Tablelands Regional Council

Community Satisfaction
Final Report

CONTENTS

Research Methodology

RESEARCH PURPOSE

To measure community perceptions of Council services and in particular satisfaction with those services provided by Council.

Help Council to better understand the needs of the communities across the regions and to calibrate Council's response to those needs within the context of the Council's Corporate Plan 2017-2021.

To inform Council's strategic management processes as well as an ongoing effort to measure community feedback.

METHODOLOGY

Market research has been conducted in accordance with ISO 202520.22

The region has 16,749 citizens aged 18+, a statistically representative sample of approximately 4% of the population was surveyed, spread across the region.

Combined data collection of online surveys and face to face interviews.

SAMPLE

Data collection was conducted between 20 September and 13 October 2019.

While a sample of 400 was commissioned, a total of 668 residents completed the survey:

- 626 online
- 42 face to face

Data collection was representative across age and gender within the region.

Community Sample

Community

- Community 1: 7%
- Community 2: 21%
- Community 3: 17%
- Community 4: 13%
- Community 5: 29%
- Community 6: 13%
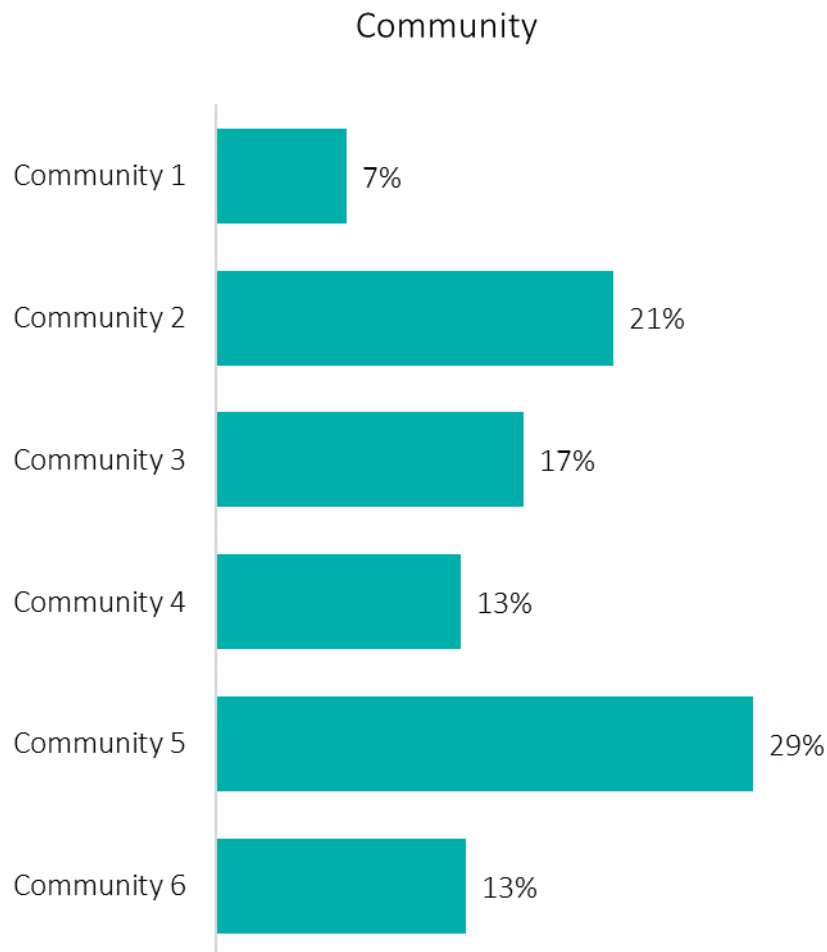
Communities were defined by the closest town respondent lived near:

- **Community 1:** (n=47, 7%)
  - Herberton and Wondecla

- **Community 2:** (n=143, 21%)
  - Evelyn, Innot Hot Springs, Millstream North, Millstream South, Mt Garnet, Ravenshoe and Tumoulin

- **Community 3:** (n=111, 17%)
  - Malanda, Millaa Millaa and Tarzai

- **Community 4:** (n=87, 13%)
  - Lakeside, Peeramon, Tinaroo Park, Tinaroo Waters and Yungaburra

- **Community 5:** (n=192, 29%)
  - Atherton

- **Community 6:** (n=89, 13%)
  - Kairi, Tinaroo, Tolga and Walkamin

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

BACKGROUND

Highly engaged community survey, target n=400, achieved n= 668

COUNCIL's SCORE ON KEY KPIs

One in three satisfied

Three in four good quality of life

Net Promoter Score -2

COMMUNICATION

Two out of three contact past 12 months

Three in ten dissatisfied

Unresolved & poor response

ISSUES IDENTIFIED

Road maintenance

Clean water

Community services & facilities

Natural resource management

Drainage

Town planning & development assessment

ANALYSIS

THE BIG PICTURE

- Overall, 1 out of 3 respondents are satisfied with the Council.

- Community 3 and Community 4 respondents are more satisfied with the Council and have given higher likelihood to recommend (NPS) as compared to the other Communities.

- Community 2 is standing out from the other 5 Communities with low scores across (overall satisfaction with the council, quality of life and NPS).

Overall Satisfaction with Council

Overall, a third (37%) of all respondents indicated they were either satisfied or very satisfied with the Council.

Community 2 (14%) respondents were less likely to be satisfied with Council in comparison to all other Communities (43%).

Respondents who indicated they were either **satisfied** or **very satisfied** were more likely to be:

- Those who agree the Council has improved over the last 2 years (90%)
- Promoters (69%)
- Residents who have lived in the region for 10 years or less (46%)
- Those who have a good quality of life (46%)
- Those who do not have a long term health issue or disability (42%).

Overall satisfaction with Council now

Overall				
Satisfied 37%		Neither 21%	Dissatisfied 42%	
8%	29%	21%	21%	21%

■ Very satisfied ■ Somewhat satisfied ■ Neither satisfied nor dissatisfied ■ Somewhat dissatisfied ■ Very dissatisfied
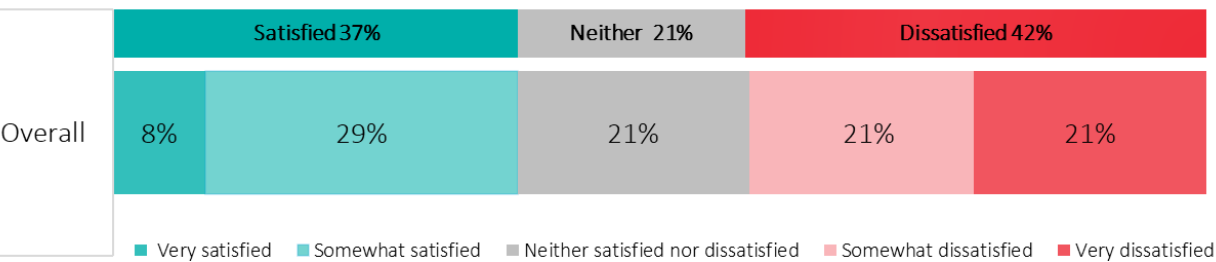
Overall Satisfaction by Communities
(Total Satisfied : 4,5)
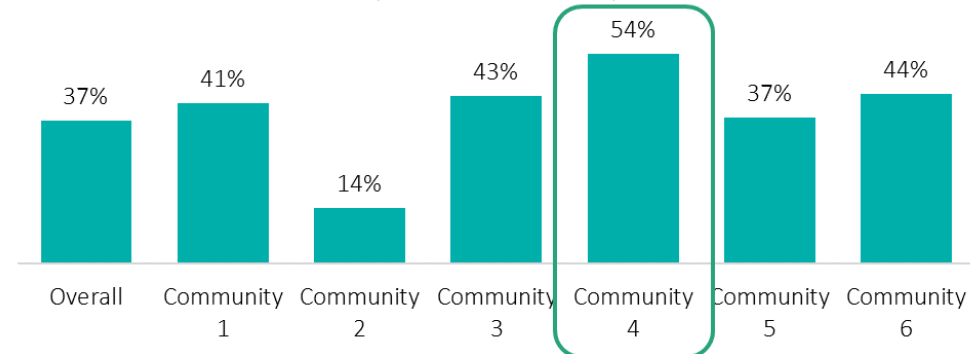
Overall 37%, Community 1 41%, Community 2 14%, Community 3 43%, Community 4 54%, Community 5 37%, Community 6 44%

	OVERALL	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
Satisfied, Very Satisfied (4,5)	37%	41%	14%	43%	54%	37%	44%
Neither satisfied nor dissatisfied	21%	21%	22%	23%	16%	24%	19%
Dissatisfied, Very Dissatisfied (1, 2)	42%	38%	63%	34%	30%	38%	37%
Average Mean Score	2.8	3.1	2.2	3.1	3.2	2.9	3.0

Q23: Your overall satisfaction with Council now - 5 is very satisfied and 1 is very dissatisfied, how do you rate…
Base: All respondents (n=668)

RATING LEVEL: Extremely High: 4.5 and above High: 4.0 – 4.4   8
Moderate: 3.5 – 3.9 Mixed: 2.5 – 3.4 Low: 2.4 and below

Quality of Life

Three quarters (74%) of all respondents indicated their quality of life was good or very good.

However, only 48% of Community 2 indicated their quality of life was good to very good compared to all other Communities (81%).

Community 3 and Community 4 respondents achieved the highest mean score, while Community 2 recorded the lowest.

Respondents who recorded a **good to very good quality of life** were more likely to be:

- Promoters (97%), and Passive respondents (84%)
- Those satisfied with Council (93%)
- Older couples (81%)
- Those who do not have a long term health issue or disability (78%).

Overall, how do you rate the quality of life in the Tablelands Regional Council area?

	Good quality of life 74%		Average 20%	Poor 6%

Overall: 25% | 49% | 20% | 4% | 2%

- 5 Very good
- Good
- Average
- Poor
- 1 Very poor
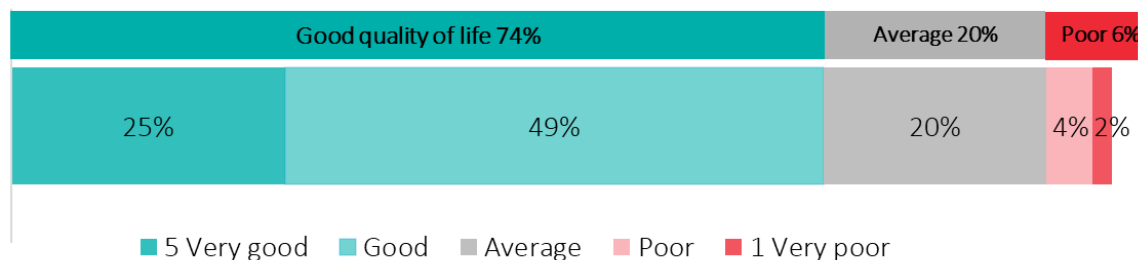
Good Quality of Life by Communities (Total Good : 4,5)

Overall 74% | Community 1 78% | Community 2 48% | Community 3 85% | Community 4 94% | Community 5 75% | Community 6 78%
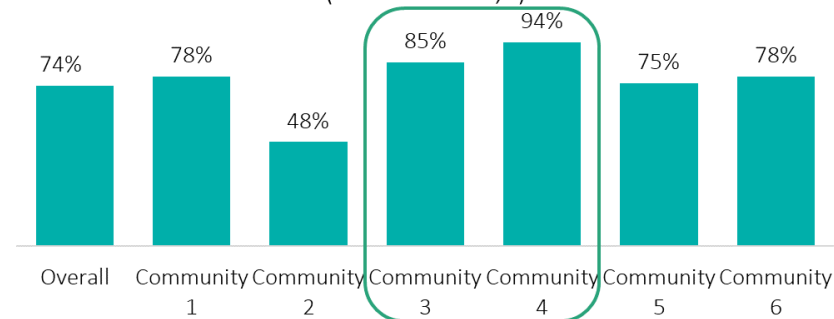
	OVERALL	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
Good, Very good (4,5)	74%	78%	48%	85%	94%	75%	78%
Average to Very poor (1,2,3)	26%	22%	52%	15%	6%	25%	22%
Poor, Very poor (1,2)	6%	2%	16%	1%	0%	6%	6%
Average Mean Score	3.9	4.0	3.4	4.2	4.3	3.9	4.0

Q6. Overall quality of life - Overall, how do you rate the quality of life in the Tablelands Regional Council area? 5 is very good and 1 is very poor.
Base: All respondents (n=668)
RATING LEVEL: Extremely High: 4.5 and above High: 4.0 – 4.4   9
Moderate: 3.5 – 3.9 Mixed: 2.5 – 3.4 Low: 2.4 and below

Net Promoter Score

Net Promoter Score®, or NPS®, measures customer experience and loyalty and predicts business growth.

The NPS calculation is based on the answer to a key question, such as: 'using a 0-10 scale, how likely is it that you would recommend living in the Tablelands Regional Council area to family, friends and colleagues?'

Respondents are grouped as follows:

- **Promoters** (score 9-10) are loyal enthusiasts, or 'super fans', who will keep buying and refer others, fuelling growth.

- **Passives** (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

- **Detractors** (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.
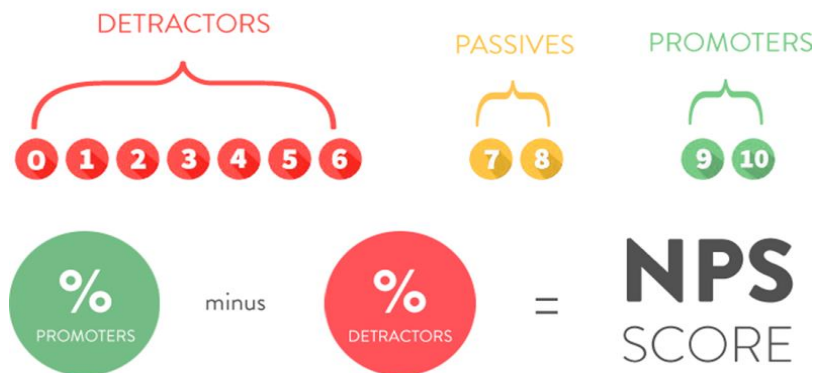
The Tablelands Regional Council region achieved a Net Promoter Score ('NPS') of -2.

A third (32%) of all respondents indicated that they are highly likely to recommend living in the TRC region. These respondents are defined as "promoters" and can be classified as "super fans", compared to 34% who are classified as 'detractors' and would not recommend the area.

