



**2016
Customer Satisfaction
Survey
Report**

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Customer Satisfaction Survey 2016

Executive Summary

The Operational Plan 2015-2016 requires at 17.1.1.8 that Council "Conduct a customer satisfaction survey". This is the Report of the survey conducted during April/May 2016.

The responses across all surveys were largely demographically representative of the sampled cohorts although there was a slight over-representation of East Ward residents in the General Survey which also reflected a skew towards older, male respondents compared to the 2011 population census cohorts.

Statistics

The target sample required, with 95% confidence was 718. Total response was 1,527 across all surveys.

Overall Results

To achieve an overall satisfaction figure respondents answered that they were:

- very satisfied;
- satisfied;
- moderately/slightly satisfied;

These were aggregated using a weighted average satisfaction across all surveys.

Overall satisfaction with Council for the service packages surveyed was 86.5%.

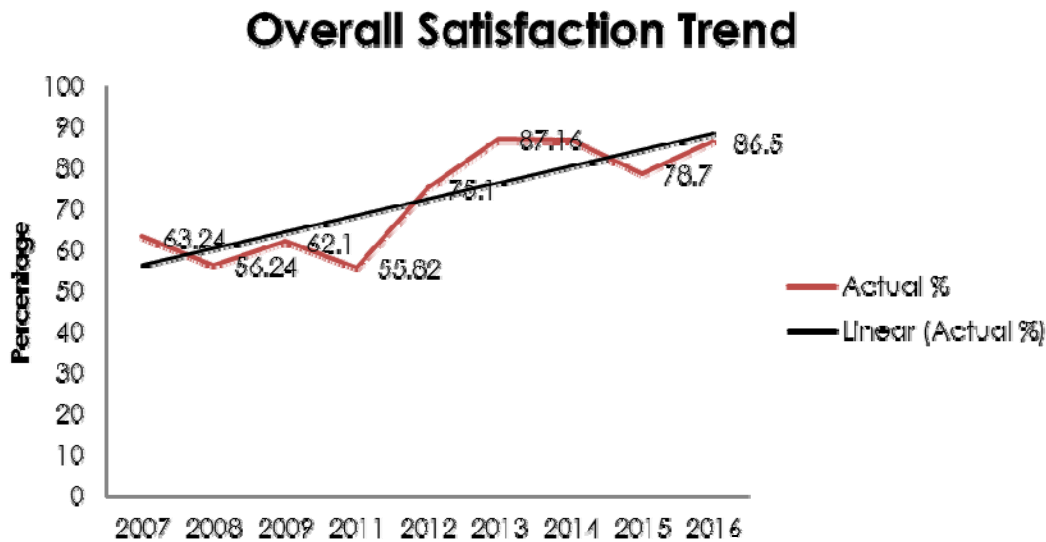


Figure 1: Overall satisfaction since 2007

In terms of overall satisfaction with Council, slightly more females (87.4%) were satisfied compared to 85.9% of males (based on the General Survey outcomes only). Other surveys did not identify age or gender so the General Survey may be taken as a guide.

Individual Results

The table below shows individual services/facilities by level of overall satisfaction in descending order. The scores are aggregated as described above.

Table 1: Satisfaction scores

Facilities/Services	Satisfaction Score %
Libraries	98.6
Children's Services	98.3
Garbage collection services	93.5
Sport & Recreational facilities	93.1
Swimming pools	92.8
Holiday Parks	92.5
Community public halls	90.7
Playground equipment	90.7
Maintaining parks and gardens	90.3
Development and Building Services	90.0
Managing traffic flow (eg lights, roundabouts, street signs)	88.4
Roadside maintenance (eg trees, litter, slashing)	83.9
Public toilet amenities (Council-owned park/community amenities - not those in shopping centres)	83.7
Managing nature reserves, wetlands, beaches & foreshores	83.6
Access to waste depots and recycling	81.7
Managing street trees	80.0
Maintaining footpaths	78.6
Maintaining cycleways/walking tracks	76.6
Maintaining local roads	75.6
Managing storm water drainage systems	70.7
Controlling weeds	67.8
Ranger services (eg animal management)	62.6
Managing illegal dumping	61.1
Ranger services (parking)	59.5

The Report that follows provides detailed information on the areas surveyed.

Customer Satisfaction Survey 2016

General Survey

This survey was conducted from mid-April to 31 May 2016. The targeted response for this General Survey was 640 and actual response was 1,113. (The total target for all surveys was 718 responses).

Not all respondents answered all questions.

Demographics

Of those that answered the age/gender question (n=1,057) 50.9% were males and 49.1% were females. (Census 2011: Males 49.2%, Females 50.8%).

The graph below shows the age profile of respondents compared to the population (Census 2011).

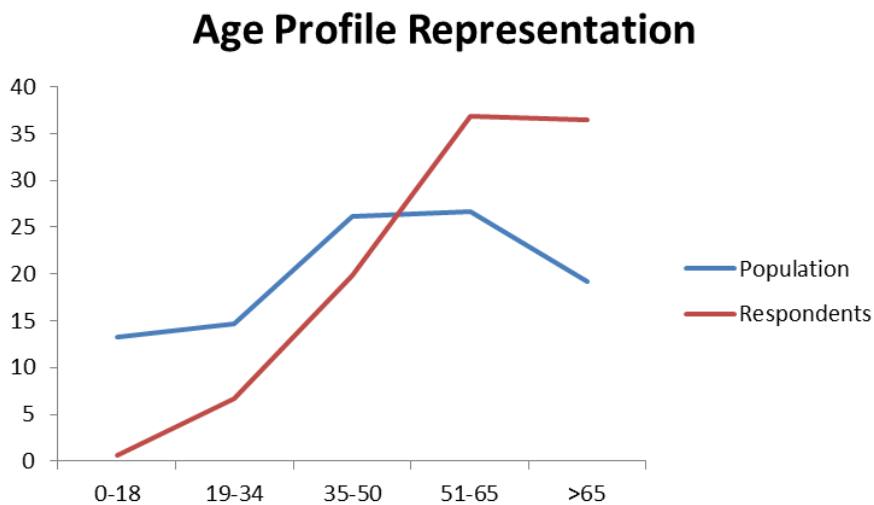


Figure 2: Demographic Profile of Respondents

There was a skew towards older residents and this age skew reflects that under-18s were not specifically targeted with a separate campaign this year.

