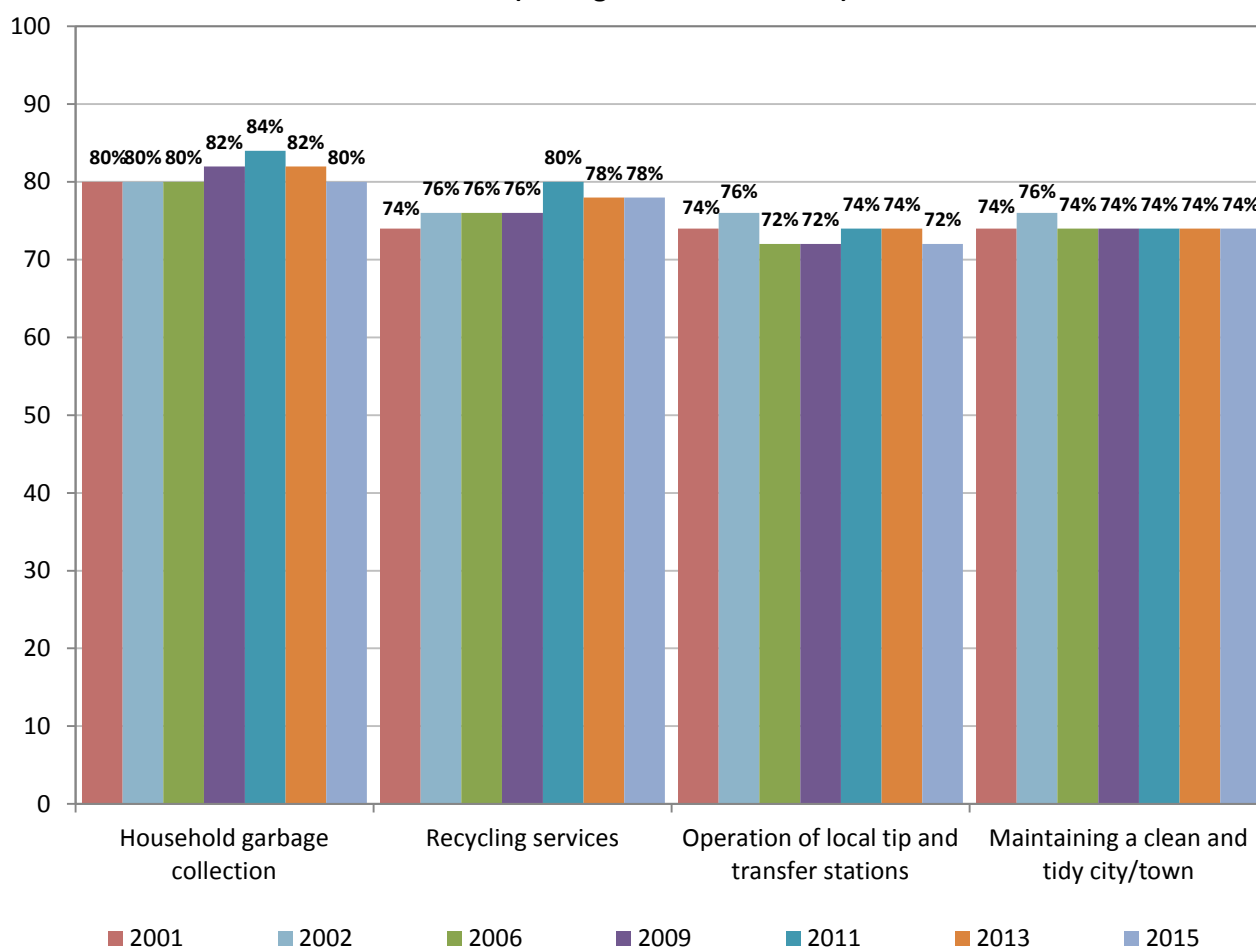
Similarly, ratepayers were significantly less likely to be satisfied with the elements of “safe and well maintained pedestrian areas” and “roadside slashing and weed control” than those who were not ratepayers.

2.5 Waste Management

All respondents were asked to give a satisfaction score on four elements relating to waste management, being:

- Household garbage collection,
- Recycling services including kerbside recycling and depots,
- Operation of local tip and transfer stations, and
- Maintaining a clean and tidy city/town.

**Chart 4 – Satisfaction with Waste Management
(Average satisfaction score)**



The average satisfaction score recorded by residents for waste management was 76%, a slight decrease of 1 percentage point since 2013 but remaining steady with the score of 76% recorded in the baseline survey in 2001.

Residents were most likely to be satisfied with “household garbage collection” (80%) and “recycling services” (78%).

Table 9 is segmented by age group, gender, region, ratepayer status and council grouping to ascertain whether there are any significant subgroup variations in 2015.

**Table 9 – Satisfaction with Waste Management
(Average satisfaction score in each demographic group)**

Demographic Group	Household garbage collection	Recycling services (includes kerbside recycling and depots)	Operation of local tip and transfer stations	Maintaining a clean and tidy city/town
Total	80	78	72	74
Gender				
Male	80	76	72	74
Female	80	78	72	72
Region				
South	78	76	72	70
North	80	78	70	74
North West	86	82	76	80
Age Group				
18-24	88	80	74	70
25-34	78	78	72	74
35-44	76	74	70	76
45-54	76	74	70	72
55-64	80	78	74	74
65-74	80	78	76	74
75+	90	86	78	74
Ratepayer				
Yes	78	78	72	72
No	86	82	78	78
Council Grouping				
City	82	80	72	70
Rural	80	74	72	76
Urban	76	76	72	78

Residents in the north west of Tasmania were more likely to be satisfied with all elements of waste management than other areas of the state, and significantly so for all elements other than “operation of local tip and transfer stations”.

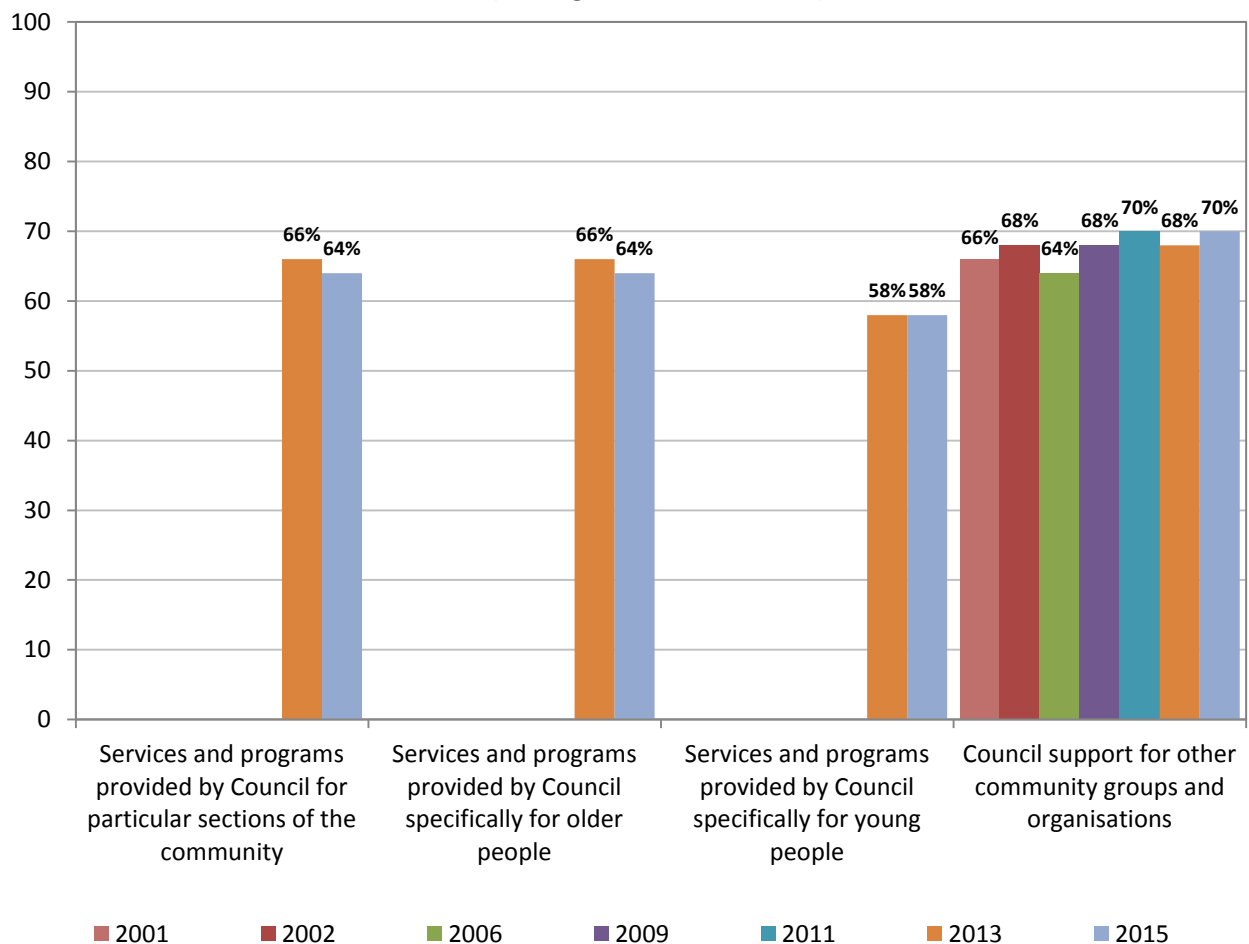
Residents aged 75 years or over were more likely to be satisfied than all other age groups with the areas of “household garbage collection” and “recycling services” while ratepayers were less than likely to be satisfied with “household garbage collection” (78%, compared to 86% of non-ratepayers).

2.6 Social and Community Services

All respondents were asked to give a satisfaction score on four elements relating to social and community services, being:

- Disadvantaged support services generally including for older people, people with a disability, indigenous and ethnic multicultural groups,
- Services and programs provided specifically for older people aged 65 years and over,
- Services and programs provided specifically for young people aged 12 to 24 years, and
- Council support for other community groups and organisations, such as sporting clubs, volunteer groups, and arts and culture.

**Chart 5 – Satisfaction with Social and Community Services
(Average satisfaction score)**



The average satisfaction score recorded by residents for social and community services was 64%, down 1 percentage point from 2013 where new elements were first introduced into this section.

Table 10 is segmented by age group, gender, region, ratepayer status and council grouping to ascertain whether there are any significant subgroup variations in 2015.

