



**2017
Customer Satisfaction
Survey
Report**

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Customer Satisfaction Survey 2017

Executive Summary

The Operational Plan 2017-2018 requires at 5.3.1.11 that Council "Conduct a customer satisfaction survey". This is the Report of the survey conducted during April/May 2017.

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 964. Total response was 1,491 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 (excluding Library Services) surveyed was **79.03%**.

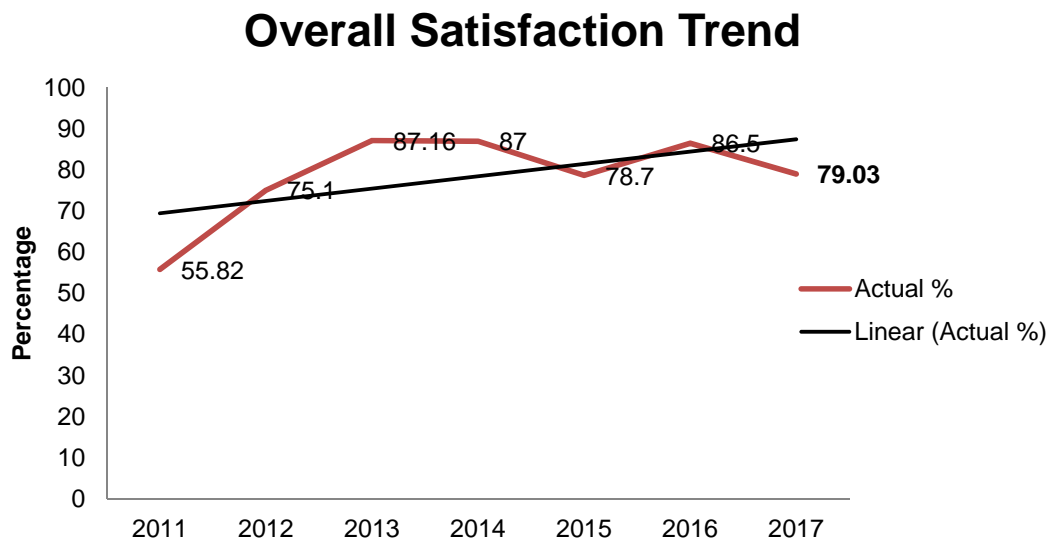


Figure 1: Overall satisfaction since 2011

In terms of overall satisfaction with Council, slightly more males (80.7%) were satisfied compared to 77.6% of females, with younger females and older males being more satisfied than others in their genders (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.

Table 1: Satisfaction scores

Facilities/Services	Satisfaction Score %
Libraries	98.0%
Children's Services	87.5 – 100%
Garbage collection services	93.9%
Sport & Recreational facilities	89.2%
Swimming pools	87.0%
Holiday Parks	81 – 94%
Community public halls	92.5%
Playground equipment	83.5%
Maintaining parks and gardens	67.4%
Development and Building Services	90.0%
Managing traffic flow (eg lights, roundabouts, street signs)	77.2%
Roadside maintenance (eg trees, litter, slashing)	80.3%
Public toilet amenities (Council-owned park/community amenities - not those in shopping centres)	73.6%
Managing nature reserves, wetlands, beaches & foreshores	88.0%
Access to waste depots and recycling	76.5%
Managing street trees	83.4%
Maintaining footpaths	70.0%
Maintaining cycleways/walking tracks	82.4%
Maintaining local roads	67.4%
Managing storm water drainage systems	78.4%
Controlling weeds	81.9%
Ranger services (eg animal management)	70.6%
Managing illegal dumping	53.9%
Ranger services (parking)	74.3%

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

Customer Satisfaction Survey 2017

General Survey

This survey was conducted from 1 to 31 May 2017. The targeted response for this General Survey was 640 and actual response was 877. (The total target for all surveys was 964 responses).

Not all respondents answered all questions. Percentage satisfaction results as shown in Table 1 and below relate to those respondents who answered the question; they exclude "don't know" and "don't use" responses.

Demographics

Of those that answered the age/gender question (n= 803) 52.2% were females and 47.8% were males. (Census 2011: Males 49.2%, Females 50.8%).

The graph below shows the age profile of respondents compared to the population (Census 2011) and with 2016 respondents' profile.

Respondents by Age - comparison with Census and 2016

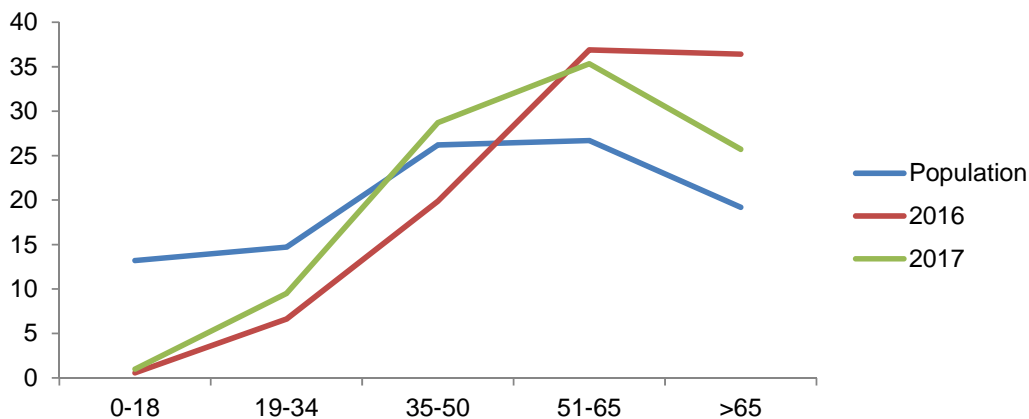


Figure 2: Demographic Profile of Respondents

There was a skew towards older residents and this age skew reflects that younger demographics may not have participated as the social media campaign was not implemented until later in the survey period.

