



# **George Town Council**

## Community Satisfaction Survey

### Research Report 2015

**Prepared by**





**This report has been prepared by  
Enterprise Marketing and Research Services Pty. Ltd.  
60 Main Road, Moonah, 7009**

**All enquiries should be addressed to:**

**Samuel Paske  
Chief Operations Director  
PO Box 402  
Moonah TAS 7009**

**Phone: (03) 6211 1222  
Fax: (03) 6211 1219  
E-mail: [sam.paske@emrs.com.au](mailto:sam.paske@emrs.com.au)**

# Contents

<b>Executive Summary</b>	<b>1</b>
<b>Section One - Introduction</b>	<b>5</b>
1.1 Aims and Objectives	5
1.2 Methodology	5
1.3 Measuring Overall Satisfaction	6
1.4 The People Interviewed	7
<b>Section Two - Satisfaction with Council Services</b>	<b>8</b>
2.1 Satisfaction Summary	8
2.2 Community Involvement	11
2.3 Planning and Development	13
2.4 Roads, Footpaths and Traffic	15
2.5 Waste Management	17
2.6 Social and Community Services	19
2.7 Community Health and Safety	21
2.8 Recreation and Cultural Facilities and Business	23
<b>Section Three – Customer Service</b>	<b>25</b>
3.1 Direct Dealings with Council	25
3.2 Method of Contact	27
3.3 Reason for Contact	29
3.4 Satisfaction with Council Staff	30
3.5 Satisfaction with Other Council Services	32
<b>Section Four – Overall Satisfaction</b>	<b>34</b>
4.1 Overall Satisfaction	34
4.2 Ratepayers	36
4.3 Value for Money	38
4.4 Areas for Improvement	39
4.5 Best Aspects of Council	40

<b>Section Five – Council Direction and Reform</b>	<b>41</b>
5.1 Council Direction	41
5.2 Council Involvement in Reform	43
5.3 Rate Rise or Service Cut Preference	45
5.4 George Town Council Improvements	47
<b>Section Six – Additional Information</b>	<b>48</b>
6.1 Length of Time in the Council Area	48
<b>Appendix A - The Questionnaire</b>	<b>50</b>

## **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.

This report presents the results of the separate survey commissioned by George Town Council using LGAT's survey instrument. In the George Town municipality, 300 residents were surveyed to measure their satisfaction with Council.

Results for George Town Council are presented in the report alongside the statewide LGAT benchmark to allow comparisons to be made, while also identifying any significant demographic variances within the 2015 data.

## **Satisfaction Summary**

The average satisfaction score across all 35 services in George Town was 67%, 3 percentage points lower than that recorded in the 2015 statewide research.

Those elements to receive the highest average satisfaction scores in George Town were "staff being friendly and polite" and "staff having a professional attitude and presentation" (84% in each case), as well as "household garbage collection" (82%).

## **Community Involvement**

The average satisfaction score recorded by residents for community involvement was 58%, a decrease of 4 percentage points from the score recorded in the 2015 statewide survey.

Residents in George Town were most likely to be satisfied with "informing residents about Council activities" (60%) and least satisfied with "council lobbying on behalf of the community" (56%).

## **Planning and Development**

The average satisfaction score recorded by residents for the element of planning and development was 56%, a marginal decrease of 2 percentage points compared to the statewide research.

Two additional planning and development elements were asked of the 41 residents that had direct contact with their Council planning, development or building area in the past 12 months. Satisfaction scores of 62% and 54% respectively were recorded for the areas of "planning and development decisions as they apply to your development" and "the building approval process".

### **Roads, Footpaths and Traffic**

The average satisfaction score recorded by George Town residents for roads, footpaths and traffic was 59%, a decrease of 3 percentage points when compared to the results of the 2015 statewide survey. Residents in the current round were most likely to be satisfied with “an efficient local road network” (68%, compared to 64% statewide).

### **Waste Management**

The average satisfaction score recorded by residents for waste management was 71%, a decrease of 5 percentage points compared to the statewide research.

Residents were most likely to be satisfied with “household garbage collection” (82%) and “recycling services” (78%) while the area of “operation of local tip and transfer stations” was considerably lower (56%, compared to 72% statewide).

### **Social and Community Services**

The average satisfaction score recorded by residents for social and community services was 63%, 1 point lower than the average satisfaction recorded across Tasmania in 2015.

### **Community Health and Safety**

The average satisfaction score recorded by residents for community health and safety was 69%, down 4 percentage points from the overall statewide research.

Similar to the statewide research, residents were most likely to be satisfied with “council immunisation programs” and “hygiene standards of food outlets, restaurants and public facilities” (both at 74%) and least satisfied with “stormwater and flood control” (62%).

### **Recreation and Cultural Facilities and Business**

The average satisfaction score recorded by residents for recreation and cultural facilities and business was 68%, a decrease of 4 percentage points compared to the statewide research. The two areas where George Town Council exceeded Statewide satisfaction were those of “tourism and visitor information services” and “community and cultural activities” (74% in each case).

### **Direct Dealings with Council**

38% of all those surveyed in George Town had been in direct contact with their local council within the last 6 months, while a further 12% had done so within the last 12 months. One fifth (20%) of all those surveyed in George Town stated they had never had direct dealings with the Council.

### **Method of Contact**

George Town Council survey results saw a higher percentage of residents opting to make contact with their Council in person (63%, compared with 57% statewide). 31% chose to make contact “by telephone” (compared to 40% of those statewide) and 10% opted to do so “in writing”.

### **Reason for Contact**

The predominant reasons for George Town residents to make contact with their local council were in relation to the “state of roads and footpaths” (16%) or for a matter pertaining to “building/ planning permit and queries” (15%).

Other reasons mentioned by at least 5% of those to have made contact included “paying bills/ fines”, “rates/ taxes”, “rubbish/ recycling issues”, and “dog registration/ information”.

### **Satisfaction with Council Staff**

The average satisfaction score recorded by residents for satisfaction with the council staff in dealing with recent enquiries was 81%, 1 percentage point lower than that recorded in the 2015 statewide research.

Residents in George Town 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 much less satisfied with the “overall handling of and response to your enquiry” (74%).

### **Satisfaction with Other Council Services**

The average satisfaction score recorded by residents for satisfaction with other council services was 75%, a decrease of 3 percentage points compared with the statewide result of 78%.

Residents were most likely to be satisfied with “being dealt with in a fair and impartial way” (78%) and least satisfied with “access to relevant Council information” (72%).

### **Overall Satisfaction**

When specifically asked to provide a rating, the overall level of satisfaction among respondents was 64%, six percentage points lower than overall satisfaction recorded statewide in 2015.

### **Ratepayers and Value for Money**

80% of residents surveyed in George Town were ratepayers of the local Council, a decrease of 2 percentage points compared with the statewide figure while the average score for value for money in the current round of research was 56%, down six points from the score recorded in the statewide research.

### **Areas for Improvement**

“Community involvement” and “roads, footpaths and traffic” were the primary areas for improvement specified by George Town Council residents while other areas mentioned frequently included “waste management” and “recreational and cultural facilities and business” (10% and 8% respectively).

“Other” areas mentioned by respondents included 7% of residents stating their desire for a “professional, efficient and forward thinking council” along with 5% mentioning they believe the Council should “address outlying areas as well as the main town”.

### **Best Aspects of Council**

The areas or services considered as the best aspects of their local Council by George Town residents were “customer service” (20%), that the council was “performing well/ happy with progress” (17%), and the “recreational and public areas” (7%).

### **Council Direction**

67% of all residents surveyed in George Town believe their Council is currently heading in the right direction; 21% stating “definitely” and 46% “probably” the right direction but still 10 points lower than the 775 recorded in the statewide survey in 2015. 14% in total believed their Council was heading in the wrong direction while the remaining 19% were unable to give a definitive response.

### **Council Involvement in Reform**

The average importance score when residents were asked about their Councils involvement in reform discussions was 86% (compared to 88% statewide).

54% of all those surveyed stated that it was “very important”, 16% gave a score of 4 out of 5 and only 7% believed it was not important giving a score of either 1 or 2 out of 5. Those who reported that involvement in reform discussions is important reported their main reason for doing so to be “council needs to stay updated, informed and involved in discussion regardless of outcome” (23%).

### **Rate Rise or Service Cut Preference**

Opinion was evenly split amongst George Town council residents with 34% preferring a rise in rates, 33% preferring a cut in local services and the remaining 33% unable to give a definitive response.

### **George Town Council Improvements**

The areas mentioned by residents that could be addressed to make George Town Council a better place to live, work, invest and socialise were increased “job opportunities” (15%), “support for business and industry” (11%) and by “cleaning up/ beautification” of the area (9%).



## Section One – Introduction

The research in 2015 was commissioned to measure the satisfaction residents in the George Town municipality currently have with their Council with respect to the services it provides. Results were to be presented alongside those gained in the 2015 research conducted across all 29 Councils in Tasmania, allowing George Town Council to make comparisons with the statewide benchmark.

### 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 the George Town municipal council area and to measure the levels of satisfaction with Council in its 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 the George Town Council;
- Gather data on the community's perceived level of importance of local government reform; and
- Understand areas for improvement and priority for the George Town Council 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 300 Tasmanian adult residents in the George Town municipal council area. 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 June of 2015.

As in the past, the major part of the survey has been to find out how satisfied George Town residents are with the way in which their local Council provides the range of services, and to provide a comparison with the overall scores recorded for the Councils statewide.

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 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 300 respondents, in this research we can say with 95% certainty that the results have a statistical accuracy of +/- 5.6 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 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 and gender.

## **1.3 Measuring Overall Satisfaction**

The Average Satisfaction score shown in Table 2 and Table 3 is a measure of how satisfied residents in the George Town municipality are with the level of Council 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 George Town residents had with the services provided by their local council.

## 1.4 The People Interviewed

The following table shows the percentage of each demographic group in the George Town Council survey.

**Table 1 – The People Interviewed  
(Percentage of those in each demographic group)\*†**

Demographic Group	George Town 2015
	Percentage (n=300)
<b>Total</b>	<b>100</b>
<b>Age</b>	
18 to 24 years	2
25 to 34 years	2
35 to 44 years	4
45 to 54 years	21
55 to 64 years	29
65 to 74 years	25
75 years or over	17
<b>Gender</b>	
Male	42
Female	58
<b>Employment Status</b>	
Employed full-time	24
Employed part-time	14
Unemployed	4
Student	1
Home duties	4
Retired/ pension	53
<b>Household Income</b>	
Under \$20,000	16
\$20,000 but under \$40,000	27
\$40,000 but under \$60,000	13
\$60,000 but under \$80,000	9
\$80,000 but under \$100,000	8
\$100,000 and over	11
Refused	16
<b>Household Situation</b>	
Single – living alone	21
Couple – living alone	55
Share house	3
Family – children under 18	11
Family – children over 18	8
Refused	1
<b>Ownership Status</b>	
Owner	88
Renter	12

\*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 George Town community was with the delivery of each of these by their Local Council. The activities and services have been ranked by the George Town results, from the highest average satisfaction score to the lowest.

**Table 2 – Summary of Council Services Satisfaction  
(Average satisfaction score)**

Council Services and Activities	LGAT 2015	George Town
Staff being friendly and polite	84	84
Staff having a professional attitude and presentation	84	84
Household garbage collection	80	82
Being dealt with in a fair and impartial way	80	78
Recycling services (includes kerbside recycling and depots)	78	78
Access to and availability of Council staff	78	76
Overall handling of, and response to your enquiry	78	74
Council immunisation programs	78	74
Hygiene standards of food outlets, restaurants and public facilities	76	74
Community and cultural facilities like halls, museums and galleries	70	74
Tourism and visitor information services	66	74
Access to relevant Council information	76	72
Sportsgrounds and recreational facilities in area	78	68
An efficient local road network (traffic flow)	64	68
<b>Average Satisfaction</b>	<b>70</b>	<b>67</b>
Maintaining a clean and tidy city/town	74	66
The appearance of public areas in general in Council	74	66
Council support for other community groups and organisations	70	66
Services and programs provided specifically for older people	64	66
Dog control	70	64
Community and cultural activities like markets, music events, theatre events and sports events	70	64
Services & programs provided for particular sections of the community	64	64
Parks and playgrounds	76	62
Stormwater and flood control	68	62
Planning and development decisions as they apply to your development	54	62
Informing residents about Councils activities	68	60
Contact with Councillors/Aldermen to discuss a matter of concern to you	62	58
Safe and well maintained pedestrian areas	62	58
Opportunities for involving residents in local decision making	58	58
Operation of local tip and transfer stations	72	56
Roadside slashing and weed control	62	56
Council lobbying on behalf of the community	60	56
Services and programs provided specifically for young people	58	56
Planning and development decisions generally	58	56
Safe and well maintained local roads	60	54
The building approval process	52	54

---

Those elements to receive the highest average satisfaction scores in George Town were “staff being friendly and polite” and “staff having a professional attitude and presentation” (84% in each case), as well as “household garbage collection” (82%).

**The average satisfaction score across all 35 services was 67%, 3 percentage points lower than that recorded in the 2015 statewide research.**

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

**Table 3 – Summary of Council Service Areas Satisfaction  
(Average satisfaction score)**

Council Service Area	LGAT 2015	George Town
Council Staff	82	81
Other Council Services	78	75
Waste Management	76	71
Community Health and Safety	73	69
Recreation and Cultural Facilities and Business	72	68
<b>Average Satisfaction</b>	<b>70</b>	<b>67</b>
Social and Community Services	64	63
Roads, Footpaths and Traffic	62	59
Community Involvement	62	58
Planning and Development	58	56

In George Town, average satisfaction was highest in the area of “Council Staff” (81%), followed by “Other Council Services” and “Waste Management” (75% and 71% respectively).