**Table 10 – Satisfaction with Social and Community Services
(Average satisfaction score in each demographic group)**

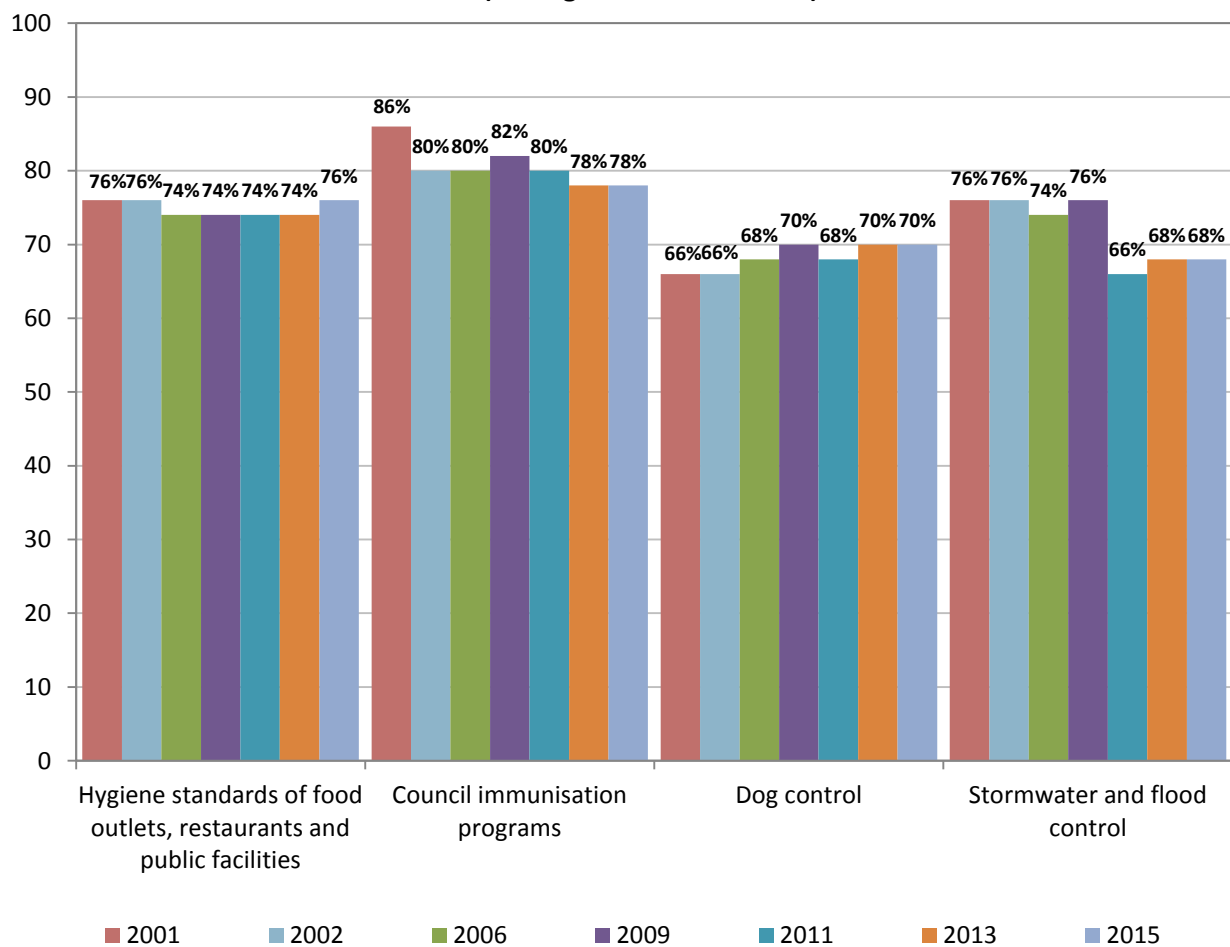
Demographic Group	Services and programs provided for particular sections of the community	Services and programs provided specifically for older people	Services and programs provided specifically for young people	Council support for other community groups and organisations
Total	64	64	58	70
Gender				
Male	64	64	60	68
Female	64	64	58	72
Region				
South	62	64	60	68
North	64	64	60	70
North West	70	66	56	72
Age Group				
18-24	68	60	66	70
25-34	64	68	60	68
35-44	60	64	56	68
45-54	64	64	56	68
55-64	60	62	56	68
65-74	66	66	62	72
75+	68	68	58	76
Ratepayer				
Yes	64	64	58	70
No	68	70	62	72
Council Grouping				
City	64	66	60	70
Rural	66	64	56	70
Urban	62	64	58	72

2.7 Community Health and Safety

All respondents were asked to give a satisfaction score on four elements relating to community health and safety, these being:

- Hygiene standards of food outlets, restaurants and public facilities,
- Council immunisation programs,
- Dog control, and
- Stormwater and flood control.

**Chart 6 – Satisfaction with Community Health and Safety
(Average satisfaction score)**



The average satisfaction score recorded by residents for community health and safety was 73%, remaining steady since the 2013 research was undertaken.

As was the case in 2013, residents were most likely to be satisfied with “council immunisation programs” (78%) and least satisfied with “stormwater and flood control” (68%).

Table 11 is segmented by age group, gender, region, ratepayer status and council grouping to ascertain whether there are any significant subgroup variations in 2015.

**Table 11 – Satisfaction with Community Health and Safety
(Average satisfaction score in each demographic group)**

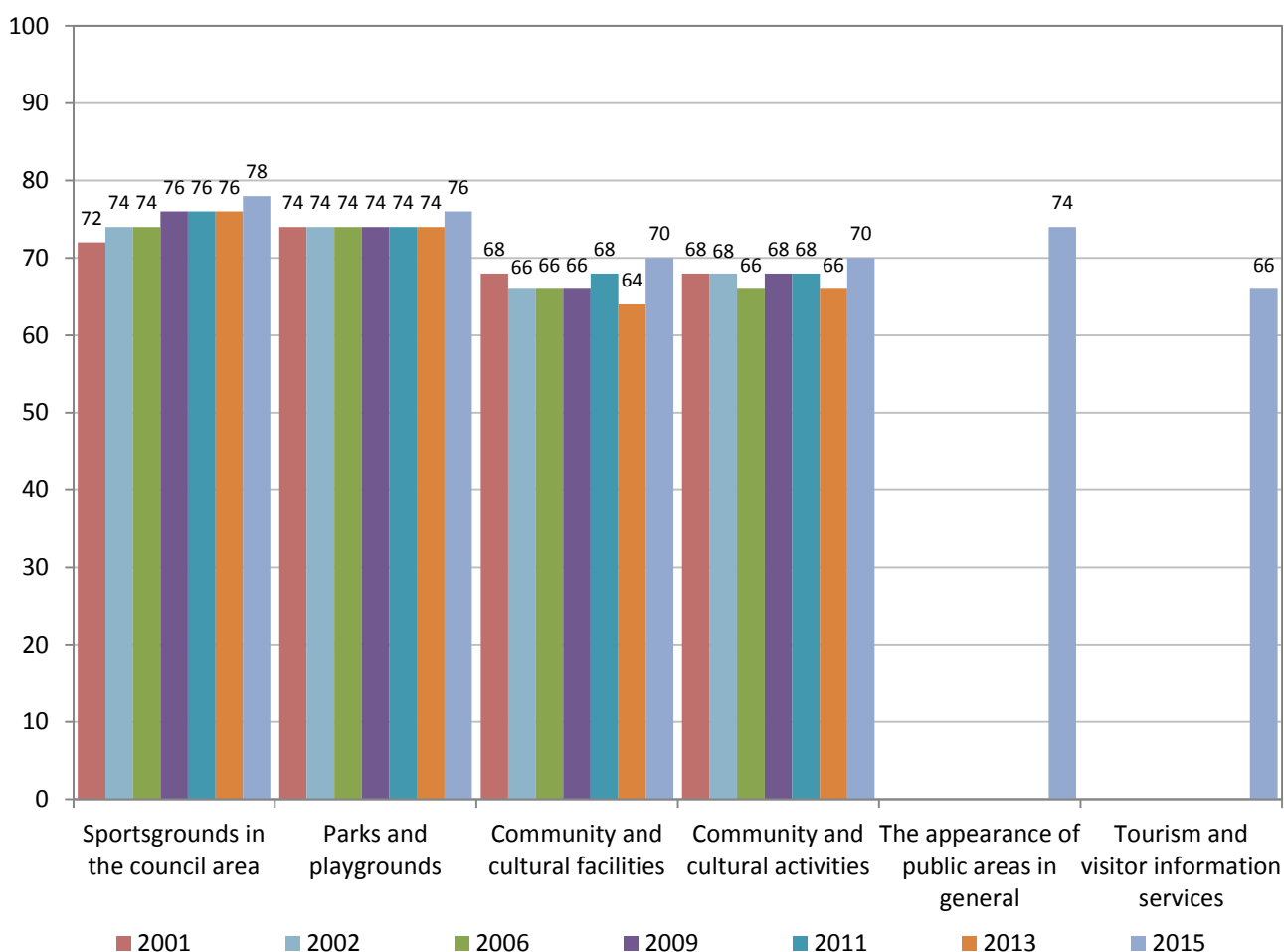
Demographic Group	Hygiene standards of food outlets, restaurants and public facilities	Council immunisation programs	Dog control	Stormwater and flood control
Total	76	78	70	68
Gender				
Male	76	74	66	68
Female	76	80	72	70
Region				
South	74	78	68	66
North	78	78	70	68
North West	76	78	72	72
Age Group				
18-24	76	78	70	76
25-34	76	74	70	66
35-44	76	78	70	66
45-54	76	78	70	64
55-64	72	82	66	68
65-74	76	78	68	70
75+	80	82	68	74
Ratepayer				
Yes	76	78	68	68
No	78	78	74	74
Council Grouping				
City	76	80	70	70
Rural	76	76	68	64
Urban	76	78	70	68

2.8 Recreation and Cultural Facilities and Business

All respondents were asked to give a satisfaction score on six elements relating to recreation and cultural facilities and business, these being:

- Sportsgrounds in the council area,
- Parks and playgrounds,
- The appearance of public areas in general,
- Community and cultural facilities like halls, museums and galleries,
- Community and cultural activities like markets, music events, theatre events and sports events, and
- Tourism and visitor information services.

**Chart 7 – Satisfaction with Recreation and Cultural Facilities and Business
(Average satisfaction score)**



The average satisfaction score recorded by residents for recreation and cultural facilities and business was 72%, an increase of 2 percentage points since 2013 and the equal highest average satisfaction score recorded across all the research rounds (72% also in 2011).

Table 12 is segmented by age group, gender, region, ratepayer status and council grouping to ascertain whether there are any significant subgroup variations in 2015.

**Table 12 – Satisfaction with Recreation and Cultural Facilities and Business
(Average satisfaction score in each demographic group)**

Demographic Group	Sportsgrounds in the council area	Parks and playgrounds	Appearance of public areas in general	Community and cultural facilities	Community and cultural activities	Tourism and visitor information services
Total	78	76	74	70	70	66
Gender						
Male	76	74	74	68	68	66
Female	80	76	74	72	72	66
Region						
South	76	76	70	66	68	60
North	78	74	74	76	72	68
North West	80	78	78	74	72	76
Age Group						
18-24	74	72	74	68	72	68
25-34	78	76	72	70	70	62
35-44	78	74	74	68	68	66
45-54	78	76	72	70	68	64
55-64	78	76	72	70	70	64
65-74	80	76	74	72	72	68
75+	82	82	76	74	74	76
Ratepayer						
Yes	78	76	72	70	70	66
No	78	78	76	72	74	68
Council Grouping						
City	78	76	72	72	74	66
Rural	78	76	76	68	68	68
Urban	80	76	76	66	64	62

Those residents aged “75 years and over” were significantly more satisfied with “parks and playgrounds” and the new service element of “tourism and visitor information services” than all other age groups.

Residents located in the South and in the city were less satisfied with “appearance of public areas in general”, while those in the North West were far more satisfied with this element.

Residents from city councils were far more likely to be satisfied with both “community and cultural facilities” and “community and cultural activities” than other council groups while those in the North West were far more likely to be satisfied than other regions with “tourism and visitor information services”.

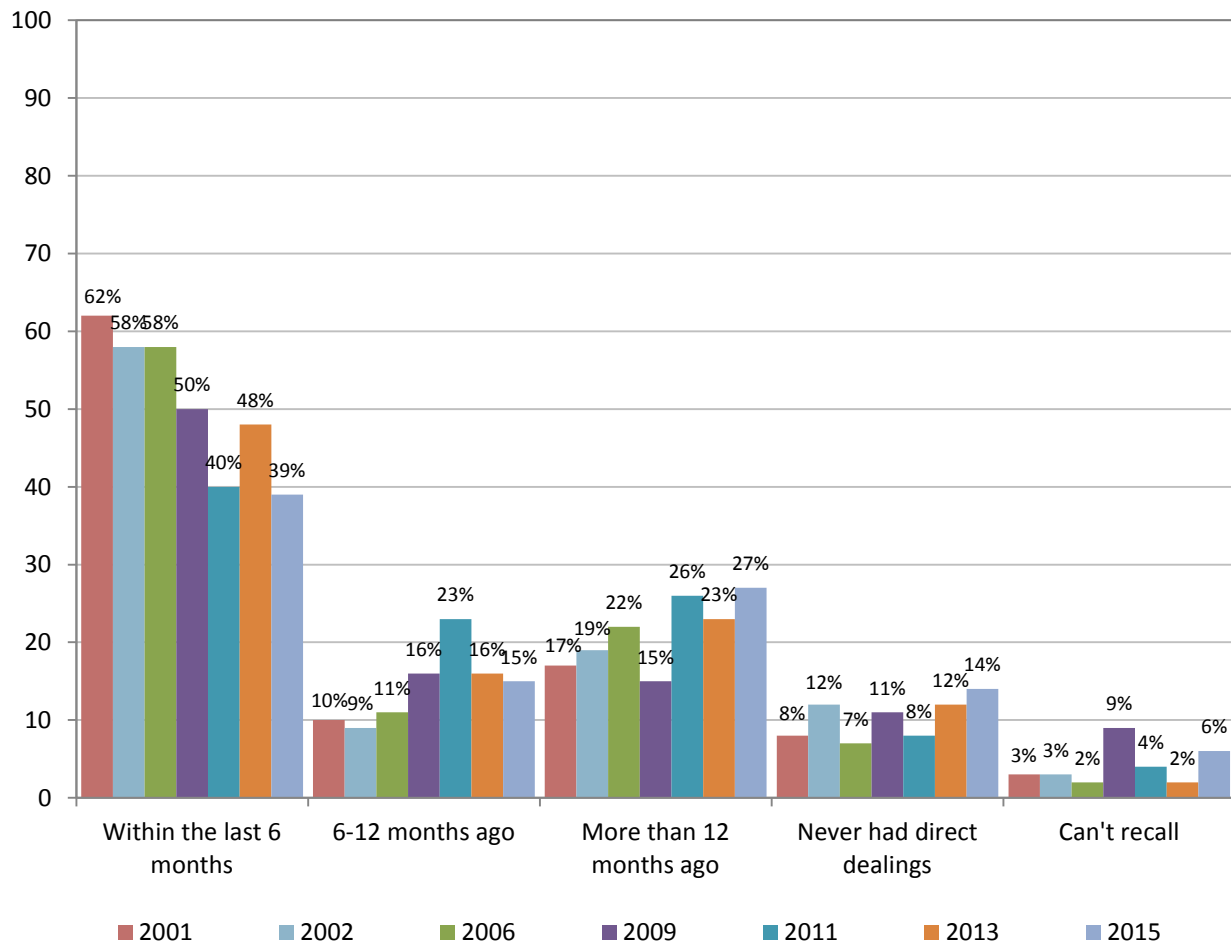
Section Three – Customer Service

3.1 Direct Dealings with Council

All respondents were then asked:

When did you last have direct dealings with your Local Council?