Locality

Respondents answered the questions related to where in Port Stephens they lived (n=801). The overall sample of 801 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

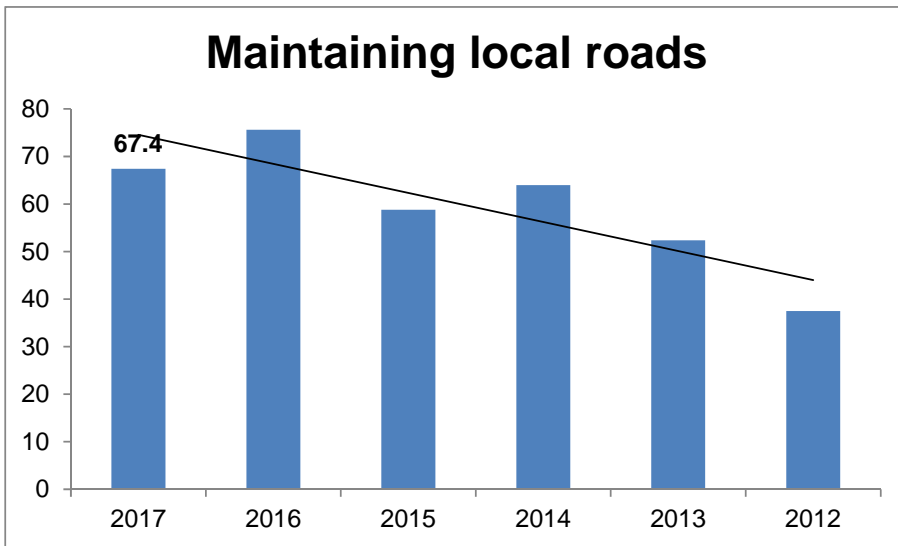
Results

The results that follow demonstrate the 2017 outcome and, where a direct comparison can be made, also show the 2016, 2015, 2014, 2013, and 2012 results. In terms of movement compared to the previous year +/- 5% is considered statistically significant.

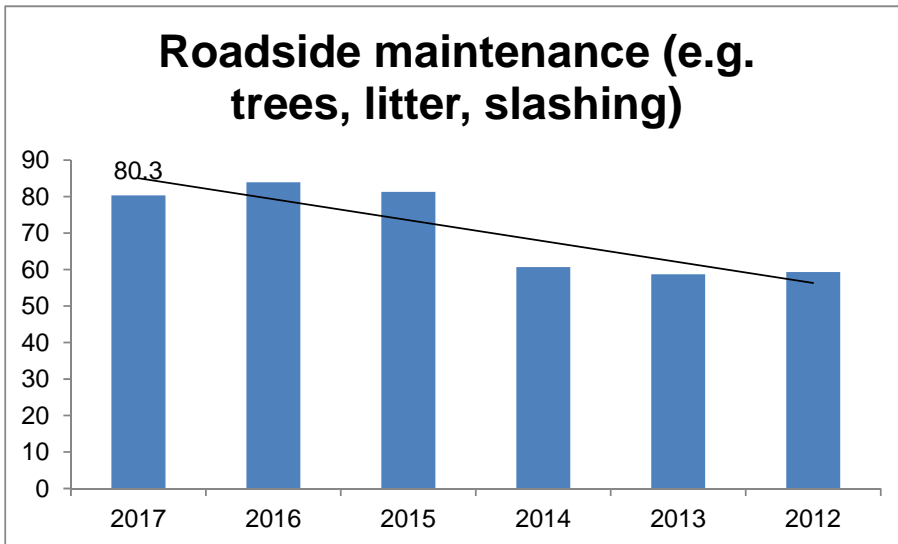
1: “How well is Council doing?” in a number of areas – results are below.

All figures in the table below are percentages.

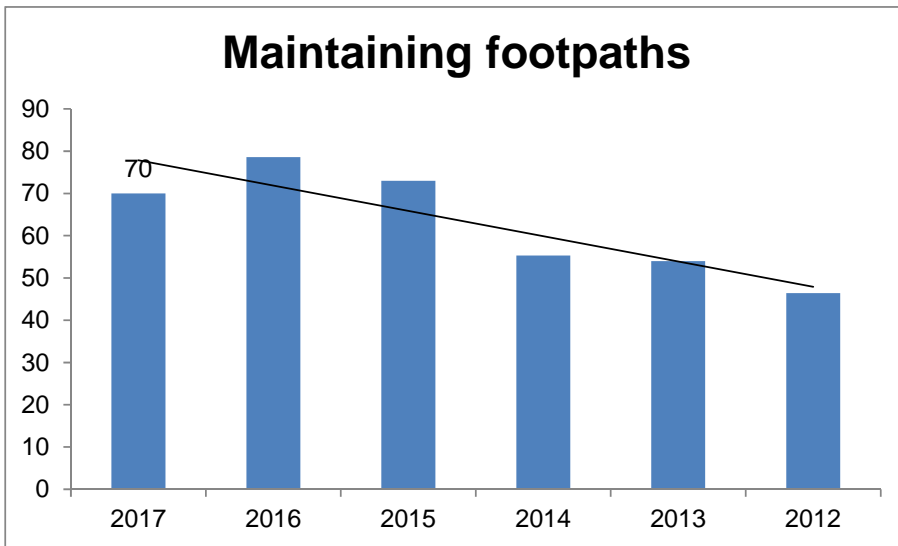
	2017 Aggregate	2016 Aggregate	2015 Aggregate	2014 Aggregate	2013 Aggregate	2012 Aggregate
Maintaining local roads	67.4	75.6	58.8	64.0	52.37	37.5
Roadside maintenance (e.g. trees, litter, slashing)	80.3	83.9	81.3	60.7	58.68	59.3
Maintaining footpaths	70.0	78.6	73.0	55.3	53.99	46.4
Maintaining cycleways/walking tracks	82.4	76.6	71.7	54.2	58.84	53.7
Managing street trees	83.4	80.0	76.0	60.8	57.87	56.7
Managing traffic flow (e.g. lights, roundabouts, street signs)	77.2	88.4	84.3	77.8	76.50	69.8
Managing storm water drainage systems	78.4	70.7	68.7	58.7	53.93	46
Managing illegal dumping	53.9	61.1	60.1	47.0	N/A	N/A
Maintaining parks and gardens	90.0	90.3	83.5	77.6	72.89	71.2
Managing nature reserves, wetlands, beaches and foreshores	88.0	83.6	75.2	64.5	67.89	60.8
Controlling weeds	81.9	67.8	64.0	48.8	46.28	37.8