Locality

Respondents answered the questions related to where in Port Stephens they lived (n=1,057). The overall sample of 1,057 respondents who answered geo-demographic questions was **numerically** statistically representative however there was a skew towards those residing in the east of the Local Government Area (LGA). This geographical skew continues a long- established trend for more responses from more densely settled areas of the LGA, as Raymond Terrace and Medowie responses are relatively statistically representative.¹

¹ ABS Census 2011

Table 2: Geographical representation

Locality	Percentage of Population	Percentage of Respondents
Anna Bay, Boat Harbour, Fisherman's Bay	7.6	6.1
Bobs Farm	0.7	0.2
Brandy Hill	0.9	1.3
Corlette	6.5	11.1
Duns Creek	0.7	0.6
Eagleton	0.3	0.4
East Seaham, Balickera	0.5	0.2
Fern Bay	2.3	1.8
Ferodale	0	0.2
Fingal Bay	2.1	3.2
Fullerton Cove	0.4	0.9
Glen Oak	0.5	0.6
Heatherbrae, Motto Farm	0.7	0.4
Hinton	0.4	0.8
Karuah, Twelve Mile Creek	1.9	1.7
Lemon Tree Passage	3.6	3.9
Mallabula	1.2	1.1
Medowie	12.4	11.1
Nelson Bay	7.6	12.3
Nelsons Plains	0.5	0.3
One Mile Beach	0.4	1.1
Raymond Terrace	17.8	11.9
Salamander Bay	6.8	7.6
Salt Ash	1.5	1.5
Seaham	1.4	0.9
Shoal Bay	2.6	2.2
Soldiers Point	1.9	4.0
Swan Bay, Oyster Cove	0.6	0.7
Tanilba Bay	4.1	4.7
Taylors Beach	0.1	0.4
Tomago	0.4	0.0
Wallalong	1.3	0.8
Williamstown, Campvale	1.2	0.3
Woodville, Butterwick	9.2	0.4

Results

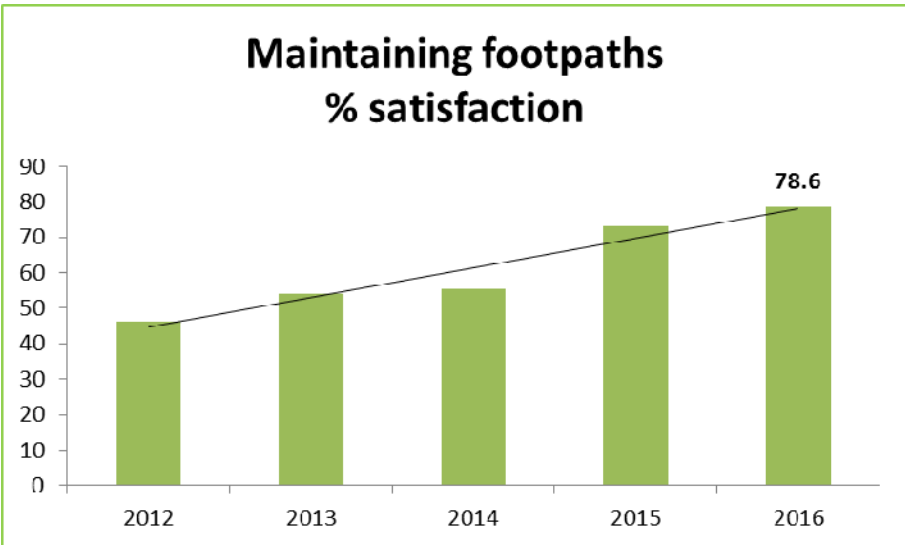
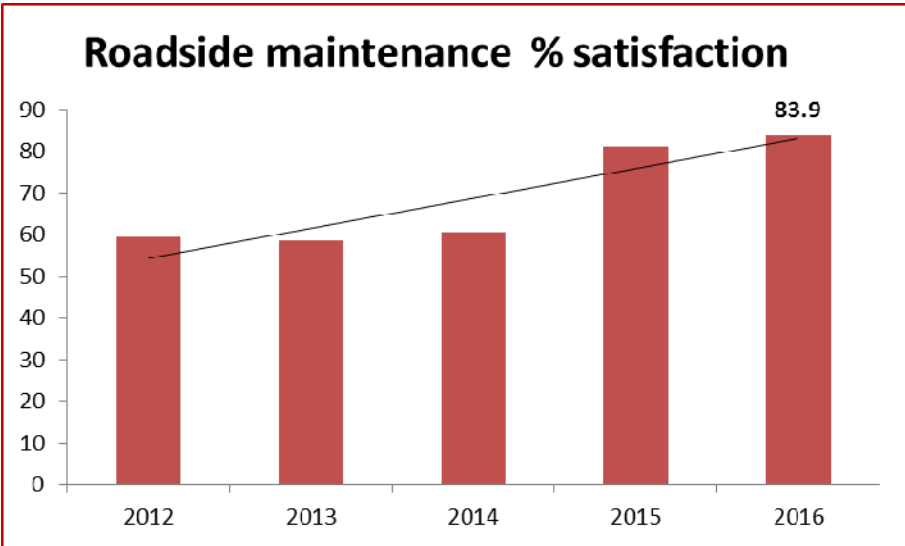
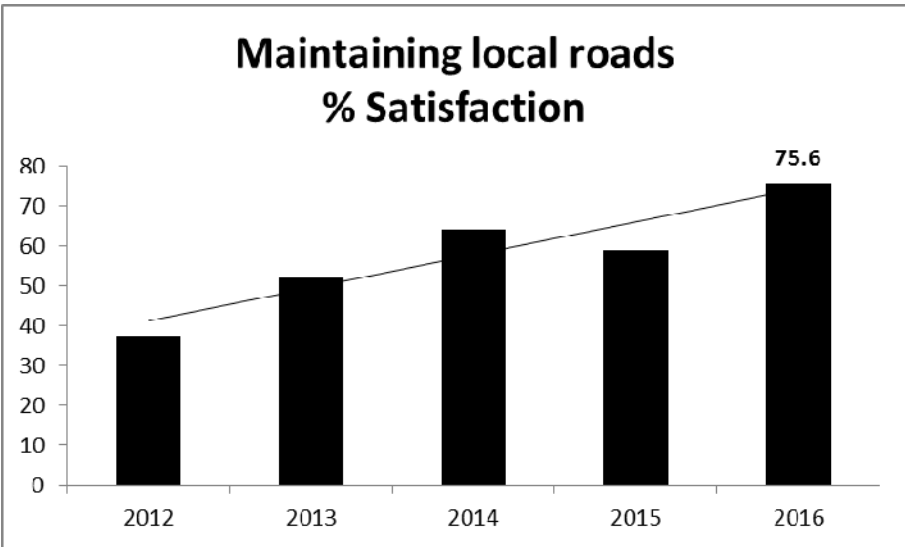
The results that follow demonstrate the 2016 outcome and, where a direct comparison can be made, also show the 2015, 2014, 2013, and 2012 results. In terms of movement compared to the previous year +/- 5% is considered statistically significant.