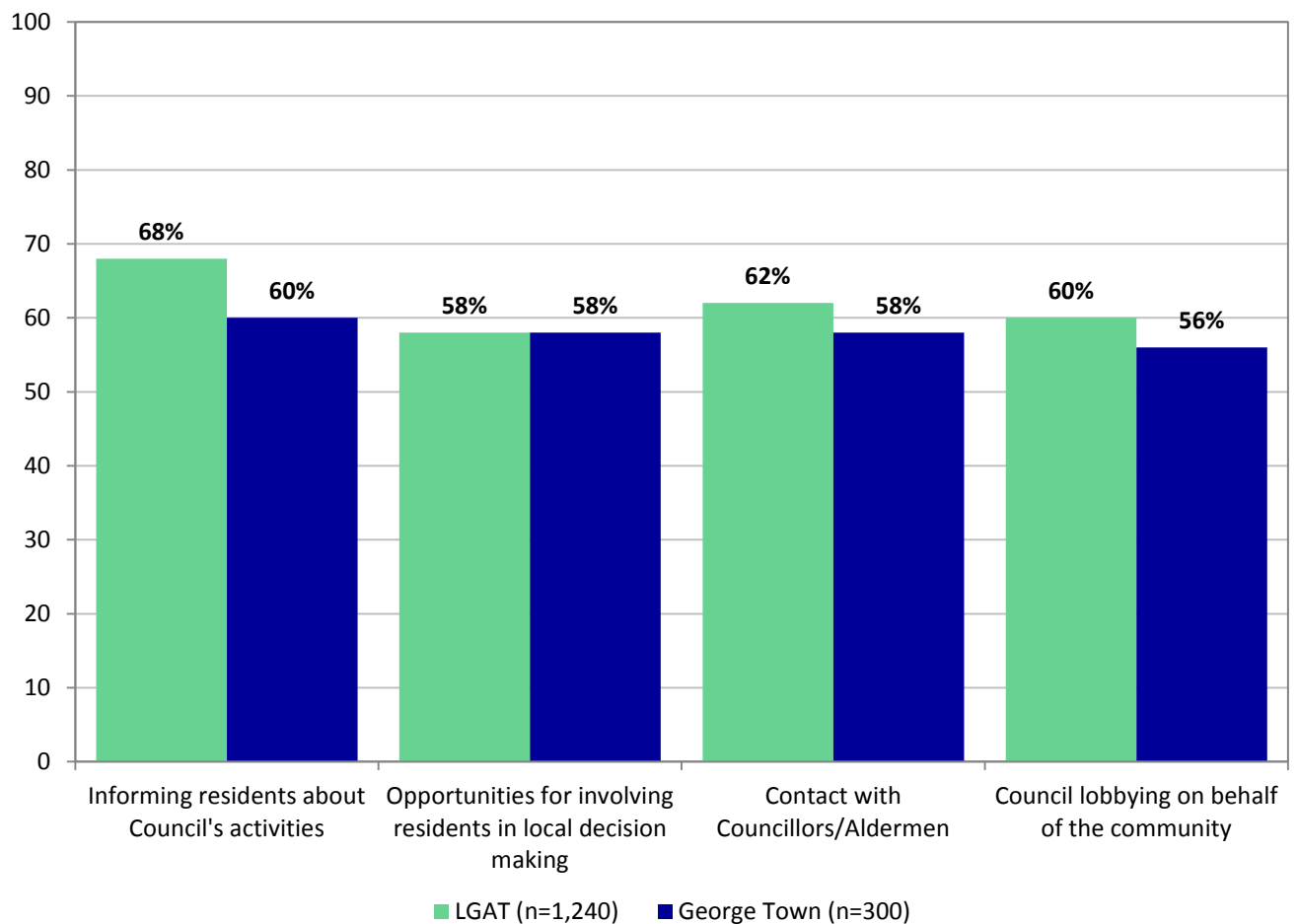
“Planning and Development” received the lowest satisfaction score (56%), as was also the case in the statewide research at 58%.

## 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 58%, a decrease of 4 percentage points from the score recorded in the 2015 statewide survey.**

Residents in George Town were most likely to be satisfied with “informing residents about Councils activities” (60%) and least satisfied with “council lobbying on behalf of the community” (56%).

Table 4 is segmented by gender, age group and ratepayer status to ascertain whether there are any significant subgroup variations in George Town.

**Table 4 – 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
<b>Total</b>	<b>60</b>	<b>58</b>	<b>58</b>	<b>56</b>
<b>Gender</b>				
Male	60	60	62	58
Female	60	58	56	54
<b>Age Group</b>				
18-24	58	64	56	52
25-34	60	66	62	60
35-44	58	64	60	64
45-54	60	54	56	50
55-64	60	52	56	50
65-74	62	58	62	56
75+	70	62	60	56
<b>Ratepayer</b>				
Yes	60	58	58	54
No	66	64	60	60

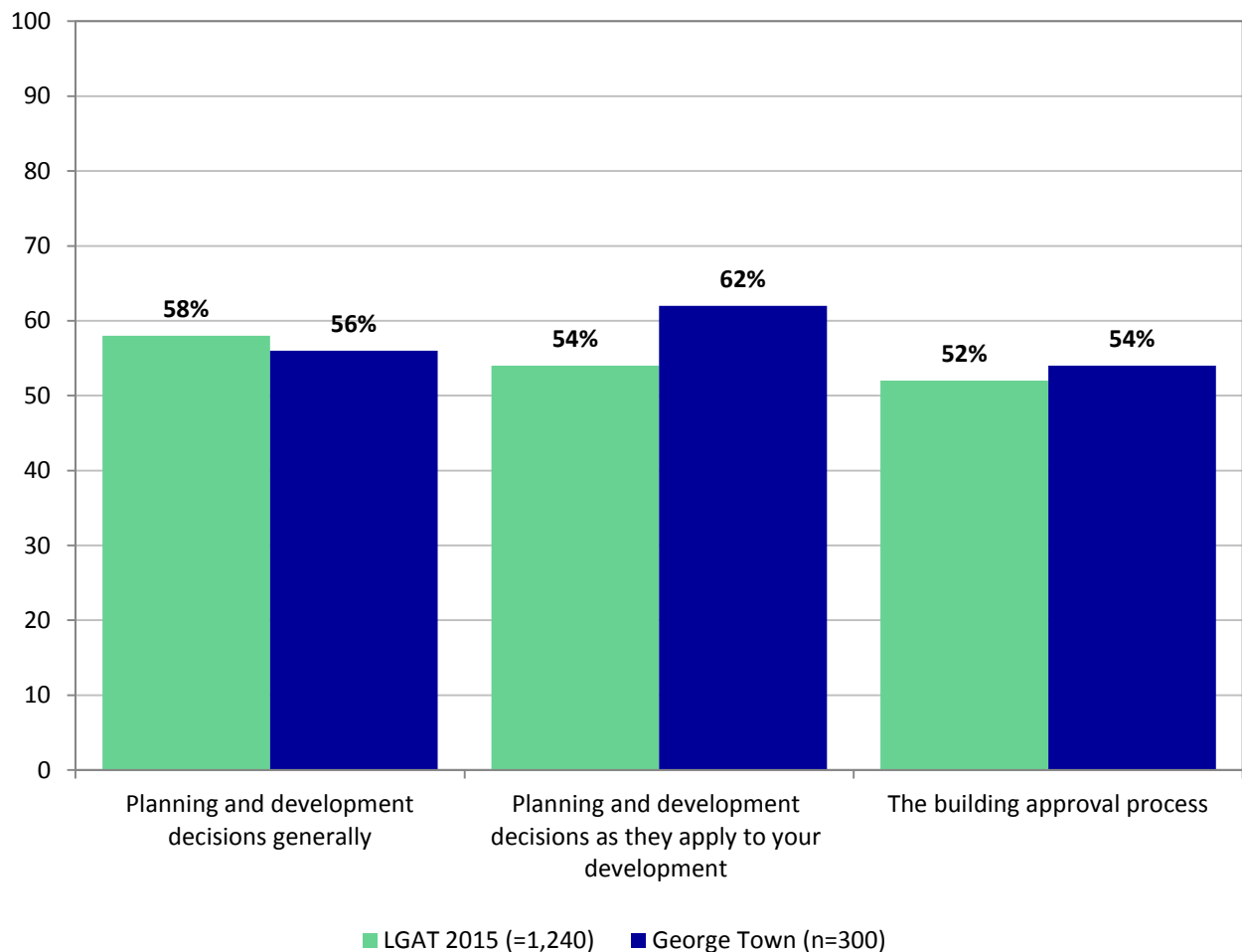


## 2.3 Planning and Development

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

- Planning and development decisions generally,
- 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 56%, a marginal decrease of 2 percentage points compared to the statewide research.**

Two additional planning and development elements were asked of the 41 residents that had direct contact with their Council planning, development or building area in the past 12 months.

Satisfaction scores of 62% and 54% respectively were recorded for the areas of “planning and development decisions as they apply to your development” and “the building approval process”.

Table 5 is segmented by gender, age group and ratepayer status to ascertain whether there are any significant subgroup variations in George Town.

**Table 5 – Satisfaction with Planning and Development  
(Average satisfaction score in each demographic group)**

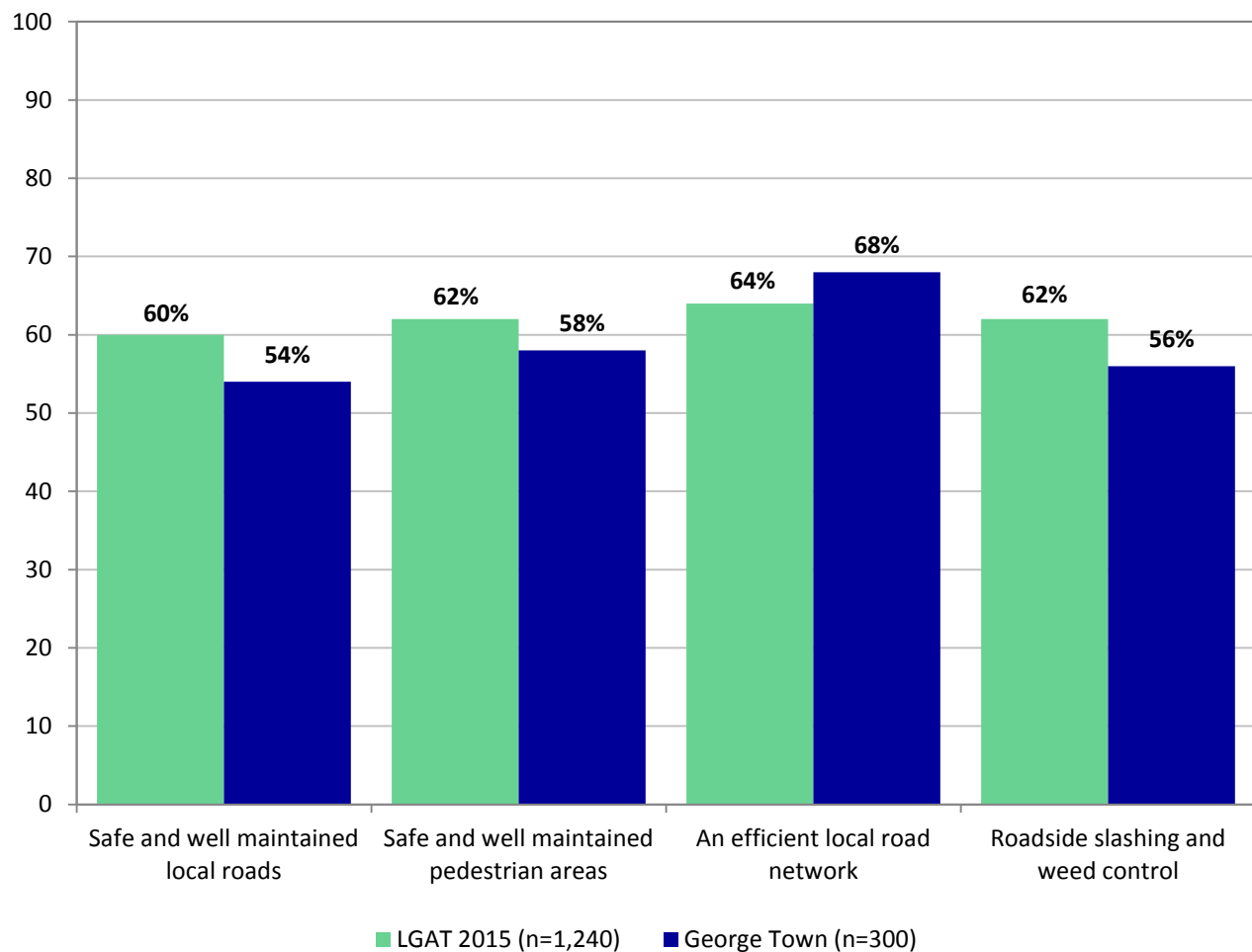
Demographic Group	Planning and development decisions generally	Planning and development decisions as they apply to your development	The building approval process
<b>Total</b>	<b>56</b>	<b>62</b>	<b>54</b>
<b>Gender</b>			
Male	60	62	62
Female	52	62	40
<b>Age Group</b>			
18-24	60	-	-
25-34	68	72	56
35-44	54	72	64
45-54	52	52	56
55-64	52	50	48
65-74	56	58	52
75+	56	78	66
<b>Ratepayer</b>			
Yes	54	60	54
No	62	100	78

## 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 George Town residents for roads, footpaths and traffic was 59%, a decrease of 3 percentage points when compared to the results of the 2015 statewide survey.**

Table 6 is segmented by gender, age group and ratepayer status to ascertain whether there are any significant subgroup variations in George Town.