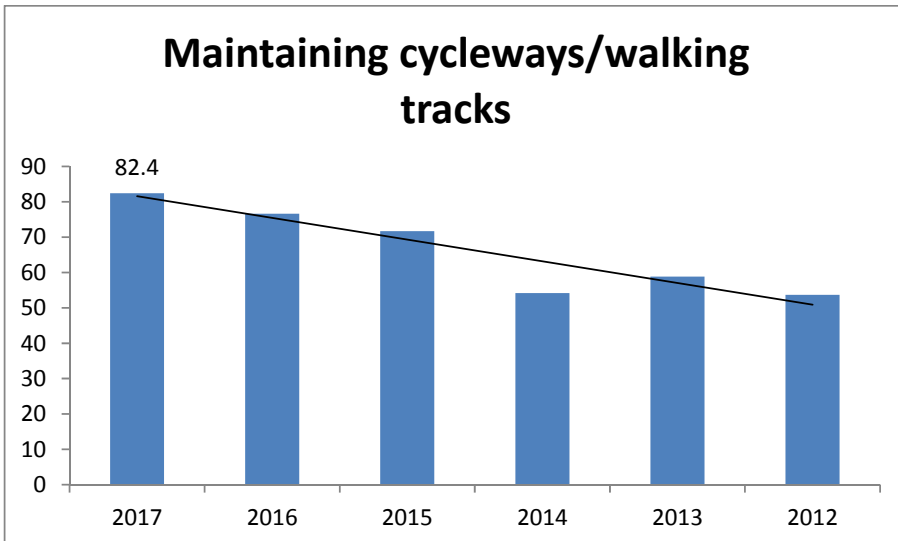
There has been a 79.3% improvement in satisfaction with maintenance of local roads compared to six years ago.



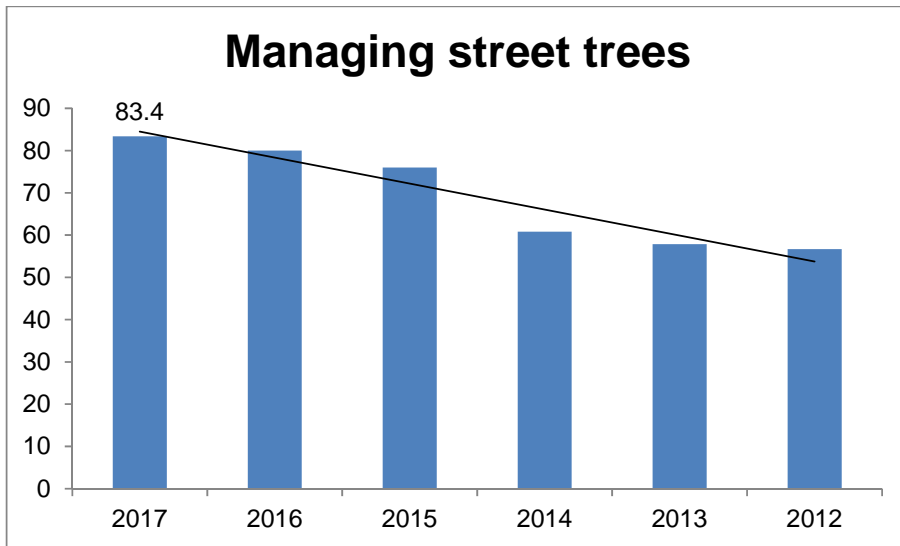
There has been a 35.4% improvement in satisfaction with roadside maintenance compared to six years ago.



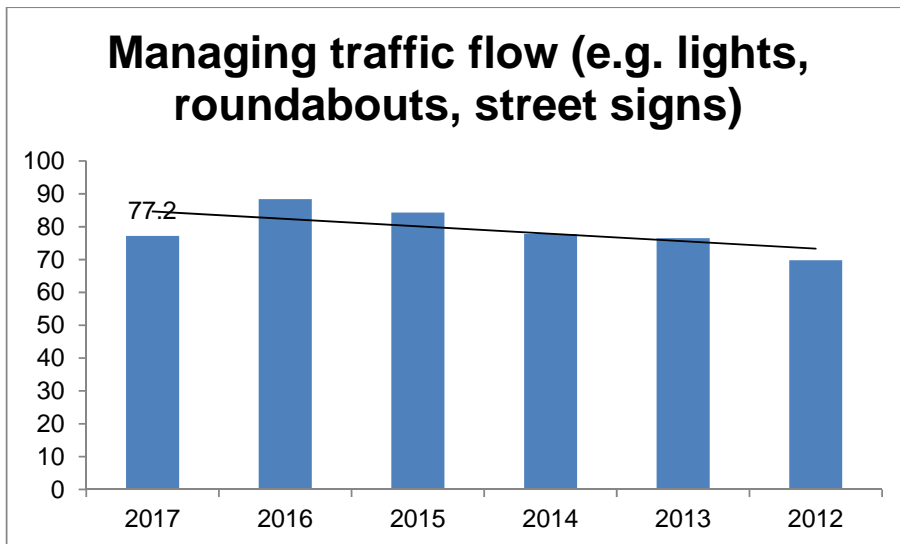
There has been a 50.9% improvement in satisfaction with maintenance of footpaths compared to six years ago.



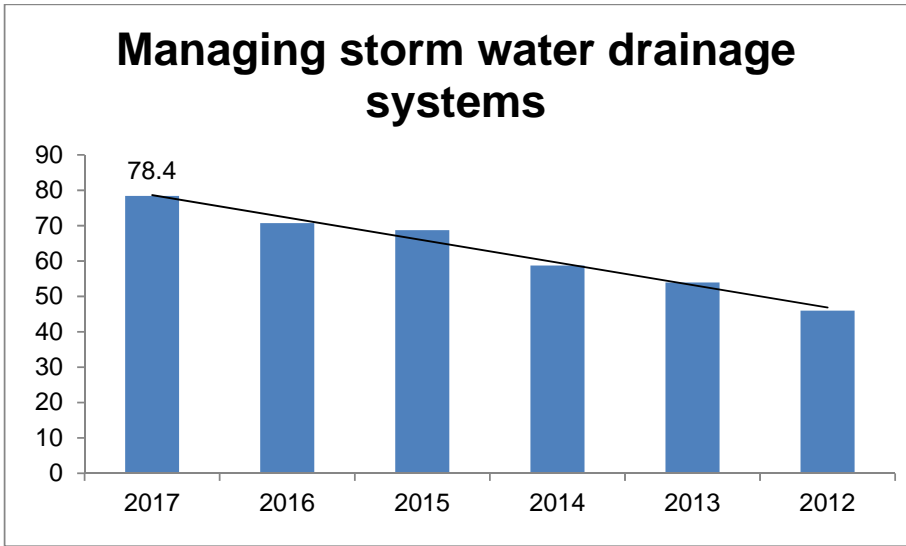
There has been a 53.4% improvement in satisfaction with maintenance of walking tracks and cycleways compared to six years ago.