**Chart 8 – Last Direct Dealing with Local Council
(Percentage of respondents)***



*Percentages may not sum to 100 due to rounding.

39% of all those surveyed in 2015 had been in direct contact with their local council within the last 6 months, a decrease of 9 percentage points since 2013, while a further 15% had done so within the last 12 months.

Table 13 is segmented by age group, gender, region, ratepayer status and council grouping to ascertain whether there are any significant subgroup variations in 2015.

**Table 13 – Last Direct Dealing with Local Council
(Percentage of respondents in each demographic group)***

Demographic Group	Within the last 6 months	6-12 months ago	More than 12 months ago	Never had direct dealings	Can't recall
Total	39	15	27	14	6
Gender					
Male	38	15	26	13	8
Female	39	15	27	14	4
Region					
South	37	14	27	15	6
North	42	12	28	12	6
North West	37	20	24	12	6
Age Group					
18-24	11	9	21	48	12
25-34	48	16	20	13	4
35-44	40	18	30	8	4
45-54	44	18	25	8	5
55-64	44	10	32	7	7
65-74	37	18	31	7	7
75+	35	15	29	17	5
Ratepayer					
Yes	43	17	28	7	6
No	20	7	22	43	9
Council Grouping					
City	38	14	27	16	6
Rural	43	19	23	9	6
Urban	35	13	32	13	7

*Percentages may not sum to 100 due to rounding.

Residents aged “18 to 24 years” and those who are not ratepayers were far more likely to have “never had direct dealings” with their local council (48% and 43% respectively).

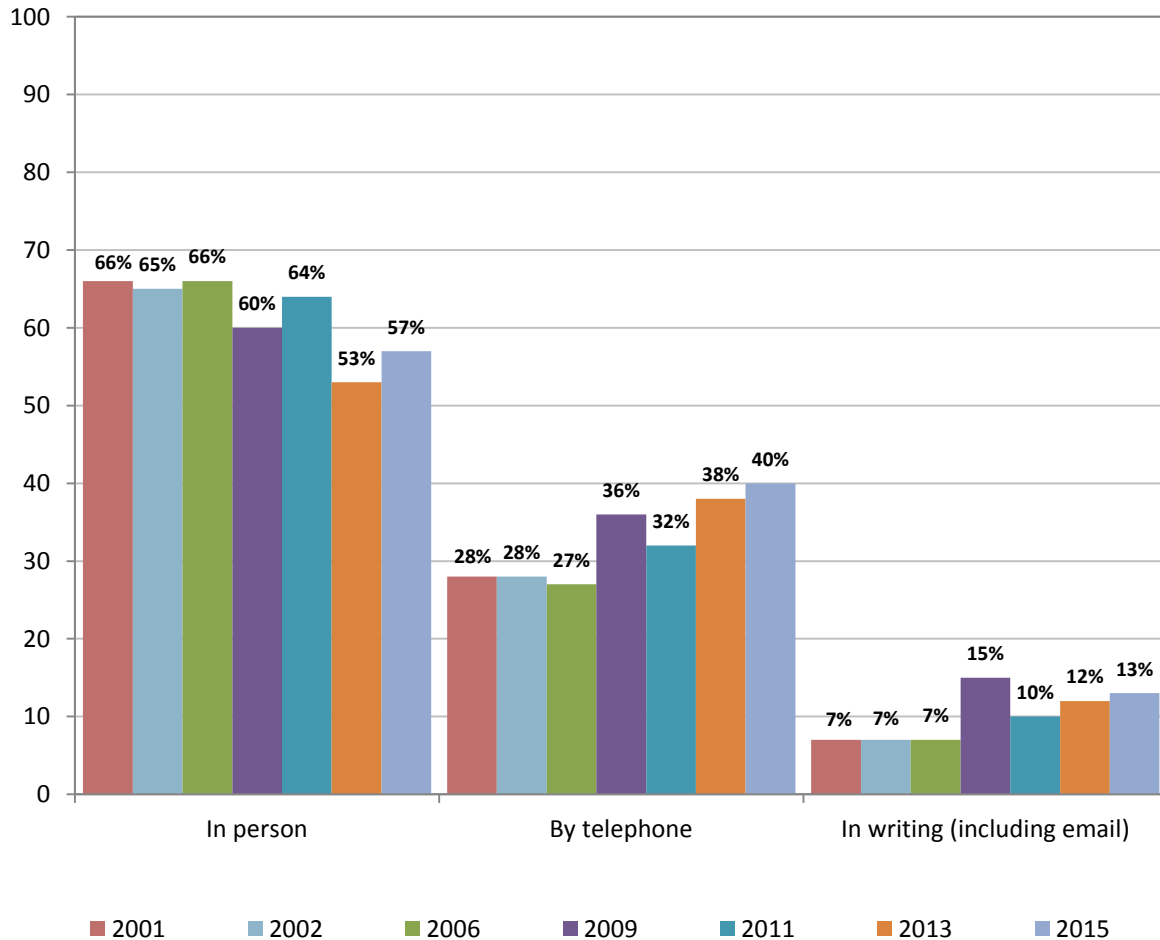
Conversely, ratepayers were significantly more likely to have contacted their Council within the last 6 months (43%, compared to just 20% of non-ratepayers).

3.2 Method of Contact

All respondents who had contact with their Local Council were then asked:

What was the method of contact you had for the most recent contact you had with Council?

**Chart 9 – Method of Contact for Last Dealing with Local Council
(Percentage of respondents who contacted Council)***



*Percentages do not sum to 100 due to multiple responses given.

2015 results saw an increase in the percentage of residents opting to make contact with their Council across all three major contact methods.

57% chose to do so “in person”, a further 40% opted “by telephone” and 13% did so “in writing” (with “email” accounting for 8%).

Table 14 is segmented by age group, gender, region, ratepayer status and council grouping to ascertain whether there are any significant subgroup variations in 2015.

**Table 14 – Method of Contact for Last Dealing with Local Council
(Percentage of respondents who contacted council in each demographic group)***

Demographic Group	In person	By telephone	Email	Letter
Total	57	40	8	5
Gender				
Male	61	37	8	4
Female	54	42	8	6
Region				
South	55	40	8	6
North	54	46	8	4
North West	67	30	7	5
Age Group				
18-24	21	50	15	7
25-34	55	45	10	7
35-44	52	47	6	4
45-54	60	39	10	6
55-64	64	32	8	4
65-74	66	31	5	4
75+	62	37	3	6
Ratepayer				
Yes	58	40	8	5
No	50	35	12	8
Council Grouping				
City	52	41	10	6
Rural	62	36	6	4
Urban	64	41	7	4

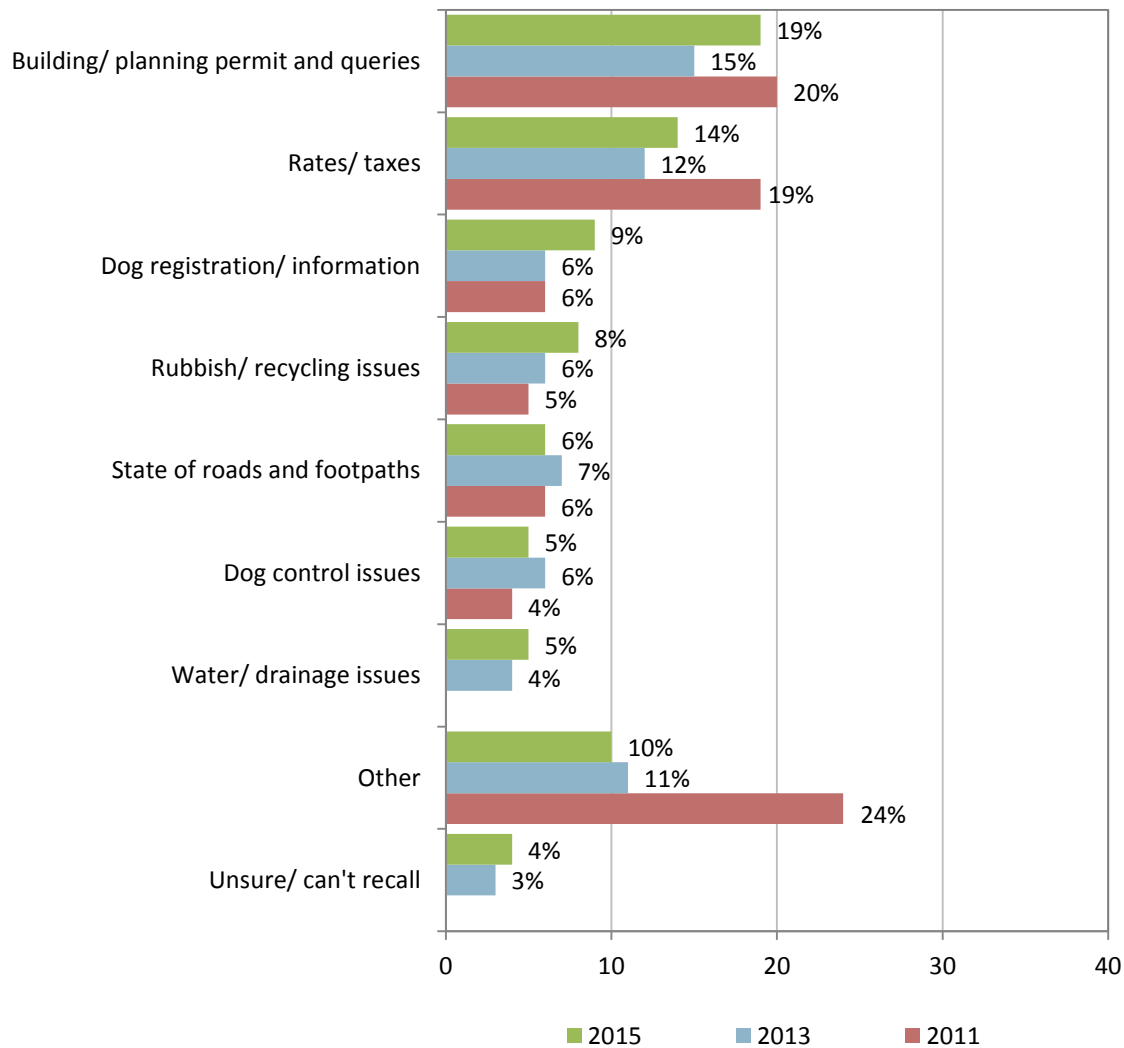
*Percentages do not sum to 100 due to multiple responses given.

3.3 Reason for Contact

All respondents who have had contact with their Local Council were then asked:

What was the contact about?

**Chart 10 – Reason for Contacting Local Council
(Percentage of respondents who contacted Council)***



*Reasons mentioned by 5% or less respondents in 2015 have not been included in the chart and therefore the percentages do not sum to 100.

The predominant reasons for residents to make contact within the last 12 months were in relation to a “building/ planning permit or query” (19%) or for a matter pertaining to “rates or taxes” (14%).