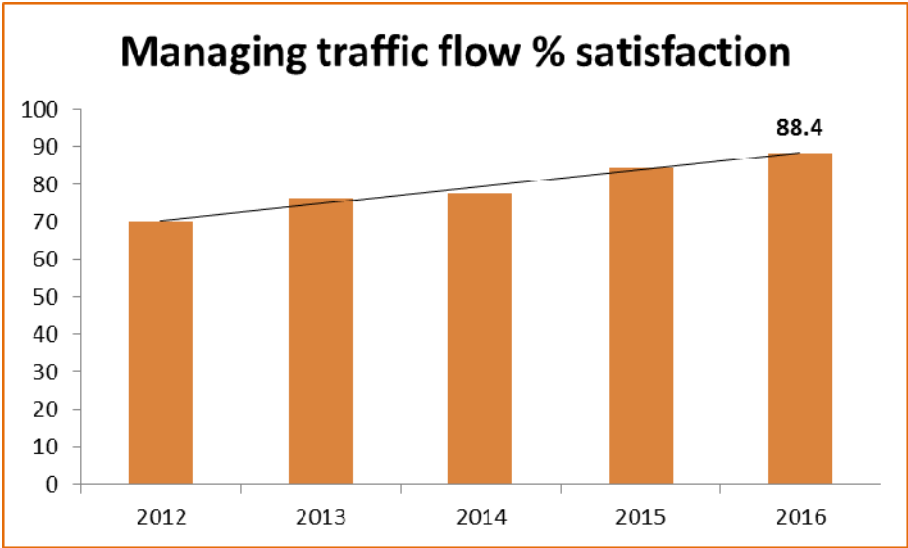
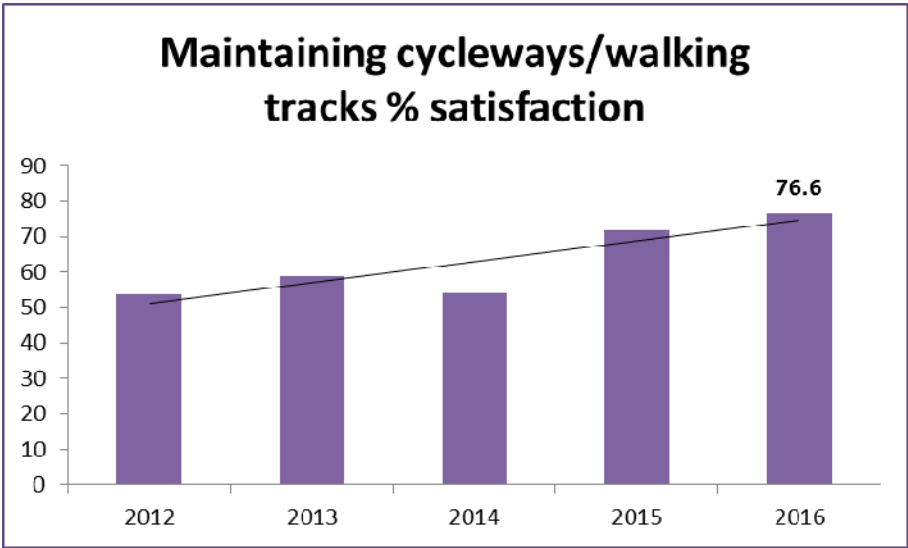
Question 1:

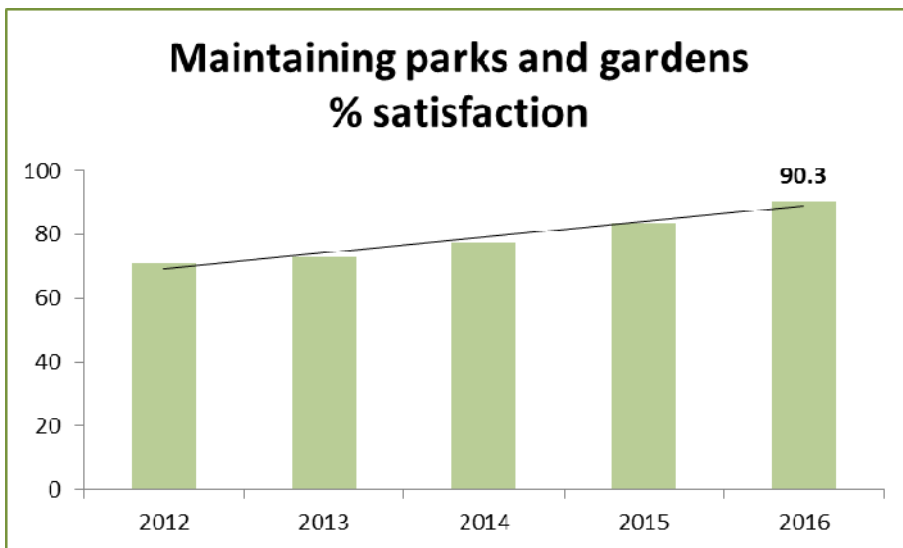
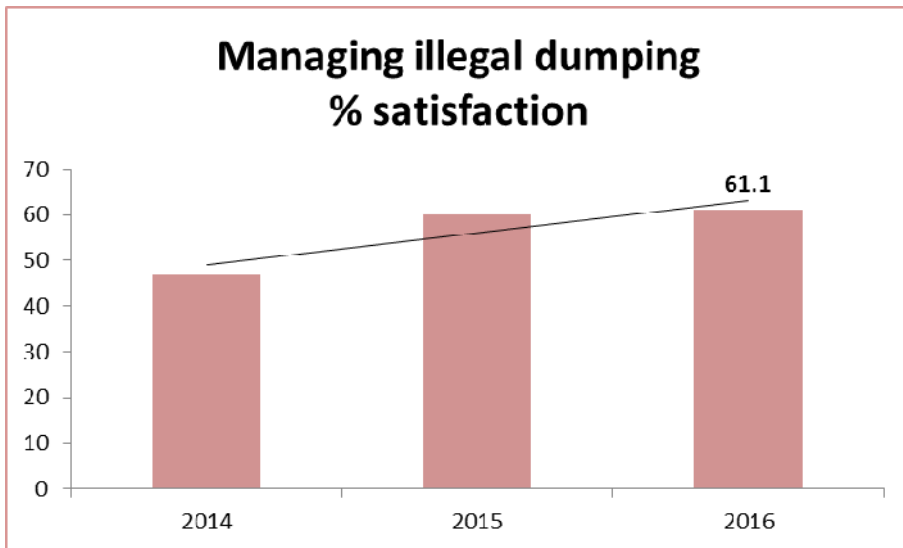
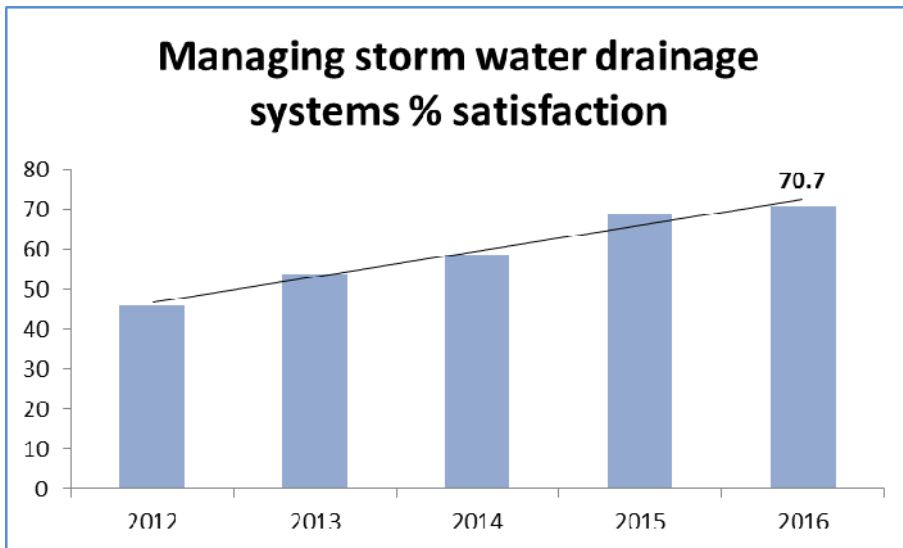
Asked, "How well is Council doing?" in a number of areas – results are below.