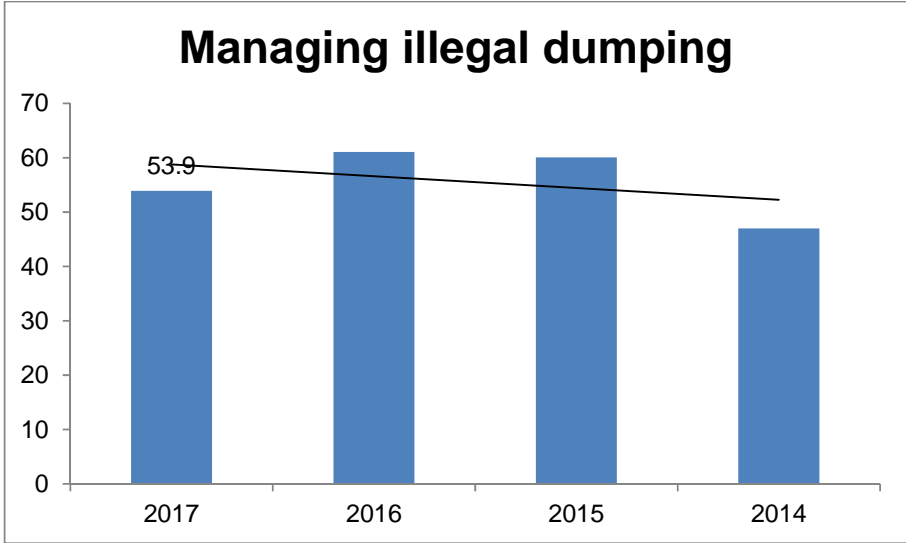
There has been a 47.1% increase in satisfaction with management of street trees compared to six years ago.



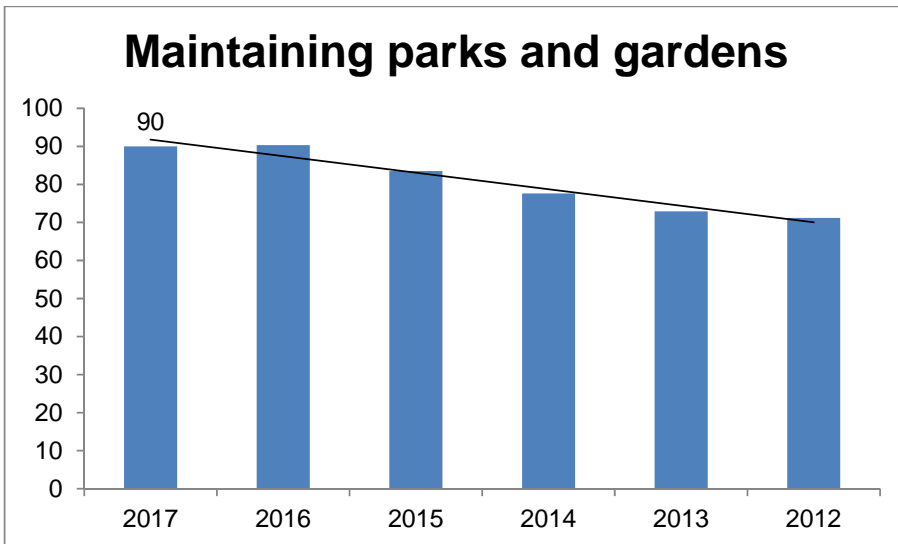
There has been a 10.6% increase in satisfaction of management of traffic flow compared to six years ago.



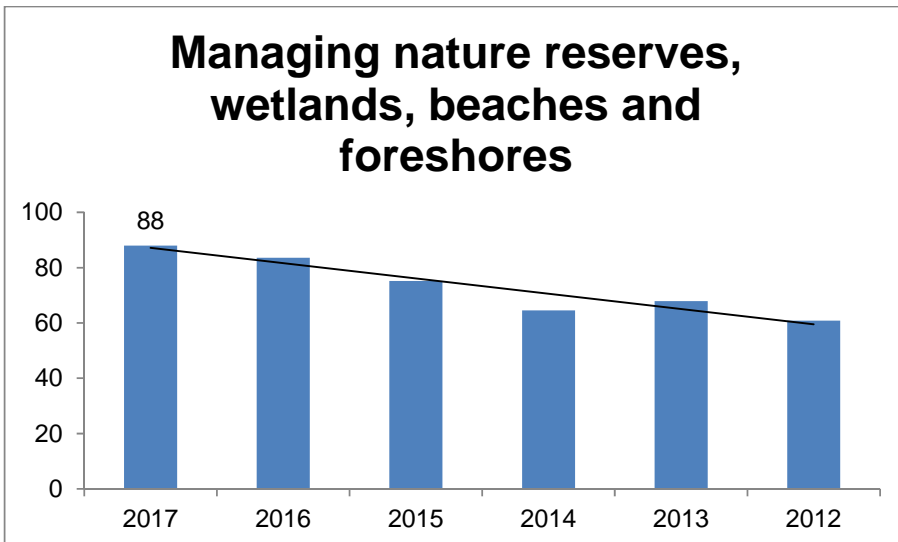
There has been a 70.4% increase in satisfaction with management of storm water drainage systems compared to six years ago.



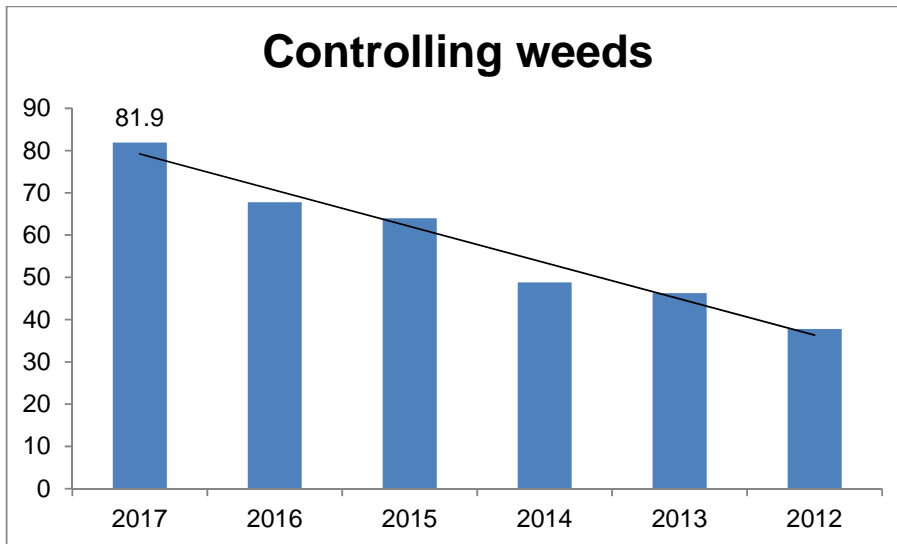
There has been a 14.7% increase in satisfaction with management of illegal dumping since 2014 when satisfaction levels commenced being measured.