**Table 6 – Satisfaction with Roads, Footpaths and Traffic  
(Average satisfaction score in each demographic group)**

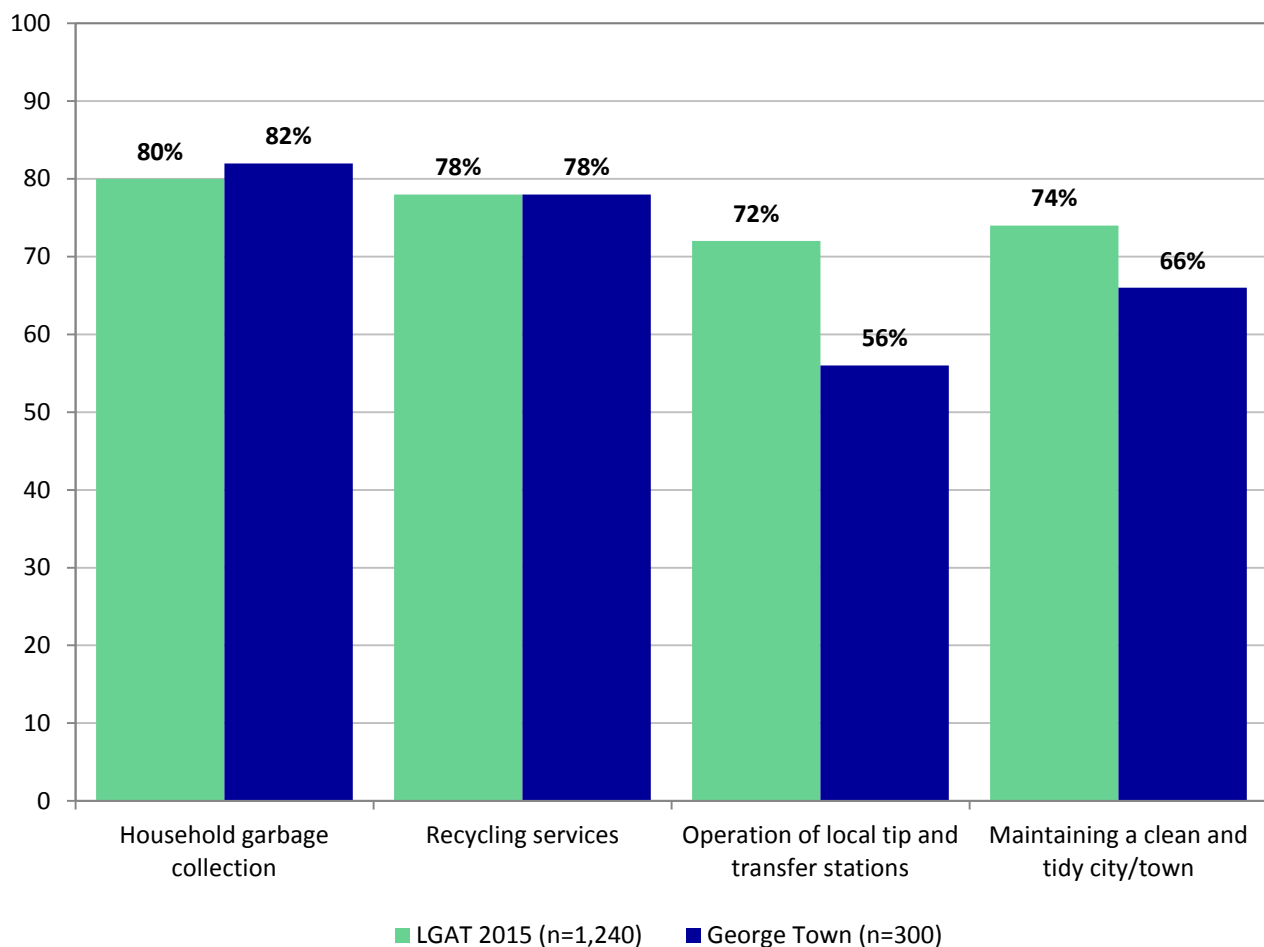
Demographic Group	Safe and well maintained local roads	Safe and well maintained pedestrian areas	An efficient local road network (traffic flow)	Roadside slashing and weed control
<b>Total</b>	<b>54</b>	<b>58</b>	<b>68</b>	<b>56</b>
<b>Gender</b>				
Male	54	60	66	54
Female	54	58	70	58
<b>Age Group</b>				
18-24	56	76	74	78
25-34	48	60	66	42
35-44	52	54	64	52
45-54	56	58	72	58
55-64	52	56	66	56
65-74	58	56	68	62
75+	58	58	66	60
<b>Ratepayer</b>				
Yes	54	58	68	54
No	56	62	70	64

## 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 71%, a decrease of 5 percentage points compared to the statewide research.**

Residents were most likely to be satisfied with “household garbage collection” (82%) and “recycling services” (78%) while the area of “operation of local tip and transfer stations” was considerably lower (56%, compared to 72% statewide).

Table 7 is segmented by gender, age group and ratepayer status to ascertain whether there are any significant subgroup variations in George Town.

**Table 7 – Satisfaction with Waste Management  
(Average satisfaction score in each demographic group)**

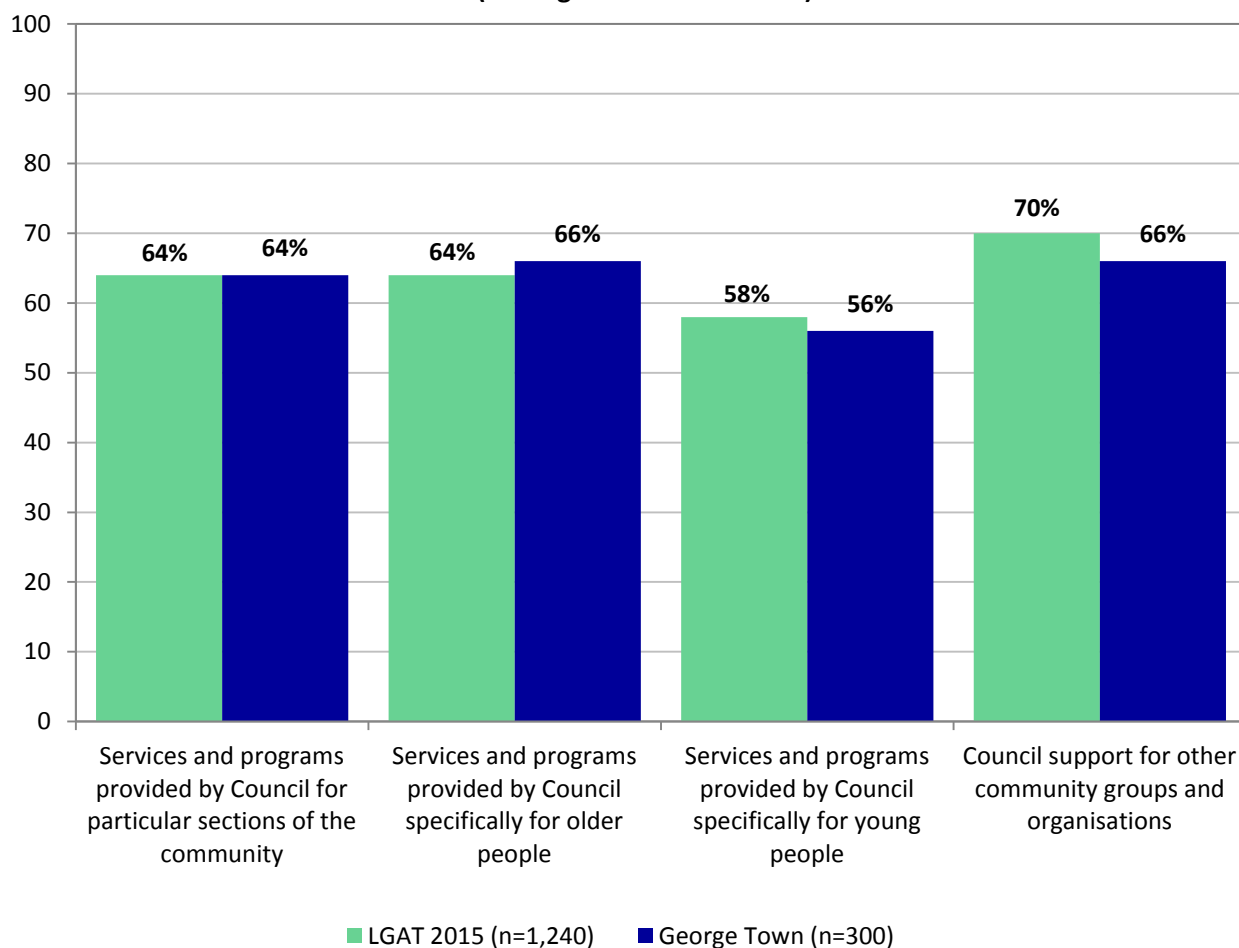
Demographic Group	Household garbage collection	Recycling services (includes kerbside recycling and depots)	Operation of local tip and transfer stations	Maintaining a clean and tidy city/town
<b>Total</b>	<b>82</b>	<b>78</b>	<b>56</b>	<b>66</b>
<b>Gender</b>				
Male	82	76	56	66
Female	82	80	58	68
<b>Age Group</b>				
18-24	76	86	58	66
25-34	72	62	40	64
35-44	82	82	52	60
45-54	80	76	58	72
55-64	84	76	60	64
65-74	86	80	68	70
75+	94	88	66	70
<b>Ratepayer</b>				
Yes	84	78	58	66
No	70	78	54	66

## 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 63%, down 1 percentage point from the statewide research.**

Table 8 is segmented by gender, age group and ratepayer status to ascertain whether there are any significant subgroup variations in George Town.

**Table 8 – 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
<b>Total</b>	<b>64</b>	<b>66</b>	<b>56</b>	<b>66</b>
<b>Gender</b>				
Male	68	66	56	68
Female	62	64	54	66
<b>Age Group</b>				
18-24	44	60	52	58
25-34	72	82	76	76
35-44	80	74	52	66
45-54	60	62	48	66
55-64	60	60	48	64
65-74	62	62	52	70
75+	70	68	58	70
<b>Ratepayer</b>				
Yes	64	64	56	66
No	64	66	56	66

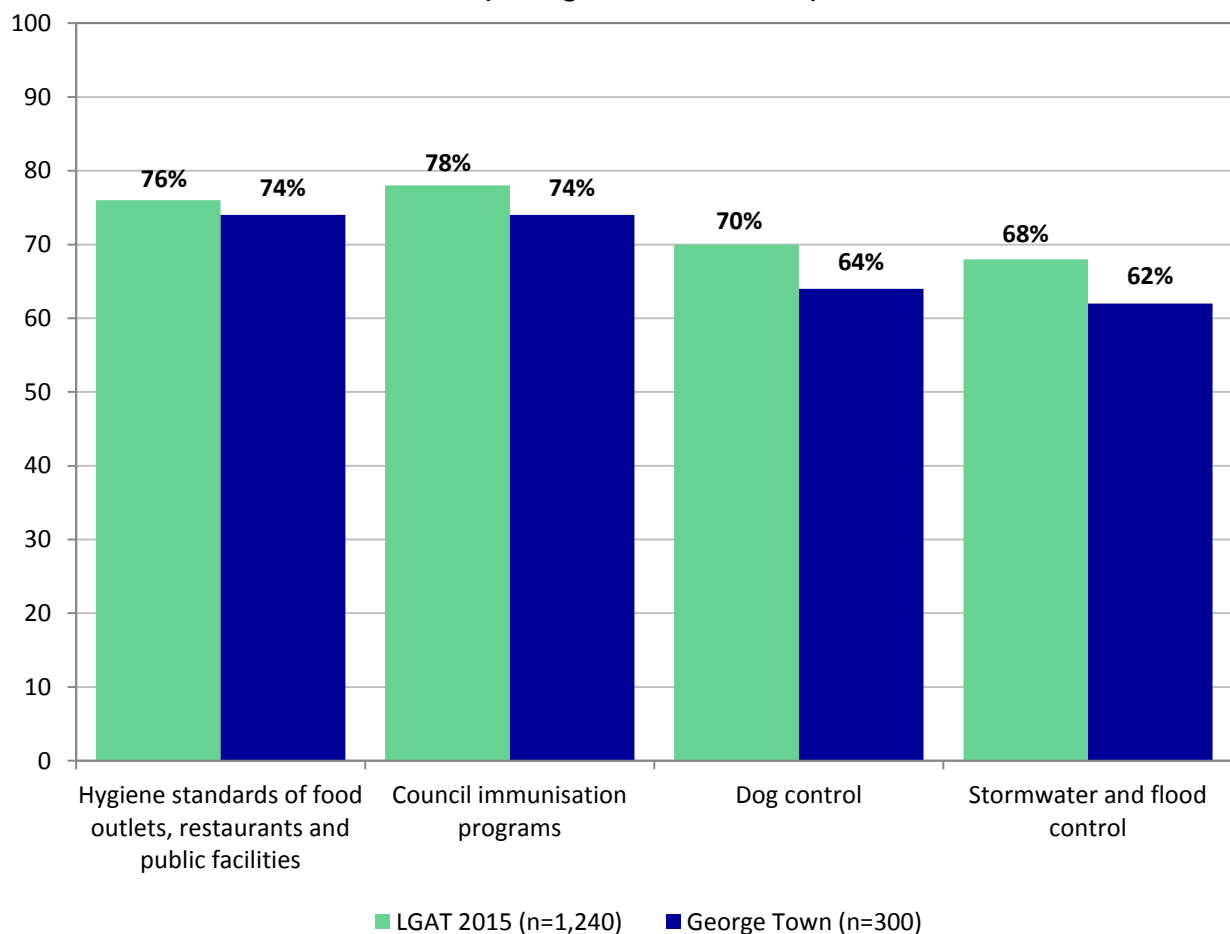


## 2.7 Community Health and Safety

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 69%, down 4 percentage points from the overall statewide research.**

Similar to the statewide research, residents were most likely to be satisfied with “council immunisation programs” and “hygiene standards of food outlets, restaurants and public facilities” (both at 74%) and least satisfied with “stormwater and flood control” (62%).

Table 9 is segmented by gender, age group and ratepayer status to ascertain whether there are any significant subgroup variations in George Town.