All figures in the table below are percentages.

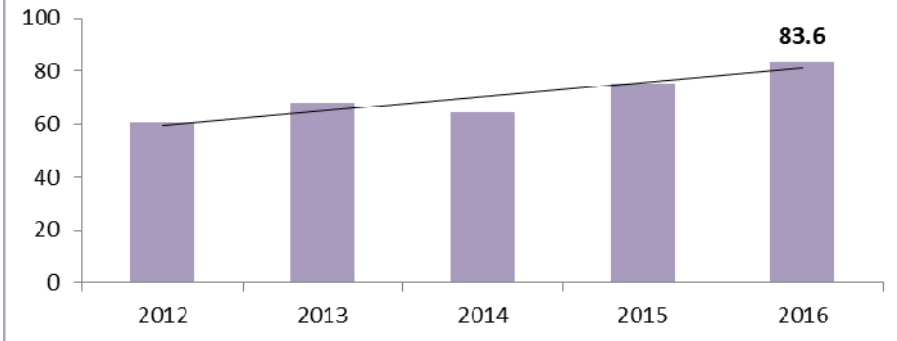
	2016 Aggregate	2015 Aggregate	2014 Aggregate	2013 Aggregate	2012 Aggregate
Maintaining local roads	75.6	58.8	64.0	52.37	37.5
Roadside maintenance (e.g. trees, litter, slashing)	83.9	81.3	60.7	58.68	59.3
Maintaining footpaths	78.6	73.0	55.3	53.99	46.4
Maintaining cycleways/walking tracks	76.6	71.7	54.2	58.84	53.7
Managing street trees	80.0	76.0	60.8	57.87	56.7
Managing traffic flow (e.g. lights, roundabouts, street signs)	88.4	84.3	77.8	76.50	69.8
Managing storm water drainage systems	70.7	68.7	58.7	53.93	46
Managing illegal dumping	61.1	60.1	47.0	N/A	N/A
Maintaining parks and gardens	90.3	83.5	77.6	72.89	71.2
Managing nature reserves, wetlands, beaches and foreshores	83.6	75.2	64.5	67.89	60.8
Controlling weeds	67.8	64.0	48.8	46.28	37.8



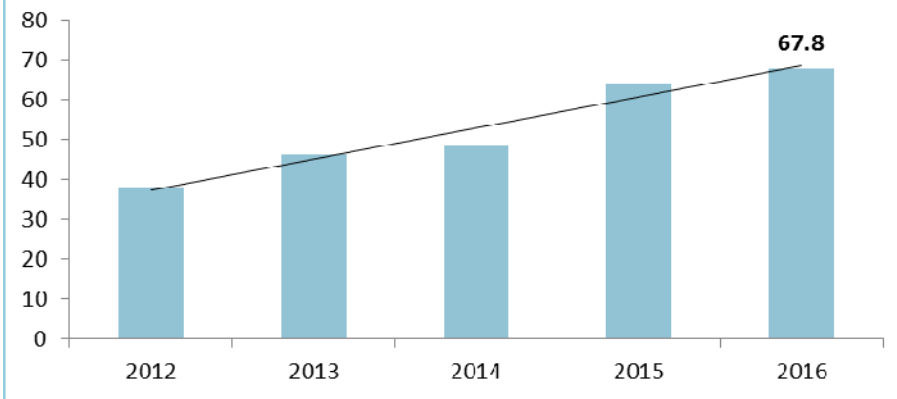




Managing nature reserves, wetlands, beaches and foreshores % satisfaction



Controlling weeds % satisfaction

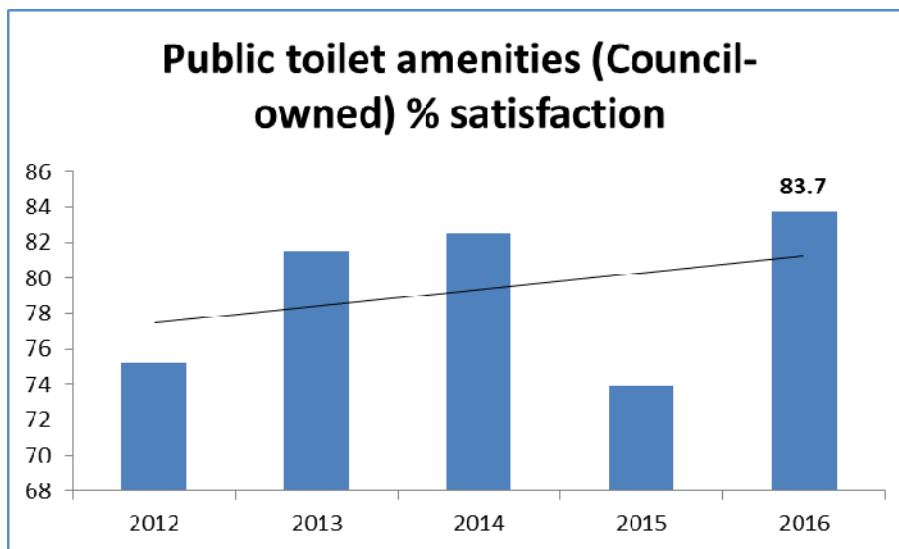


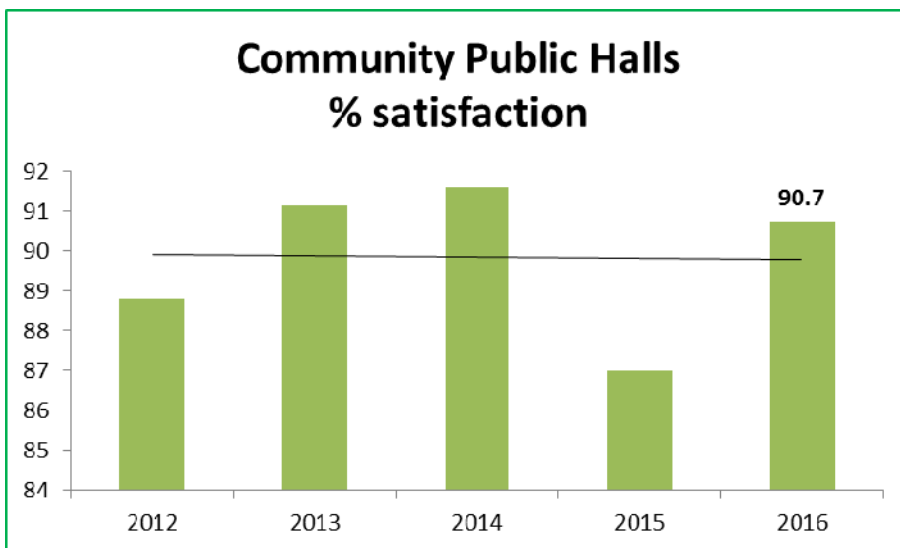
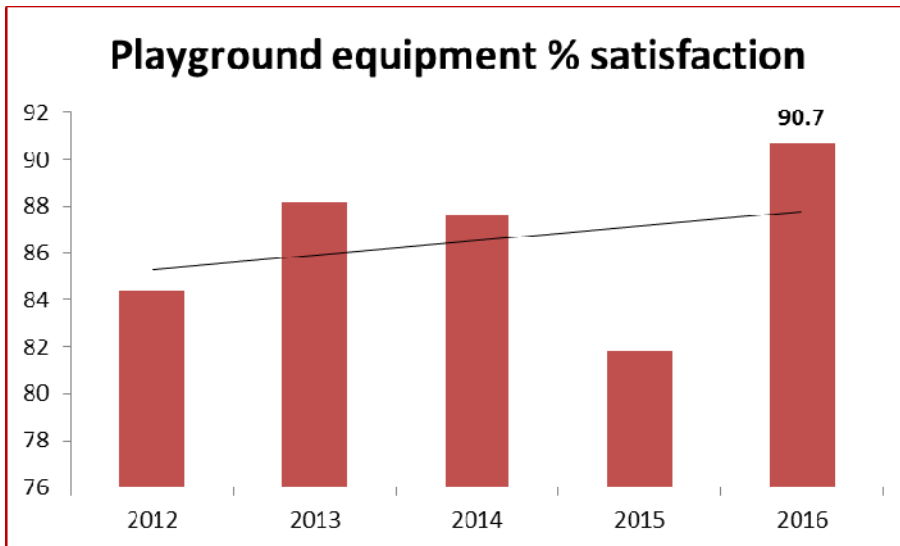
Question 2:

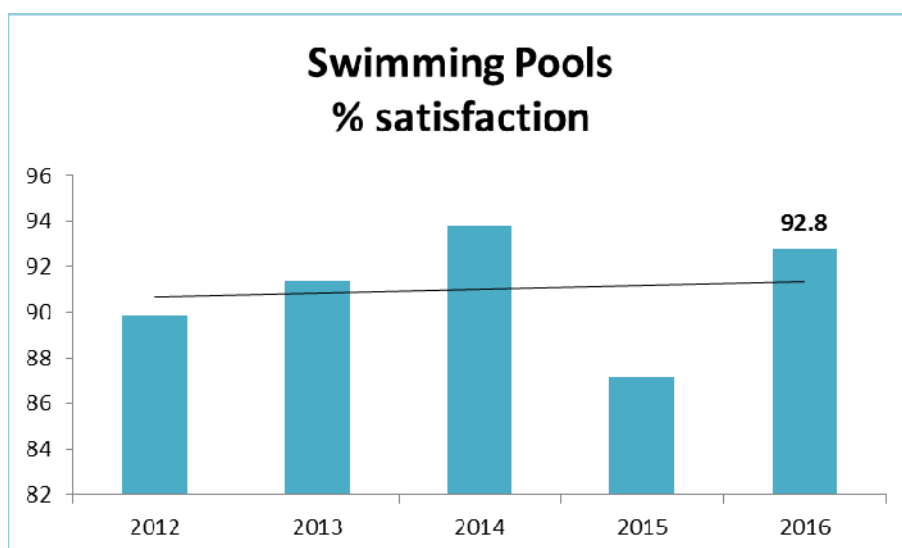
Required respondents to indicate how satisfied they were with the following services.

Summary:

	2016 Aggregate	2015 Aggregate	2014 Aggregate	2013 Aggregate	2012 Aggregate
Public toilet amenities (Council-owned park/community amenities - not those in shopping centres)	83.7	73.9	82.5	81.52	75.2
Playground equipment	90.7	81.8	87.6	88.15	84.4
Community Public Halls	90.7	87.0	91.6	91.14	88.8
Sport and Recreational Facilities	93.1	83.2	92.1	93.77	91.2
Swimming Pools	92.8	87.2	93.8	91.38	89.9







Question 3:

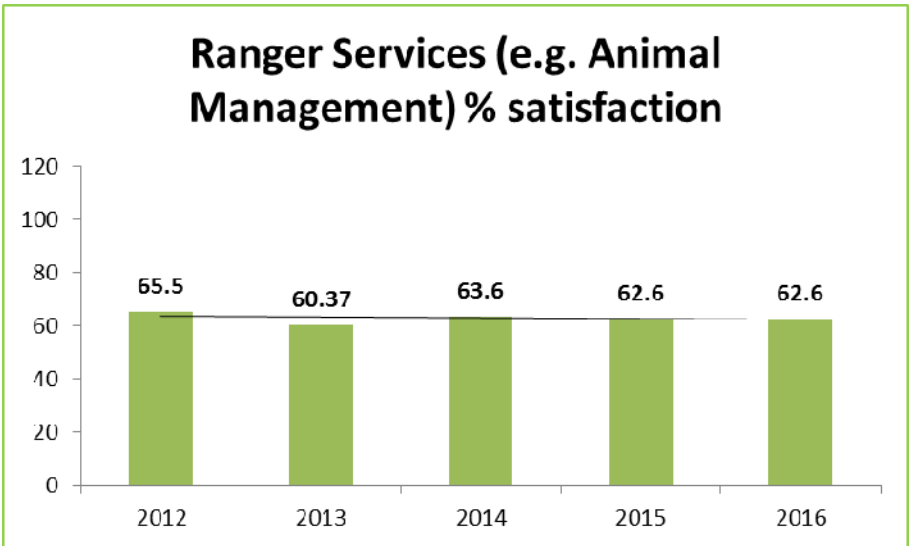
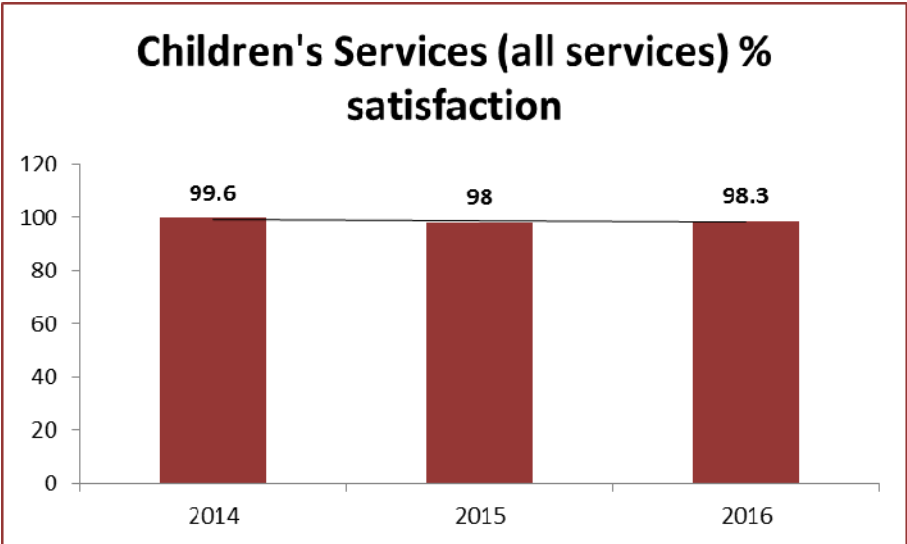
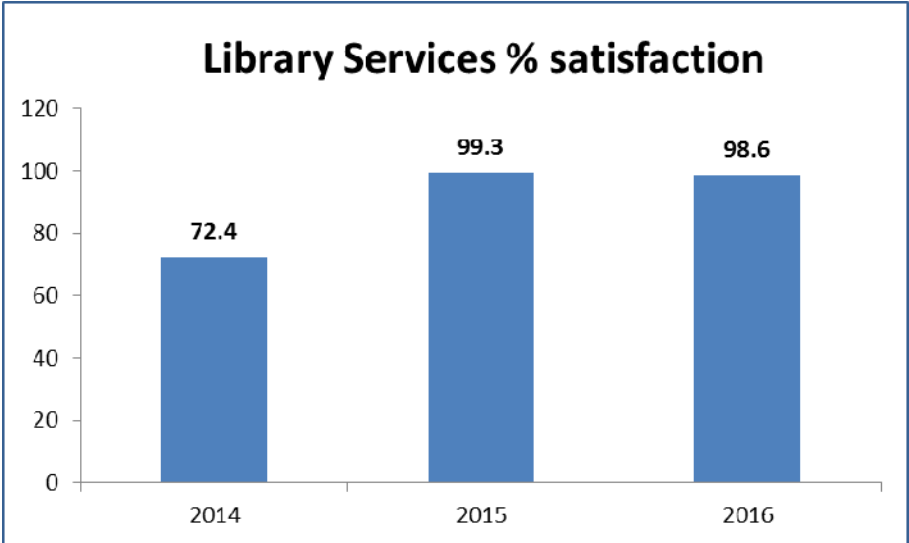
Respondents were asked how well Council delivered some services.