DETRACTORS 0 1 2 3 4 5 6   PASSIVES 7 8   PROMOTERS 9 10

% PROMOTERS minus % DETRACTORS = NPS SCORE

Likelihood of recommending living in Tablelands Regional Council

Promoters (9-10) 32%

Detractors (0-6) 34%

Passives (7-8) 35%

-2
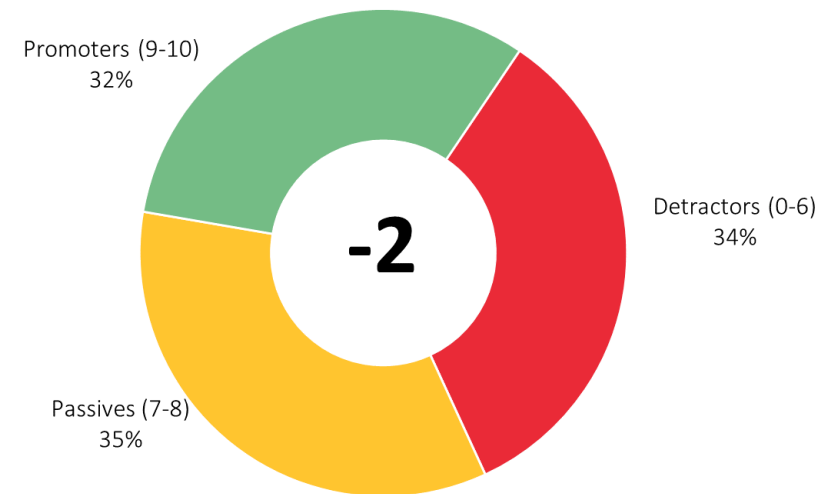
Net Promoter Score by Community

NPS is also reflective of the overall satisfaction with the Council and the quality of life – High NPS for Community 3 and Community 4.

Community 2 has the highest proportion of Detractors and lowest NPS.

OVERALL

Promoters (9-10) 32%

Detractors (0-6) 34%

Passives (7-8) 35%

-2

DETRACTORS
0 1 2 3 4 5 6

PASSIVES
7 8

PROMOTERS
9 10

% PROMOTERS minus % DETRACTORS = NPS SCORE

Community 1
Promoters (9-10) 38%
Detractors (0-6) 33%
Passives (7-8) 29%
4

Community 2
Promoters (9-10) 13%
Passives (7-8) 31%
Detractors (0-6) 56%
-43

Community 3
Promoters (9-10) 45%
Detractors (0-6) 22%
Passives (7-8) 34%
23

Community 4
Promoters (9-10) 39%
Detractors (0-6) 23%
Passives (7-8) 38%
16

Community 5
Promoters (9-10) 33%
Detractors (0-6) 32%
Passives (7-8) 35%
1

Community 6
Promoters (9-10) 30%
Detractors (0-6) 26%
Passives (7-8) 44%
4

Q13: Recommend living in the Tablelands Regional Council area - Using a score of 0 to 10 where 0 is not at all likely 10 is extremely likely, how likely are you to recommend living in the Tablelands Regional Council area to your friends and family? Base: All respondents (n=668) Prompted

11

Net Promoter Score by
Short Term Residents vs. Longer Term Residents

MᶜGREGOR TAN
RESEARCH. STRATEGY. SOLUTIONS.

Across all communities, longer term residents (those who have lived in the area more than 5 years) are less likely to recommend living in the region.

OVERALL
SHORT TERM RESIDENTS vs LONGER TERM RESIDENTS

Likelihood of recommending living in Tablelands Regional Council
Short term resident (5 years or less)

Promoters (9-10) 39%
Detractors (0-6) 33%
Passives (7-8) 28%

6

Likelihood of recommending living in Tablelands Regional Council
Longer term resident (more than 5 years)

Promoters (9-10) 29%
Detractors (0-6) 34%
Passives (7-8) 37%

-5

Community 1
Short term resident (5 years or less)

Promoters (9-10) 35%
Detractors (0-6) 47%
Passives (7-8) 18%

-12

Community 1
Longer term resident (more than 5 years)

Promoters (9-10) 38%
Detractors (0-6) 30%
Passives (7-8) 32%

8

Community 2
Short term resident (5 years or less)

Promoters (9-10) 28%
Passives (7-8) 10%
Detractors (0-6) 62%

-34

Community 2
Longer term resident (more than 5 years)

Promoters (9-10) 11%
Passives (7-8) 34%
Detractors (0-6) 56%

-45

Community 3
Short term resident (5 years or less)

Promoters (9-10) 49%
Detractors (0-6) 15%
Passives (7-8) 35%

34

Community 3
Longer term resident (more than 5 years)

Promoters (9-10) 43%
Detractors (0-6) 23%
Passives (7-8) 34%

19

Q13: Recommend living in the Tablelands Regional Council area - Using a score of 0 to 10 where 0 is not at all likely 10 is extremely likely, how likely are you to recommend living in the Tablelands Regional Council area to your friends and family? Base: All respondents (n=668) Prompted

Net Promoter Score by
Short Term Residents Vs Longer Term Residents

OVERALL
SHORT TERM RESIDENTS vs LONGER TERM RESIDENTS

Likelihood of recommending living in Tablelands Regional Council
Short term resident (5 years or less)

Promoters (9-10) 39%
Detractors (0-6) 33%
Passives (7-8) 28%
6

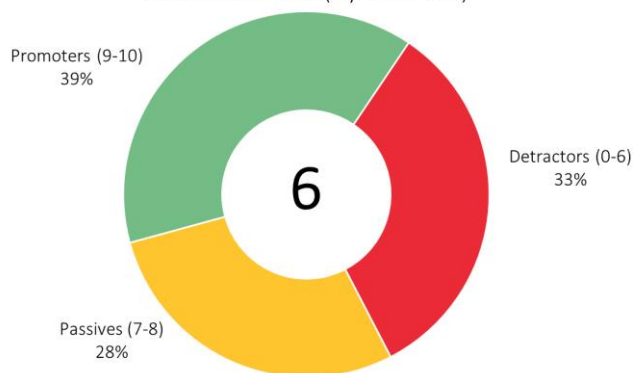Likelihood of recommending living in Tablelands Regional Council
Longer term resident (more than 5 years)

Promoters (9-10) 29%
Detractors (0-6) 34%
Passives (7-8) 37%
-5

Community 4
Short term resident (5 years or less)

Promoters (9-10) 50%
Detractors (0-6) 15%
Passives (7-8) 35%
35

Community 4
Longer term resident (more than 5 years)

Promoters (9-10) 34%
Detractors (0-6) 27%
Passives (7-8) 39%
8

Community 5
Short term resident (5 years or less)

Promoters (9-10) 38%
Detractors (0-6) 30%
Passives (7-8) 33%
8

Community 5
Longer term resident (more than 5 years)

Promoters (9-10) 32%
Detractors (0-6) 33%
Passives (7-8) 35%
-1

Community 6
Short term resident (5 years or less)

Promoters (9-10) 24%
Detractors (0-6) 46%
Passives (7-8) 31%
-22

Community 6
Longer term resident (more than 5 years)

Promoters (9-10) 31%
Detractors (0-6) 21%
Passives (7-8) 48%
10

Q13: Recommend living in the Tablelands Regional Council area - Using a score of 0 to 10 where 0 is not at all likely 10 is extremely likely, how likely are you to recommend living in the Tablelands Regional Council area to your friends and family? Base: All respondents (n=668) Prompted

13

UNDERSTANDING CURRENT AND FUTURE PERCEPTIONS

M^CGREGOR TAN

RESEARCH. STRATEGY. SOLUTIONS.

Most Liked About Living in TRC

Climate, open space and natural environment emerge as common liked points across Communities.

- Promoters and those satisfied with Council were more likely than other sub groups to list the top six responses of climate, open space/smaller population, natural environment, country lifestyle, quality of life and like/know the area.

- Females were more likely than males to mention family and friends, open space/smaller population, sense of community and a good place to raise children.

- Those under 50 also consider the area a good place to raise children.

- Community 3 was more likely to mention rural, farm landscape (58%) than other Communities.

- Community 6 was less likely to say sense of community - friendly, warm, caring people (15%) than other Communities.

Top responses

Legend: Overall, Community 1, Community 2, Community 3, Community 4, Community 5, Community 6

Climate: Overall 63%, Community 1 71%, Community 2 58%, Community 3 61%, Community 4 73%, Community 5 61%, Community 6 63%

Open space / smaller population / not built up, relaxed lifestyle: Overall 59%, Community 1 72%, Community 2 64%, Community 3 64%, Community 4 61%, Community 5 52%, Community 6 53%

Natural environment: Overall 53%, Community 1 54%, Community 2 50%, Community 3 58%, Community 4 64%, Community 5 50%, Community 6 49%

Country lifestyle yet still close to the city (best of both worlds): Overall 53%, Community 1 51%, Community 2 42%, Community 3 56%, Community 4 63%, Community 5 54%, Community 6 52%

Quality of life: Overall 46%, Community 1 50%, Community 2 41%, Community 3 54%, Community 4 52%, Community 5 44%, Community 6 44%

Like the area / know the area: Overall 45%, Community 1 40%, Community 2 40%, Community 3 41%, Community 4 52%, Community 5 47%, Community 6 47%

Rural, farm landscape: Overall 38%, Community 1 30%, Community 2 36%, Community 3 58%, Community 4 42%, Community 5 29%, Community 6 40%

Sense of community - friendly, warm, caring people: Overall 32%, Community 1 27%, Community 2 37%, Community 3 39%, Community 4 43%, Community 5 29%, Community 6 15%

5. Thinking about living in the Tablelands Regional Council area, what do like most about living in the area?
Base: All respondents (n=668)

15

Most Liked About Living in TRC

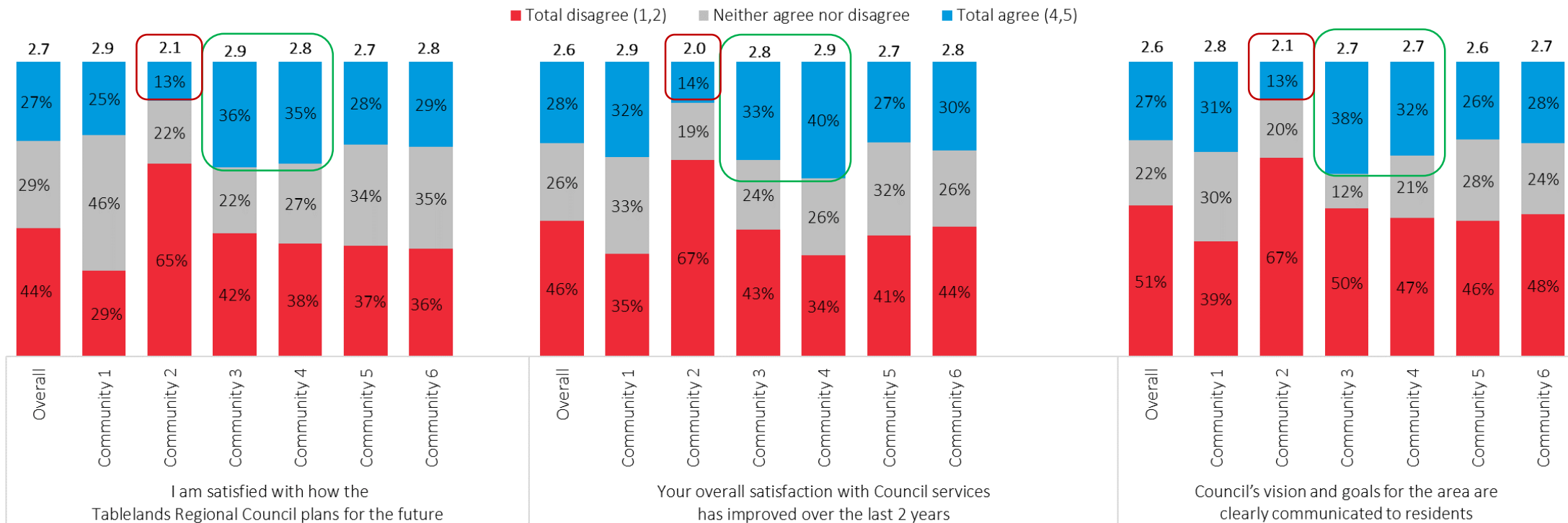| Q5: Thinking about living in the Tablelands Regional Council area, what do like most about living in the area?							
	Overall	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
Climate	63%	71%	58%	61%	73%	61%	63%
Open space / smaller population / not built up, relaxed lifestyle	59%	72%	64%	64%	61%	52%	53%
Natural environment	53%	54%	50%	58%	64%	50%	49%
Country lifestyle yet still close to the city (best of both worlds)	53%	51%	42%	56%	63%	54%	52%
Quality of life	46%	50%	41%	54%	52%	44%	44%
Like the area / know the area	45%	40%	40%	41%	52%	47%	47%
Rural, farm landscape	38%	30%	36%	58% ↑	42%	29%	40%
Sense of community - friendly, warm, caring people	32%	27%	37%	39%	43%	29%	15% ↓
Family / friends live there	32%	31%	37%	31%	25%	34%	26%
Safe and secure	31%	35%	19%	39%	42%	25%	34%
A good place to raise children	27%	20%	26%	31%	26%	26%	31%
Connection to country	21%	16%	27%	27%	25%	16%	15%
Affordable housing	16%	29%	20%	18%	12%	13%	12%
Always lived here	16%	16%	23%	20%	11%	15%	9%
Availability of recreation	15%	6%	8%	17%	17%	17%	16%
Farming economy and way of life	14%	9%	19%	17%	14%	10%	16%
Availability of services	9%	4%	3%	10%	11%	12%	10%
Schools	8%	7%	6%	16%	6%	7%	8%
Employment opportunities	5%	5%	4%	5%	2%	6%	6%
Other	3%	5%	2%	3%	2%	4%	3%
Nothing	1%	0%	3%	0%	0%	1%	1%
Don't know / not sure	1%	0%	3%	0%	0%	1%	2%