There has been a 26.4% increase in satisfaction with maintenance of parks and gardens compared to six years ago.



There has been a 44.7% increase in satisfaction with management of reserves etc compared to six years ago.

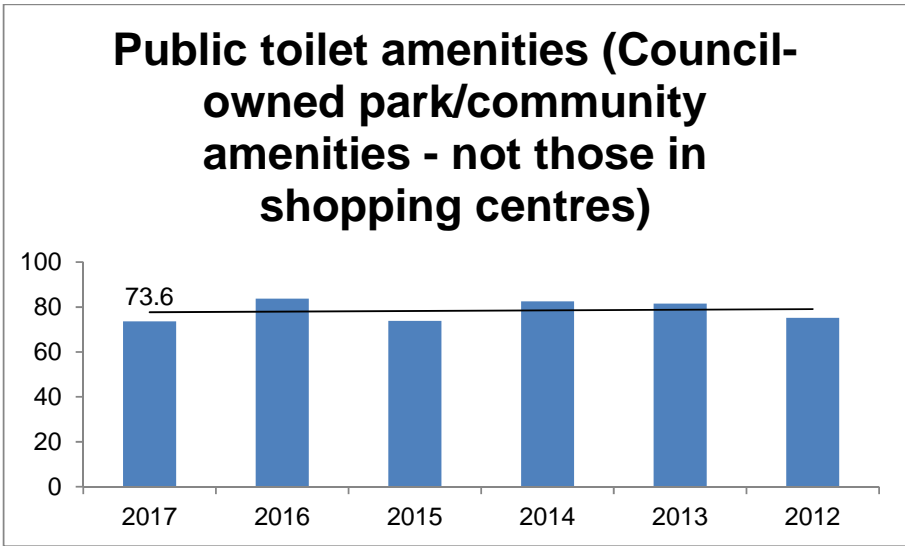


There has been a 116.7% increase in satisfaction with controlling weeds compared to six years ago.

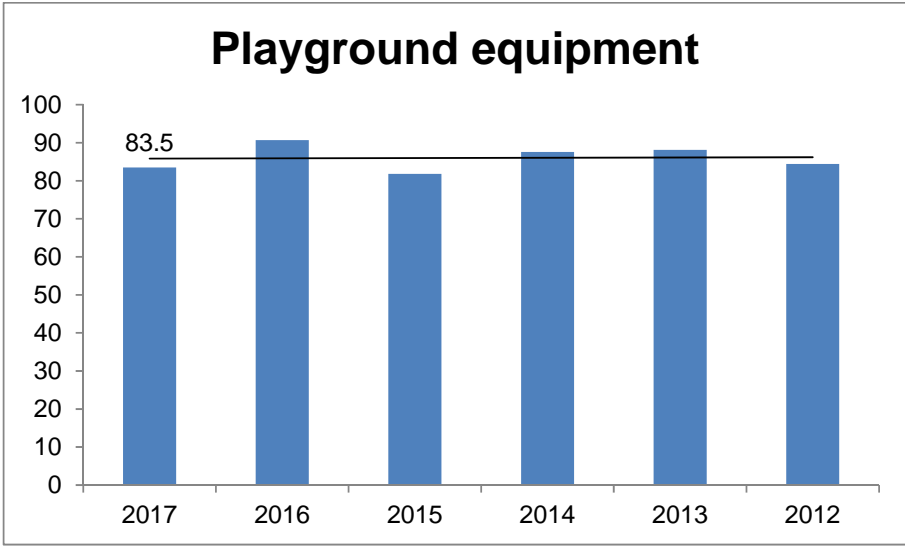
2: Required respondents to indicate how satisfied they were with the following services.

Summary:

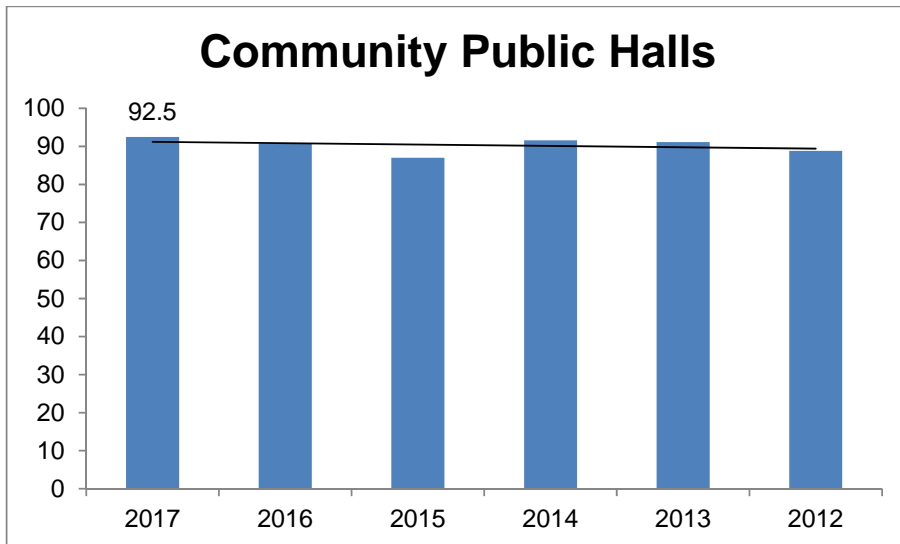
	<i>2017 Aggregate</i>	<i>2016 Aggregate</i>	<i>2015 Aggregate</i>	<i>2014 Aggregate</i>	<i>2013 Aggregate</i>	<i>2012 Aggregate</i>
Public toilet amenities (Council-owned park/community amenities - not those in shopping centres)	73.6	83.7	73.9	82.5	81.52	75.2
Playground equipment	83.5	90.7	81.8	87.6	88.15	84.4
Community Public Halls	92.5	90.7	87.0	91.6	91.14	88.8
Sport and Recreational Facilities	89.2	93.1	83.2	92.1	93.77	91.2
Swimming Pools	87.0	92.8	87.2	93.8	91.38	89.9