**Table 9 – Satisfaction with Community Health and Safety  
(Average satisfaction score in each demographic group)**

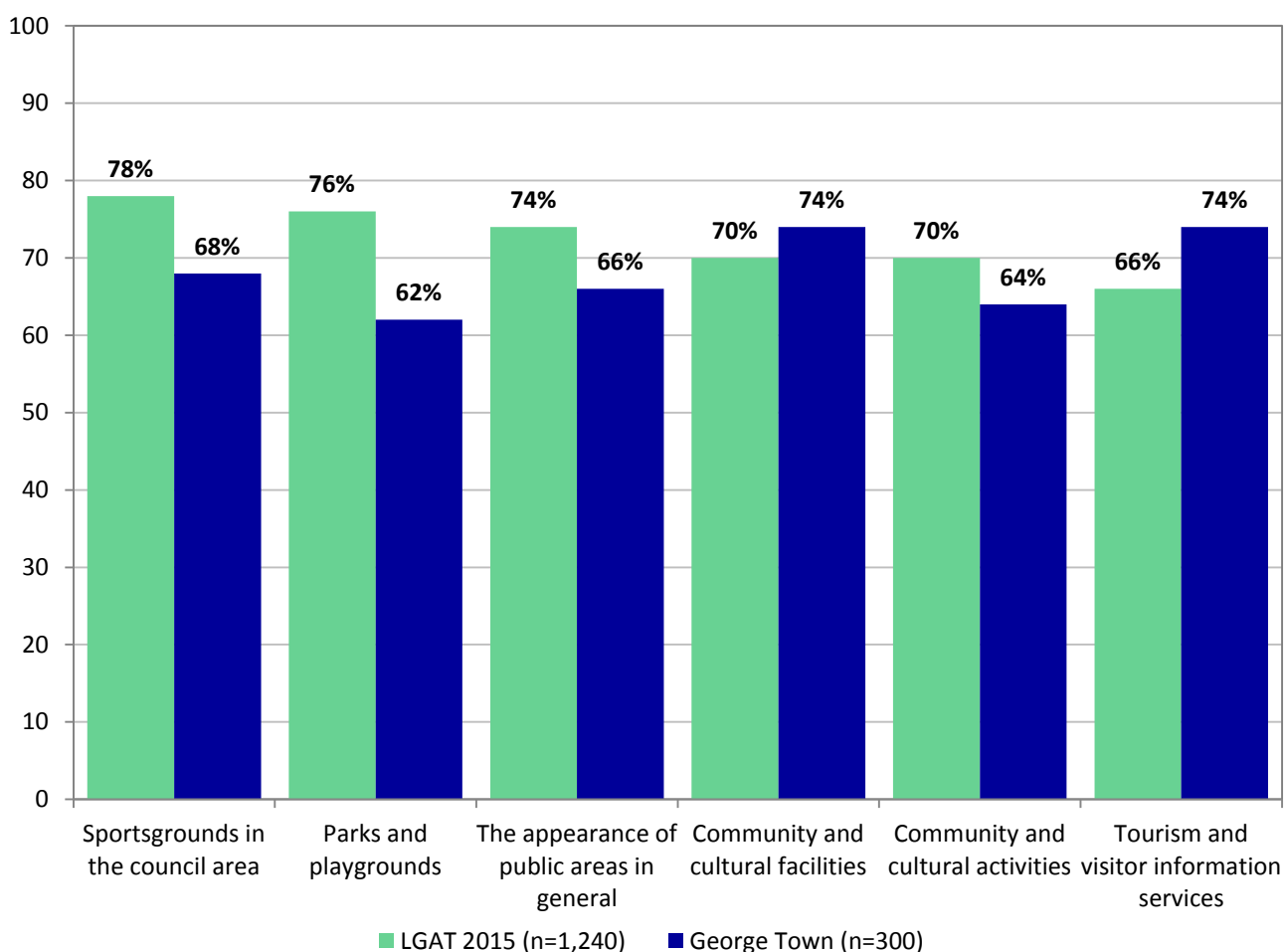
Demographic Group	Hygiene standards of food outlets, restaurants and public facilities	Council immunisation programs	Dog control	Stormwater and flood control
<b>Total</b>	<b>74</b>	<b>74</b>	<b>64</b>	<b>62</b>
<b>Gender</b>				
Male	78	72	66	66
Female	72	74	60	60
<b>Age Group</b>				
18-24	76	76	64	78
25-34	66	70	54	56
35-44	80	68	64	56
45-54	72	70	68	62
55-64	76	74	62	62
65-74	76	80	66	68
75+	84	78	64	64
<b>Ratepayer</b>				
Yes	74	74	64	60
No	74	74	62	72

## 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 68%, a decrease of 4 percentage points compared to the statewide research.**

The two areas where George Town Council exceeded Statewide satisfaction were those of “tourism and visitor information services” and “community and cultural activities” (74% in each case).

Table 10 is segmented by gender, age group and ratepayer status to ascertain whether there are any significant subgroup variations in George Town.

**Table 10 – 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
<b>Total</b>	<b>68</b>	<b>62</b>	<b>66</b>	<b>74</b>	<b>64</b>	<b>74</b>
<b>Gender</b>						
Male	70	62	66	74	64	74
Female	64	62	68	76	64	74
<b>Age Group</b>						
18-24	60	70	66	78	60	76
25-34	64	50	60	70	58	64
35-44	72	58	66	80	70	78
45-54	68	62	68	76	62	78
55-64	64	62	64	72	64	72
65-74	70	64	70	74	68	78
75+	72	74	70	74	62	76
<b>Ratepayer</b>						
Yes	66	60	66	76	66	74
No	68	70	66	72	60	74

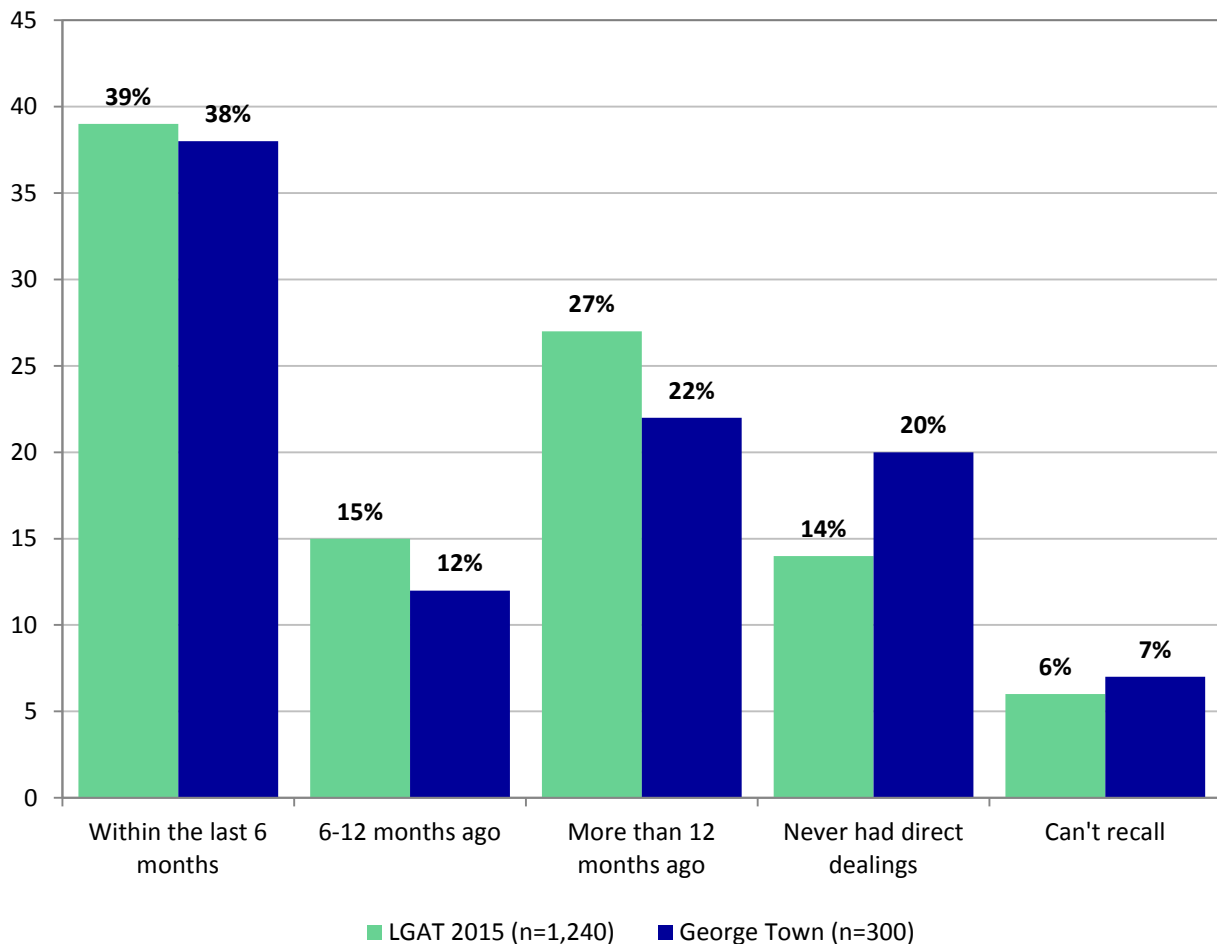
## Section Three – Customer Service

### 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.

38% of all those surveyed in George Town had been in direct contact with their local council within the last 6 months, while a further 12% had done so within the last 12 months.

One fifth (20%) of all those surveyed in George Town stated they had never had direct dealings with the Council.

Table 11 is segmented by gender, age group and ratepayer status to ascertain whether there are any significant subgroup variations in George Town.

**Table 11 – 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
<b>Total</b>	<b>38</b>	<b>12</b>	<b>22</b>	<b>20</b>	<b>7</b>
<b>Gender</b>					
Male	35	11	20	27	8
Female	42	13	25	14	6
<b>Age Group</b>					
18-24	17	-	-	83	-
25-34	41	12	12	34	-
35-44	13	29	39	9	9
45-54	41	8	31	10	10
55-64	53	12	22	9	4
65-74	48	9	23	12	8
75+	47	9	13	14	18
<b>Ratepayer</b>					
Yes	41	14	26	10	8
No	27	3	7	59	4

\*Percentages may not sum to 100 due to rounding.

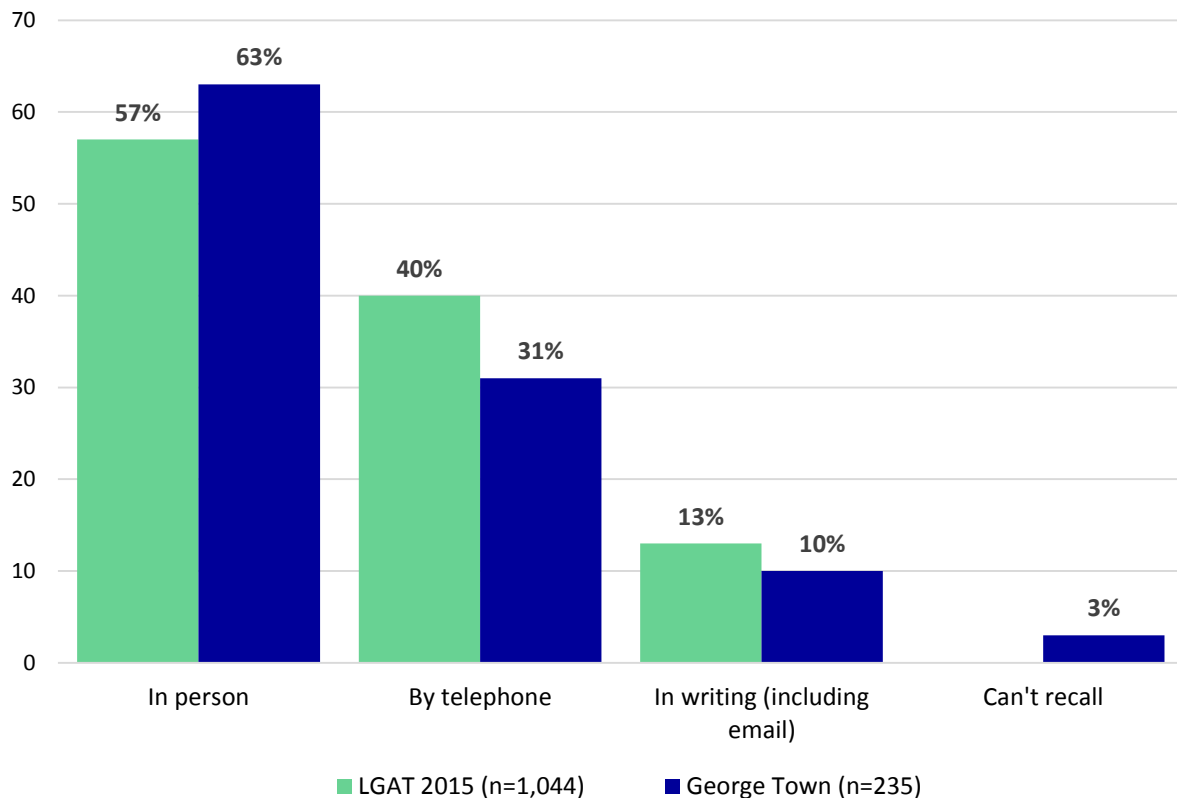
Current ratepayers in George Town were far less likely than those who are not ratepayers to have “never had direct dealings” with their local council (10%, compared to 59% non-ratepayers).

### 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.

George Town Council survey results saw a higher percentage of residents opting to make contact with their Council in person (63%, compared with 57% statewide). 31% chose to make contact “by telephone” (compared to 40% of those statewide) and 10% opted to do so “in writing”.

Table 12 is segmented by gender, age group and ratepayer status to ascertain whether there are any significant subgroup variations in George Town.

**Table 12 – 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
<b>Total</b>	<b>63</b>	<b>31</b>	<b>8</b>	<b>2</b>
<b>Gender</b>				
Male	64	34	5	2
Female	62	29	11	2
<b>Age Group</b>				
18-24	100	-	-	-
25-34	56	44	19	-
35-44	48	36	8	-
45-54	58	34	13	4
55-64	63	34	3	1
65-74	83	13	7	3
75+	75	22	2	3
<b>Ratepayer</b>				
Yes	61	34	9	2
No	78	8	7	-

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

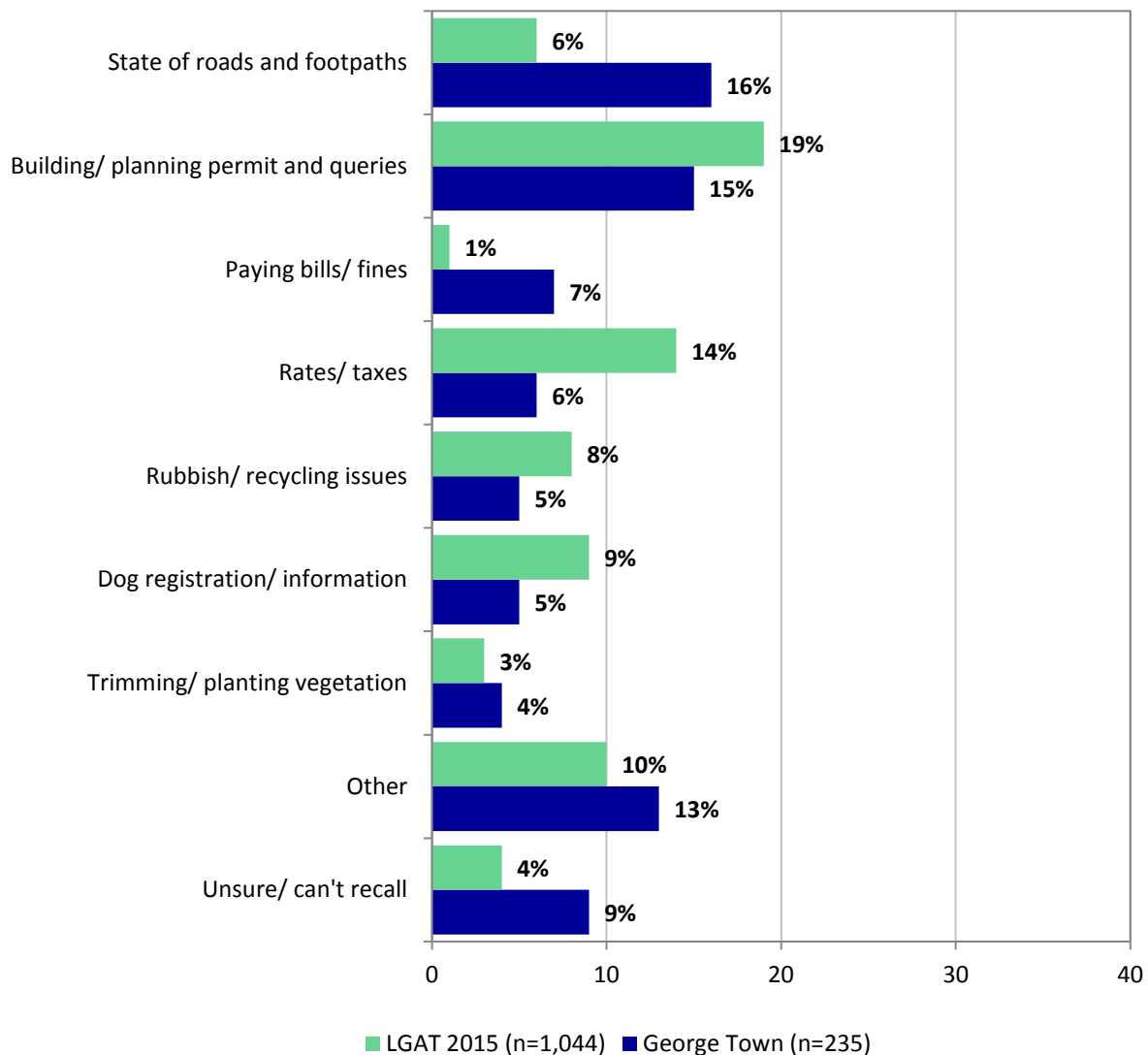


### 3.3 Reason for Contact

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 less than 4% of George Town Council respondents in 2015 have not been included in the chart and therefore the percentages do not sum to 100.