Satisfaction – Future plans and goals

Lower agreement (1 in 3) at an overall level in terms of clear commination around council's goals and vision to the residents as well as satisfaction with council's plans for future.
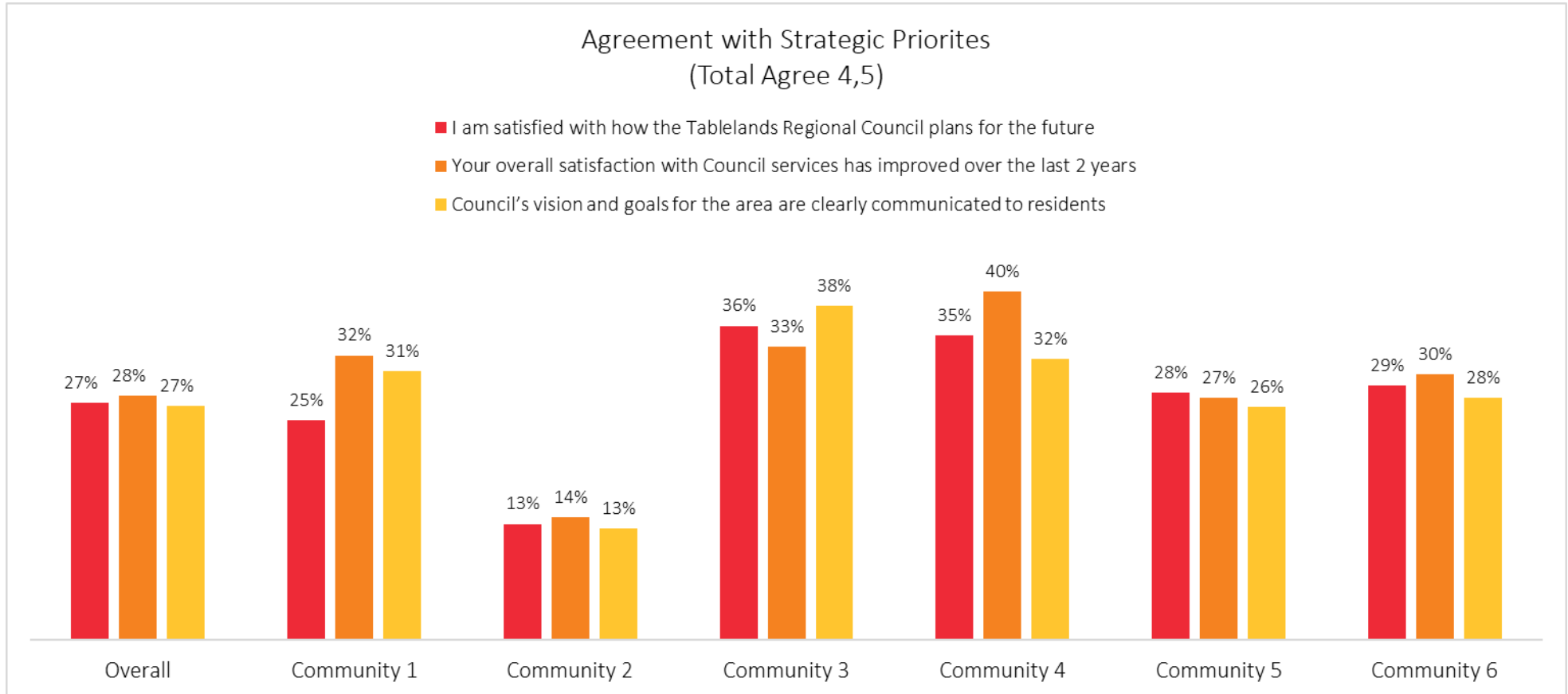
Reflective of the overall satisfaction with the Council, Community 2 appears to be consistently less satisfied and Communities 3 & 4 are more satisfied on all parameters.

- Those aged 70 plus (36%), Promoters (49%), those who agreed their quality of life is good (34%) and older couples (32%) were more likely to agree that **Council's vision and goals for the area are clearly communicated to residents**.

- Promoters (54%), those who agreed their quality of life is good (35%) and those who do not have a long term health issue or disability (32%) were more likely to agree that **overall satisfaction with Council services has improved over the last 2 years**.

- Promoters (54%), those who agreed their quality of life is good (35%) and those who do not have a long term health issue or disability (31%) were more likely to agree they are **satisfied with how the Tablelands Regional Council plans for the future.**

Legend: ■ Total disagree (1,2) ■ Neither agree nor disagree ■ Total agree (4,5)

I am satisfied with how the Tablelands Regional Council plans for the future

	Total agree	Neither	Total disagree	Score
Overall	27%	29%	44%	2.7
Community 1	25%	46%	29%	2.9
Community 2	13%	22%	65%	2.1
Community 3	36%	22%	42%	2.9
Community 4	35%	27%	38%	2.8
Community 5	28%	34%	37%	2.7
Community 6	29%	35%	36%	2.8

Your overall satisfaction with Council services has improved over the last 2 years

	Total agree	Neither	Total disagree	Score
Overall	28%	26%	46%	2.6
Community 1	32%	33%	35%	2.9
Community 2	14%	19%	67%	2.0
Community 3	33%	24%	43%	2.8
Community 4	40%	26%	34%	2.9
Community 5	27%	32%	41%	2.7
Community 6	30%	26%	44%	2.8

Council's vision and goals for the area are clearly communicated to residents

	Total agree	Neither	Total disagree	Score
Overall	27%	22%	51%	2.6
Community 1	31%	30%	39%	2.8
Community 2	13%	20%	67%	2.1
Community 3	38%	12%	50%	2.7
Community 4	32%	21%	47%	2.7
Community 5	26%	28%	46%	2.6
Community 6	28%	24%	48%	2.7

22. Please rate the following statements. 5 is strongly agree and 1 is strongly disagree
BASE; All respondents (n=688) Prompted

RATING LEVEL: Extremely High: 4.5 and above High: 4.0 – 4.4
Moderate: 3.5 – 3.9 Mixed: 2.5 – 3.4 Low: 2.4 and below

McGREGOR TAN
RESEARCH. STRATEGY. SOLUTIONS.

Agreement with Strategic Priorites
(Total Agree 4,5)

■ I am satisfied with how the Tablelands Regional Council plans for the future
■ Your overall satisfaction with Council services has improved over the last 2 years
■ Council's vision and goals for the area are clearly communicated to residents

	Overall	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
Satisfied with planning	27%	25%	13%	36%	35%	28%	29%
Satisfaction improved	28%	32%	14%	33%	40%	27%	30%
Vision communicated	27%	31%	13%	38%	32%	26%	28%

22. Please rate the following statements. 5 is strongly agree and 1 is strongly disagree
BASE; All respondents (n=688) Prompted

RATING LEVEL: Extremely High: 4.5 and above High: 4.0 – 4.4   18
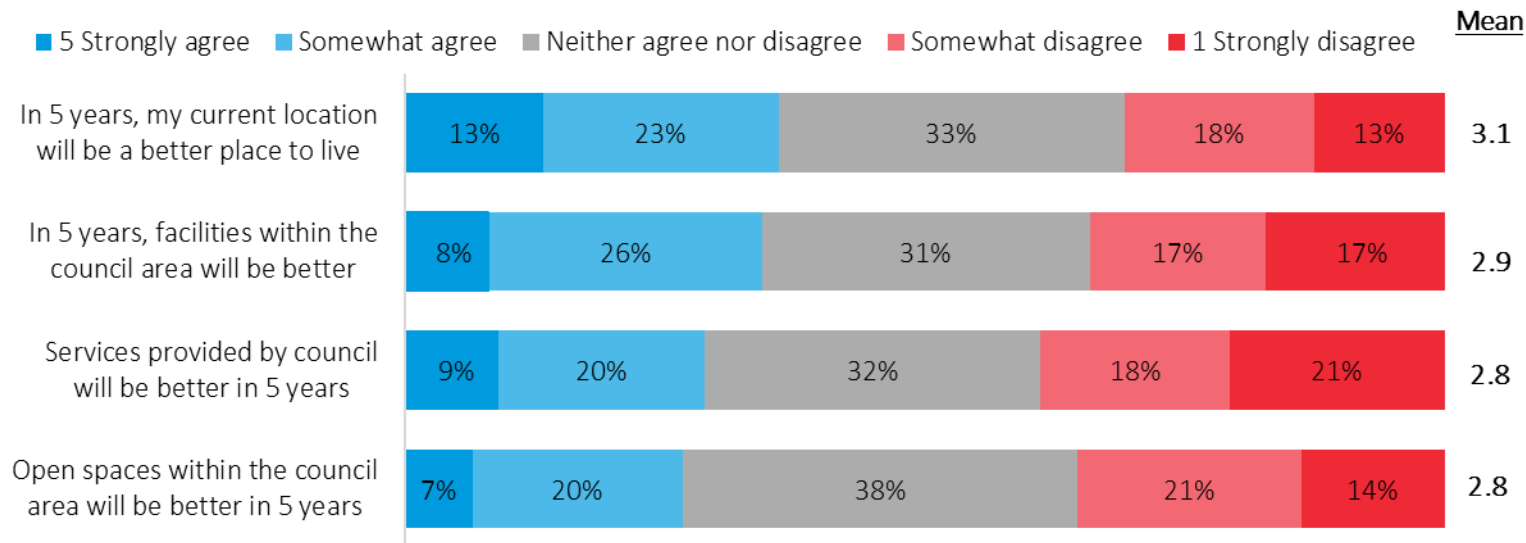Moderate: 3.5 – 3.9 Mixed: 2.5 – 3.4 Low: 2.4 and below

Future Vision in 5 Years Time

Those residing in Community 2 have lower faith in the council working towards their betterment in next 5 years with 1 in 2 disagreeing on all statements.
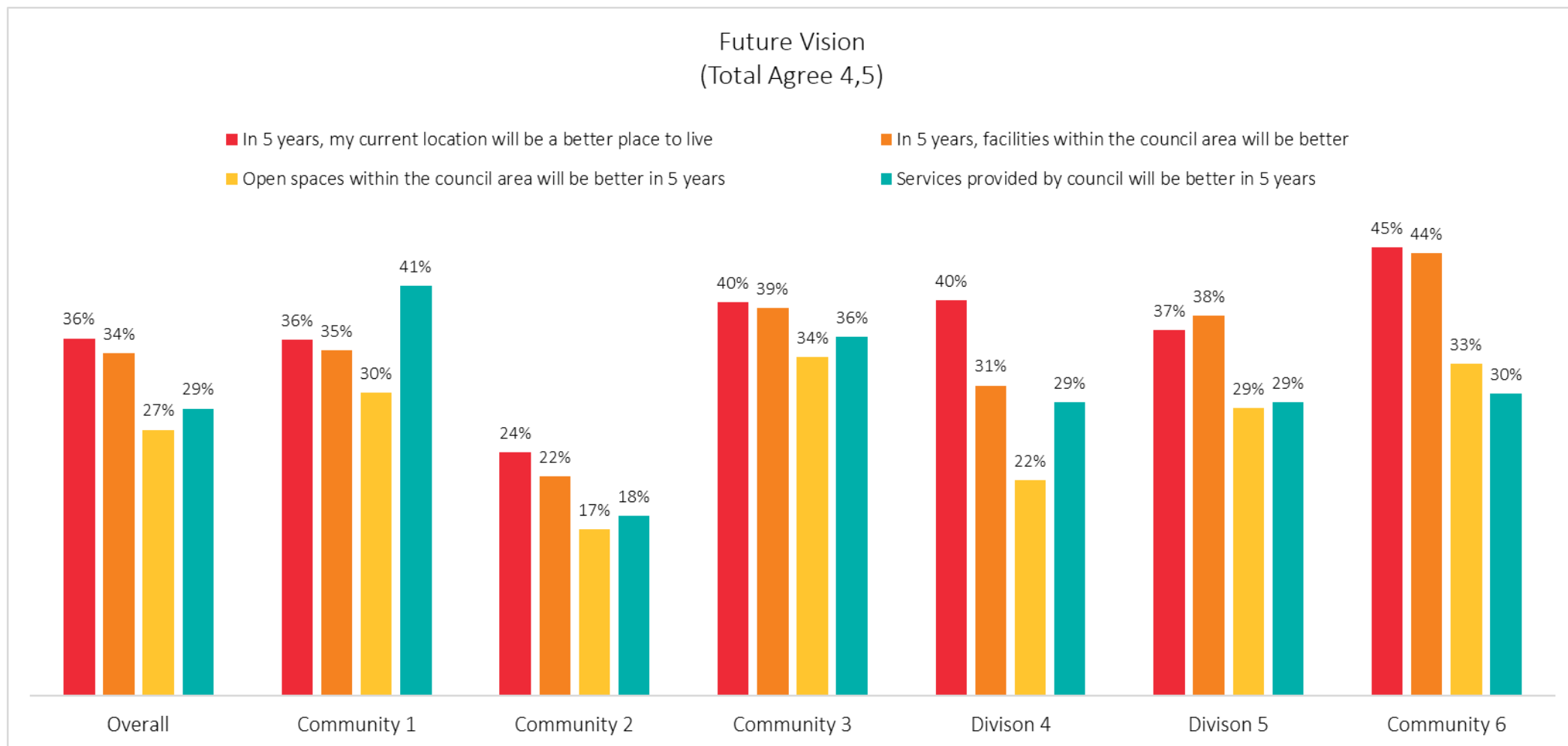
Higher confidence is portrayed by the other Communities.

OVERALL

							Mean
■ 5 Strongly agree	■ Somewhat agree	■ Neither agree nor disagree	■ Somewhat disagree	■ 1 Strongly disagree			

In 5 years, my current location will be a better place to live: 13% | 23% | 33% | 18% | 13% — **3.1**

In 5 years, facilities within the council area will be better: 8% | 26% | 31% | 17% | 17% — **2.9**

Services provided by council will be better in 5 years: 9% | 20% | 32% | 18% | 21% — **2.8**

Open spaces within the council area will be better in 5 years: 7% | 20% | 38% | 21% | 14% — **2.8**

- More likely to **agree with all the future vision statements** are those satisfied with Council and whose satisfaction with Council services improved in last 2 years, Promoters and those who indicated a good quality of life.

- **More likely to disagree** are those with a poor quality of life and those dissatisfied with Council.

- Those who have lived for ten years or less in the area also more likely to disagree on improvement in facilities, services provided and open space in the region.

7. Thinking about the future, to what extent do you agree or disagree with the following statements.
Base: All respondents (n=668)

RATING LEVEL: Extremely High: 4.5 and above High: 4.0 – 4.4   19
Moderate: 3.5 – 3.9 Mixed: 2.5 – 3.4 Low: 2.4 and below

Future Vision in 5 years Time Communities by Agreement

Future Vision
(Total Agree 4,5)

■ In 5 years, my current location will be a better place to live
■ In 5 years, facilities within the council area will be better
■ Open spaces within the council area will be better in 5 years
■ Services provided by council will be better in 5 years

Overall: 36%, 34%, 27%, 29%
Community 1: 36%, 35%, 30%, 41%
Community 2: 24%, 22%, 17%, 18%
Community 3: 40%, 39%, 34%, 36%
Divison 4: 40%, 31%, 22%, 29%
Divison 5: 37%, 38%, 29%, 29%
Community 6: 45%, 44%, 33%, 30%

7. Thinking about the future, to what extent do you agree or disagree with the following statements.
Base: All respondents (n=668)

RATING LEVEL: Extremely High: 4.5 and above High: 4.0 – 4.4   20
Moderate: 3.5 – 3.9 Mixed: 2.5 – 3.4 Low: 2.4 and below

Council Perception

Council needs to drive perception around **Honest and Transparent** and **Represent best interest of the community** across Communities.