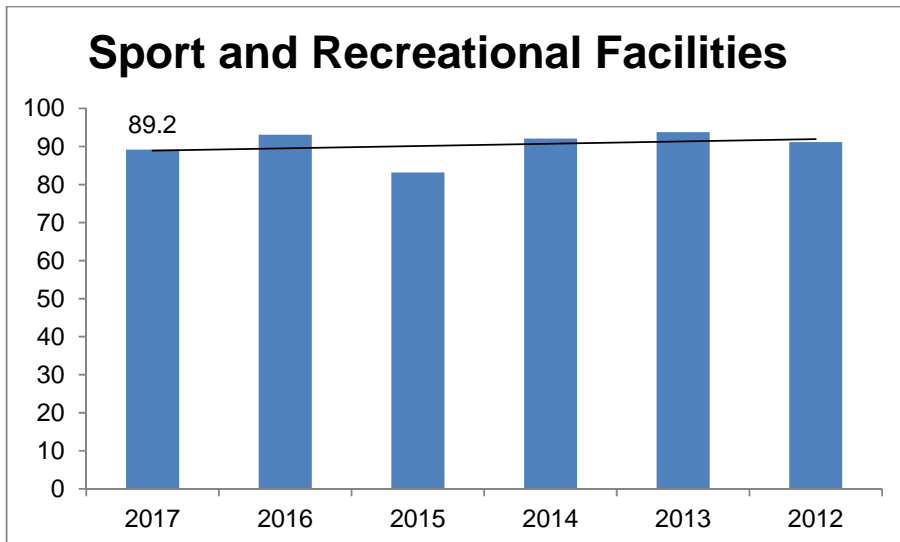
There has been a 2.1% decrease in satisfaction with Council-owned public amenities compared to six years ago.



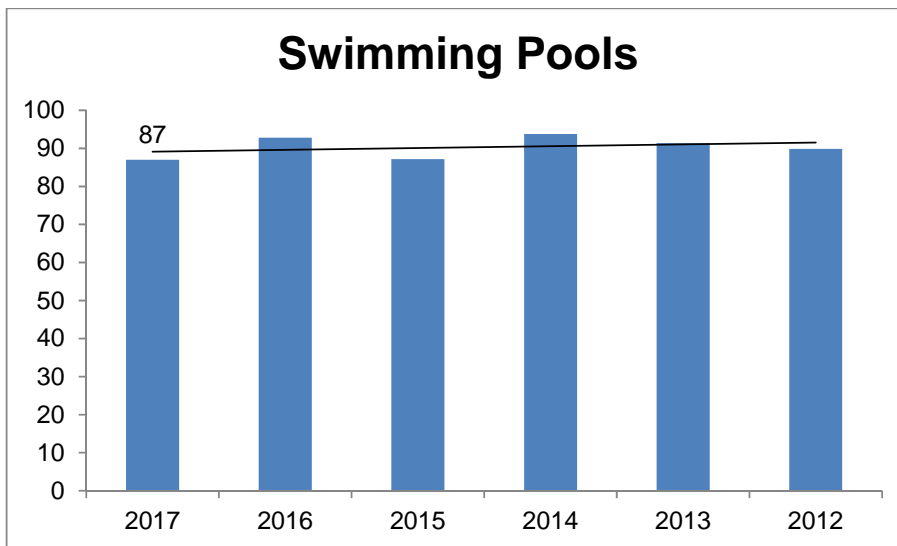
There has been a 1.0% decrease in satisfaction with playground equipment compared to six years ago.



There has been a 4.2% increase in satisfaction with community public halls compared to six years ago.



There has been a decrease of 2.2% in satisfaction with sport and recreation facilities compared to six years ago.



There has been a 3.2% decrease in satisfaction with swimming pools compared to six years ago.

3: Respondents were asked how well Council delivered some services.

<i>Figures are percentages</i>	2017 Aggregate	2016 Aggregate	2015 Aggregate	2014 Aggregate	2013 Aggregate	2012 Aggregate
Library Services	98.0	98.6	99.3	72.4	✚	✚
Children's Services (all services)	87.5 - 100	98.3	98.0	99.6	99.8	✚ *
Ranger Services (e.g. Animal Management)	70.6	62.6	62.6	63.6	60.4	65.5
Rangers Services (Parking)	74.3	59.5	61.5	60.1	61.6	56.3
Garbage Collection Services	93.9	93.5	86.1	93.3	92.7	92.3
Access to waste depots and waste transfer stations	76.5	81.7	72.2	82.1	76.5	74.3

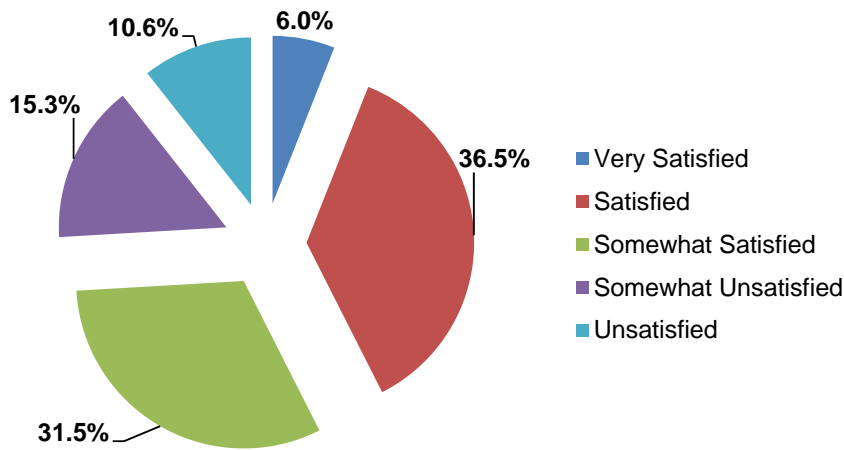
✚ In 2014 the Tilligerry Community Library was included for the first time, and therefore no comparisons with previous years are valid.

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

4: How safe do you feel in the following situations?