The predominant reasons for George Town residents to make contact with their local council were in relation to the “state of roads and footpaths” (16%) or for a matter pertaining to “building/ planning permit and queries” (15%).

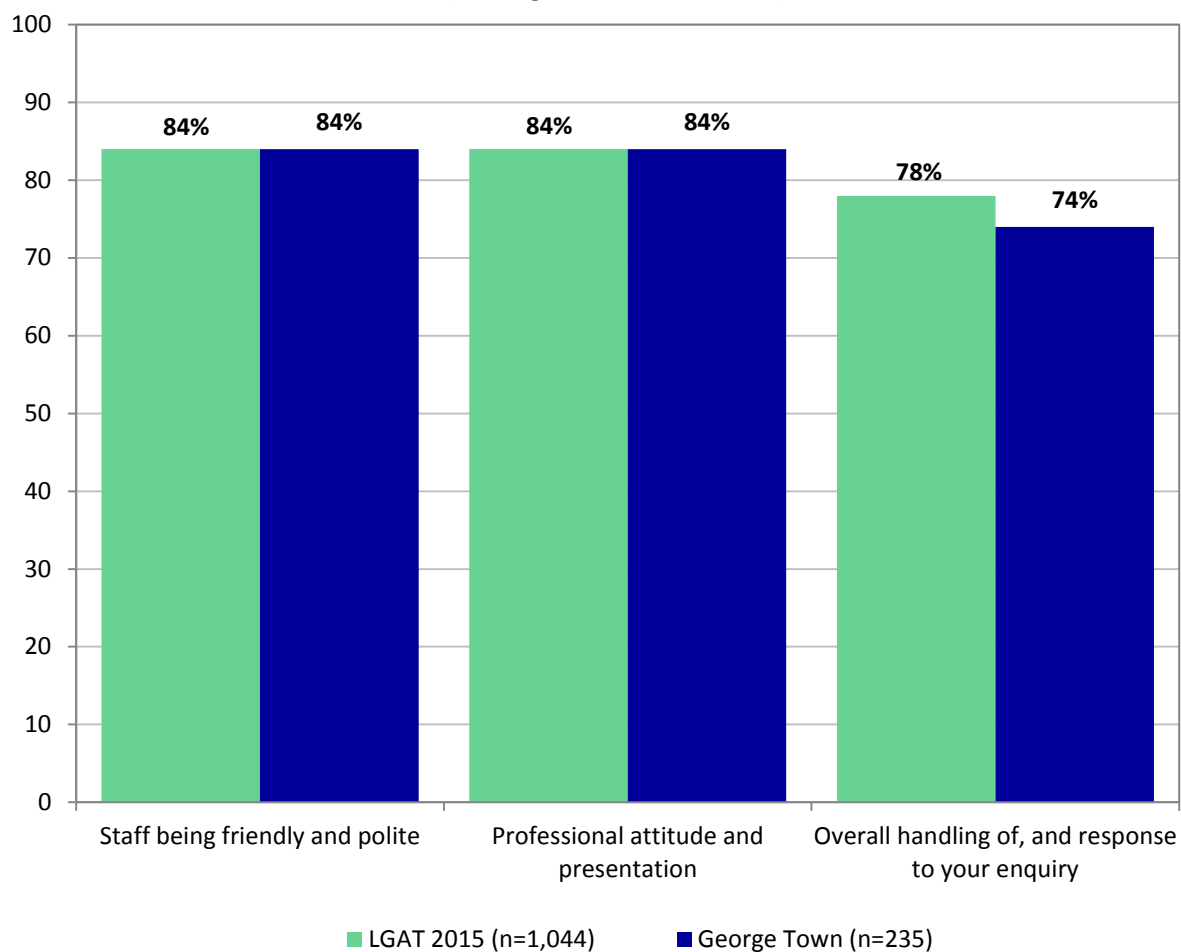
Other reasons mentioned by at least 5% of those to have made contact included “paying bills/ fines”, “rates/ taxes”, “rubbish/ recycling issues”, and “dog registration/ information”.

### 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 81%, 1 percentage point lower than that recorded in the 2015 statewide research.**

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 much less satisfied with the “overall handling of and response to your enquiry” (74%).

Table 13 is segmented by gender, age group, ratepayer status and method of contacting council to ascertain whether there are any significant subgroup variations in George Town.

**Table 13 – Satisfaction with Council Staff**  
(Average satisfaction score in each demographic group)

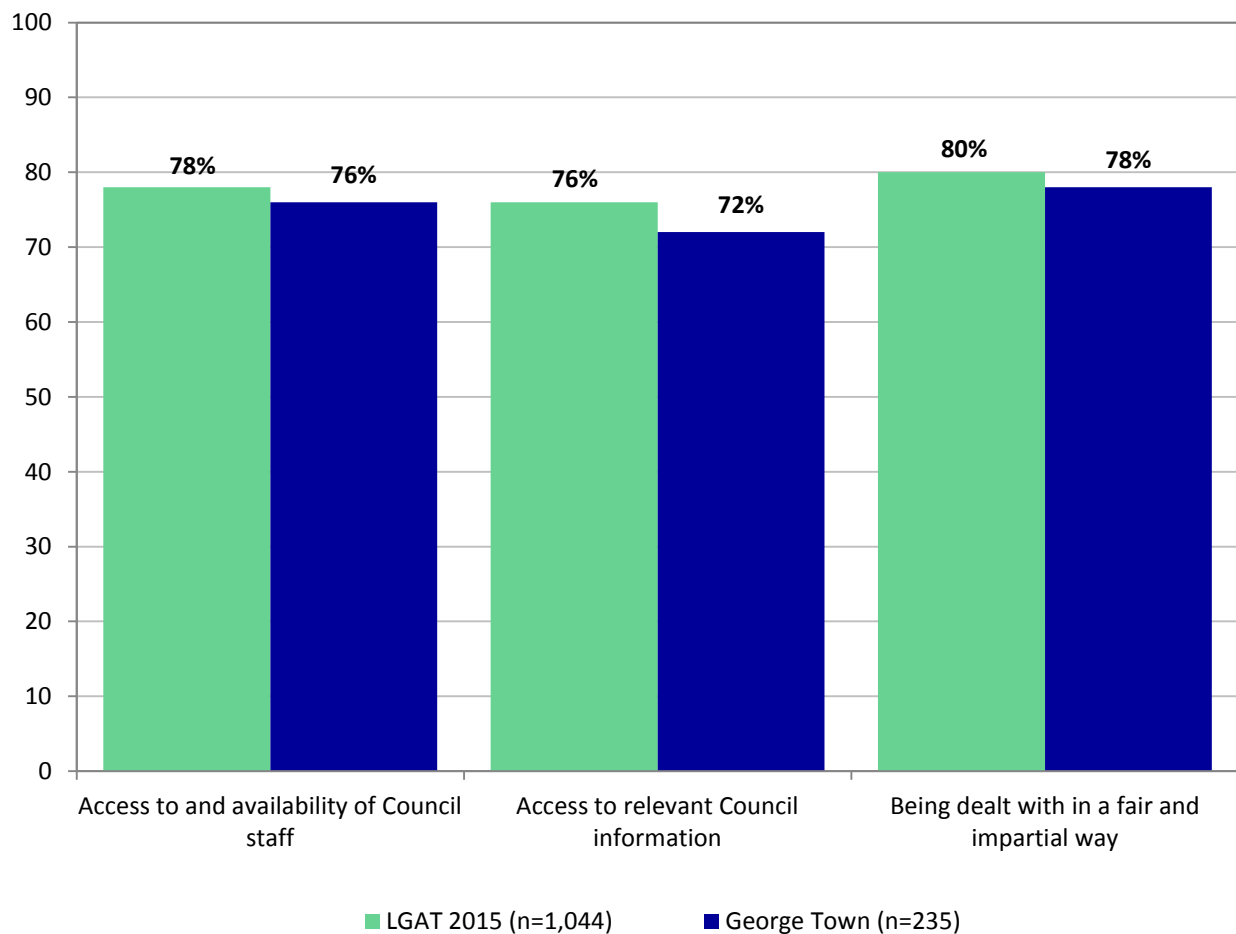
Demographic Group	Staff being friendly and polite	Staff having a professional attitude and presentation	Overall handling of, and response to your enquiry
<b>Total</b>	<b>84</b>	<b>84</b>	<b>74</b>
<b>Gender</b>			
Male	82	82	70
Female	84	84	78
<b>Age Group</b>			
18-24	100	100	10
25-34	80	88	88
35-44	80	80	68
45-54	84	82	68
55-64	82	82	74
65-74	84	84	78
75+	92	90	78
<b>Ratepayer</b>			
Yes	84	84	74
No	78	82	82
<b>Method of Contacting Council</b>			
In person	86	86	78
By telephone	84	84	70
Email	72	68	64
Letter	60	64	46

### 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 75%, a decrease of 3 percentage points compared with the statewide result of 78%.**

Residents were most likely to be satisfied with “being dealt with in a fair and impartial way” (78%) and least satisfied with “access to relevant Council information” (72%).

Table 14 is segmented by gender, age group, ratepayer status and method of contacting council to ascertain whether there are any significant subgroup variations in George Town

**Table 14 – 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
<b>Total</b>	<b>76</b>	<b>72</b>	<b>78</b>
<b>Gender</b>			
Male	72	68	74
Female	80	74	82
<b>Age Group</b>			
18-24	100	100	100
25-34	88	78	86
35-44	68	64	80
45-54	70	68	72
55-64	74	68	74
65-74	78	74	82
75+	88	76	80
<b>Ratepayer</b>			
Yes	74	70	78
No	86	78	80
<b>Method of Contacting Council</b>			
In person	78	72	80
By telephone	74	74	76
Email	68	64	72
Letter	58	58	46

## Section Four – Overall Satisfaction

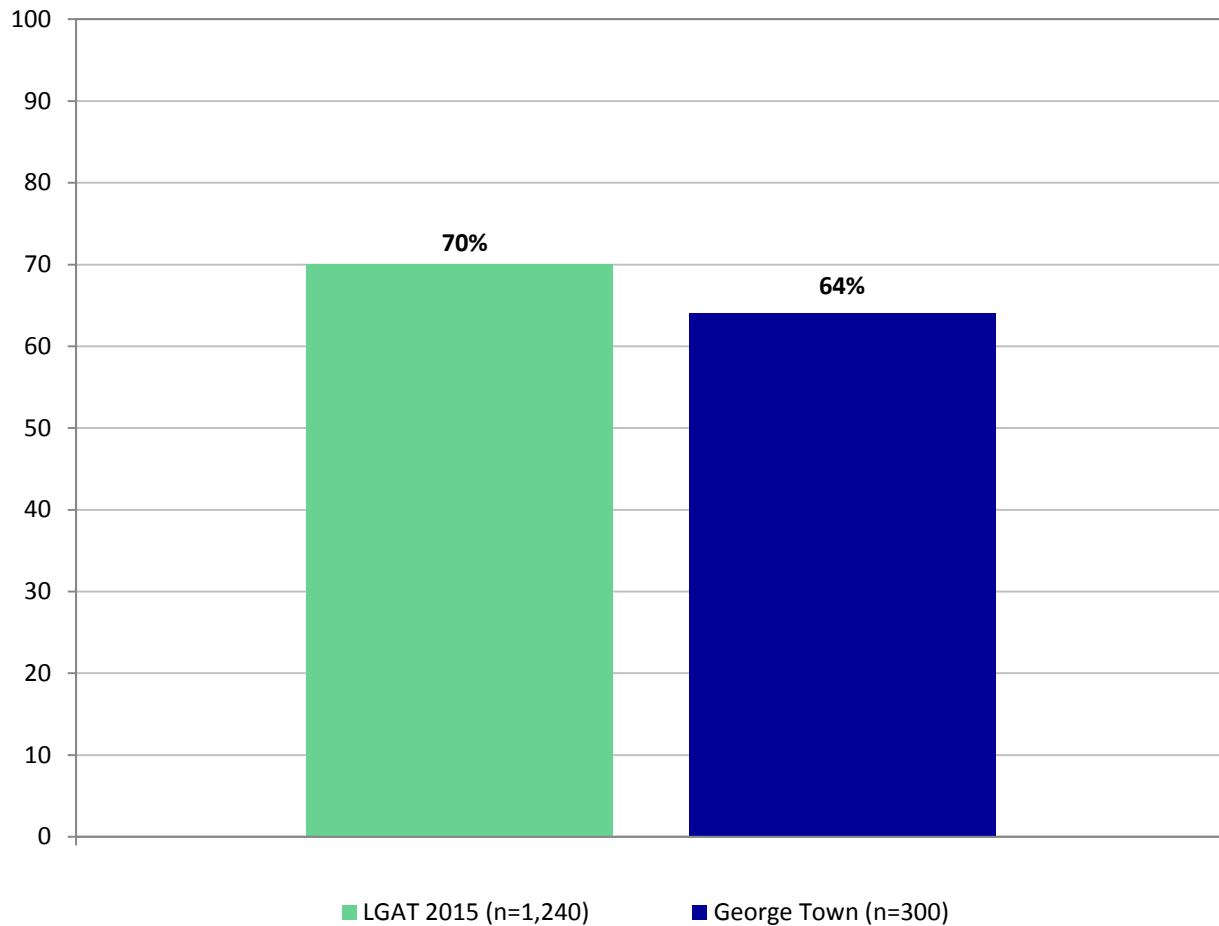
### 4.1 Overall Satisfaction

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 64%, six percentage points lower than overall satisfaction recorded statewide in 2015.