- Overall, residents had a higher incidence of agreeing that **Council provides essential services** (58% agreed, mean 3.5) and **Council is accountable to the community** (52%, 3.3).
- Residents were more likely to disagree that the **level of rates is appropriate for services provided** (60% disagreed, 2.3) and **Council is honest and transparent** (48%, 2.6)
- Community 2 had a higher incidence of disagreeing with all statements.
- Community 5 had a higher incidence of agreeing the **Council provides essential services**.
- Community 3 had a higher incidence of agreeing the **Council plans for the future**.

Legend: ■ 5 Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ 1 Strongly disagree

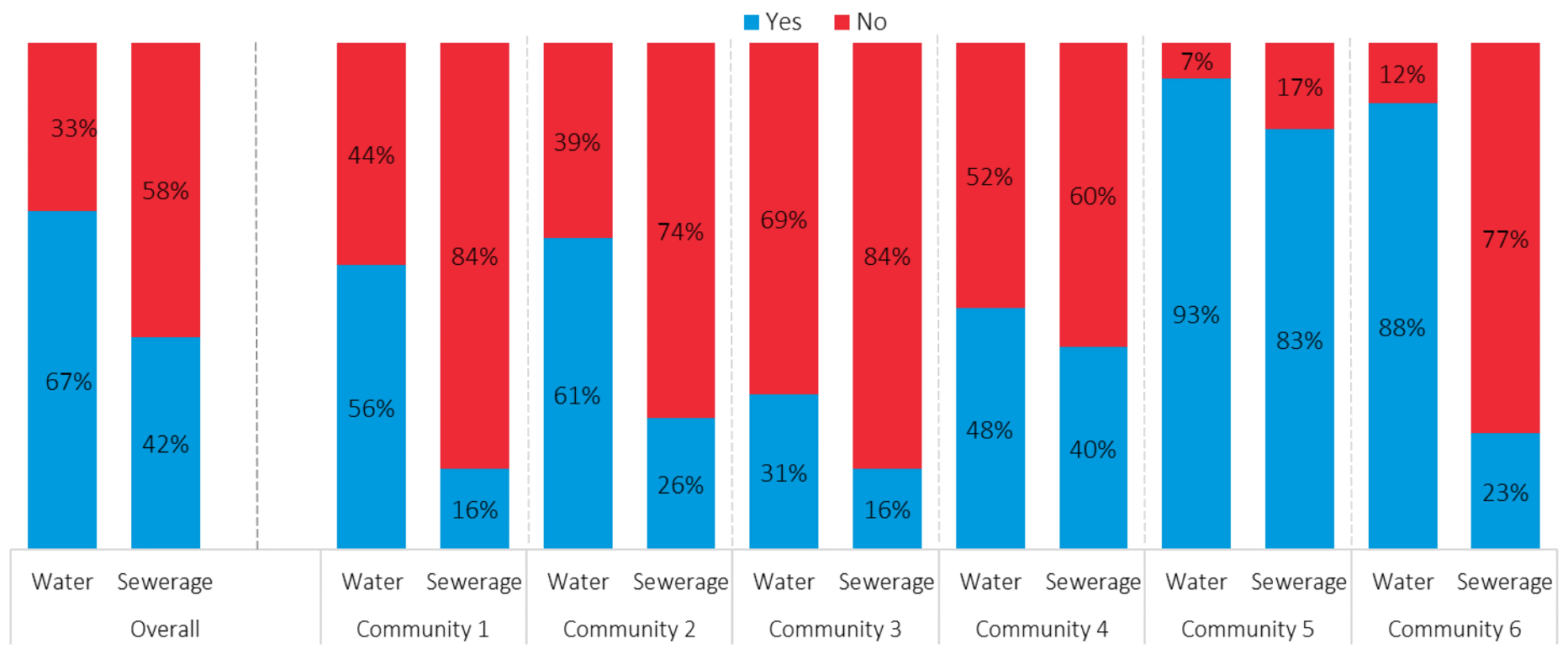| Statement	5 Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	1 Strongly disagree	Mean
The Council provides essential services	21%	38%	19%	13%	9%	3.5
The Council is accountable to the community	32%	20%	16%	15%	17%	3.3
The Council is reliable in delivering core services	14%	31%	22%	15%	18%	3.1
Council keeps the community informed and engaged	11%	32%	18%	21%	18%	3.0
The Council plans for the future	9%	29%	21%	22%	20%	2.9
The Council represents the best interests of the community	9%	25%	20%	22%	23%	2.7
Council is honest and transparent	8%	21%	23%	22%	25%	2.6
The level of rates is appropriate for services provided	6%	19%	16%	25%	35%	2.3

Connection to Town Water and Sewerage

- Overall, more than two thirds (67%) are connected to town water while 42% are connected to town sewerage.
- Communities 5, 6, 2, and 1 all had more than half the residents connected to town water.
- Community 5 was the only community with more than 50% connected to town sewerage.
- Community 3 has the lowest connect to both water and sewerage.
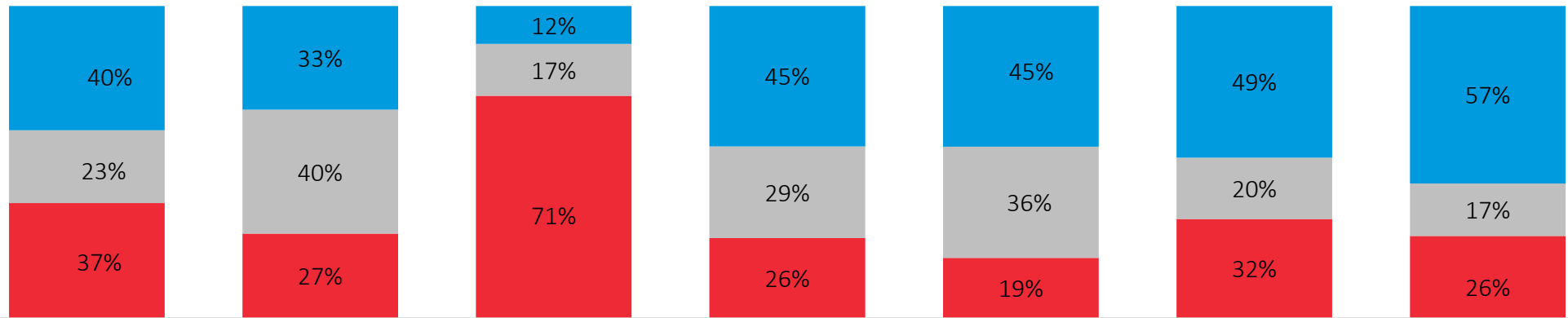
CONNECTION TO TOWN WATER AND SEWERAGE

Legend: ■ Yes ■ No

	Water	Sewerage
Overall Yes	67%	42%
Overall No	33%	58%
Community 1 Yes	56%	16%
Community 1 No	44%	84%
Community 2 Yes	61%	26%
Community 2 No	39%	74%
Community 3 Yes	31%	16%
Community 3 No	69%	84%
Community 4 Yes	48%	40%
Community 4 No	52%	60%
Community 5 Yes	93%	83%
Community 5 No	7%	17%
Community 6 Yes	88%	23%
Community 6 No	12%	77%

11. Are you connected to town water or sewerage?
Base: All respondents (n=668)

22

Satisfaction with Water Services by Community

Communication of schedule water services upgrades are required to Community 2.

Satisfaction with Water Services (All respondents)

■ Total dissatisfied (1,2)   ■ Neither satisfied nor dissatisfied   ■ Total satisfied (4,5)

	Overall	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
Total satisfied	40%	33%	12%	45%	45%	49%	57%
Neither	23%	40%	17%	29%	36%	20%	17%
Total dissatisfied	37%	27%	71%	26%	19%	32%	26%

Satisfaction with Water Services (Connected to town water)
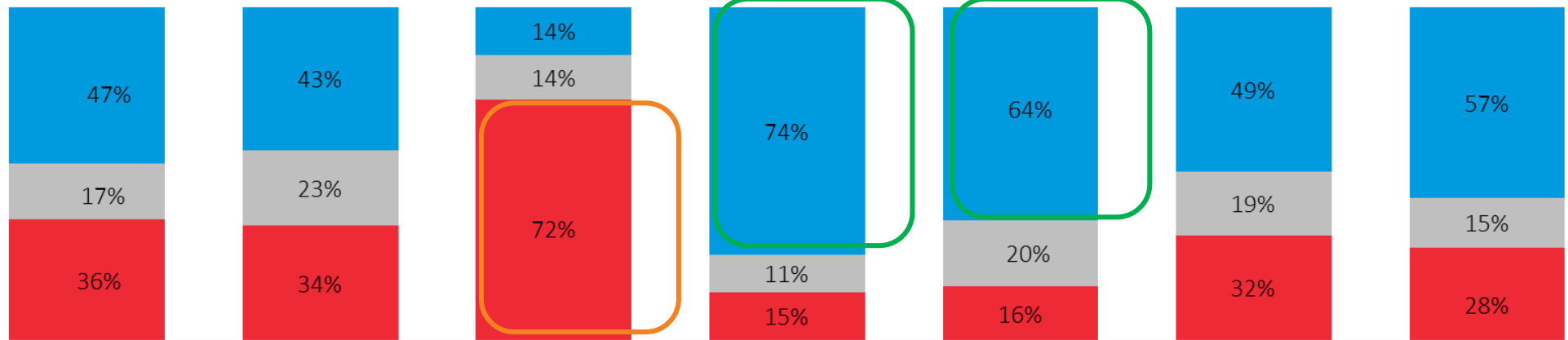
	Overall	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
Total satisfied	47%	43%	14%	74%	64%	49%	57%
Neither	17%	23%	14%	11%	20%	19%	15%
Total dissatisfied	36%	34%	72%	15%	16%	32%	28%

10. How satisfied or dissatisfied are you with each of the following? Prompted
11 Are you connected to town water or sewerage? Prompted
Base: All respondents (n=668)

RATING LEVEL: Extremely High: 4.5 and above High: 4.0 – 4.4   23
Moderate: 3.5 – 3.9 Mixed: 2.5 – 3.4 Low: 2.4 and below

Satisfaction with Sewerage Services by Community
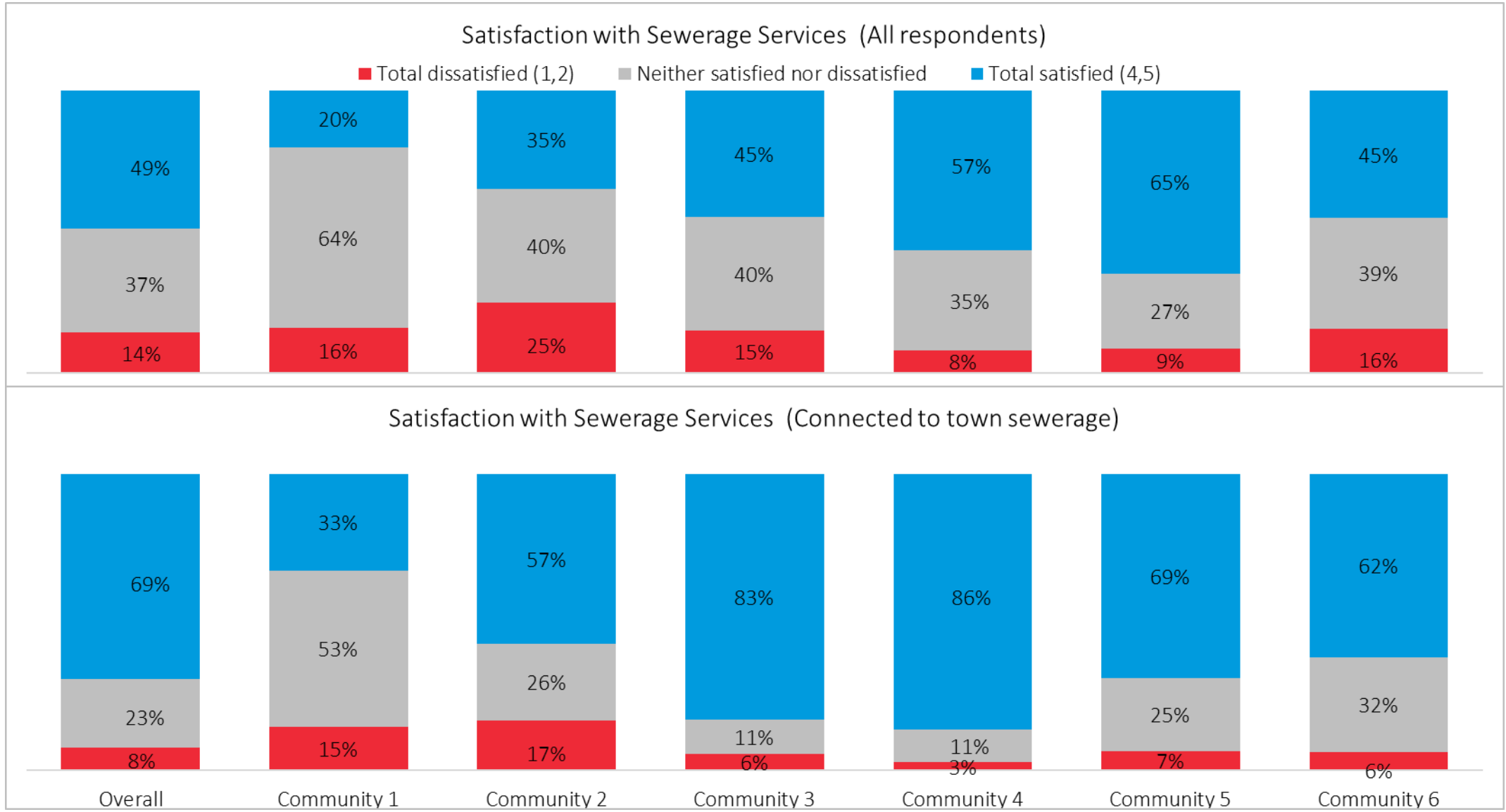
Satisfaction with Sewerage Services (All respondents)

■ Total dissatisfied (1,2) ■ Neither satisfied nor dissatisfied ■ Total satisfied (4,5)

	Overall	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
Total satisfied (4,5)	49%	20%	35%	45%	57%	65%	45%
Neither	37%	64%	40%	40%	35%	27%	39%
Total dissatisfied (1,2)	14%	16%	25%	15%	8%	9%	16%

Satisfaction with Sewerage Services (Connected to town sewerage)

	Overall	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
Total satisfied (4,5)	69%	33%	57%	83%	86%	69%	62%
Neither	23%	53%	26%	11%	11%	25%	32%
Total dissatisfied (1,2)	8%	15%	17%	6%	3%	7%	6%

10. How satisfied or dissatisfied are you with each of the following? Prompted
11 Are you connected to town water or sewerage? Prompted
Base: All respondents (n=668)

RATING LEVEL: Extremely High: 4.5 and above High: 4.0 – 4.4   24
Moderate: 3.5 – 3.9 Mixed: 2.5 – 3.4 Low: 2.4 and below

UNPACKING THE OPPORTUNITIES AND AREAS OF IMPROVEMENT

MCGREGOR TAN

RESEARCH. STRATEGY. SOLUTIONS.