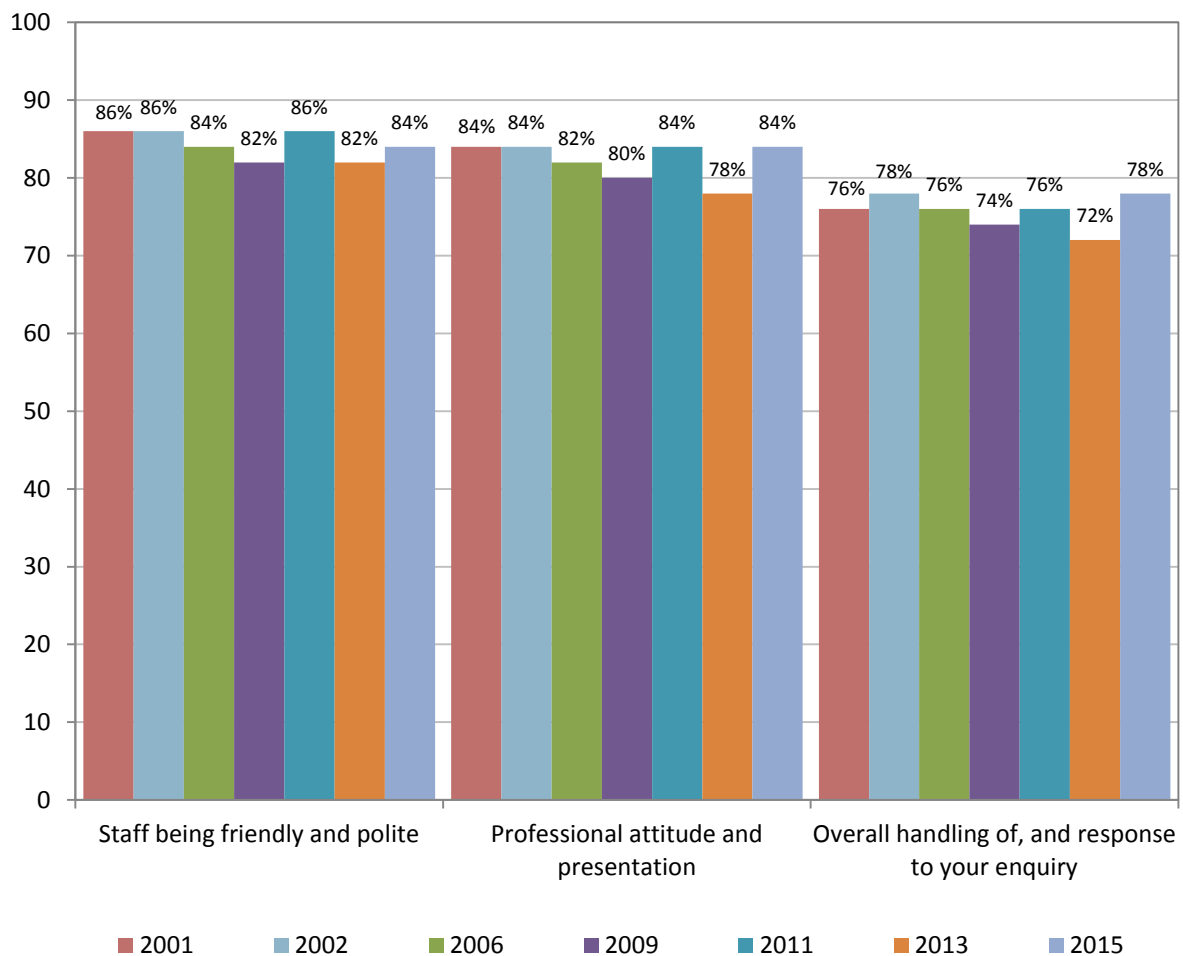
Other reasons mentioned by more than 5% of those to have made contact in this period included “dog registration and information”, “rubbish and recycling issues”, “the state of roads and footpaths”, and “dog control issues”.

3.4 Satisfaction with Council Staff

All respondents to have contacted their Local Council were asked to give a satisfaction score on three elements relating to their satisfaction with Council staff from their last direct dealing, namely:

- Staff being friendly and polite,
- Staff having a professional attitude and presentation, and
- Overall handling of, and response to your enquiry.

**Chart 11 – Satisfaction with Council Staff
(Average satisfaction score)**



The average satisfaction score recorded by residents for satisfaction with the council staff in dealing with recent enquiries was 82%, an increase of 5 percentage points since 2013.

Residents were most likely to be satisfied with “staff being friendly and polite” and “staff having a professional attitude and presentation” (84% in each case) and least satisfied with the “overall handling of and response to your enquiry” (78%).

Table 15 is segmented by age group, gender, region, ratepayer status, council grouping and method of contact to ascertain whether there are any significant subgroup variations in 2015.

Table 15 – Satisfaction with Council Staff
(Average satisfaction score in each demographic group)

Demographic Group	Staff being friendly and polite	Staff having a professional attitude and presentation	Overall handling of, and response to your enquiry
Total	84	84	78
Gender			
Male	82	82	76
Female	86	86	80
Region			
South	84	82	76
North	84	84	78
North West	86	84	78
Age Group			
18-24	90	86	90
25-34	84	86	80
35-44	82	82	76
45-54	84	82	74
55-64	86	84	78
65-74	84	82	76
75+	88	86	80
Ratepayer			
Yes	84	84	76
No	88	86	82
Council Grouping			
City	84	84	76
Rural	84	82	78
Urban	86	86	80
Method of Contacting Council			
In person	86	86	80
By telephone	82	80	74
Email	80	78	68
Letter	76	76	70

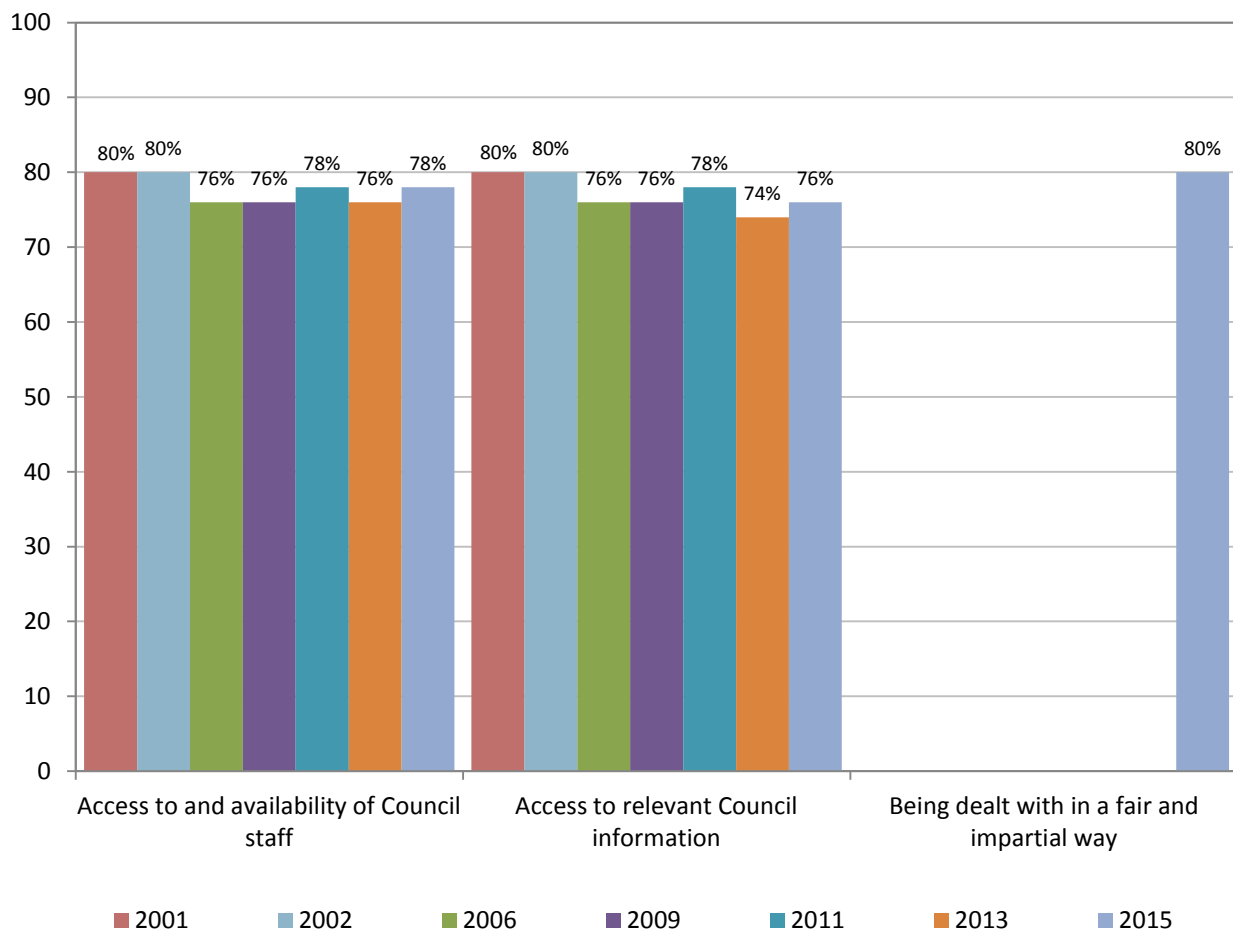
Respondents who had contacted their local council “in person” were significantly more likely to be satisfied with all three service elements than those who had done so “by telephone”, “email” or via a “letter”.

3.5 Satisfaction with Other Council Services

All respondents to have had dealings with Council were then asked to give a satisfaction score on three elements relating to their satisfaction with other Council services, these being:

- Access to availability of Council staff,
- Access to relevant Council information, and
- Being dealt with in a fair and impartial way.

**Chart 12 – Satisfaction with Other Council Services
(Average satisfaction score)**



The average satisfaction score recorded by residents for satisfaction with other council services was 78%, a small decrease of 1 percentage point since 2013.

This is the lowest average satisfaction score recorded for this area across all seven research rounds, however it must be noted that some service elements have been removed since 2013 that traditionally received higher satisfaction scores.

Residents were most likely to be satisfied with “being dealt with in a fair and impartial way” (80%) and least satisfied with “access to relevant Council information” (76%).

Table 16 is segmented by age group, gender, region, ratepayer status, council grouping and method of contact to ascertain whether there are any significant subgroup variations in 2015.

**Table 16 – Satisfaction with Other Council Services
(Average satisfaction score in each demographic group)**

Demographic Group	Access to and availability of Council staff	Access to relevant Council information	Being dealt with in a fair and impartial way
Total	78	76	80
Gender			
Male	76	74	78
Female	80	78	82
Region			
South	78	74	78
North	80	76	82
North West	80	78	82
Age Group			
18-24	84	92	84
25-34	78	76	84
35-44	76	70	82
45-54	78	74	78
55-64	80	76	80
65-74	78	74	76
75+	86	80	82
Ratepayer			
Yes	78	74	80
No	82	84	84
Council Grouping			
City	78	76	80
Rural	80	76	80
Urban	80	76	84
Method of Contacting Council			
In person	82	76	84
By telephone	76	74	78
Email	72	70	72
Letter	72	74	70

Those residents aged “75 years and over” were significantly more satisfied with “access to and availability of Council staff” when compared to all other age groups.

Respondents who had contacted their local council “in person” were far more likely to be satisfied with the “access to and availability of Council staff” and “being dealt with in a fair and impartial way” when compared to those who had done so “by telephone” or “in writing”.