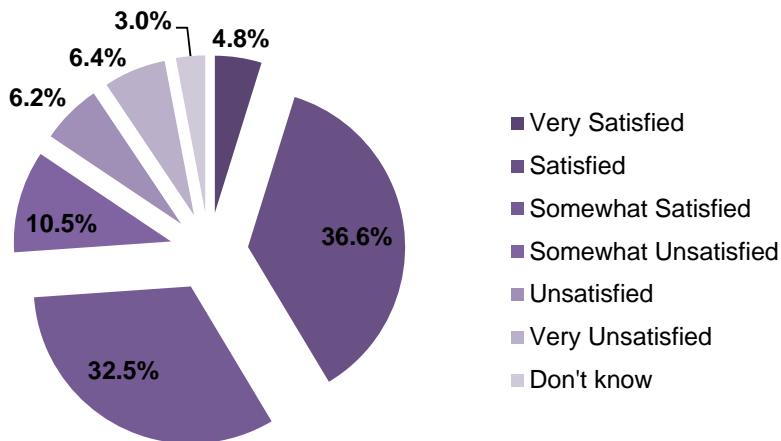
N = 843	Very safe	Safe	Moderately safe	Not very safe	Unsafe
At home during the day	420	327	79	14	2
At home at night	324	338	138	32	9
In your neighbourhood during the day	392	321	114	14	1
In your neighbourhood during the night	243	320	197	68	14

5: How satisfied are you with the built environment of Port Stephens LGA? (N = 821)



There was a slight decrease in the very satisfied and satisfied categories compared to 2016.

6: How satisfied are you with the management of the Environment of the Port Stephens LGA? (n = 828). Note: This question was given a context – Council was not solely responsible for management of the environment.



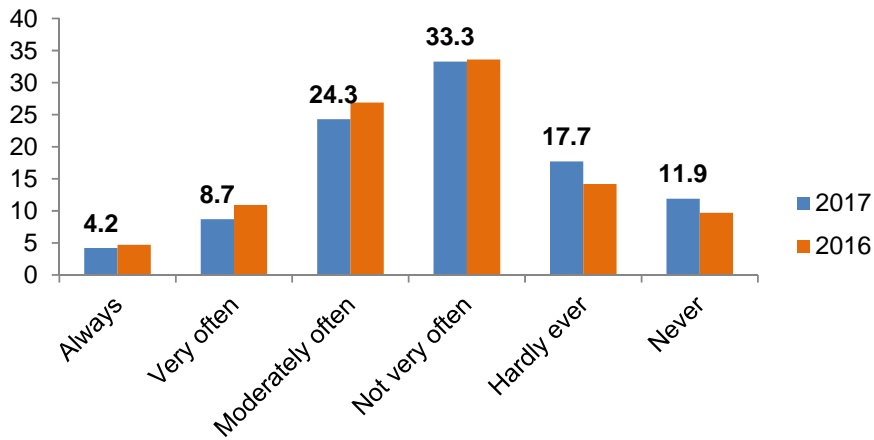
There was a slight decrease in very satisfied and satisfied compared to 2016.

7: How would you rate the appearance of your neighbourhood?

N = 813	
Very satisfactory/Very well maintained	12.5%
Satisfactory/well maintained	59.5%
Unsatisfactory/poorly maintained	23.5%
Very unsatisfactory/very poorly maintained	4.4%

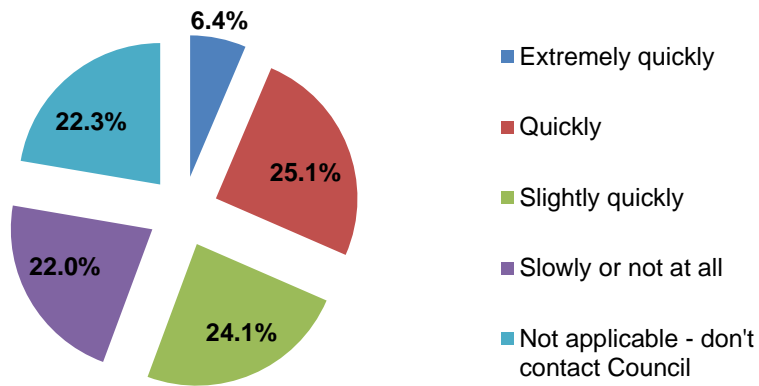
8: Do you feel you have opportunities to have genuine input to Council's decision-making on policies and matters that affect you? (2017 N = 815)

Percentage of Respondents



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

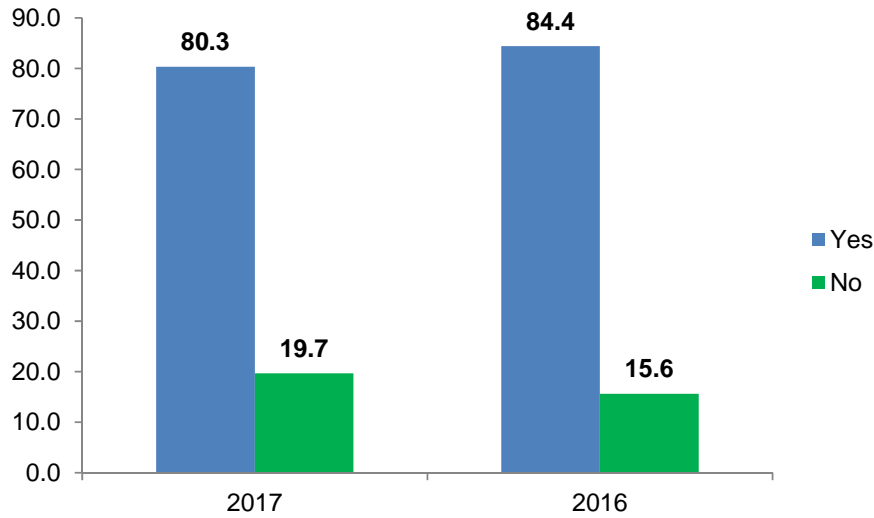
Response Percentage N = 812



9: Where do you most usually get information about Council activities (select all that apply)?

N = 810	Responses No.
Council's website	304
Council's Facebook	152
Council's Twitter	8
Council's email newsletter (Informe, BizLink etc)	71
At Council locations (Administration Centre, Libraries etc)	59
Council Notices in Port Stephens Examiner	442
News/editorial in Port Stephens Examiner	421
News/editorial in the Newcastle Herald	81
Local radio news	226
Local television news	170
Other (please specify)	111

10: Is Council's web site easy to use to access information or interact with Council? N = 564 (response by those who accessed the website; total response 806).