Top Priority

Top responses - Unpromped

■ Overall

Response	%
Fix/ Maintain roads	33%
Provide more/ better services (sporting, elderly, library, cinema, etc.)	20%
Cleaner water	20%
Infrastructure/ development/ planning	11%
Waste management/ recycling	10%
Environmental management	10%
Community (events, safety engagement)	10%
Regional economic development / growth	9%
Lower/ affordable rates	9%
Better management of funds/ spending	8%
Understanding/ listening the needs of the community	7%
Management of open spaces/ towns (parks, verges, trees, footpaths, town beautification etc.)	6%
Stormwater/ drainage/ sewerage	6%
Honesty/ transparency/ accountability	6%

Spontaneously, **fixing and maintaining roads** is the top priority for every Community followed by **more/ better services** (sporting, elderly, library, cinema, etc.).

Community 2 has very high mentions around **cleaner water**.

Older residents consider **honesty/ transparency/ accountability** and **understanding/ listening to the needs of the community** more a priority than other groups.

Responses rating <u>5% or less</u> were:

- Employ less Council staff
- Better management of Council staff/ employ less Council staff
- Better communication
- Youth services/ activities
- Budget/ finance
- Better employment opportunities
- Tourism
- Public transport
- Health and wellbeing
- Lower cost of living

12% of responses could not be coded.

20: What do you consider to be the top priority for Council? Open ended
Base: All respondents (n=668)

Top Priority by Community

Top Priority by Community

- Fix/ Maintain roads
- Provide more/ better services
- Cleaner water
- Infrastructure/ development/ planning
- Waste management/ recycling

Overall: Fix/ Maintain roads 33%, Provide more/ better services 20%, Cleaner water 20%, Infrastructure/ development/ planning 11%, Waste management/ recycling 10%

Community 1: Fix/ Maintain roads 21%, Provide more/ better services 16%, Cleaner water 11%, Infrastructure/ development/ planning 7%, Waste management/ recycling 6%

Community 2: Fix/ Maintain roads 33%, Provide more/ better services 17%, Cleaner water 33% ↑, Infrastructure/ development/ planning 13%, Waste management/ recycling 6%

Community 3: Fix/ Maintain roads 44%, Provide more/ better services 16%, Cleaner water 11%, Infrastructure/ development/ planning 10%, Waste management/ recycling 11%

Community 4: Fix/ Maintain roads 33%, Provide more/ better services 24%, Cleaner water 13%, Infrastructure/ development/ planning 10%, Waste management/ recycling 20%

Community 5: Fix/ Maintain roads 32%, Provide more/ better services 23%, Cleaner water 19%, Infrastructure/ development/ planning 11%, Waste management/ recycling 11%

Divison 6: Fix/ Maintain roads 29%, Provide more/ better services 24%, Cleaner water 20%, Infrastructure/ development/ planning 14%, Waste management/ recycling 9%

Top 3 Areas to Increase Efforts

MCGREGOR TAN
RESEARCH. STRATEGY. SOLUTIONS.

Overall

Category	
Infrastructure	79%
Community	65%
Economy	63%
Environment	54%
Governance	31%
Other	15%

Infrastructure, community and **economy** were the top 3 areas residents indicated Council should increase its efforts.

- **Infrastructure** was more likely to be a priority for males compared to females and those working compared to those not working.
- **Community** was more likely to be mentioned by those under 40, Community 2 and families with younger children.
- The **economy** was more of a priority for those under 40.
- Females were more likely to indicate **environment** than males.
- **Governance** was more a priority for males and older residents.

21. From the following, which do you believe are the top three areas Council should increase its efforts in?
Base: All respondents (n=668)

28

Top 3 Areas to Increase Efforts by Community

Top 3 Areas to Increase Efforts

■ Infrastructure ■ Community ■ Economy ■ Environment ■ Governance ■ Other

	Infrastructure	Community	Economy	Environment	Governance	Other
Overall	79%	65%	63%	54%	31%	15%
Division 1	74%	73%	62%	67%	18%	14%
Division 2	82%	76%	66%	52%	29%	17%
Division 3	73%	62%	60%	61%	32%	13%
Division 4	81%	56%	56%	60%	34%	13%
Division 5	78%	66%	67%	47%	32%	13%
Divison 6	83%	57%	58%	48%	34%	23%

21. From the following, which do you believe are the top three areas Council should increase its efforts in?
Base: All respondents (n=668) Prompted

29

Prioritising Issues That Need Attention

Priority 1 services that should be addressed are in the top right hand quadrant, these were the services residents are most dissatisfied with and rated the highest importance.

Priority 2 services to address are in the bottom right hand quadrant, these services are higher in importance but are relatively lower in dissatisfaction.

OVERALL

Low Importance
High Dissatisfaction

Priority 1
High Importance
High Dissatisfaction

Dissatisfaction

Roads and drainage

Town planning and development assessments

Water services

Economic development

Community facilities

Importance

Community services

Recreational and leisure services

Building and plumbing certification services

Natural resource management

Community events

Parks, reserves, playgrounds

Regulatory services

Sewerage services

Rubbish, waste collection and recycling

Tourist attraction and information centres

Emergency management and community resilience

Arts and cultural activities

Library services

Low Importance
Low Dissatisfaction

Priority 2
High Importance
Low Disstisfaction

ISSUES TO FOCUS ON:

Priority 1 –Key Issues : Roads and Drainage (across), Water Services & Community facilities (Community 2).

Priority 1 – Other Issues: Water services (other Communities) , Town planning and development assessments (across), Community facilities (other Communities), Natural Resource management (other Communities)

Priority 2: Parks / Playgrounds (across), Sewerage services (across), Rubbish, waste collection (across), Emergency management (across), Recreational and leisure services (other Communities).

Q9a. How important do you think each of the following are for the Council to provide to the community.
Q10a. How satisfied or dissatisfied are you with each of the following?
Base: All respondents (n=668)

RATING LEVEL: Extremely High: 4.5 and above High: 4.0 – 4.4
Moderate: 3.5 – 3.9 Mixed: 2.5 – 3.4 Low: 2.4 and below

Improving Service

In addition to **improvement of roads, paths** (Communities 2,3,4) and **water** (Community 2), residents also expect the council to be **more responsive and communicate better with them** (Communities 1,5,6).

Other suggestions of <u>less than 3%</u> were future employment for youth/ keep them here, get rid of mayor, councillors/ have an election, plan for the future/ sustainable practices, reduce staff, more community involvement, waste management and more front of house staff.

11% provided suggestions that could not be coded, commentary for these are provided in appendix 2.

Top Responses by Division

Legend:
- More communication/ listen/ be responsive
- Improve roads/ paths
- Lower rates
- Improve water
- Be open/ honest/ transparent
- Environmental care
- Maintain infrastructure and services
- Better rubbish collectiont/ recycling
- Better financial management

Category	Overall	Division 1	Division 2	Division 3	Division 4	Division 5	Division 6
More communication/ listen/ be responsive	18%	31%	15%	15%	16%	18%	21%
Improve roads/ paths	18%	10%	17%	28%	27%	11%	15%
Lower rates	9%	7%	8%	4%	3%	13%	12%
Improve water	7%	3%	21%	1%	5%	4%	4%
Be open/ honest/ transparent	5%	2%	3%	5%	11%	4%	2%
Environmental care	4%	4%	3%	7%	3%	5%	4%
Maintain infrastructure and services	4%	4%	3%	5%	3%	5%	3%
Better rubbish collectiont/ recycling	3%	12%	0%	2%	5%	2%	7%
Better financial management	3%	0%	1%	4%	3%	4%	4%

24. Can you suggest one way in which Tablelands Regional Council can improve its service to you? Open
Base: All respondents (n=668)

Improving Service and Paying for It

While residents were happy to provide suggestions on what would improve service to them, the majority are not prepared to not pay for most of the services.

Relatively higher agreement on paying for **environment, Infrastructure** and **rubbish collection**.

Would you be prepared to pay for this service?

■ Yes   ■ No

Category	Yes	No
More communication/ listen/ be responsive (n=121)	19%	81%
Improve roads/ paths (n=118)	23%	77%
Improve water (n=48)	19%	81%
Be open/ honest/ transparent (n=31)	39%	61%
Environmental care (n=30)	57%	43%
Maintain infrastructure and services (n=27)	63%	37%
Better rubbish collection/ recycling (n=22)	68%	33%
Better financial management (n=19)	35%	65%

24. Can you suggest one way in which Tablelands Regional Council can improve its service to you? Open ended
25: Would you be prepared to pay for this service? Prompted
Base: All respondents (n=668)

32

One Way to Improve Region

Improvement in region suggestions mirror the services suggestions with room for improvement on **roads** and **water** as the key issues.

There were a few suggestions 2% or less - more focus on Ravenshoe area, better planning, be open / honest / transparent, community / rural development, more open spaces (parks, gardens, land etc.) and attraction and services for youth.

6% provided suggestions that could not be coded and 14% could not provide a suggestion at all.

Top Responses by Division

- Improve roads
- Better/ more promotion/ marketing of the area
- Improve services & facilities
- Beautification of towns/ the area
- Environmental sustainability/ protection
- Improve water
- Better/More communication with ratepayers

	Overall	Division 1	Division 2	Division 3	Division 4	Division 5	Division 6
Improve roads	20%	19%	22%	23%	19%	18%	17%
Better/more promotion/marketing	9%	13%	4%	11%	12%	7%	9%
Improve services & facilities	7%	3%	3%	7%	8%	7%	15%
Beautification of towns	5%	7%	2%	8%	5%	4%	10%
Environmental sustainability	5%	11%	4%	7%	5%	4%	5%
Improve water	4%		10%	5%	1%	3%	5%
Better/More communication	4%	7%	2%	3%	7%	3%	7%

26. Can you suggest one way in which Tablelands Regional Council can improve the region? Open
Base: All respondents (n=668)

33

Satisfaction with Council

- Those who indicated they had a poor quality of life (57%), those with longer term health issues (35%) and females (31%) had a higher incidence of being dissatisfied **with disability access and inclusion.**

- Respondents who have lived in the area 10 years or less were relatively evenly divided on satisfaction with the **progress of major capital projects** (37% satisfied, 35% dissatisfied).

- Residents who have lived in the area 10 years or less (33%) were more satisfied with **strategic planning** while those who have lived in TRC for more than twenty years had a higher incidence of being dissatisfied (55%).

- 18 to 29 years old's were less likely to be satisfied with **financial management and sustainability** than other age groups, while those who have lived in the area 10 years or less were relatively evenly divided on satisfaction (35% satisfied, 40% dissatisfied).

- Those who have lived in the area 10 years or less were more satisfied (34%) that **Council makes decisions in the best interest of the whole community** compared to those who have lived in TRC for more than twenty years (58% dissatisfied).

Overall, residents were most satisfied with **disability access and inclusion** (41%) and most dissatisfied that **Council makes decisions in the best interest of the whole community** (52%) and **financial management and sustainability** (48%).

Community 2 had a higher incidence of being more dissatisfied with all statements than all other Communities.

OVERALL

Legend: ■ 5 Very satisfied ■ Somewhat satisfied ▨ Neither satisfied nor dissatisfied ■ Somewhat dissatisfied ■ 1 Very dissatisfied **Mean**

Statement	5 Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	1 Very dissatisfied	Mean
Indigenous and cultural heritage	12%	23%	47%	12%	6%	3.2
Disability access and inclusion	10%	31%	34%	15%	10%	
Progress of major capital projects	5%	23%	28%	25%	19%	2.7
Strategic planning	4%	21%	27%	27%	20%	2.6
Financial management and sustainability	4%	22%	26%	25%	23%	
That Council makes decisions in the best interest of the whole…	7%	23%	19%	26%	26%	2.6

8. Please rate your level of satisfaction with the Council in relation to the following. 5 is very satisfied and 1 is very dissatisfied. How satisfied are you … Base: All respondents (n=668)

RATING LEVEL: Extremely High: 4.5 and above High: 4.0 – 4.4   34
Moderate: 3.5 – 3.9 Mixed: 2.5 – 3.4 Low: 2.4 and below

COMMUNICATION AND INTERACTION WITH COUNCIL

Contact with Council

More than two thirds of residents have contacted the Council in the past 12 months with the main reasons to **gain information** or **make a complaint**.