Section Four – Overall Satisfaction

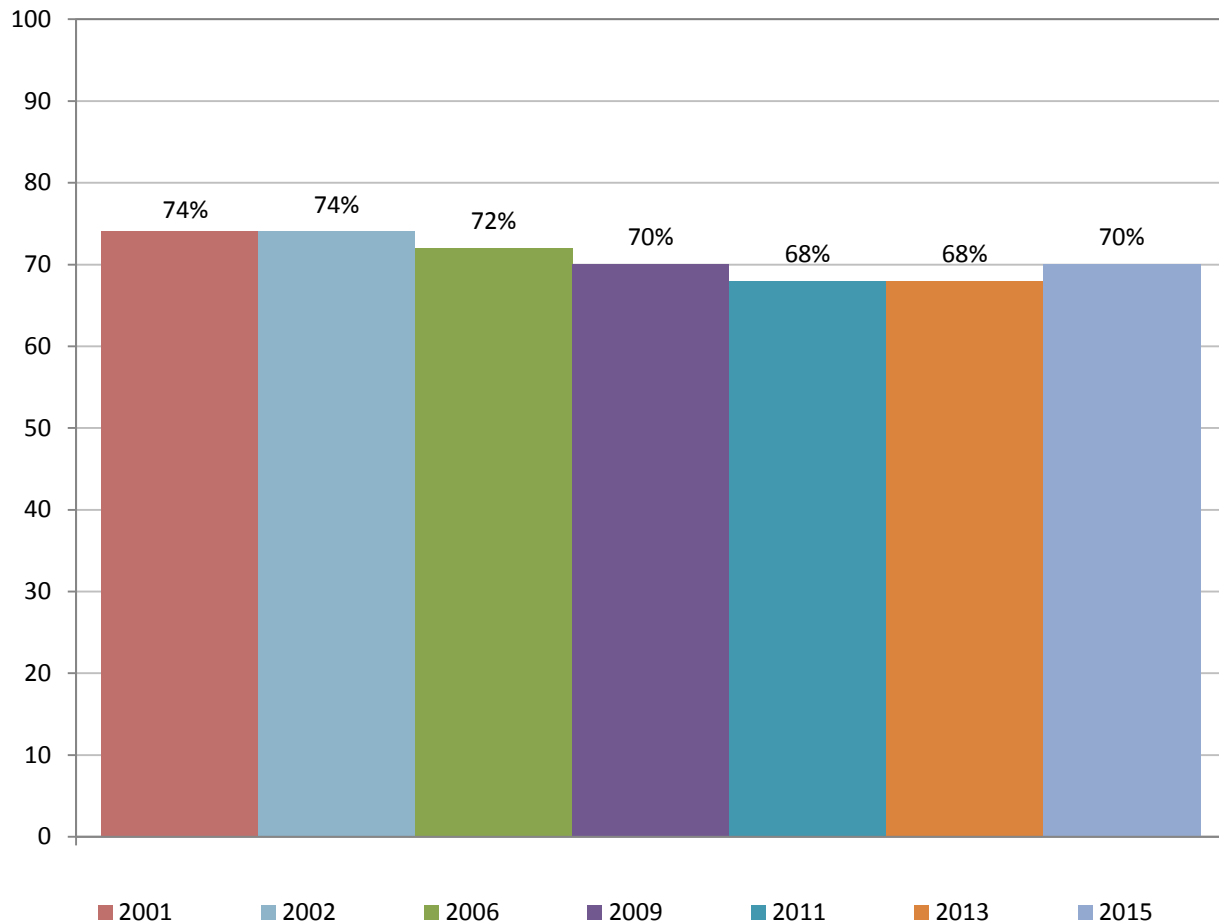
4.1 Overall Satisfaction

All respondents were then asked:

On balance, for the last 12 months, how satisfied are you with the performance of your Council?

Not just on one or two issues, but overall across all responsibility areas.

**Chart 13 – Overall Satisfaction with Local Council
(Average satisfaction score)**



When specifically asked to provide a rating, the overall level of satisfaction among respondents was 70%, an increase of two percentage points since the last survey was undertaken in 2013.

Table 17 is segmented by age group, gender, region, ratepayer status and council grouping to ascertain whether there are any significant subgroup variations in 2015.

**Table 17 – Overall Satisfaction with Local Council
(Average satisfaction score in each demographic group)**

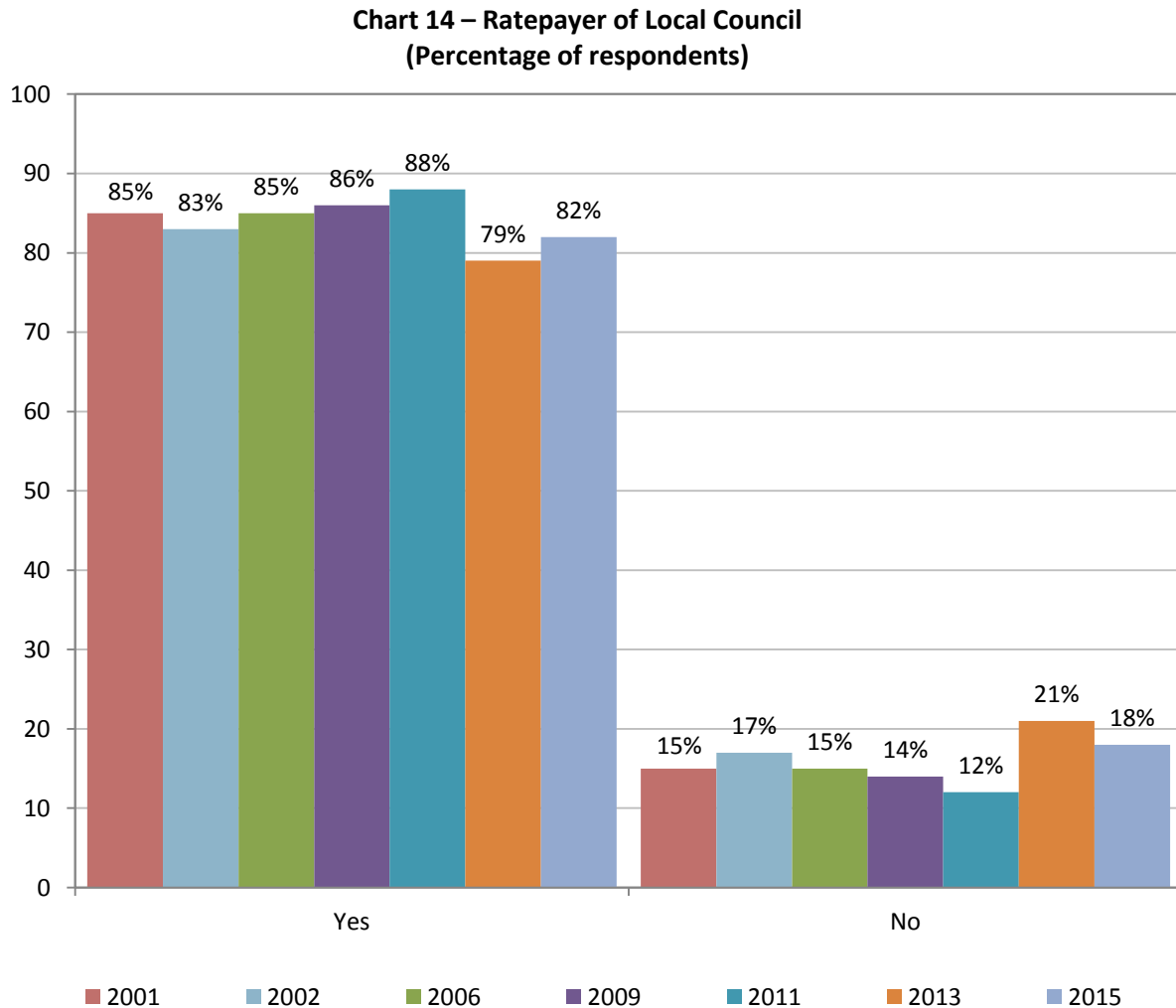
Demographic Group	Overall Satisfaction
Total	70
Gender	
Male	68
Female	70
Region	
South	68
North	70
North West	74
Age Group	
18-24	66
25-34	68
35-44	68
45-54	68
55-64	68
65-74	74
75+	76
Ratepayer	
Yes	68
No	72
Council Grouping	
City	68
Rural	70
Urban	70

Those residents aged “75 years and over” were significantly more satisfied with their local council overall than other age groups, while residents from the North West were also more likely to be satisfied overall than those residents in other regions of Tasmania.

4.2 Ratepayers

All respondents were then asked:

Are you a ratepayer of your Local Council?



82% of residents surveyed in 2015 were ratepayers of their local Council, an increase of 3 percentage points since the last survey in 2013 but still lower than the figures recorded in all other previous surveys.

Table 18 is segmented by age group, gender, region and council grouping to ascertain whether there are any significant subgroup variations in 2015.

**Table 18 – Ratepayer of Local Council
(Percentage of respondents in each demographic group)**

Demographic Group	Ratepayer	Not a ratepayer
Total	82	18
Gender		
Male	79	21
Female	85	15
Region		
South	80	20
North	87	13
North West	79	21
Age Group		
18-24	17	83
25-34	75	25
35-44	93	7
45-54	93	7
55-64	93	7
65-74	95	5
75+	89	11
Council Grouping		
City	79	21
Rural	85	15
Urban	86	14

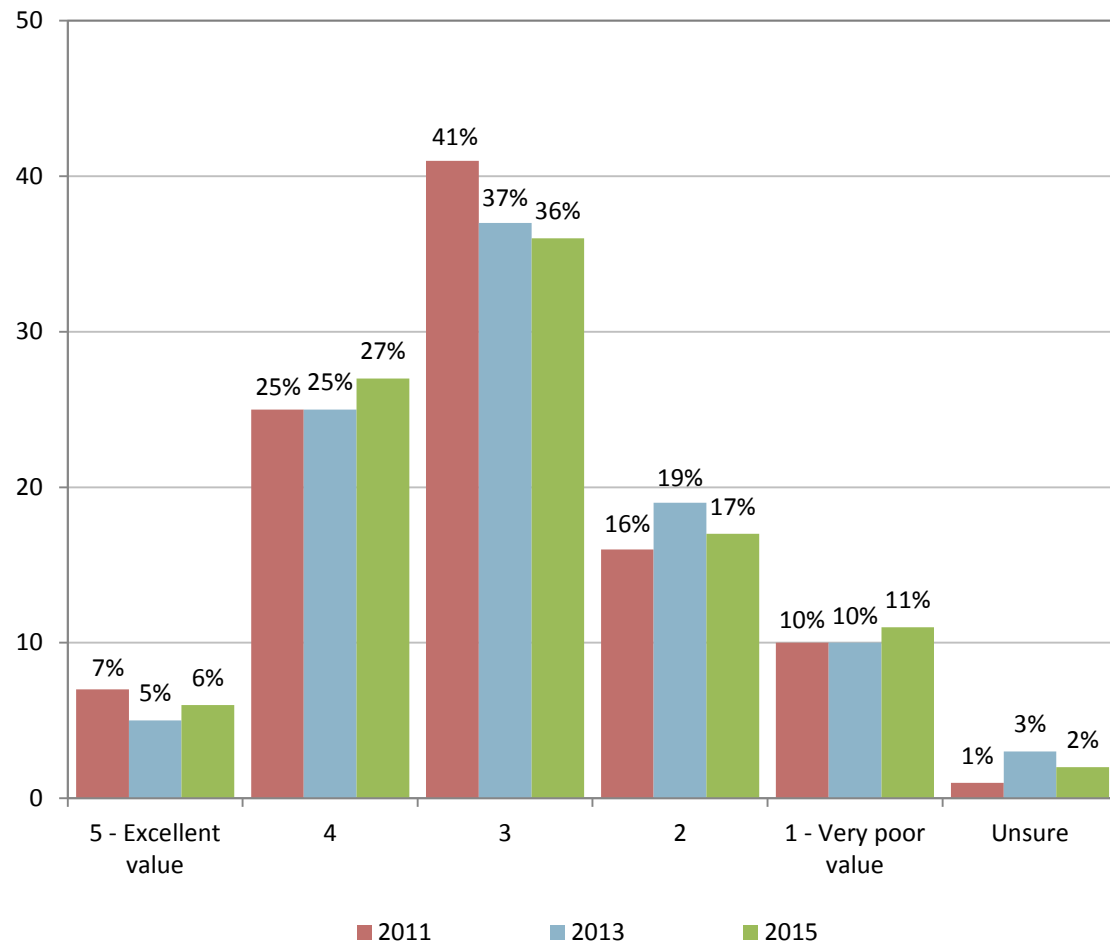
Significant differences were observed when segmenting by age groups, with those residents aged “18-24 years” far less likely to be ratepayers and those residents aged “35 to 74 years” being the demographic significantly more likely to be classified as ratepayers.

4.3 Value for Money

All respondents classified as ratepayers were then asked:

Thinking about what your household pays in rates and other Council charges, how would you rate the services provided by your local Council in terms of value for money on a scale of 1 to 5, where 5 is “excellent value” and 1 is “very poor value”?

**Chart 15 – Value for Money Provided by Local Council
(Percentage of respondents who are ratepayers)***



*Percentages may not sum to 100 due to rounding.

The average score for value for money in the current round of research was 62%, up two percentage points from the result in both the 2011 and 2013 surveys.

Table 19 is segmented by age group, gender, region and council grouping to ascertain whether there are any significant subgroup variations in 2015.

**Table 19 – Value for Money Provided by Local Council
(Average score in each demographic group)**

Demographic Group	Value for Money
Total	62
Gender	
Male	62
Female	62
Region	
South	60
North	62
North West	66
Age Group	
18-24	48
25-34	62
35-44	58
45-54	60
55-64	62
65-74	66
75+	72
Council Grouping	
City	62
Rural	62
Urban	62

Responses were very similar across all demographic subgroups, with the only significant difference being that those ratepayers aged “75 years and over” were more likely to be of the opinion that they receive greater value for money in terms of the services provided by their local Council than other age groups.

4.4 Areas for Improvement

All respondents were asked:

In your own words please tell me, what does your Council most need to do to improve its performance? It could be about any issues or services we have covered in the survey or it could be about something else altogether.