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

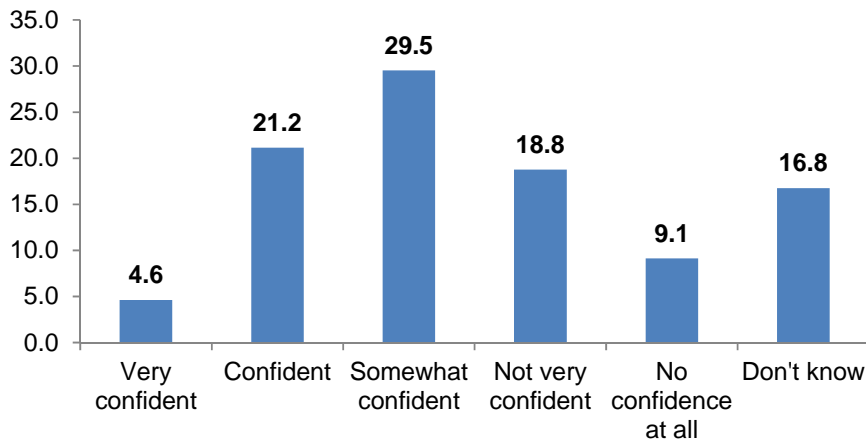
N = 812	Very well	Well	Moderately well	Not very well	Poorly	Don't Know
In the Port Stephens Examiner - Council Page	80	236	286	79	50	77
On Council's web site	60	209	193	56	28	241
Through social media sites such as Facebook & Twitter	31	91	130	59	39	438
Through Council's Customer Service Staff	62	148	149	58	58	313

**12: What is your preferred means of communicating with Council?
(Respondents could choose more than one option).**

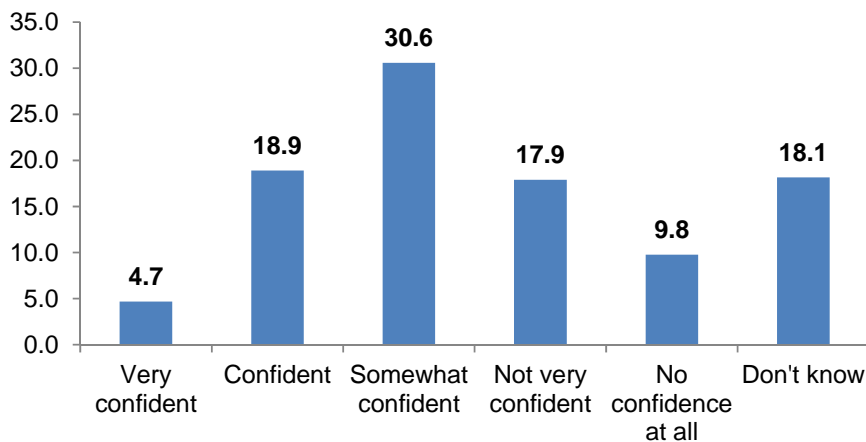
N = 818	Response Percent
In Person at Council's Administration Building	20.3%
By Telephone	49.9%
In writing (letter)	7.1%
In writing (email)	43.9%
Via Council's Facebook page	11.7%
On Twitter	1.1%
Don't contact Council	10.1%

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

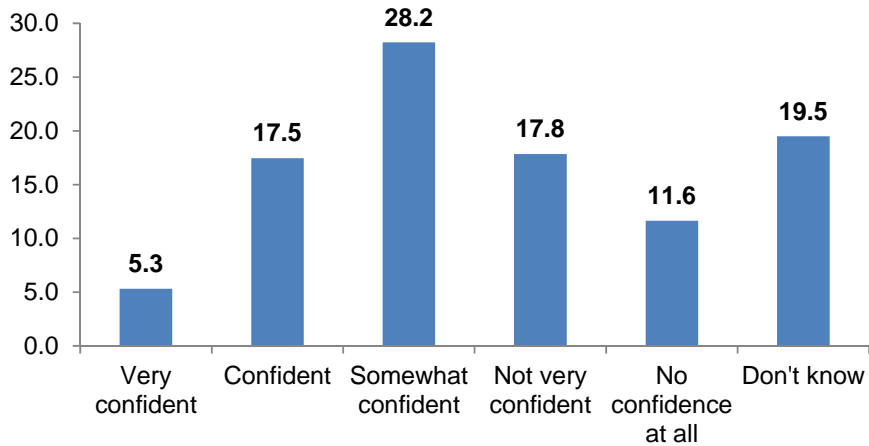
Workforce



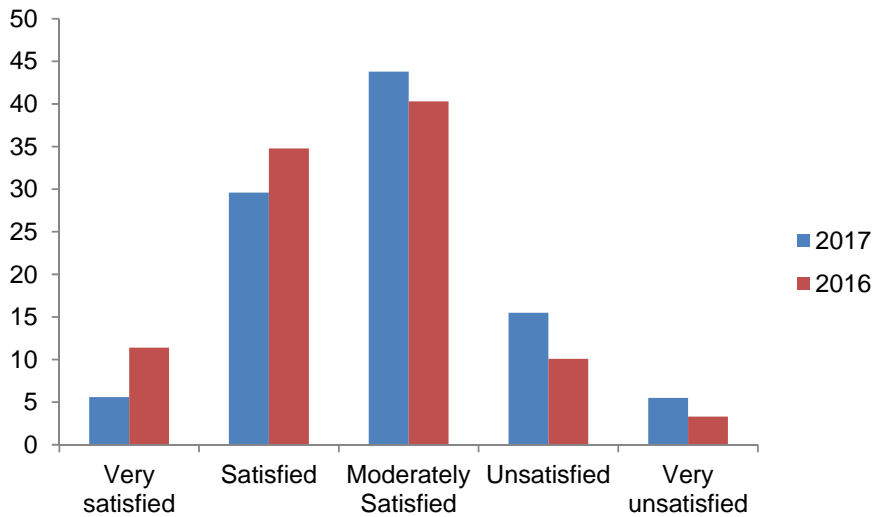
Assets



Finances



Question 14: OVERALL how satisfied are you with the Council's services for and on behalf of the community of Port Stephens? (N = 808)



There has been a decrease of 7.5% in those respondents reporting positive degrees of satisfaction (79%) compared to 2016.