Main reason for contact

■ Overall

Reason	Percentage
To gain information	40%
To make a complaint	32%
To use a service	20%
To use a facility	18%
To make a payment / pay a fine	16%
To conduct a business enquiry	13%
To make a compliment	6%
Other	21%
Can't recall	1%

Contact with Council

■ Yes ■ No

	Overall	Community 1	Community2	Divison 3	Divison 4	Community 5	Community 6
No	39%	56%	44%	33%	42%	32%	39%
Yes	61%	44%	56%	67%	58%	68%	61%
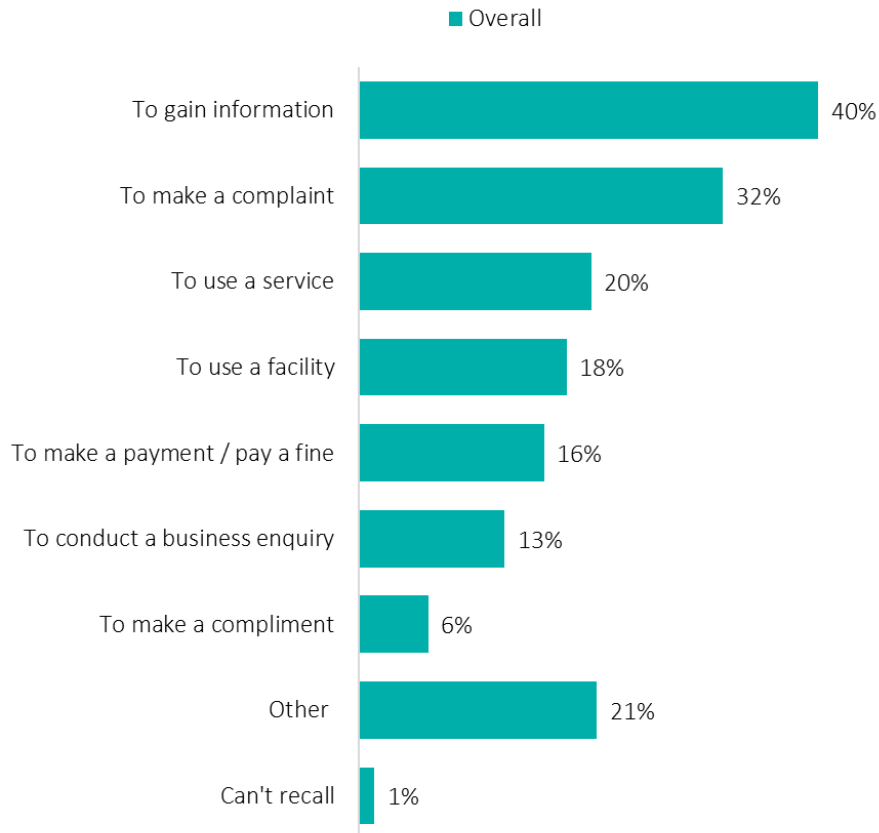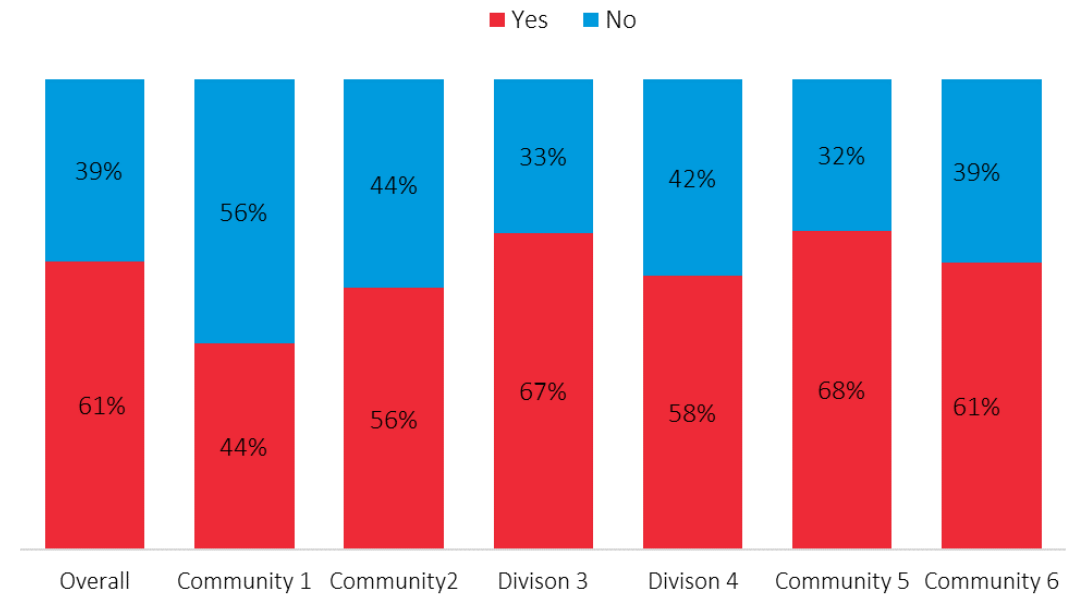
Residents aged 60 to 69 were more likely to contact the Council than those under 40.

Communities 1, 2 and 3 were more likely to make a complaint than other Communities.

14: Apart from paying or receiving your rates notice, have you had any contact with the Council in the last 12 months? Base: All respondents (n=668)
15. What was the main reason for that contact? Base: Had contact (n=403)

36

Satisfaction With Most Recent Contact

- **Overall satisfaction with most recent encounter:** Community 6 was most satisfied (69%), Community 2 was least satisfied (42%). Those who have lived in the area 10 years or less (66%) were more satisfied compared to those who have lived in TRC more than 20 years (47%).

- **Politeness of staff:** Communities 4 and 6 were most satisfied (both 78%), Community 1 was least satisfied (66%).

- **Professionalism of staff:** Community 4 was most satisfied (72%), Community 1 was least satisfied (57%), residents who have lived in TRC more than 20 years (58%) were less satisfied than those who have lived in the area for less time.

- **Responsiveness of staff:** Community 4 was most satisfied (73%), Community 1 was least satisfied (44%), residents who have lived in TRC more than 20 years (53%) were less satisfied than those who have lived in the area for less time, those not working (71%) were more satisfied than those working (56%).

- **Politeness and approachability of Councillors:** Community 3 was most satisfied (68%), Divsion1 was least satisfied (41%).

- **Knowledge of staff:** Community 4 was most satisfied (70%), Community 1 was least satisfied (50%).

- **Resolution of issue:** Community 5 was most satisfied (62%), Community 2 least satisfied (40%), residents who have lived in TRC more than 20 years (43%) were more dissatisfied compared to those who have lived in the area 10 years or less (25%).

Scope for improvement in terms of Issue resolution across Communities.

Legend:
- ■ 5 Very satisfied
- ■ Somewhat satisfied
- ■ Neither satisfied nor dissatisfied
- ■ Somewhat dissatisfied
- ■ 1 Very dissatisfied

	5 Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	1 Very dissatisfied	Rating
Overall satisfaction with most recent encounter	33%	22%	14%	14%	18%	3.4
Politeness of staff	49%	24%	13%	8%	6%	4.0
Professionalism of staff	39%	28%	15%	9%	10%	3.8
Responsiveness of staff	39%	23%	14%	12%	13%	3.6
Politeness and approachability of Councillors	35%	24%	20%	8%	13%	3.6
Knowledge of staff	31%	29%	17%	13%	10%	3.6
Resolution of issue	27%	25%	12%	15%	21%	3.2

16. Thinking about the most recent encounter you have had with Council, how satisfied or dissatisfied were you with the following?
Base: All respondents (n=405)

RATING LEVEL: Extremely High: 4.5 and above High: 4.0 – 4.4   37
Moderate: 3.5 – 3.9 Mixed: 2.5 – 3.4 Low: 2.4 and below

Most Recent Encounter Reason for Score

Reasons for rating of 3-5 (n=279)

- Staff are friendly/ helpful — 28%
- Moderate/ average satisfaction — 16%
- Issue was resolved in timely manner — 13%
- Issue was unresolved — 10%
- Staff are untrained/ unhelpful — 9%
- Happy with service/ outcome — 6%
- Room for improvement — 6%
- Untimely / no response — 5%
- Low service quality (water / roads) — 4%
- Other — 9%
- Don't know — 13%

■ Overall

Reasons for rating of 1 or 2 (n=126)

■ Overall

- Complaints & enquiries dismissed / unable to solve issue — 43%
- Poor response from staff / councillors — 33%
- Dishonest & untrustworthy council — 8%
- Unorganised, unable to speak to appropriate persons — 7%
- Water quality — 5%
- Expensive fees and charges — 4%
- Road maintenance — 4%
- Misinformation — 3%
- Expensive rates — 3%
- Lack of funding — 2%
- Other — 10%
- Unsure — 4%

Over half (55%) were **satisfied** with their most recent encounter, 14% provided a **neutral** score.

Reasons for satisfaction centered around the **staff being friendly and helpful** and the **issue was resolved in a timely manner**.

Overall satisfaction with most recent encounter

- Satiisfied (rating 4,5), 55%
- Neither satisifed or dissatisfied (rating 3), 14%
- Dissatisfied (rating 1,2), 31%

Almost a third (31%) were **dissatisfied** with their most recent encounter.

Reasons given for this dissatisfaction mainly centered around **complaints and enquiries being dismissed or staff being unable to solve issues** and **poor response from staff and councillors**.

Community 1 had a higher incidence of being dissatisfied with **road maintenance** and Community 2 with **water quality**.

Preferred Delivery of Interaction and Communication

McGREGOR TAN
RESEARCH. STRATEGY. SOLUTIONS.

Email — 51%
Local newspaper — 47%
Council website/online services — 46%
Information distributed with Rates Notices — 33%
Council's electronic newsletters — 28%
Social media — 27%
Visit customer service centre/ face-to-face — 25%
Phone and SMS — 24%
Contact Councillor direct — 22%
Public forums and Council meetings — 21%
Community groups and advisory committees — 19%
Letter / letterbox drops — 18%
Community magazine (printed and online) — 13%
Engagement online portal — 9%
Word of mouth — 6%
Other — 3%
Don't know — 6%

■ Overall

Email, local newspaper and the **Council website/online services** were the 3 most preferred methods for delivery of information or interaction with the Council.

Word of mouth was the least preferred method.

There were no significant differences via Communities.

Females, residents under 50 and those working all preferred **social media** compared to males, those in older age groups and not working.

Those who have lived in TRC more for than 20 years would like to have **direct contact with a Councillor**.

Residents who have lived in TRC for 10 years or less had little interest in **public forums and Council meetings** compared to other forms of communication.

19. How would you like to interact with Council and receive information in the future?
Base: All respondents (n=668)

39

COMPARISION WITH OTHER COUNCILS

Overall Satisfaction with Council

	Tablelands Regional	Average mean of Councils A-F	COUNCIL A Regional ERP 7,000	COUNCIL B Regional ERP 9,000	COUNCIL C Metro EP 84,000	COUNCIL D Regional ERP 22,000	COUNCIL E Metro EP 21,000	COUNCIL F Regional ERP 39,000
	Mean		Mean	Mean	Mean	Mean	Mean	Mean
Overall satisfaction	2.8	3.2	3.2	2.6	3.4	3.2	3.7	3.3

- The overall satisfaction with the Council is lower than the average of the other 6 Councils from a variety of Australian states and territories for which McGregor Tan has previously provided research services.

- The scores are lower, even after excluding Community 2 from total.

Level of agreement with statements	Tablelands Regional Council	Average of Councils A-E	COUNCIL A Regional ERP 7,000	COUNCIL B Metro EP 84,000	COUNCIL C Regional ERP 27,000
	Mean		Mean	Mean	Mean
The Council provides essential services	3.5	3.8	3.8		
The Council is accountable to the community	3.3	3.7	3.7		
The Council is reliable in delivering core services	3.1	3.4	3.4		
The Council plans for the future	2.8	3.2	3.3	3.5	2.9
The Council represents the best interests of the community	2.7	3.2	3.2		
The level of rates is appropriate for services provided	2.3	2.6	2.6		

Q23: Your overall satisfaction with Council now - 5 is very satisfied and 1 is very dissatisfied, how do you rate…
Base: All respondents (n=668)

RATING LEVEL: Extremely High: 4.5 and above High: 4.0 – 4.4   41
Moderate: 3.5 – 3.9 Mixed: 2.5 – 3.4 Low: 2.4 and below

Council Services Comparison

Where possible Council services have been compared against other Councils from a variety of states and territories within Australia.

Satisfaction with Services	Tablelands Regional Council	Average of Councils A-E	Council A Regional ERP 7,000	Council B Regional ERP 9,000	Council C Metro EP 84,000	Council D Regional ERP 22,000	Council E Metro EP 21,000	Council E Regional ERP 27,000
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Library services	3.9	3.9	3.6	3.4	4.1	4.2		4.2
Rubbish, waste collection and recycling	3.7	3.7	3.7	2.8		4.0	4.2	
Parks, reserves, playgrounds (open spaces)	3.6	3.5	3.6	2.8		3.6	4.1	
Arts and cultural activities including galleries, museums and memorials	3.5	3.7			3.4		3.8	3.9
Tourist attraction and information centres	3.5	3.8						3.8
Recreational and leisure services (e.g. sports ovals, swimming pool)	3.4	3.6		3.3	3.7	3.5		3.7
Regulatory services including food inspections and animal management	3.3	3.3	3.3	3.1	3.2	3.0	3.7	3.5
Community events	3.3	3.4		2.7	3.5		4.0	
Community services (e.g. youth programs, disability support)	3.2	3.5			3.3			3.7
Natural resource management including land protection, biosecurity and nursery	3.2	3.3	3.3					
Community facilities including halls, public toilets and meeting spaces	3.2	3.6				3.6	3.6	
Town planning and development assessments	2.8	2.6		2.3				2.9
Roads and drainage	2.5	3.0		2.3	3.3	3.0	3.3	2.9

Q10. Base: All respondents (n=668)
Note, Councils A-E are from across a variety of states and territories within Australia.