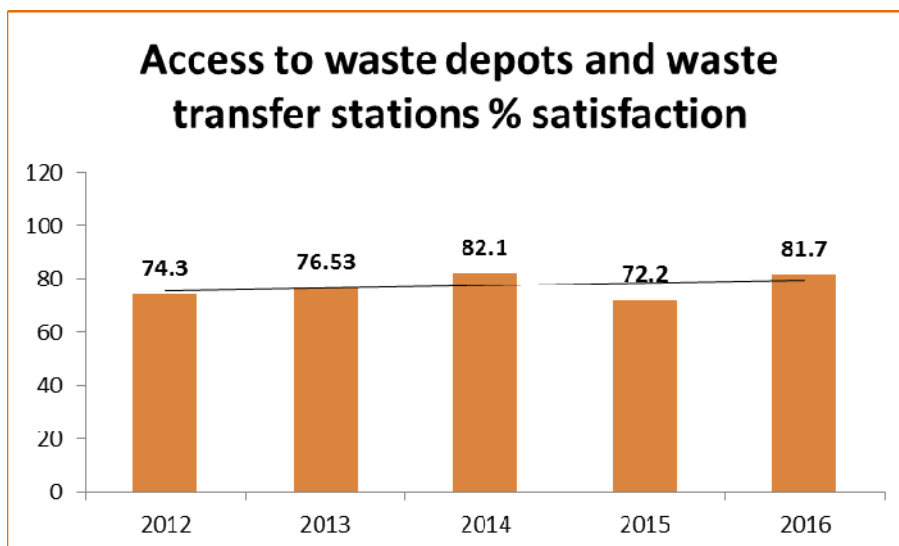
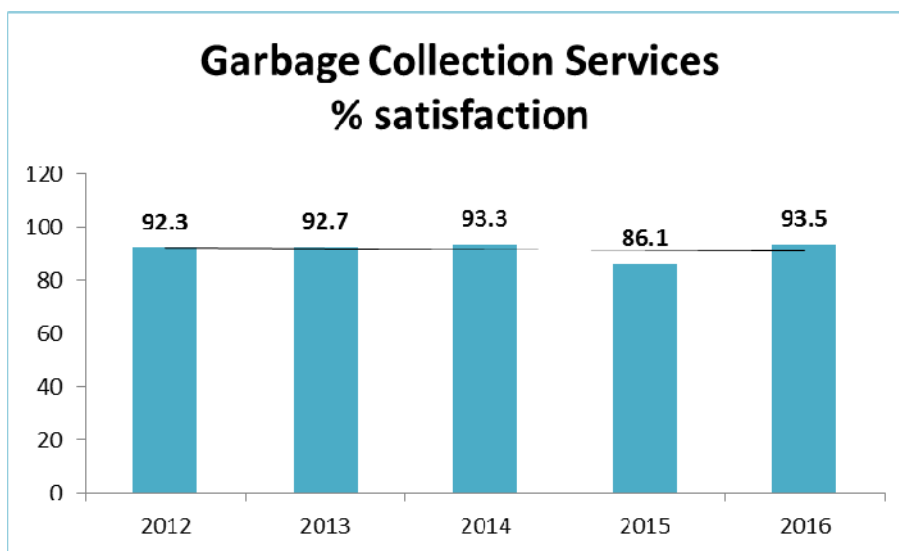
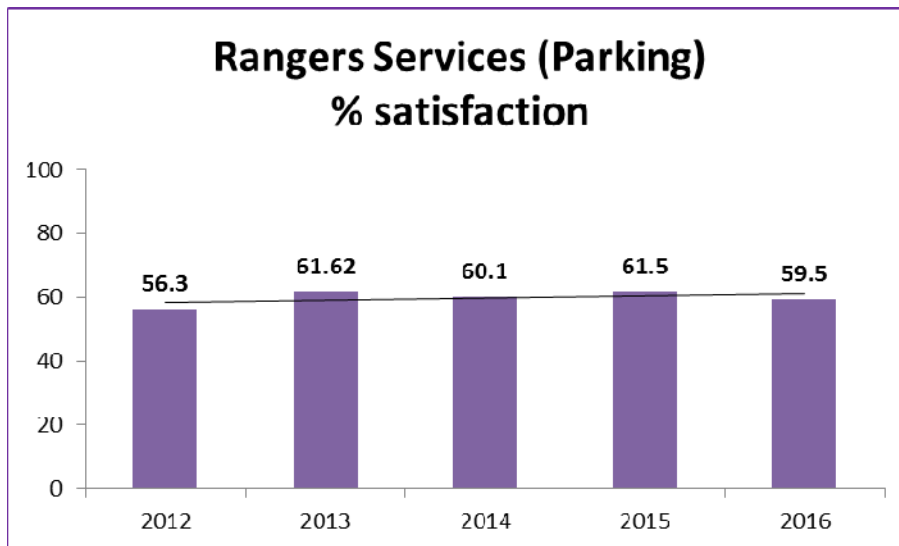
Figures are percentages	2016 Aggregate	2015 Aggregate	2014 Aggregate	2013 Aggregate	2012 Aggregate
Library Services	98.6	99.3	72.4	🚩	🚩
Children's Services (all services)	98.3	98.0	99.6	99.8	🚩 *
Ranger Services (e.g. Animal Management)	62.6	62.6	63.6	60.37	65.5
Rangers Services (Parking)	59.5	61.5	60.1	61.62	56.3
Garbage Collection Services	93.5	86.1	93.3	92.71	92.3
Access to waste depots and waste transfer stations	81.7	72.2	82.1	76.53	74.3

🚩 In 2014 the Tilligerry Community Library was included for the first time, and therefore no comparisons with previous years are valid.