**Table 20 – Main Areas for Improvement
(Percentage of respondents)***

Area for Improvement	2001	2002	2006	2009	2011	2013	2015
Roads, footpaths and traffic	30	30	27	25	38	25	18
Community involvement	9	7	7	8	7	9	14
Waste management	8	8	7	5	14	12	11
Recreational and cultural facilities & programs	9	9	5	4	10	7	5
Planning and development	8	6	11	9	8	8	5
Community health and safety	7	5	2	1	5	3	3
Social and community services	4	3	3	2	4	7	2
Customer service	5	2	2	2	2	2	2
Water and sewerage	9	5	5	4	1	-	-
Other	-	-	-	-	11	11	24
None	12	13	14	18	4	16	16

*Percentages may not sum to 100 due to rounding.

As with all six previous rounds of research, “roads, footpaths and traffic” was seen as the one area where improvement was most needed with almost one fifth of residents (18%) nominating this area. Other areas mentioned frequently included “community involvement” (14%) “waste management” (11%) and reflected very similar responses to those in 2013.

“Other” includes 9% of residents stating their desire for a “professional, efficient and forward thinking Council”, along with mentions of “rates and fees”, “water and sewerage”, “parking”.

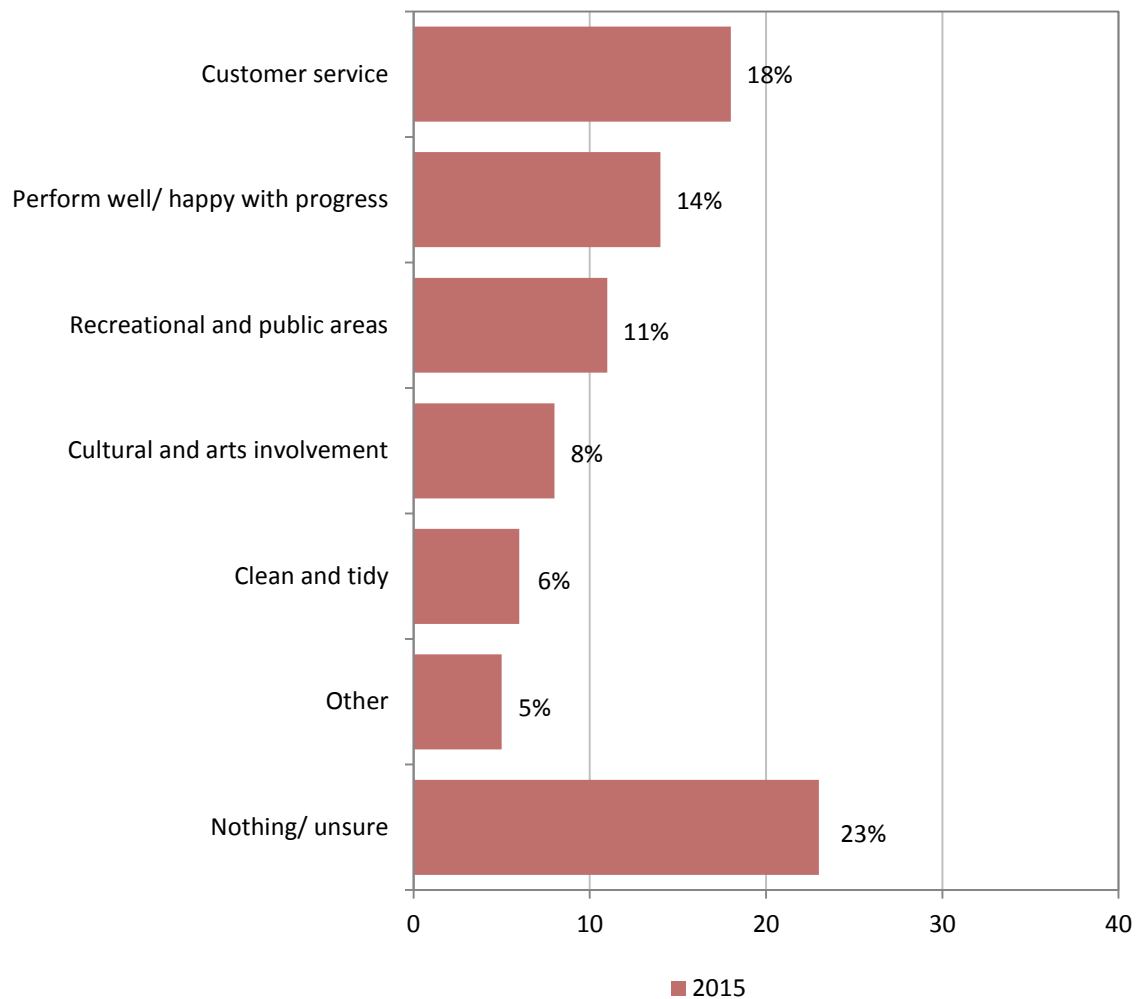
Interestingly, residents from southern councils were significantly more likely to nominate “roads, footpaths and traffic” as the area where improvement is most needed (24%).

4.5 Best Aspects of Council

All respondents were asked:

What is the best thing about your Council? Once again it could be about any of the issues or services we have covered in this survey or it could be about something else altogether.

**Chart 16 – Best Aspects of Local Council
(Percentage of respondents)**



The areas or services considered as the best aspects of their local Council were the “customer service” (18%), that their council was “performing well/ happy with progress” (14%), and the “recreational and public areas” (11%).

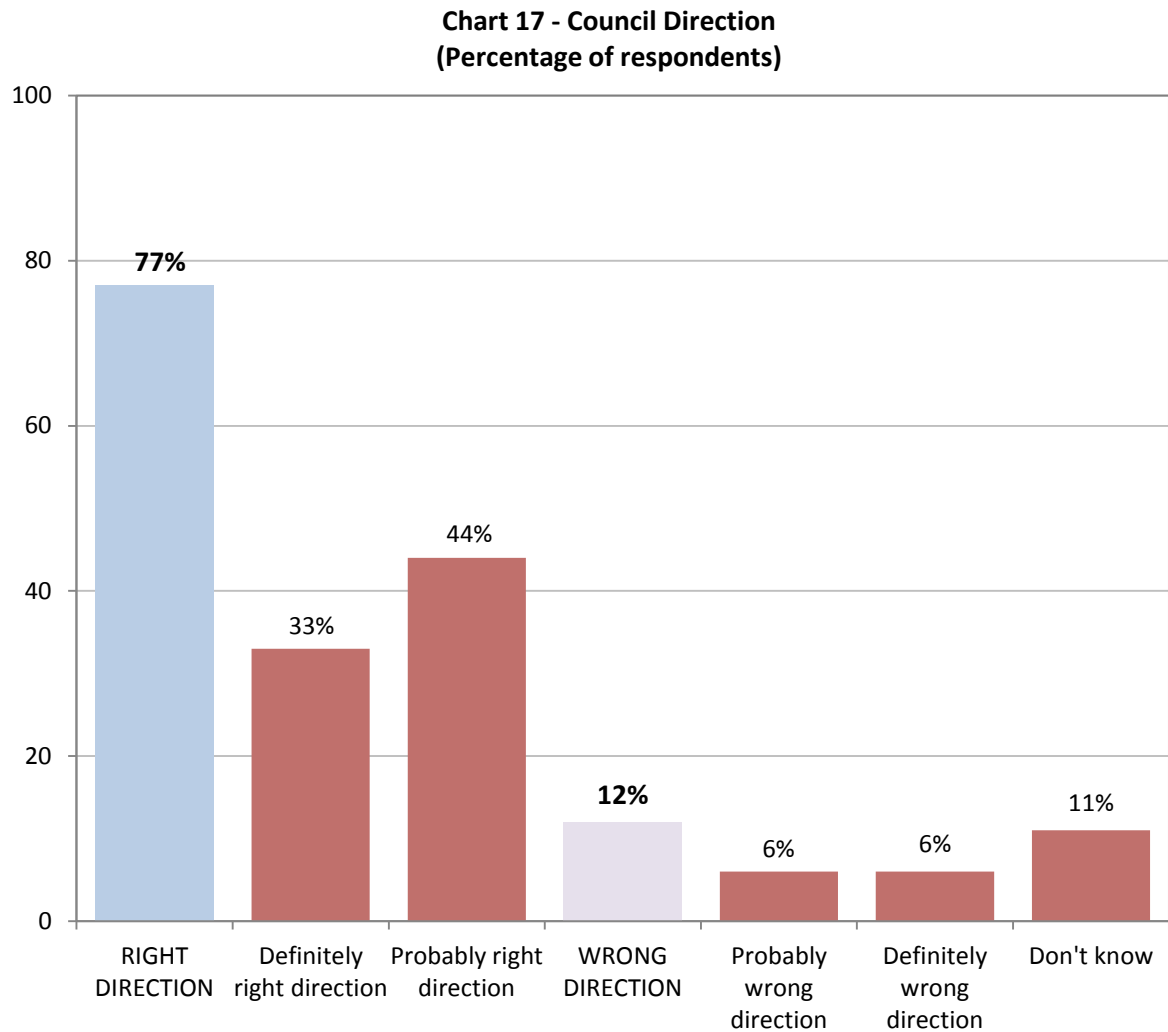
Those residents employed part time or classified as a family with children under 18 years of age were far more likely to nominate “recreational and public areas” (21% and 19% respectively) while those in rural councils were significantly more likely to state “customer service” (29%).

Section Five – Council Direction and Reform

5.1 Council Direction

All respondents were then asked:

So, would you say your Council is generally heading in the right direction or wrong direction?



77% of all residents surveyed in 2015 believe their Council is currently heading in the right direction; 33% stating “definitely” and 44% “probably” the right direction.

Only 12% in total believed their Council was heading in the wrong direction while the remaining 11% were unable to give a definitive response.

Table 21 is segmented by age group, gender, region, ratepayer status and council grouping to ascertain whether there are any significant subgroup variations in 2015.

**Table 21 – Council Direction
(Percentage of respondents in each demographic group)**

Demographic Group	Right direction	Wrong Direction	Don't know
Total	77	12	11
Gender			
Male	76	13	11
Female	78	11	11
Region			
South	74	14	12
North	79	11	10
North West	81	8	11
Age Group			
18-24	81	11	8
25-34	84	3	13
35-44	79	9	11
45-54	71	16	13
55-64	76	14	10
65-74	72	17	10
75+	77	11	11
Ratepayer			
Yes	75	14	11
No	86	3	11
Council Grouping			
City	78	12	11
Rural	72	13	15
Urban	81	11	7

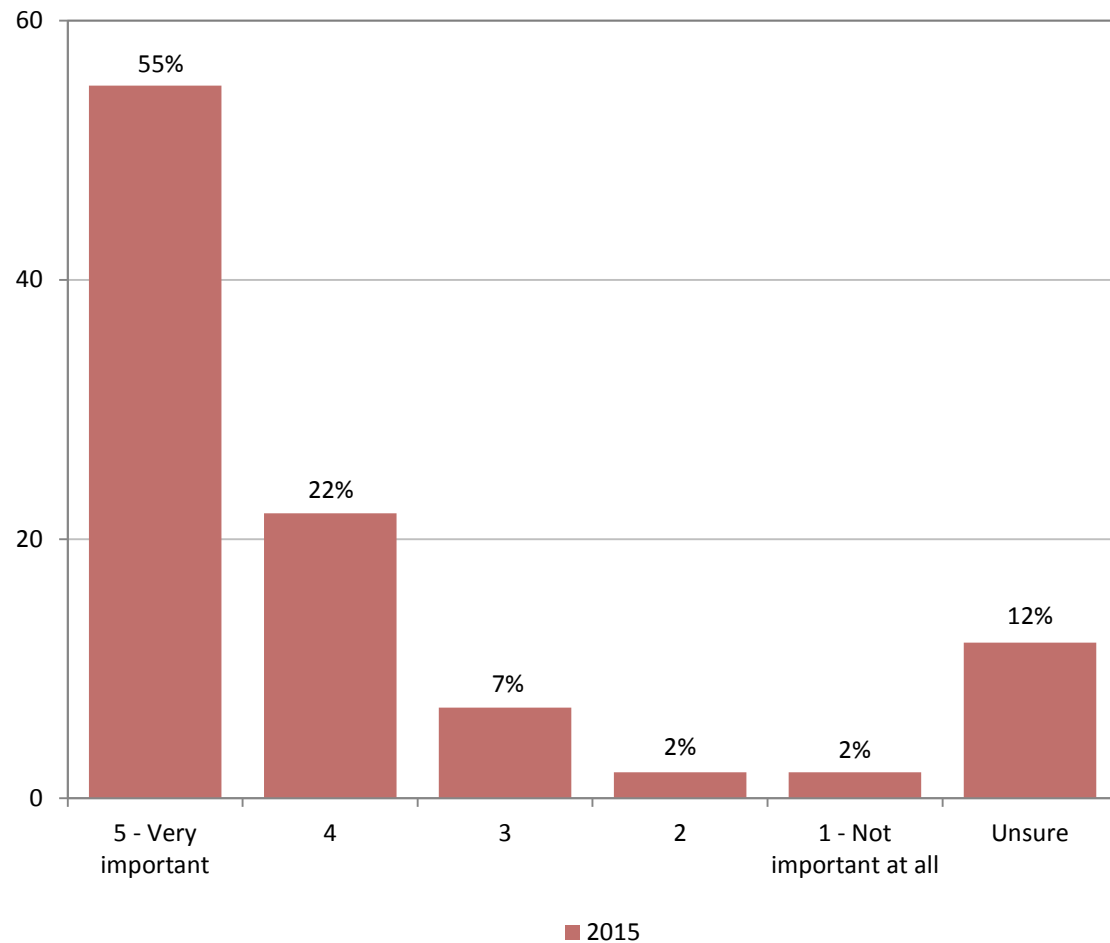
The only significant difference between demographic subgroups was that ratepayers surveyed were far more likely than non-ratepayers to believe their Council was heading in the wrong direction.