RATING LEVEL: Extremely High: 4.5 and above High: 4.0 – 4.4   42
Moderate: 3.5 – 3.9 Mixed: 2.5 – 3.4 Low: 2.4 and below

APPENDIX 1:
RESPONDENT PROFILE

Respondent profile

Respondent profile

Overall Gender
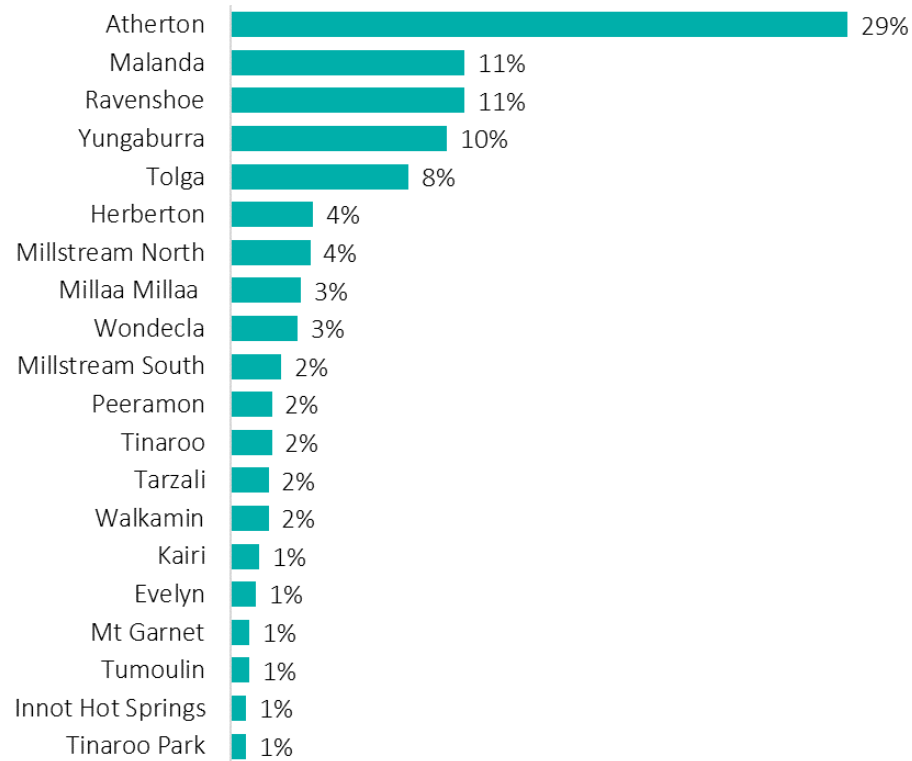
- Prefer not to answer, 3%
- Male, 48%
- Female, 49%
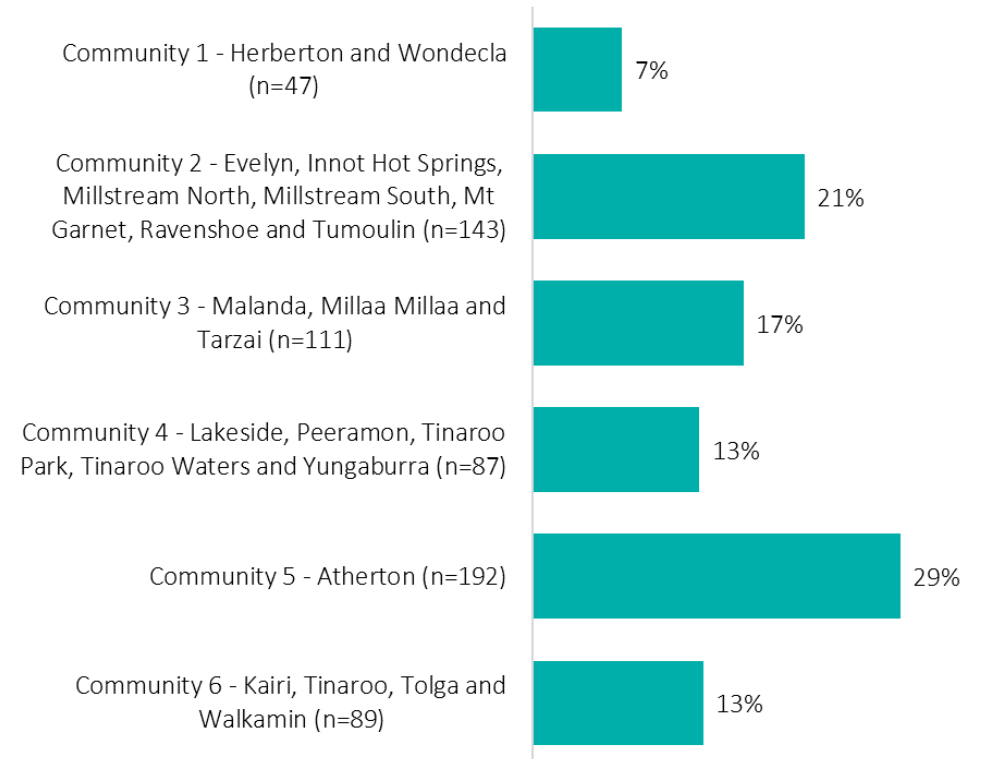
Overall Age
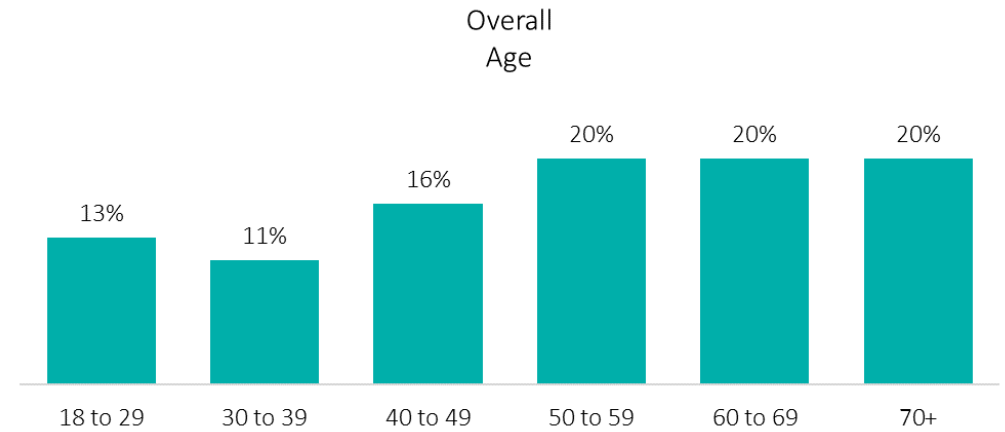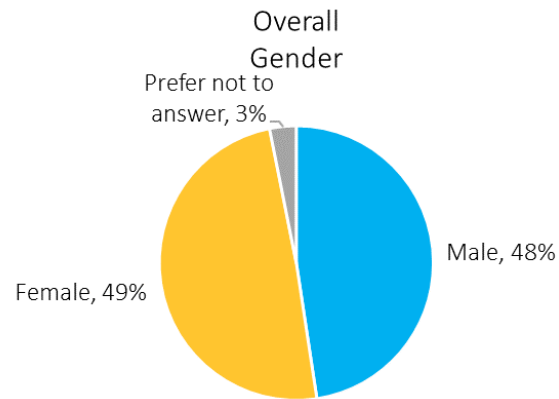
	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
Male	50%	37%	55%	54%	47%	49%
Female	44%	59%	42%	44%	50%	49%
Prefer not to answer	6%	4%	3%	2%	3%	2%

	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
18 to 29	20%	29%	3%	6%	10%	7%
30 to 39	2%	8%	11%	7%	18%	10%
40 to 49	9%	17%	18%	15%	15%	17%
50 to 59	25%	17%	22%	20%	20%	18%
60 to 69	22%	15%	26%	26%	16%	25%
70+	22%	15%	20%	26%	21%	23%

Respondent profile

Overall
Lived in Tablelands Regional Council
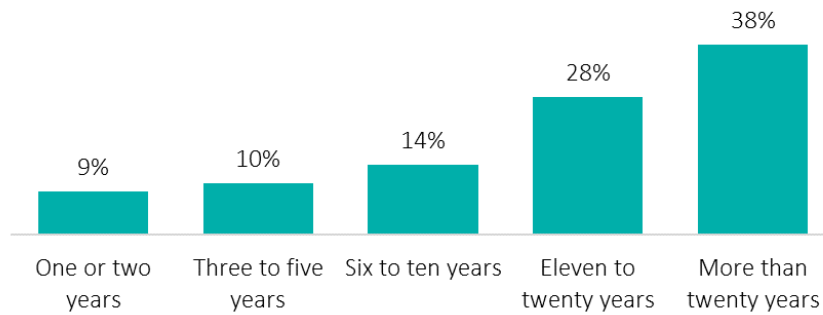
	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
Less than one year	2%	0%	1%	0%	0%	0%
One or two years	11%	5%	10%	14%	10%	5%
Three to five years	10%	10%	10%	14%	9%	12%
Six to ten years	15%	16%	16%	5%	14%	18%
Eleven to twenty years	19%	38%	25%	34%	21%	28%
More than twenty years	42%	31%	39%	32%	46%	37%

Overall
Household
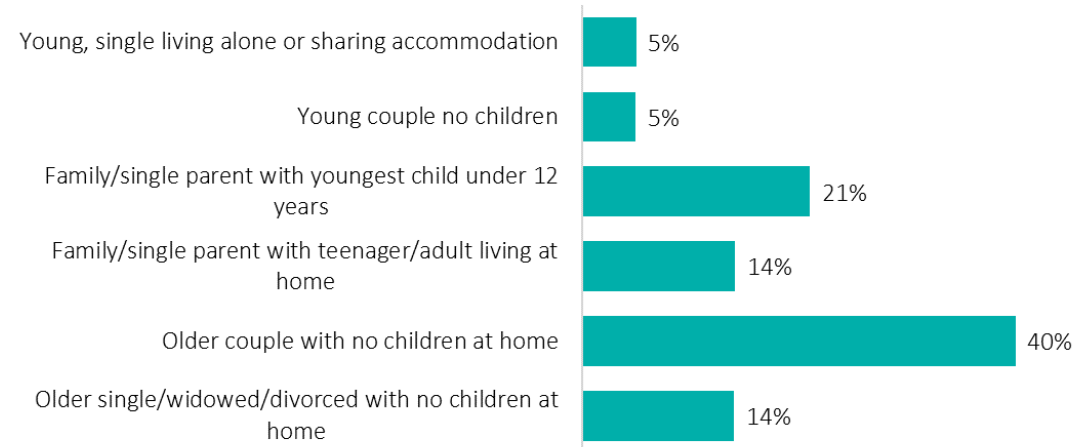
	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
Young, single living alone or sharing accommodation	2%	5%	3%	2%	7%	5%
Young couple no children	4%	6%	2%	8%	5%	8%
Family/single parent with youngest child under 12 years	27%	27%	18%	16%	24%	14%
Family/single parent with teenager/adult living at home	5%	21%	16%	11%	10%	13%
Older couple with no children at home	42%	28%	47%	48%	38%	48%
Older single/widowed/divorced with no children at home	20%	13%	13%	15%	15%	11%

Respondent profile

Overall Employment

- Working: Full time — 44%
- Working: Part time >20 hrs per week — 12%
- Working: Part time < 20 hrs per week — 6%
- Retired / pensioner — 30%
- Full time home duties — 4%
- Unemployed or looking for work — 2%
- Student (Tertiary or other) — 0%
- Don't know — 1%
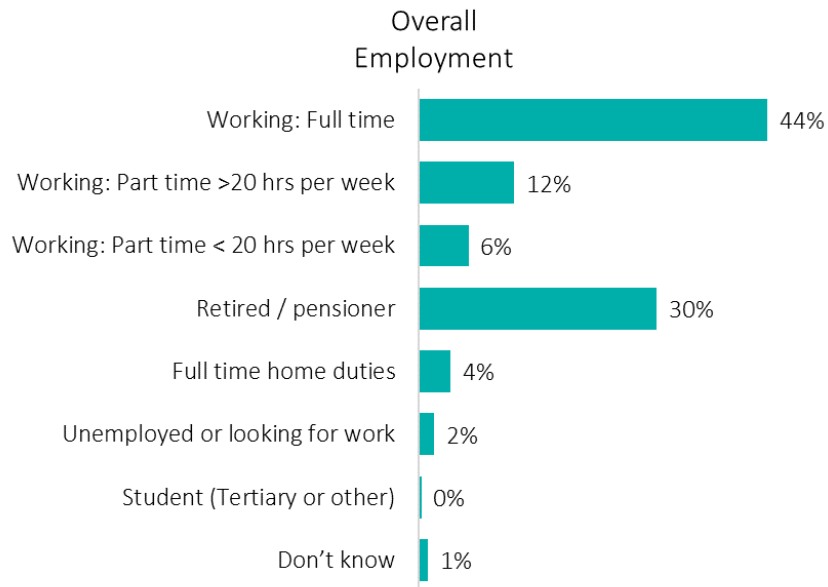
	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
Working: Full time	25%	42%	44%	42%	50%	49%
Working: Part time >20 hrs per week	22%	12%	12%	11%	12%	9%
Working: Part time < 20 hrs per week	10%	8%	6%	3%	4%	4%
Retired / pensioner	38%	25%	33%	36%	27%	33%
Full time home duties	0%	9%	2%	6%	4%	1%
Unemployed or looking for work	2%	2%	1%	2%	2%	2%
Student (Tertiary or other)	0%	1%	0%	0%	1%	0%
Don't know	2%	2%	2%	0%	0%	1%

	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
Higher education such as TAFE, College or University	64%	55%	67%	70%	59%	58%
High school certificate	14%	28%	16%	14%	24%	25%
Trade certificate	13%	13%	15%	12%	14%	13%
Less than high school certificate	9%	4%	2%	4%	3%	4%

Overall Level of Education

- Higher education such as TAFE, College or University, 61%
- High school certificate, 22%
- Trade certificate, 13%
- Less than high school certificate, 4%
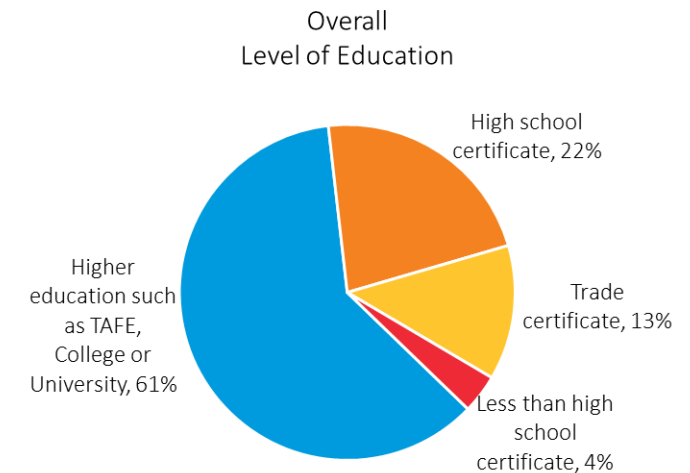
Respondent profile

Overall
Are you or anyone in household employed by TRC?