🚩 *Services not directly comparable; or not collected in this format.

The negative trend for children's services and ranger services (animal management) are not statistically significant – refer to the scale in the graphs below.



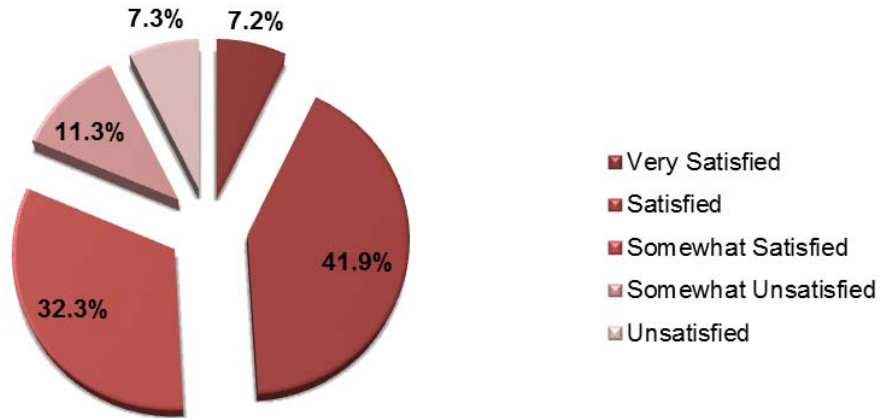


The negative dip for garbage collection services reflects July 2015 when a new service supplier commenced and the survey was conducted in July that year.

Question 4:

How satisfied are you with the built environment of Port Stephens LGA? (n = 1,045)

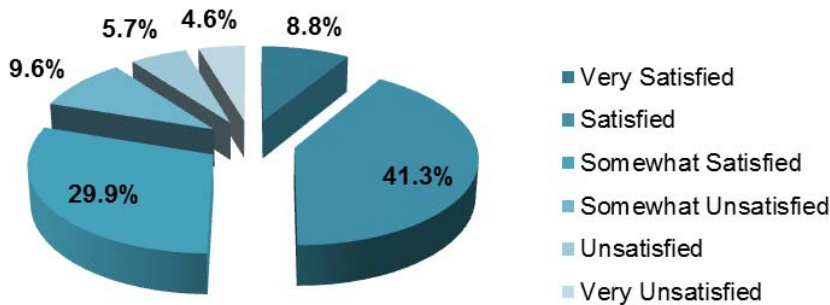
There has been an increase in Very Satisfied and Satisfied categories of responses compared to 2015 (2.8% and 28% respectively).



Question 5:

How satisfied are you with the management of the Environment of the Port Stephens LGA? (n = 1,052)

Note: This question was given a context – Council was not solely responsible for management of the environment.



There was an increase in Very Satisfied and Satisfied categories of responses compared to 2015 (3.9% and 29.1% respectively).

Question 6:

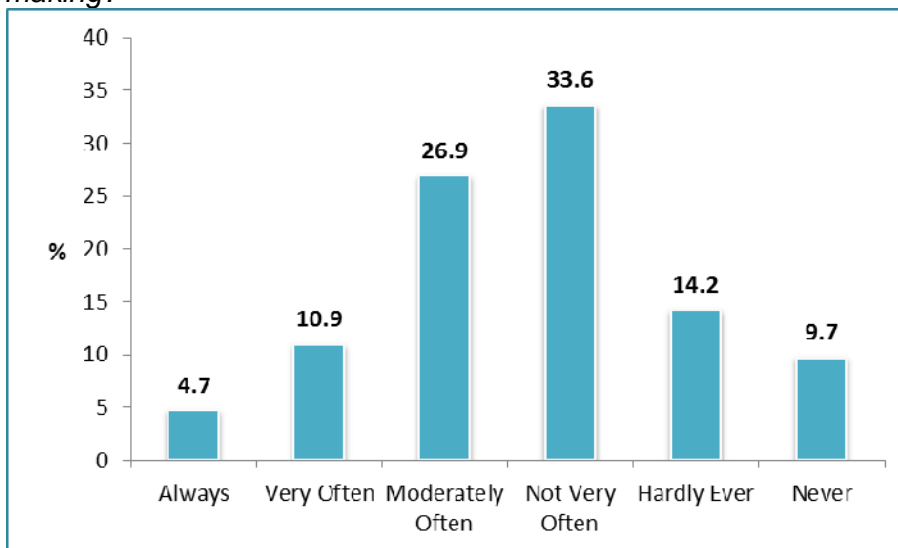
How would you rate the appearance of your neighbourhood?

Overall Result:

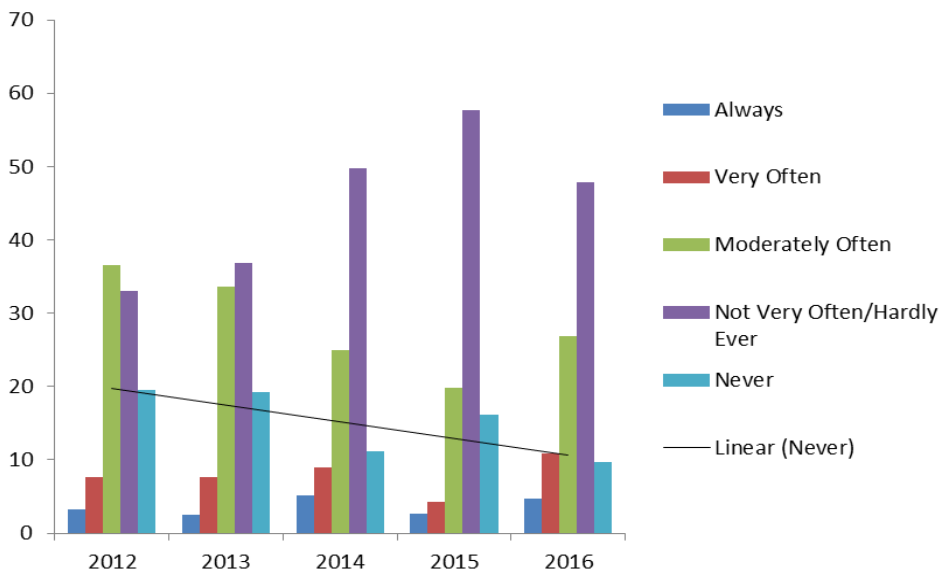
N = 1,059	2016 Response %	2015 Response %
Very satisfactory/very well maintained	13.8%	8.2%
Satisfactory/well maintained	61.5%	55.1%
Unsatisfactory/poorly maintained	20.0%	29.1%
Very unsatisfactory/very poorly maintained	4.7%	7.5%

Question 7:

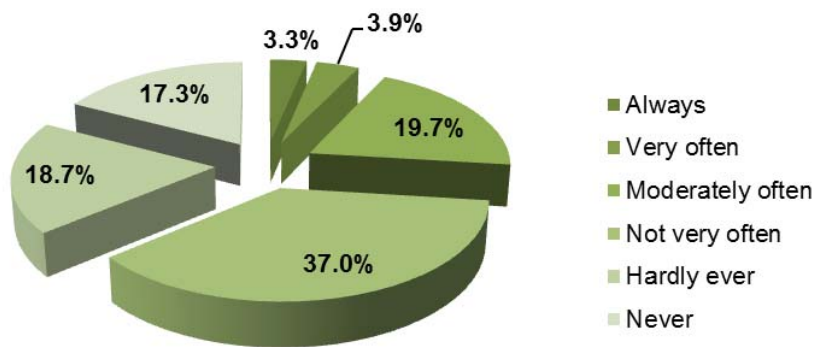
(a) Do you feel you have opportunities to have genuine input to Council's decision-making?