Table 15 is segmented by gender, age group and ratepayer status to ascertain whether there are any significant subgroup variations in George Town.

**Table 15 – Overall Satisfaction with Local Council  
(Average satisfaction score in each demographic group)**

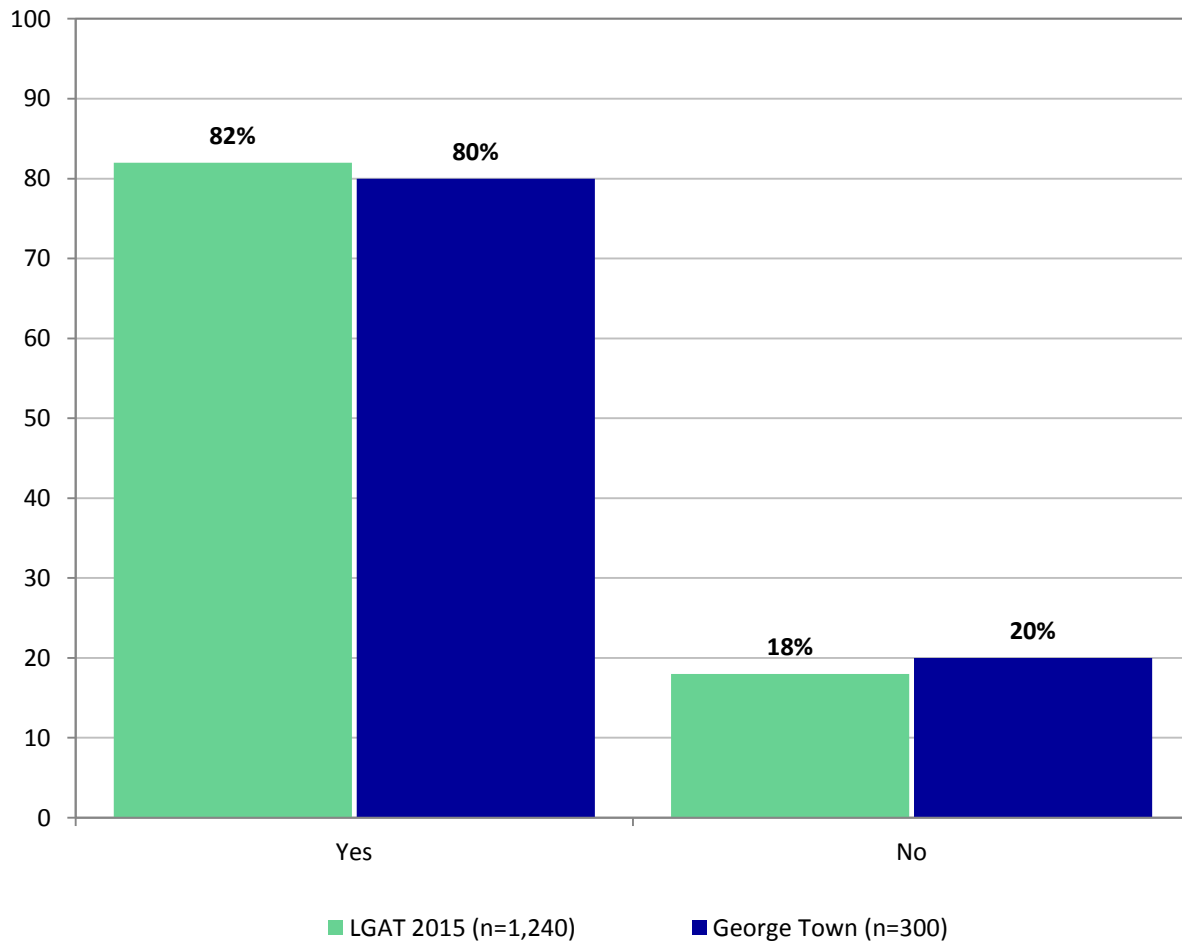
Demographic Group	Overall Satisfaction
<b>Total</b>	<b>64</b>
<b><i>Gender</i></b>	
Male	64
Female	62
<b><i>Age Group</i></b>	
18-24	74
25-34	50
35-44	66
45-54	62
55-64	60
65-74	68
75+	68
<b><i>Ratepayer</i></b>	
Yes	62
No	70

## 4.2 Ratepayers

All respondents were then asked:

*Are you a ratepayer of your Local Council?*

**Chart 14 – Ratepayer of Local Council  
(Percentage of respondents)**



80% of residents surveyed in George Town were ratepayers of the local Council, a decrease of 2 percentage points compared with the statewide figure.



Table 16 is segmented by gender and age group to ascertain whether there are any significant subgroup variations in George Town.

**Table 16 – Ratepayer of Local Council  
(Percentage of respondents in each demographic group)**

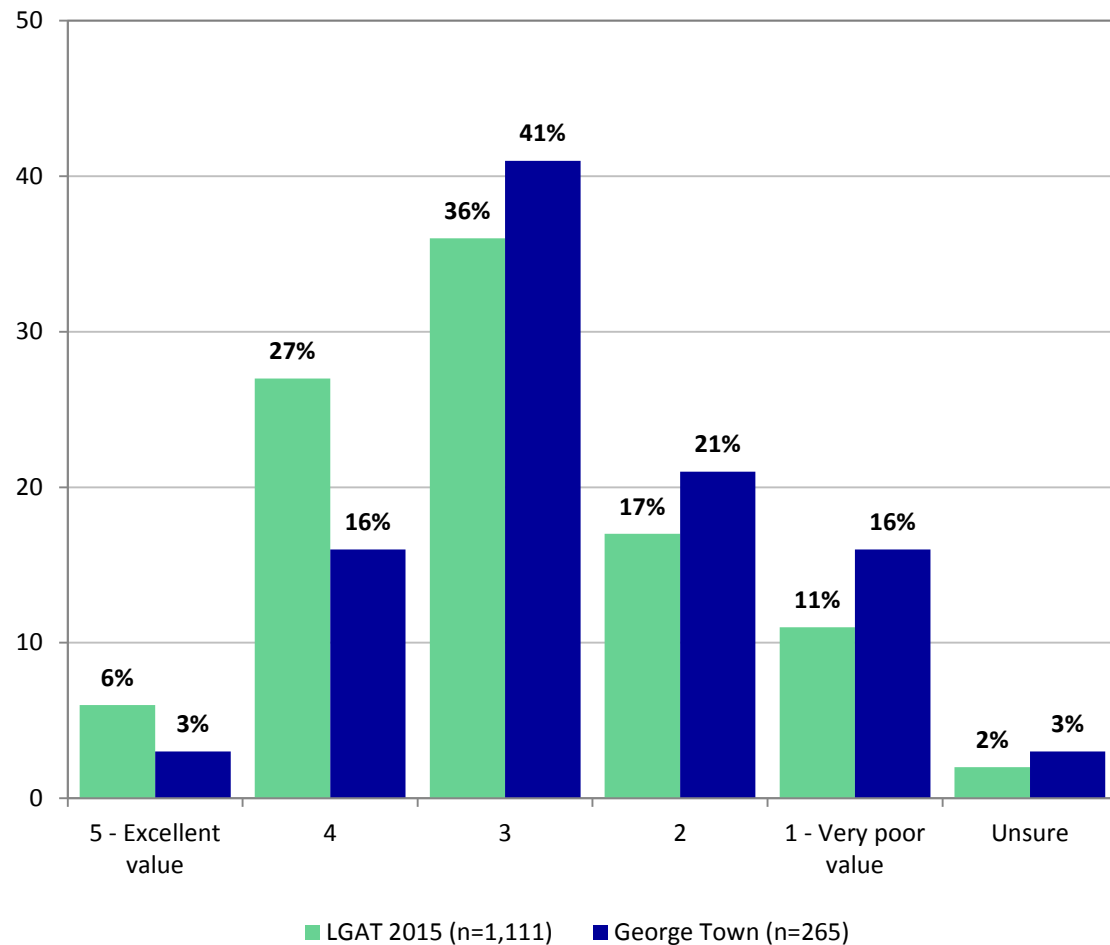
Demographic Group	Ratepayer	Not a ratepayer
<b>Total</b>	<b>80</b>	<b>20</b>
<b>Gender</b>		
Male	79	21
Female	81	19
<b>Age Group</b>		
18-24	24	76
25-34	54	46
35-44	91	9
45-54	91	9
55-64	92	8
65-74	90	10
75+	89	11

### 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 56%, down six points from the score recorded in the statewide research.**

#### 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 17 – Main Areas for Improvement  
(Percentage of respondents)\***

Area for Improvement	LGAT 2015	George Town
Community involvement	14	19
Roads, footpaths and traffic	18	18
Waste management	11	10
Recreational and cultural facilities & business	5	8
Customer service	2	2
Social and community services	2	2
Community health and safety	3	1
Planning and development	5	0
Other	24	26
None	16	14

\*Percentages may not sum to 100 due to rounding.

“Community involvement” and “roads, footpaths and traffic” were the primary areas for improvement specified by George Town Council residents while other areas mentioned frequently included “waste management” and “recreational and cultural facilities and business” (10% and 8% respectively).

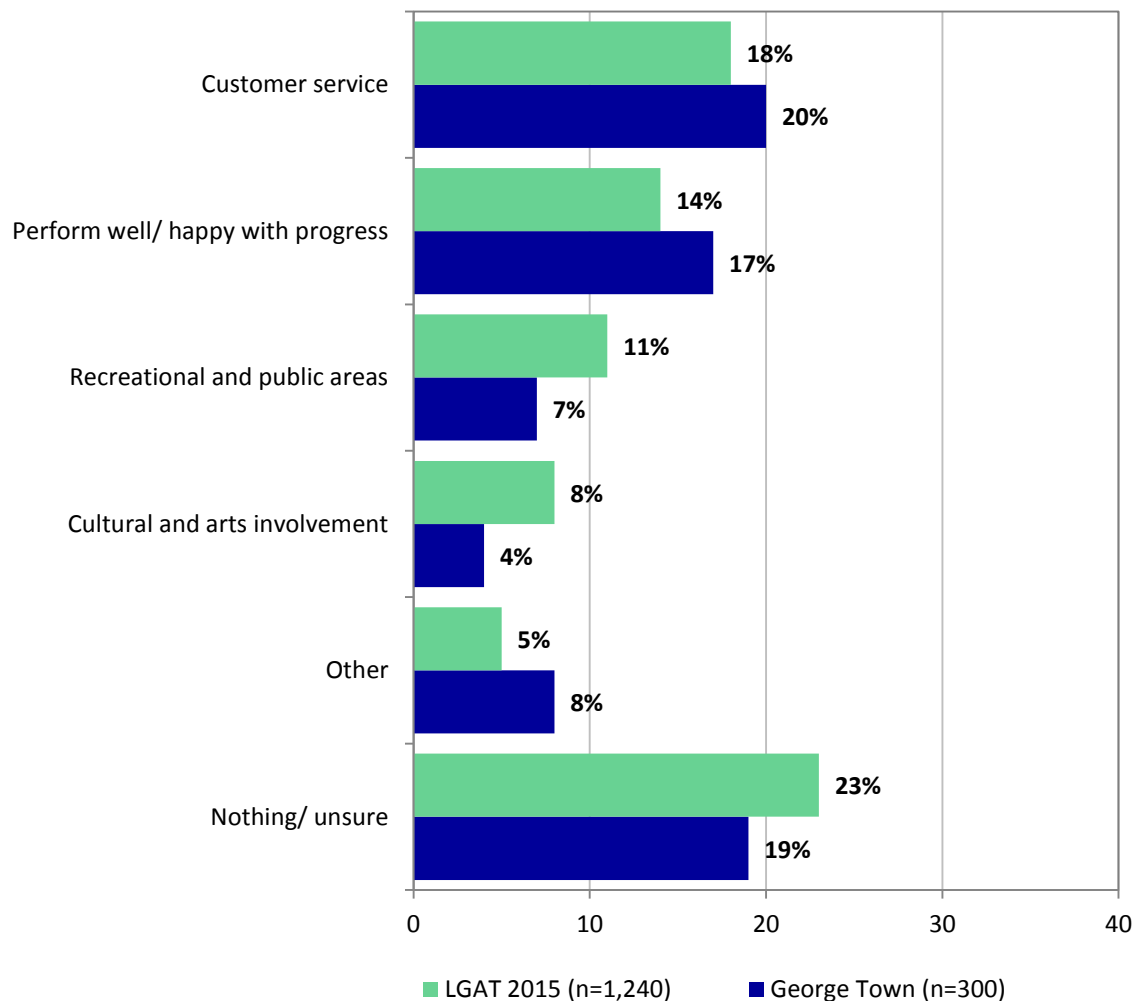
“Other” areas mentioned by respondents included 7% of residents stating their desire for a “professional, efficient and forward thinking council” along with 5% mentioning they believe the Council should “address outlying areas as well as the main town”.

## 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)\***



\*Reasons mentioned by less than 4% of George Town Council respondents in 2015 have not been included in the chart and therefore the percentages do not sum to 100.