5.2 Council Involvement in Reform

All respondents were then asked:

You may be aware that local government reform is currently being spoken about. On a scale of 1 to 5, where 5 is "very important" and 1 is "not important at all", how important do you think it is that your Council is involved in discussions about reform of your local council area?

**Chart 18 – Importance of Involvement in Reform Discussions
(Percentage of respondents)**



The average importance score when residents were asked how important it is that their Council is involved in reform discussions was 88%.

55% of all those surveyed stated that it was "very important", 22% gave a score of 4 out of 5 and only 4% believed it was not important giving a score of either 1 or 2 out of 5.

Table 22 is segmented by age group, gender, region, ratepayer status and council grouping to ascertain whether there are any significant subgroup variations in 2015.

**Table 22 – Importance of Involvement in Reform Discussions
(Average importance score in each demographic group)**

Demographic Group	Average Importance Score
Total	88
Gender	
Male	88
Female	90
Region	
South	88
North	90
North West	88
Age Group	
18-24	84
25-34	84
35-44	92
45-54	90
55-64	88
65-74	88
75+	88
Ratepayer	
Yes	88
No	88
Council Grouping	
City	90
Rural	88
Urban	88

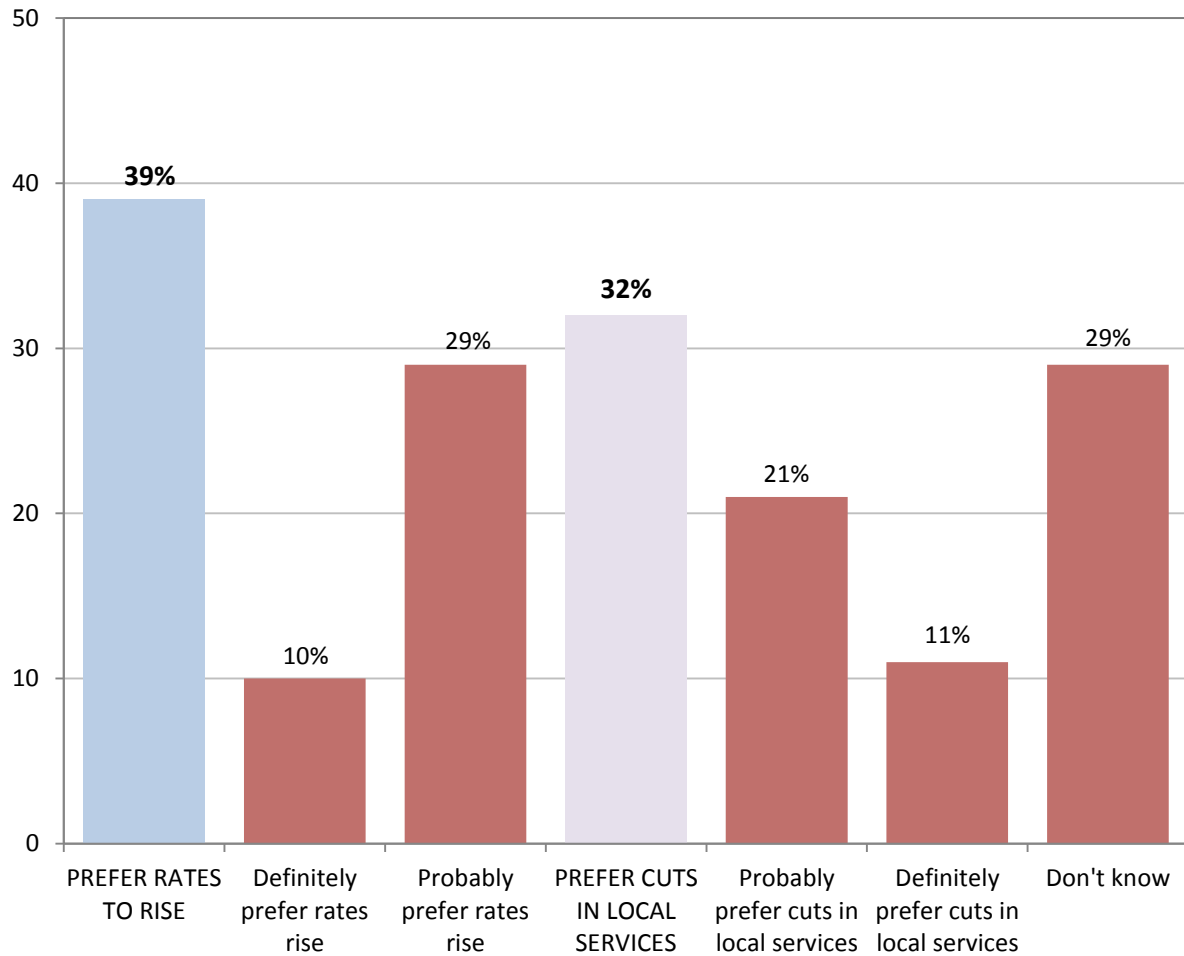
The only significant difference between demographic subgroups was that residents aged 35 to 44 years were more likely than other age groups to state it was important for their Council to be involved in reform discussions.

5.3 Rate Rise or Service Cut Preference

All respondents were then asked:

If you had to choose, would you prefer to see Council rate rises to improve local services or would you prefer to see cuts in Council services to keep rates at the same level as they are now?

**Chart 19 - Rate Rises or Service Cuts
(Percentage of respondents)**



Opinion was evenly split with 39% preferring a rise in rates, 32% preferring a cut in local services and the remaining 29% unable to give a definitive response.

Table 23 is segmented by age group, gender, region, ratepayer status and council grouping to ascertain whether there are any significant subgroup variations in 2015.

**Table 23 – Rate Rises or Service Cuts
(Percentage of respondents in each demographic group)***

Demographic Group	Prefer Rates to Rise	Prefer Cuts in Local Services	Don't know
Total	39	32	29
Gender			
Male	43	27	30
Female	36	36	28
Region			
South	41	30	29
North	39	35	26
North West	36	31	32
Age Group			
18-24	43	24	33
25-34	45	37	18
35-44	41	35	24
45-54	39	28	33
55-64	37	31	32
65-74	39	29	32
75+	30	38	32
Ratepayer			
Yes	38	34	28
No	44	22	35
Council Grouping			
City	39	33	28
Rural	38	32	30
Urban	43	28	30

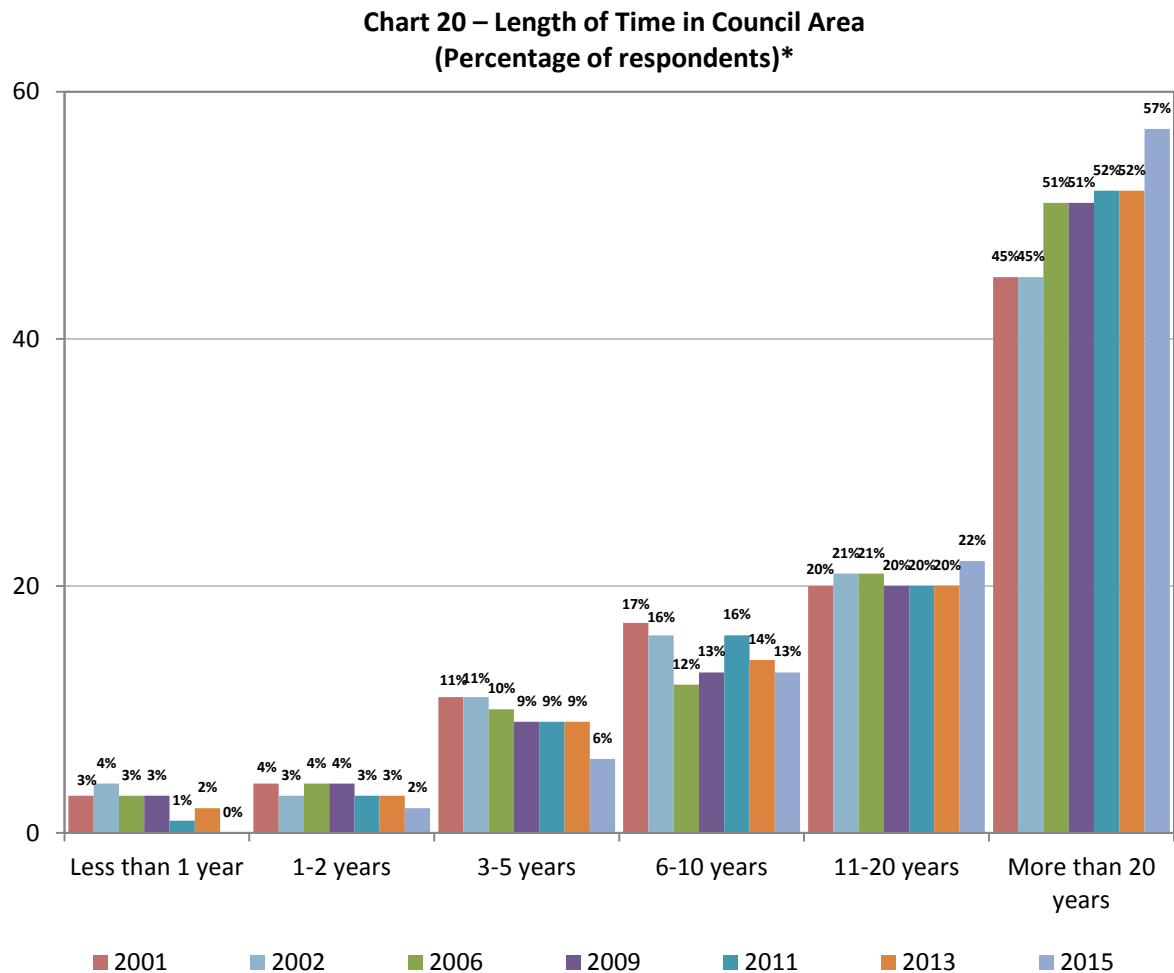
*Percentages may not sum to 100 due to rounding.

Section Six – Additional Information

6.1 Length of Time in the Council Area

Finally, all respondents were asked:

Approximately how long have you lived in your Council in total? Is it...



*Percentages may not sum to 100 due to rounding.

More than half of all residents surveyed in 2015 have lived in their Council area for more than 20 years (57%), an increase of 5 percentage points from that recorded in both 2013 and 2011.

Table 24 is segmented by age group, gender, region, ratepayer status and council grouping to ascertain whether there are any significant subgroup variations in 2015.

**Table 24 – Length of Time in Council Area
(Average satisfaction score in each demographic group)**

Demographic Group	Less than 1 year	1 to 2 years	3 to 5 years	6 to 10 years	11 to 20 years	More than 20 years
Total	0	2	6	13	22	57
Gender						
Male	0	2	6	13	22	56
Female	1	1	7	12	22	58
Region						
South	1	3	7	15	27	48
North	1	1	6	16	25	50
North West	-	1	8	17	23	52
Age Group						
18-24	-	3	-	27	52	18
25-34	3	4	14	14	28	37
35-44	1	1	9	26	24	38
45-54	-	1	6	11	26	56
55-64	1	1	7	10	16	66
65-74	-	2	4	11	18	64
75+	-	2	2	8	19	69
Ratepayer						
Yes	0	2	7	15	23	53
No	3	2	4	20	35	36
Council Grouping						
City	1	3	7	12	25	52
Rural	1	1	7	20	23	48
Urban	0	1	6	18	29	45

Residents aged 75 years and over along with ratepayers were more likely than other age groups and non-ratepayers to have lived in their Council area for more than 20 years.