Comparison with previous years: as the trend line shows the number of respondents in the 'never' category has continued to decline.



(b) Do you feel you have opportunities to have genuine input to State and Federal decision-making on matters that affect you?²



The above graphs demonstrate that local government is relatively more accessible for the community than the other levels of government.

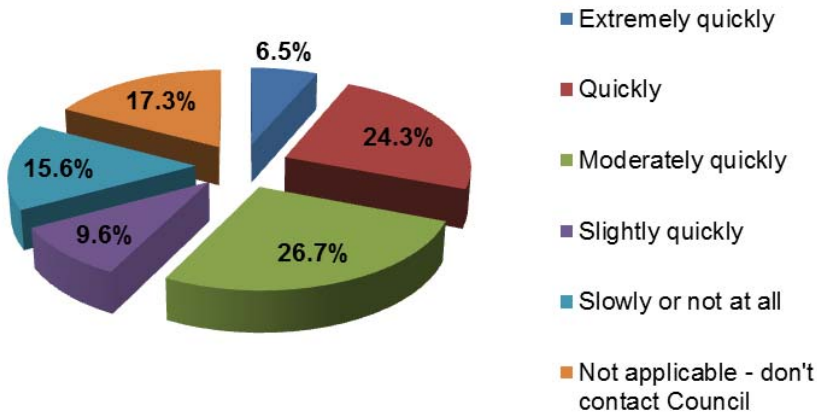
² New question first asked in this 2016 survey. N=1,045

Question 8:

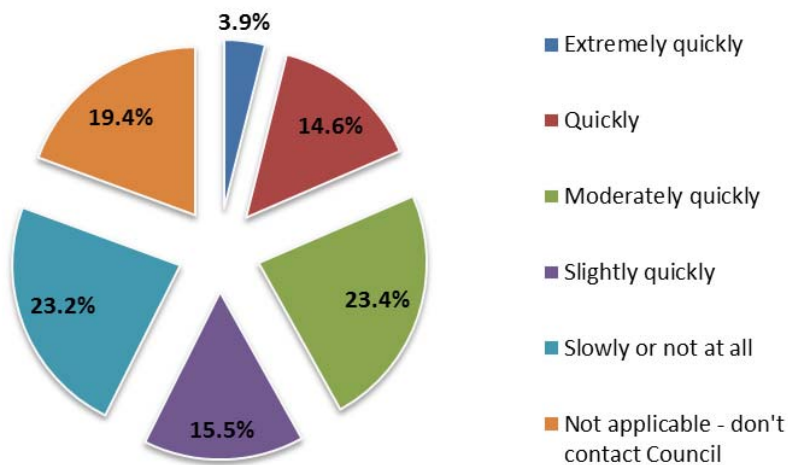
How quickly do Council staff respond to your needs/queries/problems?

The charts below demonstrate that there has been an overall improvement in responsiveness.

2016:



2015:



Question 9:

Do you have access to the Internet?

<i>Figures are percentages N = 1,067 (2016)</i>	2016	2015	2014	2013	2012
At home	56.6%	51.8%	52.1	56.4	50.8
At work	1.8%	2.6%	1.4	1.8	2.5
At home and at work	37.9%	42.0%	38.5	34.3	36.7
No Internet	3.7%	3.7%	7.9	7.5	13.3

Question 10:

Is Council's web site easy to use to access information or interact with Council?

In answer to this question (N = 945) **84.4%** of people answered YES, the same percentage as in 2015.

Question 11:

How well do you think Council is communicating with the community?

N = 1,055	Very well	Well	Moderately well	Not very well	Poorly	Don't Know
In the Port Stephens Examiner - Council Page	154	381	334	73	35	72
On Council's web site	114	300	243	58	22	232
Through social media sites such as Facebook & Twitter	47	102	124	42	27	613
Through Council's Customer Service Staff	95	231	205	50	58	339

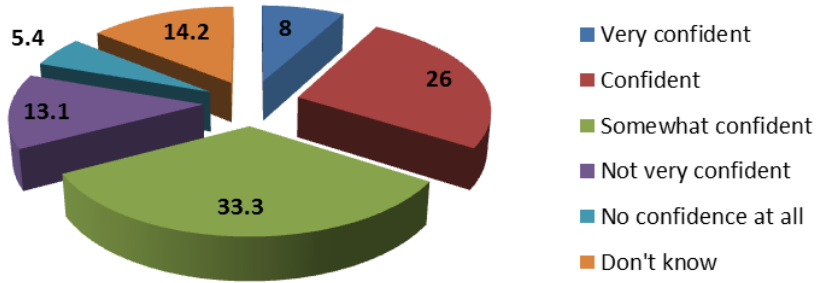
The relatively high number of responses 'Don't Know' for social media reflects a combination of demographic factors and the relative 'newness' of the media.

Question 12:

Overall, how confident are you that Council is managing its resources (workforce, assets, and finances) well?

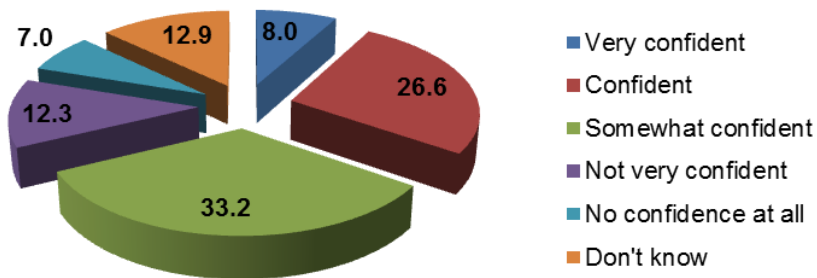
Workforce:

Workforce (n = 1,056) %



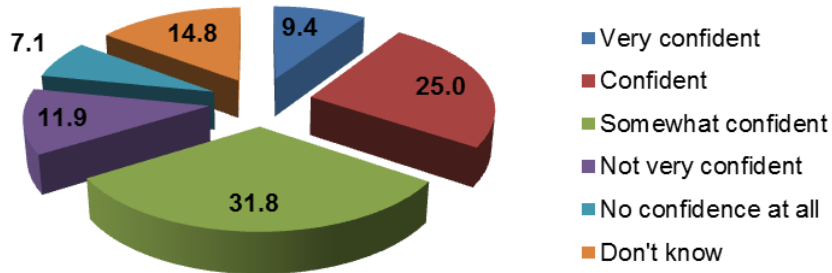
Assets:

Assets (N = 1,020) %



Finances:

Finances (N = 1,021) %



Question 13:

OVERALL how satisfied are you with the Council's services for and on behalf of the community of Port Stephens?

2016 (N = 1,057) %