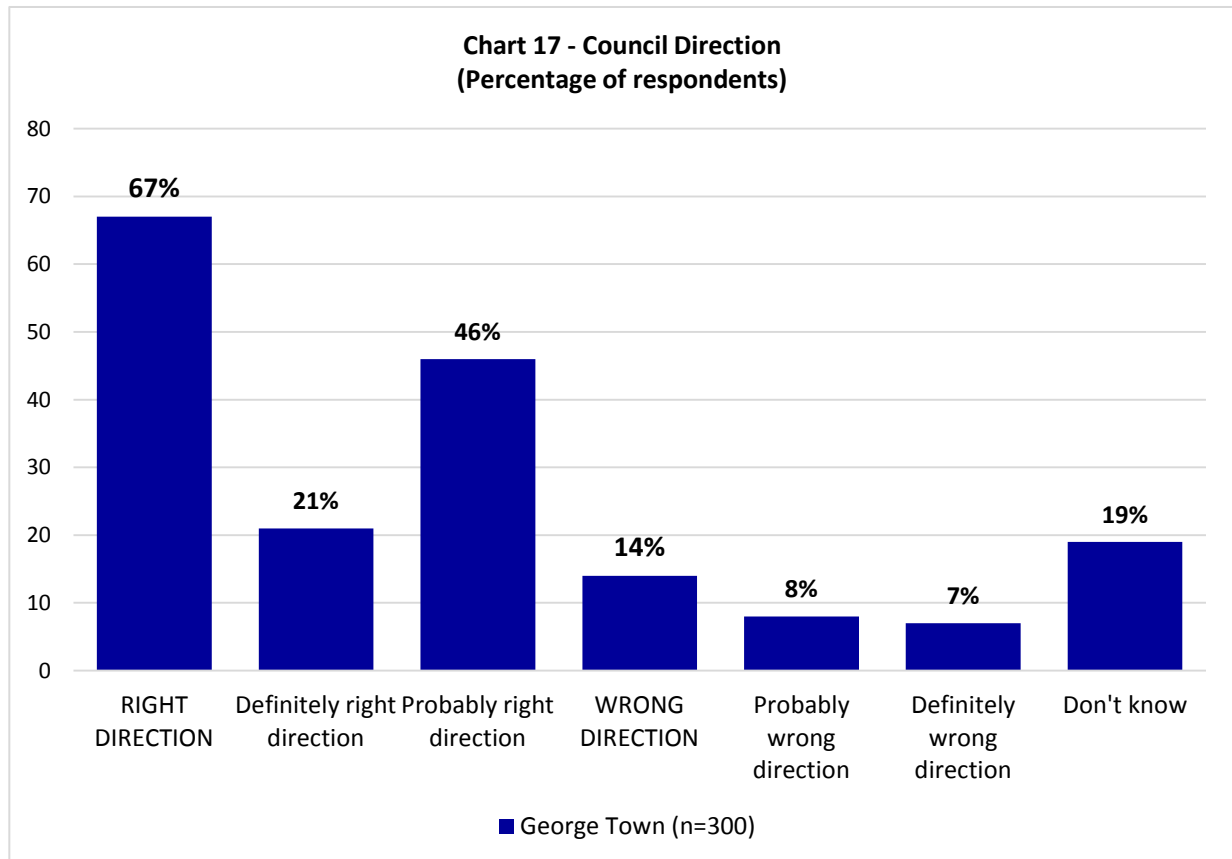
The areas or services considered as the best aspects of their local Council by George Town residents were the “customer service” (20%), that the council was “performing well/ happy with progress” (17%), and the “recreational and public areas” (7%).

## 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?*



67% of all residents surveyed in George Town believe their Council is currently heading in the right direction; 21% stating “definitely” and 46% “probably” the right direction.

Only 14% in total believed their Council was heading in the wrong direction while the remaining 19% were unable to give a definitive response.

Table 19 is segmented by gender, age group and ratepayer status to ascertain whether there are any significant subgroup variations in George Town.

**Table 18 – Council Direction  
(Percentage of respondents in each demographic group)\***

Demographic Group	TOTAL Right direction	TOTAL Wrong Direction	Don't know
<b>Total</b>	<b>67</b>	<b>14</b>	<b>19</b>
<b>Gender</b>			
Male	63	14	23
Female	71	15	14
<b>Age Group</b>			
18-24	76	-	24
25-34	76	12	12
35-44	59	13	28
45-54	67	10	23
55-64	58	30	13
65-74	80	11	9
75+	63	14	22
<b>Ratepayer</b>			
Yes	62	15	23
No	88	11	1

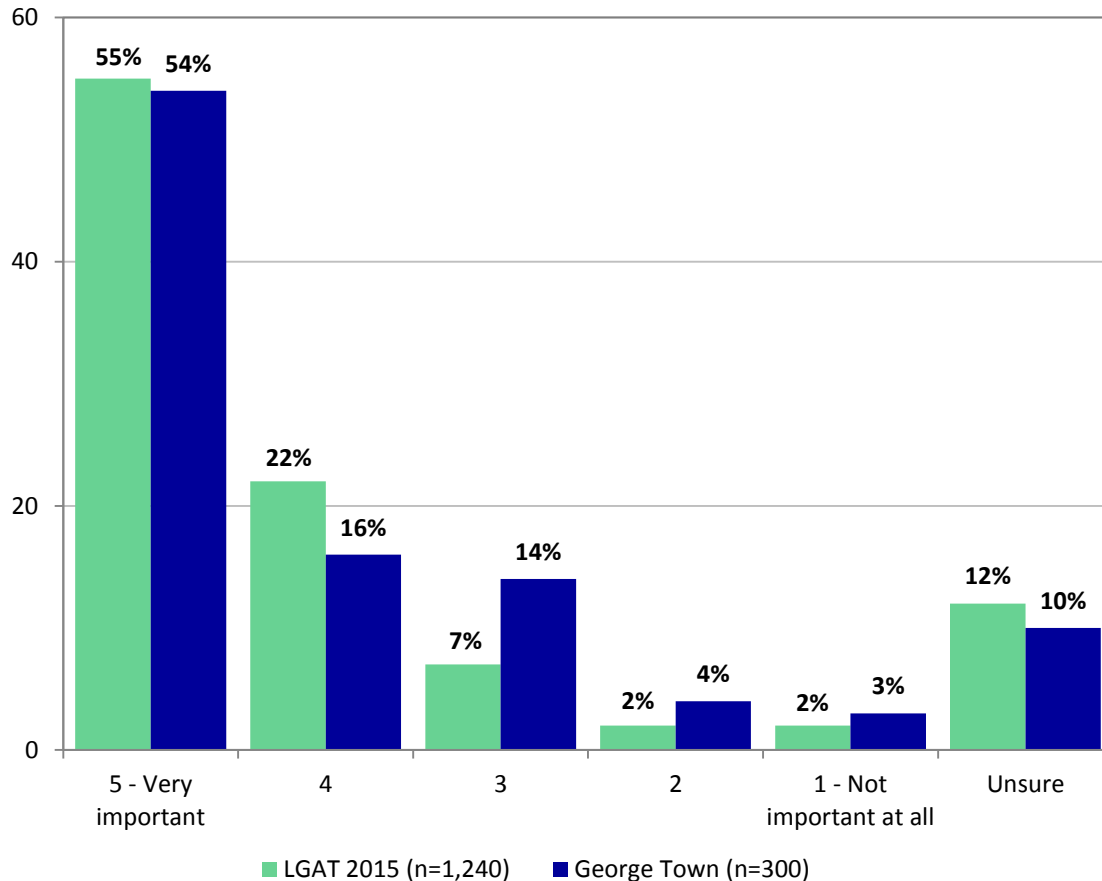
\*Percentages may not sum to 100 due to rounding.

## 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)\***



\*Percentages may not sum to 100 due to rounding.

**The average importance score when residents were asked about their Councils involvement in reform discussions was 86% (compared to 88% statewide).**

54% of all those surveyed stated that it was "very important", 16% gave a score of 4 out of 5 and only 7% believed it was not important giving a score of either 1 or 2 out of 5.

Those who reported that involvement in reform discussions is important reported their main reasons for doing so to be "council needs to stay updated, informed and involved in discussion regardless of outcome" (23%), that "there are opportunities to save money/ increase efficiency/ share resources" (20%), and that the "current council is inefficient/ too many councils" (19%).

Table 20 is segmented by gender, age group and ratepayer status to ascertain whether there are any significant subgroup variations in George Town.

**Table 19 – Importance of Involvement in Reform Discussions  
(Average importance score in each demographic group)**

Demographic Group	Average Importance Score
<b>Total</b>	<b>86</b>
<b>Gender</b>	
Male	82
Female	88
<b>Age Group</b>	
18-24	78
25-34	94
35-44	84
45-54	88
55-64	88
65-74	84
75+	80
<b>Ratepayer</b>	
Yes	86
No	84

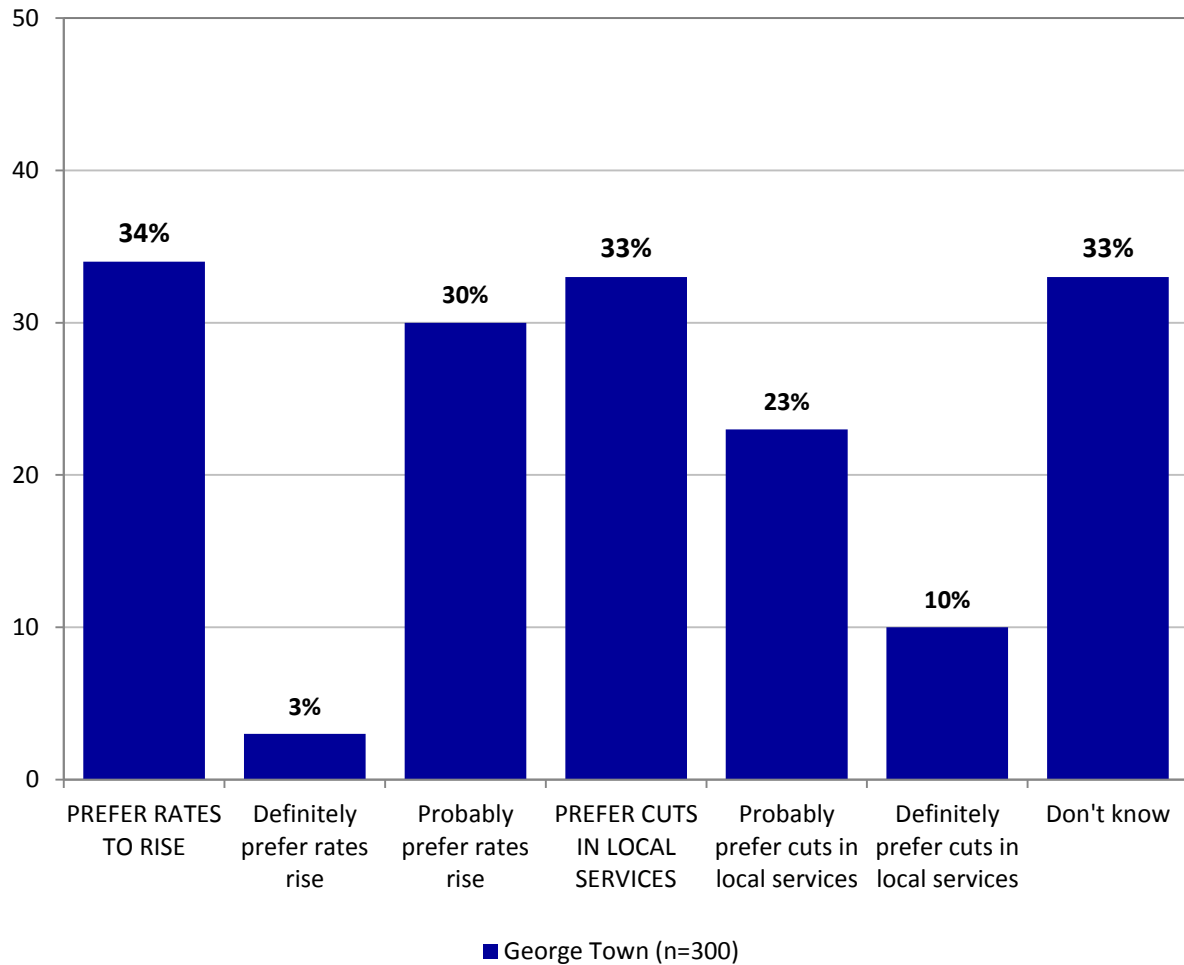


### 5.3 Rate Rise or Service Cut Preference

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 amongst George Town council residents with 34% preferring a rise in rates, 33% preferring a cut in local services and the remaining 33% unable to give a definitive response.**

Table 21 is segmented by gender, age group and ratepayer status to ascertain whether there are any significant subgroup variations in George Town.