6.2 Local Council Breakdown

Table 25 outlines the number of respondents interviewed in each of the 29 Local Council areas as part of the 2015 survey.

**Table 25 – Local Council Breakdown
(Number and percentage of respondents from each Council)**

Reasons for Travel	Number (n=1,240)	Percentage
Break O'Day	20	1.6
Brighton	35	2.8
Burnie City	45	3.6
Central Coast	45	3.6
Central Highlands	20	1.6
Circular Head	20	1.6
Clarence City	120	9.7
Derwent Valley	20	1.6
Devonport City	55	4.4
Dorset	20	1.6
Flinders Island	20	1.6
George Town	20	1.6
Glamorgan Spring Bay	20	1.6
Glenorchy City	105	8.5
Hobart City	120	9.7
Huon Valley	35	2.8
Kentish	20	1.6
King Island	20	1.6
Kingborough	75	6.0
Latrobe	20	1.6
Launceston City	150	12.1
Meander Valley	45	3.6
Northern Midlands	25	2.0
Sorell	25	2.0
Southern Midlands	20	1.6
Tasman	20	1.6
Waratah-Wynyard	30	2.4
West Coast	20	1.6
West Tamar	50	4.0

Section Seven – Regression Analysis

7.1 Influence of Council Services on Satisfaction

Regression analysis allows us to not only understand what is credible among respondents but to also gain insight and knowledge of the influence of these council services on residents’ overall level of satisfaction.

The X axis shows the “net satisfaction” score for each element in the 2015 survey while the Y axis depicts the level of influence each service element has on overall satisfaction.

Chart 21 – Influence of Council Services on Overall Satisfaction



Areas that councils ‘own’ and most influence overall satisfaction of council relate primarily to (in the top right of chart):

- Hygiene standards of food outlets and public facilities,
- Maintaining a clean and tidy town,
- Being dealt with in a fair and impartial way,
- Staff being friendly and polite, and
- Parks and playgrounds.

Conversely, the element that works against satisfaction and is highly influential relates to the building approval process.

It is important to note that the service elements that appear in the bottom right hand corner are not aspects that councils are doing 'badly' – in fact they are very credible. They are just not the primary aspects or services which primarily drive overall satisfaction with local councils in 2015.

Appendix A – The Questionnaire

LGAT Statewide Community Survey

Good afternoon/evening. My name isfrom EMRS, an independent research company. We are conducting a survey about the services provided by **[INSERT COUNCIL NAME]** for its residents. I am calling on behalf of the Local Government Association of Tasmania.

I would like to speak to the youngest person living in your household aged 18 years or over?

The survey should take around 10 minutes. Would you be willing to answer a few questions?

Let me just check, do you live in the **[INSERT COUNCIL NAME]** area?

<p>To make sure we get a good representation of the population, may I ask you a few questions about yourself?</p> <p>D1. Gender [RECORD WITHOUT ASKING]</p>	<p>1. Male 2. Female</p>
<p>D2. Do you or members of your household own this property or is it a rental property?</p>	<p>1. Own – including purchasing/mortgaged 2. Renting 3. Don't know/can't say <i>[DON'T READ]</i></p>
<p>D3. And your age range – is it...</p>	<p>1. 18 – 24 years 2. 25 – 34 3. 35 – 44 4. 45 – 54 5. 55 – 64 6. 65 – 74 7. 75 years plus 8. Don't know/can't say <i>[DON'T READ]</i></p>
<p>D4 Which of the following best describes your household</p>	<p>1. Single living alone 2. Couple living alone 3. Single person with friend or housemate 4. Family with children under 18 years still at home 5. Family with children 18 years plus still at home 6. Other 7. Don't know/can't say <i>[DON'T READ]</i></p>

I am going to read out a list of Council activities, services and programs. I'd like you to think how satisfied you are with the level of service provided by your Council, and to rate each area on a scale of 1 to 5, where 5 is "very satisfied" and 1 is "very dissatisfied". There may be some areas that are not relevant to you for which we don't need a rating – let me know as we go through.

(NA = don't know, not sure, not applicable).

RANDOMISE BLOCKS AND WITHIN EACH BLOCK

A1 – COMMUNITY INVOLVEMENT	
1.1. Informing residents about Councils activities via websites, newsletters, brochures and publications	
1.2. Opportunities for involving residents in local decision making including community consultation and engagement	
1.3. Contact with Councillors/Alderman to discuss a matter of concern to you	
1.4. Council lobbying on behalf of the community	
A2 – PLANNING, DEVELOPMENT & BUILDING [ALWAYS ASK 2.1 FIRST]	
2.1 Planning and development decisions generally	
Have you had direct contact with the [INSERT COUNCIL NAME] planning, development or building area in the past 12 months? For example, have you put in a development application or had a building approved? [IF YES ASK 2.2 and 2.3}	
2.2 Planning and development decisions as they apply to your development	
2.3 The building approval process	
A3 – ROADS, FOOTPATHS & TRAFFIC (managed by [INSERT COUNCIL NAME])	
3.1. Safe and well maintained local roads	
3.2. Safe and well maintained pedestrian areas such as footpaths and walkways	
3.3. An efficient local road network including traffic management and flow	
3.4. Road side slashing and weed control	
A4 – WASTE MANAGEMENT	
4.1. Household garbage collection	
4.2. Recycling services including kerbside recycling and depots	
4.3. Operation of local tip and transfer stations	
4.4. Maintaining a clean and tidy city/town	

A5 – SOCIAL & COMMUNITY SERVICES	
5.1. Disadvantaged support services generally including for older people, people with a disability, indigenous and ethnic multicultural groups	
5.2. Services and programs provided by [INSERT COUNCIL NAME] specifically for older people aged 65 years and over	
5.3. Services and programs provided by [INSERT COUNCIL NAME] specifically for young people aged 12 to 24 years)	
5.4. Council support for other community groups and organisations such as sporting clubs, volunteer groups and arts and culture	
A6 – COMMUNITY HEALTH & SAFETY	
6.1. Hygiene standards of food outlets, restaurants and public facilities	
6.2. Council immunisation programs	
6.3. Dog control	
6.4. Stormwater and flood control	
A7 – RECREATION, CULTURAL FACILITIES & BUSINESS	
7.1. Sportsgrounds in [INSERT COUNCIL NAME] area	
7.2. Parks and playgrounds	
7.3. The appearance of public areas in general in [INSERT COUNCIL NAME]	
7.4. Community and cultural facilities like halls, museums and galleries	
7.5. Community and cultural activities like markets, music events, theatre events and sports events	
7.6. Tourism and visitor information services	
A8 – CUSTOMER SERVICE	
Now, some questions about customer service.	
8.1. When did you LAST have direct dealings with [INSERT COUNCIL NAME]	<ol style="list-style-type: none"> 1. Within the last 6 months [GO TO Q8.2] 2. 6-12 months ago [GO TO Q8.2] 3. More than 12 months ago [GO TO Q8.2] 4. Never had direct dealings with Council [GO TO Q9] 5. Can't recall [GO TO Q9]

<p>8.2. What was the method of contact you had for the most recent contact you had with [INSERT COUNCIL NAME]?</p>	<ol style="list-style-type: none"> 1. In person 2. By telephone 3. By letter 4. By email 5. By text message 6. Via Council website 7. By social media – Facebook or Twitter 8. Other (SPECIFY)
<p>8.3. What was the contact about?</p>	<p>PROBE FOR MORE THAN 1-2 WORD RESPONSE.</p> <p>RECORD RESPONSE</p>

Thinking about the most recent contact, how would you rate your satisfaction with the following aspects of council customer service, using the same scale of 1 to 5 as before, where 5 is “very satisfied” and 1 is “very dissatisfied”? Please keep in mind we do NOT mean the actual result of your enquiry, but rather the customer service you received.

<p>8.4. Staff being friendly and polite</p>	
<p>8.5. Staff having a professional attitude and presentation</p>	
<p>8.6. The overall handling of, and response to your enquiry</p>	
<p>8.7. Access to and availability of Council staff</p>	
<p>8.8 Access to relevant Council information</p>	
<p>8.9 Being dealt with in a fair and impartial way</p>	

A9 – OVERALL COUNCIL PERFORMANCE

<p>9.1. On balance, for the last 12 months, how satisfied are you with the performance of [INSERT COUNCIL NAME]? Not just on one or two issues, but overall across all responsibility areas</p>	<p>1 2 3 4 5 N/A</p>
<p>9.2. Are you a ratepayer of the [INSERT COUNCIL NAME]?</p>	<ol style="list-style-type: none"> 1. Yes 2. No – GO TO Q9.4
<p>9.3. Thinking about what your household pays in rates and other Council charges, how would you rate the services provided by your local Council in terms of value for money on a scale of 1 to 5, where 5 is “excellent value” and 1 is “very poor value”?</p>	<p>1 2 3 4 5 N/A</p>

<p>9.4. In your own words please tell me, what does [INSERT COUNCIL NAME] most need to do to improve its performance?</p> <p>It could be about any issues or services we have covered in the survey or it could be about something else altogether.</p>	<p>PROBE FOR MORE THAN 1-2 WORD RESPONSE. RECORD RESPONSE</p>
<p>9.5. What is the best thing about [INSERT COUNCIL NAME]?</p> <p>Once again it could be about any of the issues or services we have covered in this survey or it could be about something else altogether.</p>	<p>PROBE FOR MORE THAN 1-2 WORD RESPONSE. RECORD RESPONSE</p>
<p>9.6. So, would you say [INSERT COUNCIL NAME] is generally heading in the right direction or wrong direction?</p> <p>IF RIGHT DIRECTION: Is that definitely or probably the right direction?</p> <p>IF WRONG DIRECTION: Is that definitely or probably the wrong direction?</p>	<ol style="list-style-type: none"> 1. Definitely right direction 2. Probably right direction 3. Probably wrong direction 4. Definitely wrong direction 5. Don't know/can't say <i>[DONT READ]</i>
<p>A10 – OTHER QUESTIONS</p>	
<p>10.1. You may be aware that local government reform is currently being spoken about. On a scale of 1 to 5, where 5 is very important and 1 is not important at all, how important do you think it is that [INSERT COUNCIL NAME] is involved in discussions about reform of your local council area?</p> <p>Can you give me the main reason why you say that?</p>	<p>1 2 3 4 5 N/A</p> <p>PROBE FOR MORE THAN 1-2 WORD RESPONSE. RECORD RESPONSE</p>
<p>10.2. If you had to choose, would you prefer to see Council rate rises to improve local services or would you prefer to see cuts in Council services to keep rates at the same level as they are now?</p>	<p>IF THEY HAVE A PREFERENCE SAY: Is that definitely or probably prefer a RATE RISE/SERVICE CUT?</p> <ol style="list-style-type: none"> 1. Definitely prefer rates to rise 2. Probably prefer rates to rise 3. Probably prefer cuts in local services 4. Definitely prefer cuts in local services 5. Don't know/can't say <i>[DON'T READ]</i>
<p>A11 – RESPONDENT DEMOGRAPHICS</p>	
<p>And just to finish...</p>	
<p>11.1. Which suburb do you live in?</p>	

11.2. And your postcode?	
11.3. Approximately how long have you lived in [INSERT COUNCIL NAME] in total? Is it...	<ol style="list-style-type: none"> 1. Less than 1 year 2. 1 – 2 years 3. 3 – 5 years 4. 6 – 10 years 5. 11 – 20 years 6. More than 20 years
11.4. Are you...	<ol style="list-style-type: none"> 1. Employed full time 2. Employed part time, casual 3. Unemployed 4. Student 5. Home duties 6. Retired/on a pension 7. Don't know/can't say [DON'T READ]
11.5. In terms of the annual income for the whole household – would you say it was roughly	<ol style="list-style-type: none"> 1. Under \$20,000 2. \$20,000 but under \$40,000 3. \$40,000 but under \$60,000 4. \$60,000 but under \$80,000 5. \$80,000 but under \$100,000 6. \$100,000 and over 7. Don't know/can't say [DON'T READ]
We may be conducting further research with residents on some of the issues covered today. Would you be happy to be contacted again if necessary?	<ol style="list-style-type: none"> 1. Yes 2. No
<p>That completes the survey. Finally may I have your first name for validation purposes only – you don't need to give me your surname?</p> <p>Thank you for your time and help today. Just to remind you my name is From EMRS, – we are an independent research company calling on behalf of the Local Government Association of Tasmania.</p> <p>If you have any questions about the survey you may contact my supervisor. Would you like the number? [If yes – (03) 6211 1222]</p>	