**Table 20 – 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
<b>Total</b>	<b>34</b>	<b>33</b>	<b>33</b>
<b>Gender</b>			
Male	36	33	31
Female	31	33	35
<b>Age Group</b>			
18-24	17	41	41
25-34	46	12	41
35-44	39	48	13
45-54	26	23	50
55-64	27	40	33
65-74	43	28	29
75+	40	44	16
<b>Ratepayer</b>			
Yes	32	32	36
No	32	40	21

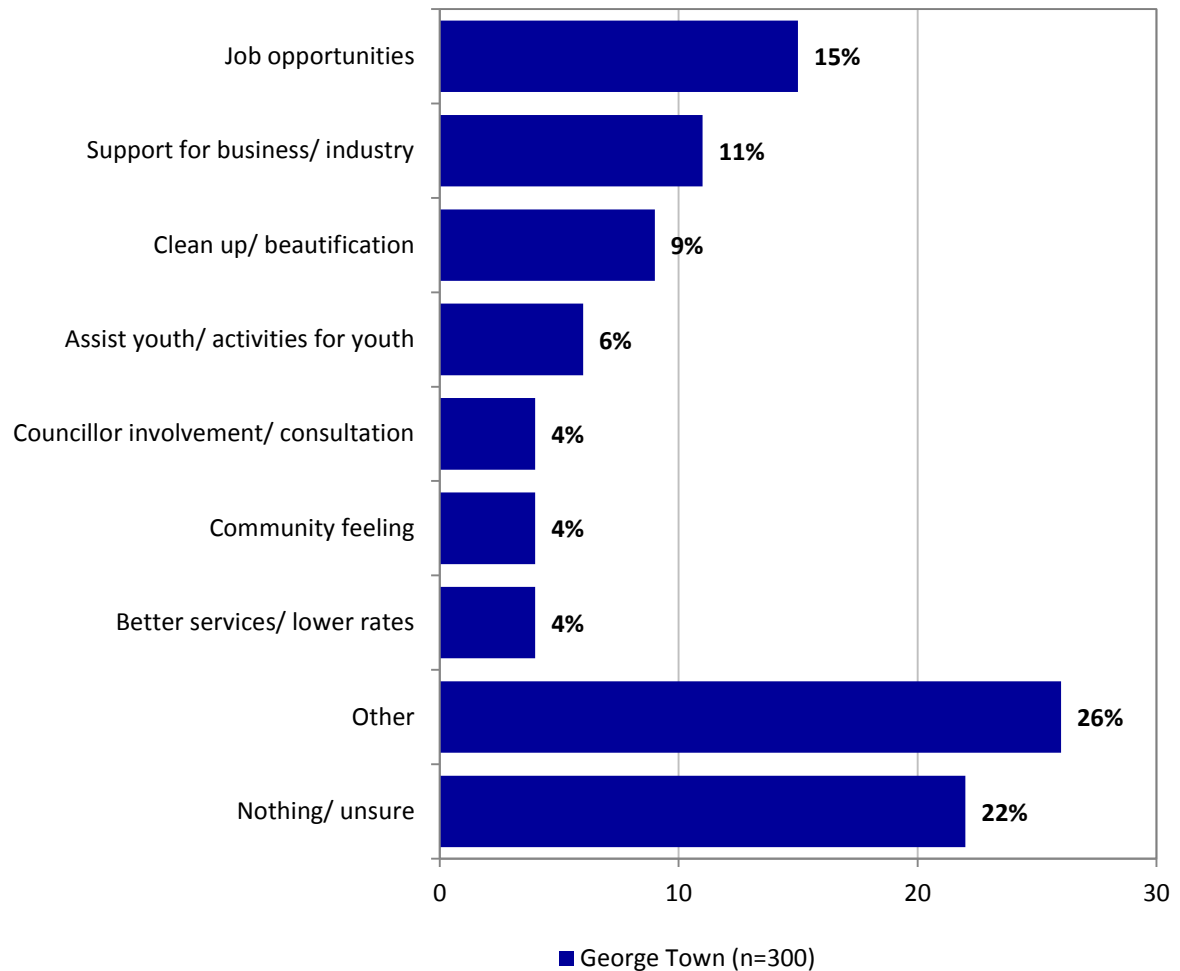
\*Percentages may not sum to 100 due to rounding.

## 5.4 George Town Council Improvements

All respondents were then asked:

*What is the one thing that would make the George Town Council area an even better place in which to live, work, invest and socialise?*

**Chart 20 - George Town Council Improvements  
(Percentage of respondents)\***



\*Specific reasons mentioned by less than 4% of George Town Council respondents have not been included in the chart and therefore the percentages do not sum to 100.

The areas mentioned by residents that could be addressed to make George Town Council a better place to live, work, invest and socialise were increased “job opportunities” (15%), “support for business and industry” (11%) and by “cleaning up/ beautification” of the area (9%).

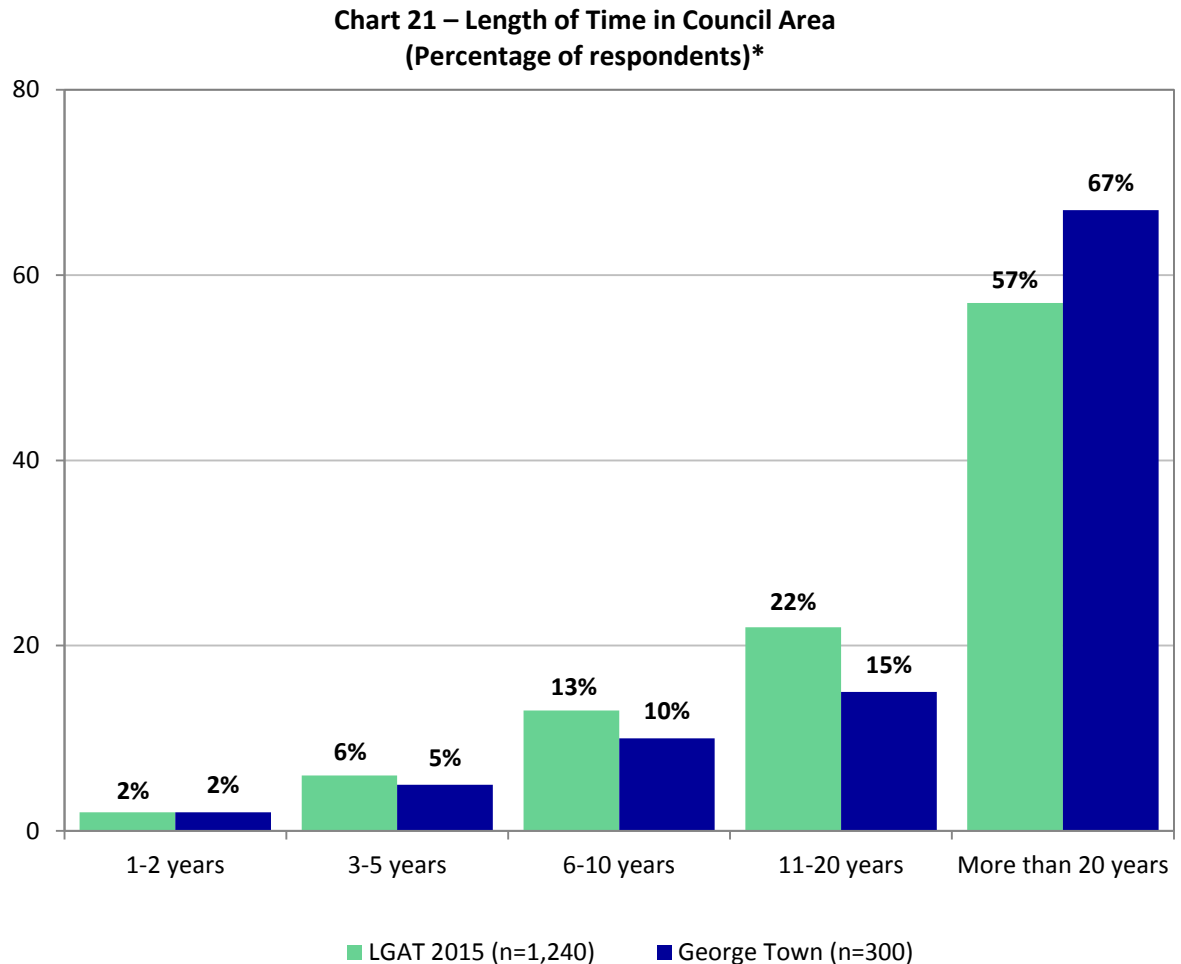
22% of those surveyed were either unable to give a reason or believed there was no way in which George Town Council needed to be improved. The 26% who mentioned some other reason specified things such as “improving parks, playgrounds and recreational areas”, “promoting and attracting tourism”, “more activities and events”, and “more for rural and outlying areas”.

## 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.

Just over two-thirds of all George Town residents surveyed have lived in the Council area for more than 20 years (67%), 10 points higher than the percentage of residents doing so statewide.

Table 22 is segmented by gender, age group and ratepayer status to ascertain whether there are any significant subgroup variations in George Town.

**Table 21 – Length of Time in Council Area  
(Percentage of 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
<b>Total</b>	-	2	5	10	15	67
<b>Gender</b>						
Male	-	1	1	12	14	72
Female	-	3	10	9	16	62
<b>Age Group</b>						
18-24	-	-	-	24	34	41
25-34	-	12	12	-	-	76
35-44	-	-	7	7	9	77
45-54	-	2	4	11	21	62
55-64	-	-	4	15	14	67
65-74	-	2	6	9	22	61
75+	-	-	4	7	9	78
<b>Ratepayer</b>						
Yes	-	3	5	9	15	67
No	-	-	5	13	16	65

Female residents were far more likely than their male counterparts to have lived in the George Town Council area for 3-5 years, (10% compared to 1% of males).

## Appendix A – The Questionnaire

### Community Survey

Good afternoon/evening. My name is .....from EMRS, an independent research company. We are conducting a survey about the services provided by **George Town Council** for its residents.

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 **George Town Council** area?

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

<b>A1 – COMMUNITY INVOLVEMENT</b>	
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	
<b>A2 – PLANNING, DEVELOPMENT &amp; BUILDING [ALWAYS ASK 2.1 FIRST]</b>	
2.1 Planning and development decisions generally	
Have you had direct contact with the <b>George Town Council</b> 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	
<b>A3 – ROADS, FOOTPATHS &amp; TRAFFIC (managed by <b>George Town Council</b>)</b>	
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	
<b>A4 – WASTE MANAGEMENT</b>	
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	

<b>A5 – SOCIAL &amp; COMMUNITY SERVICES</b>	
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 <b>George Town Council</b> specifically for older people aged 65 years and over	
5.3. Services and programs provided by <b>George Town Council</b> 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	
<b>A6 – COMMUNITY HEALTH &amp; SAFETY</b>	
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	
<b>A7 – RECREATION, CULTURAL FACILITIES &amp; BUSINESS</b>	
7.1. Sportsgrounds in <b>George Town Council</b> area	
7.2. Parks and playgrounds	
7.3. The appearance of public areas in general in <b>George Town Council</b>	
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	
<b>A8 – CUSTOMER SERVICE</b>	
Now, some questions about customer service.	
8.1. When did you LAST have direct dealings with <b>George Town Council</b> ?	<ol style="list-style-type: none"> <li>1. Within the last 6 months <b>[GO TO Q8.2]</b></li> <li>2. 6-12 months ago <b>[GO TO Q8.2]</b></li> <li>3. More than 12 months ago <b>[GO TO Q8.2]</b></li> <li>4. Never had direct dealings with Council <b>[GO TO Q9]</b></li> <li>5. Can't recall <b>[GO TO Q9]</b></li> </ol>



<p><b>8.2. What was the method of contact you had for the most recent contact you had with <b>George Town Council</b>?</b></p>	<ol style="list-style-type: none"> <li>1. In person</li> <li>2. By telephone</li> <li>3. By letter</li> <li>4. By email</li> <li>5. By text message</li> <li>6. Via Council website</li> <li>7. By social media – Facebook or Twitter</li> <li>8. Other (SPECIFY)</li> </ol>
<p><b>8.3. What was the contact about?</b></p>	<p>PROBE FOR MORE THAN 1-2 WORD RESPONSE.</p> <p>RECORD RESPONSE</p>
<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>	
<p><b>8.4. Staff being friendly and polite</b></p>	
<p><b>8.5. Staff having a professional attitude and presentation</b></p>	
<p><b>8.6. The overall handling of, and response to your enquiry</b></p>	
<p><b>8.7. Access to and availability of Council staff</b></p>	
<p><b>8.8 Access to relevant Council information</b></p>	
<p><b>8.9 Being dealt with in a fair and impartial way</b></p>	

<p><b>A9 – OVERALL COUNCIL PERFORMANCE</b></p>	
<p><b>9.1. On balance, for the last 12 months, how satisfied are you with the performance of <b>George Town Council</b>? Not just on one or two issues, but overall across all responsibility areas</b></p>	<p>1    2    3    4    5    N/A</p>
<p><b>9.2. Are you a ratepayer of the <b>George Town Council</b>?</b></p>	<ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No – GO TO Q9.4</li> </ol>
<p><b>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”?</b></p>	<p>1    2    3    4    5    N/A</p>
<p><b>9.4. In your own words please tell me, what does <b>George Town Council</b> most need to do to improve its performance?</b></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.</p> <p>RECORD RESPONSE</p>

<p><b>9.5. What is the best thing about <b>George Town Council</b>?</b></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><b>9.6. So, would you say <b>George Town Council</b> is generally heading in the right direction or wrong direction?</b></p> <p><b>IF RIGHT DIRECTION:</b> Is that definitely or probably the right direction?</p> <p><b>IF WRONG DIRECTION:</b> Is that definitely or probably the wrong direction?</p>	<p>1. Definitely right direction 2. Probably right direction 3. Probably wrong direction 4. Definitely wrong direction 5. <i>Don't know/can't say [DONT READ]</i></p>
<p><b>A10 – OTHER QUESTIONS</b></p>	
<p><b>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 <b>George Town Council</b> is involved in discussions about reform of your local council area?</b></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><b>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?</b></p>	<p><b>IF THEY HAVE A PREFERENCE SAY: Is that definitely or probably prefer a RATE RISE/SERVICE CUT?</b></p> <p>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. <i>Don't know/can't say [DON'T READ]</i></p>
<p><b>10.3. What is the one thing that would make the <b>George Town Council</b> area an even better place in which to live, work, invest and socialise?</b></p>	<p>PROBE FOR MORE THAN 1-2 WORD RESPONSE. RECORD RESPONSE</p>
<p><b>A11 – RESPONDENT DEMOGRAPHICS</b></p>	
<p><b>11.1. Which suburb do you live in?</b></p>	
<p><b>11.2. And your postcode?</b></p>	

<p><b>11.3. Approximately how long have you lived in the George Town Council in total? Is it...</b></p>	<ol style="list-style-type: none"> <li>1. Less than 1 year</li> <li>2. 1 – 2 years</li> <li>3. 3 – 5 years</li> <li>4. 6 – 10 years</li> <li>5. 11 – 20 years</li> <li>6. More than 20 years</li> </ol>
<p><b>11.4. Are you...</b></p>	<ol style="list-style-type: none"> <li>1. Employed full time</li> <li>2. Employed part time, casual</li> <li>3. Unemployed</li> <li>4. Student</li> <li>5. Home duties</li> <li>6. Retired/on a pension</li> <li>7. Don't know/can't say <i>[DON'T READ]</i></li> </ol>
<p><b>11.5. In terms of the annual income for the whole household – would you say it was roughly...</b></p>	<ol style="list-style-type: none"> <li>1. Under \$20,000</li> <li>2. \$20,000 but under \$40,000</li> <li>3. \$40,000 but under \$60,000</li> <li>4. \$60,000 but under \$80,000</li> <li>5. \$80,000 but under \$100,000</li> <li>6. \$100,000 and over</li> <li>7. Don't know/can't say <i>[DON'T READ]</i></li> </ol>
<p><b>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?</b></p>	<ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ol>
<p><b>That completes the survey. Finally may I have your first name for validation purposes only – you don't need to give me your surname?</b></p> <p><b>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 George Town Council.</b></p> <p><b>If you have any questions about the survey you may contact my supervisor. Would you like the number? [If yes – (03) 6211 1222]</b></p>	