■ Yes　■ No

No, 92%

Yes, 8%

■ Yes, employed by TRC

	Yes, employed by TRC
Community 1	12%, (n=6)
Community 2	4%, (n=6)
Community 3	9%, (n=10)
Community 4	12%, (n=11)
Community 5	5%, (n=10)
Community 6	12%, (n=11)
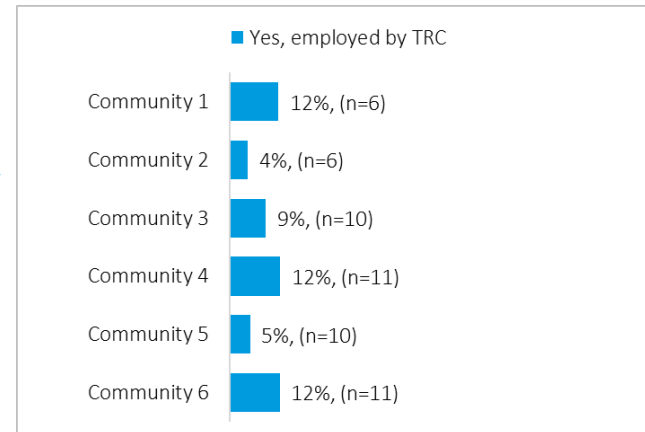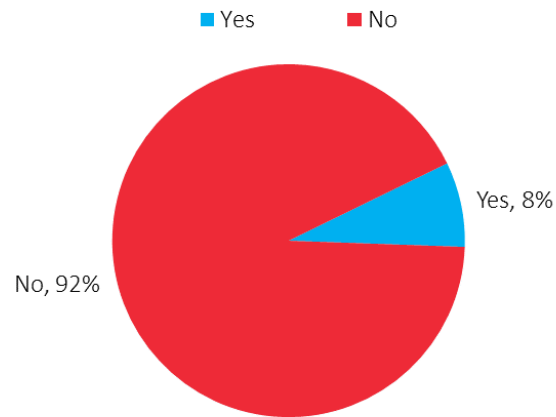
Overall
Which of the following describes your relationship with Tablelands Regional Council

I live/own a house or land in the Tablelands Regional Council area and pay rates	91%
I own a business in the Council area	11%
I own farming land or land for other agricultural purposes	10%
I rent in the Council area	9%
I live in in the Tablelands Regional Council area but do not pay rates or rent	2%
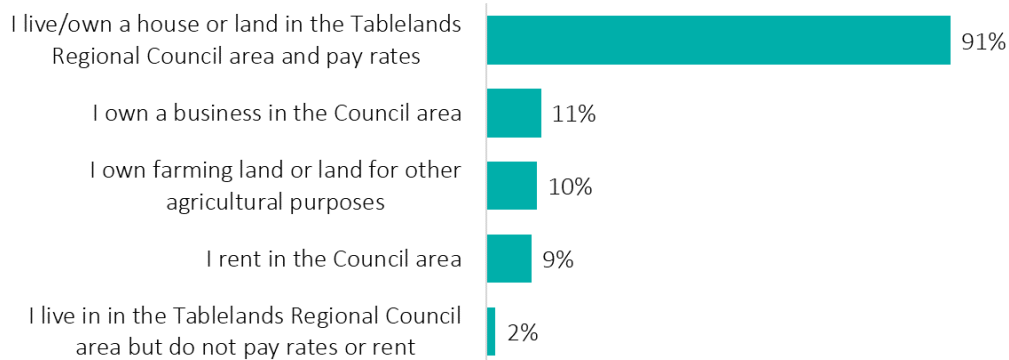
	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
I live/own a house or land in the Tablelands Regional Council area and pay rates	95%	85%	91%	93%	95%	91%
I own a business in the Council area	7%	14%	18%	6%	9%	7%
I own farming land or land for other agricultural purposes	5%	15%	14%	14%	5%	6%
I rent in the Council area	15%	20%	5%	6%	7%	5%
I live in in the Tablelands Regional Council area but do not pay rates or rent	0%	5%	1%	1%	1%	5%

Respondent profile

Overall
Identify as an Aboriginal or Torres Strait Islander or both?

Prefer not to answer, 7%
Yes, 4%
No, 89%
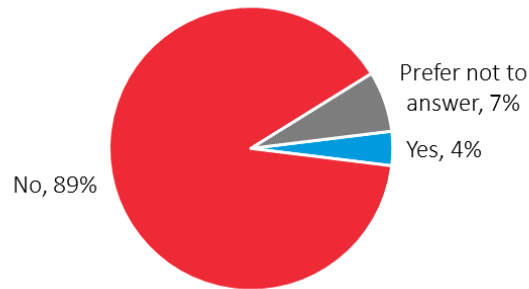
	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
Yes	16%	7%	4%	3%	2%	1%
No	76%	86%	92%	92%	89%	90%
Prefer not to answer	8%	7%	3%	5%	9%	9%

Overall
Have a disability

TOTAL YES 29%
Yes, I have a longer term health issue or disability 11%
Yes, someone in my household has longer term health issue or disability 18%
NO 65%
Prefer not to answer 5%
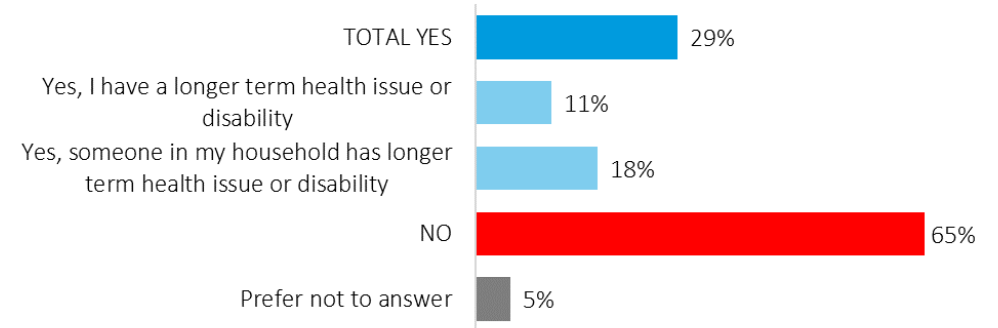
	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
TOTAL YES	**34%**	**48%**	**30%**	**13%**	**23%**	**25%**
Yes, I have a longer term health issue or disability	12%	17%	12%	6%	9%	11%
Yes, someone in my household has longer term health issue or disability	23%	31%	18%	7%	14%	14%
NO	64%	45%	64%	81%	73%	68%
Prefer not to answer	2%	7%	6%	6%	4%	6%

Respondent profile

Overall
Would you like to participate in future engagement activities?

No, 39%
Yes, 61%

	Community 1	Community 2	Community 3	Community 4	Community 5	Community 6
Yes	50%	62%	67%	68%	58%	57%
No	50%	38%	33%	32%	42%	43%

Collection Method

- OVERALL (n=668)
- ONLINE (n=626)
- FACE TO FACE (n=42)

	(n=668) TOTAL	(n=47) Community 1 - Herberton and Wondecla	(n=143) Community 2 - Evelyn, Innot Hot Springs, Millstream North, Millstream South, Mt Garnet, Ravenshoe and Tumoulin	(n=111) Community 3 - Malanda, Millaa Millaa and Tarzai	(n=87) Community 4 - Lakeside, Peeramon, Tinaroo Park, Tinaroo Waters and Yungaburra	(n=192) Community 5 - Atherton	(n=89) Community 6 - Kairi, Tinaroo, Tolga and Walkamin
OVERALL	100%	7%	21%	17%	13%	29%	13%
ONLINE	94%	6%	17%	16%	13%	28%	13%
FACE TO FACE	6%	1%	4%	<1%	0%	1%	<1%

APPENDIX 2:
GUIDE TO
READING THE
REPORT

M^CGREGOR TAN

RESEARCH. STRATEGY. SOLUTIONS.

Guide to reading the report

The core report is typically analysed in order of the questions asked in the survey. Relevant statistically significant findings as well as other observations of interest are analysed in this report.

Please note that, because of rounding, answers in single response questions will not always sum precisely to 100%.

In addition, as the base for percentages is the number of respondents answering a particular question (rather than the number of responses) multiple response questions sum to more than 100%.

Survey, participants may have been to rate a variety of aspects on a 1 to 5 scale for importance, satisfaction or agreement. 1 being the lowest rating and 5 being the highest rating possible.

Typically in studies of this nature, an average rating of:

- 4.5 or above represents an extremely high level of importance, satisfaction or agreement

- 4.0 to 4.4 a high level

- 3.5 to 3.9 a moderate level

- between 2.5 and 3.4 a mixed rating and

- 2.4 and below a low level of importance, satisfaction or agreement

RATING LEVEL				
Extremely High	High	Moderate	Mixed	Low
4.5 or above	4.0 to 4.4	3.5 to 3.9	2.5 to 3.4	2.4 or below

APPENDIX 3:
SAMPLING
TOLERANCE

MCGREGOR TAN
RESEARCH. STRATEGY. SOLUTIONS.

Sampling tolerance

It should be borne in mind throughout this report that all data based on sample surveys are subject to a sampling tolerance.

That is, where a sample is used to represent an entire population, the resulting figures should not be regarded as absolute values, but rather as the mid-point of a range plus or minus x% (see sampling tolerance table).

Only variations clearly designated as significantly different are statistically valid differences and these are clearly pointed out in the report.

Other divergences are within the normal range of fluctuation at a 95% confidence level; they should be viewed with some caution and not treated as statistically reliable changes.

SAMPLE SIZE ↓	MARGIN OF ERROR TABLE (95% confidence level) Percentages giving a particular answer									
	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%
50	6	9	10	11	12	13	14	14	14	14
100	4	6	7	8	9	9	10	10	10	10
150	4	5	6	7	7	8	8	8	8	8
200	3	4	5	6	6	6	7	7	7	7
250	3	4	5	5	6	6	6	6	6	6
300	3	4	4	5	5	5	6	6	6	6
400	2	3	4	4	4	5	5	5	5	5
500	2	3	3	4	4	4	4	4	4	5
600	2	2	3	3	4	4	4	4	4	4
700	2	2	3	3	3	4	4	4	4	4
800	2	2	3	3	3	3	3	4	4	4
900	2	2	2	3	3	3	3	3	3	3
1000	1	2	2	3	3	3	3	3	3	3
1500	1	2	3	2	2	2	3	3	3	3
2000	1	1	2	2	2	2	2	2	2	2
3000	1	1	1	2	2	2	2	2	2	2

Optimum Sample Sizes to Ensure the Given Maximum Variation
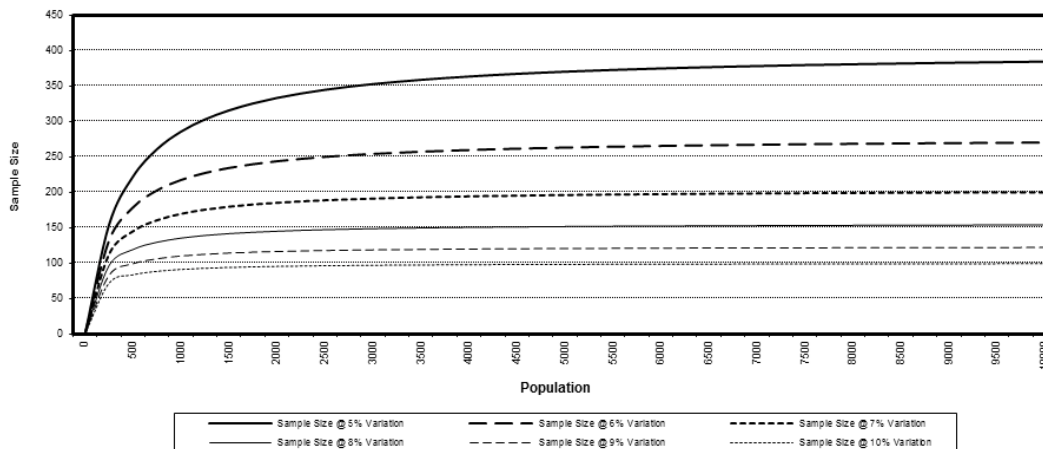
Sample Size @ 5% Variation — Sample Size @ 6% Variation — Sample Size @ 7% Variation
Sample Size @ 8% Variation — Sample Size @ 9% Variation — Sample Size @ 10% Variation

APPENDIX 4:
SURVEY TOOL

<u>Project No: 11471</u>

HAVE YOUR SAY Tablelands Regional Council Community Satisfaction Survey
COMMERCIAL IN CONFIDENCE

FINAL

Sample: n=400	Ratepayers or Renting Residents
Mixed methodology *No quotas on collection method	Online / CATI / CAPI
Representative of ABS Gender and Aged 18+ within the Council Area (+/- 2.5%)	
Good mix of Communities - Representative of Community populations (where possible)	

<u>Online introduction:</u>
Tablelands Regional Council is conducting a <u>survey</u> with residents about satisfaction and perceptions of Council. There are no right or wrong answers, it is just your opinion that we are after.

All completed surveys go into a draw for a chance to win $200 at the end of the month. You will also be entered into our annual McGregor Tan cash draw of $1,000.

Participation in the survey is voluntary. We do not sell, promote or endorse any product or service. McGregor Tan complies with the Privacy Act and we can assure you that all information given will remain confidential. Your details will only be used for research purposes and will not be sold to any third party.

<u>CATI & FTF introduction:</u>
Good .... my name is .... Tablelands Regional Council is conducting a <u>survey</u> with residents about satisfaction and perceptions of Council. There are no right or wrong answers, it is just your opinion that we are after.

All completed surveys go into a draw for a chance to win $200 at the end of the month. You will also be entered into our annual McGregor Tan cash draw of $1,000.

Before I begin, we would just like to make you aware that this call may be recorded or monitored for quality assurance and/or training purposes and participation in the survey is voluntary. McGregor Tan complies with the Privacy Act and we assure you that all information provided will remain confidential. Your details will only be used for research purposes and will not be sold to any third party.

Survey tool

Screener 1: Are you, or is anyone in your household an elected Council member or employed by the Tablelands Regional Council?

1.	Yes, elected Council member	**Terminate**
2.	Yes, employed by TRC	Continue
3.	No	Continue

Screener 2: Which of the following describes your relationship with Tablelands Regional Council? (Choose all that apply) (read out CATI / prompted Online)

1.	I live/own a house or land in the Tablelands Regional Council area and pay rates	
2.	I rent in the Council area	
3.	I own a business in the Council area	
4.	I own farming land or land for other agricultural purposes	
5.	I live in in the Tablelands Regional Council area but do not pay rates or rent	
6.	None of the above	**Terminate**

The first few questions are so we can achieve a good demographic spread of respondents.

1. Which town do you live in or closest to? (unprompted out CATI / prompted Online)

1.	Atherton
2.	Evelyn
3.	Herberton
4.	Innot Hot Springs
5.	Kairi
6.	Lakeside
7.	Malanda
8.	Millaa Millaa
9.	Millstream North
10.	Millstream South
11.	Mt Garnet
12.	Peeramon

13.	Ravenshoe
14.	Tarzali
15.	Tinaroo
16.	Tinaroo Park
17.	Tinaroo Waters
18.	Tolga
19.	Tumoulin
20.	Walkamin
21.	Wondecla
22.	Yungaburra

2. Community

	Hidden: Automatic recode from Q1			
1.	Community 1 - Herberton, Wondecla and part of Atherton	13%	Herberton	(3)
			Wondecla	(21)
2.	Community 2 - Ravenshoe, Innot Hot Springs, Mt Garnet	16%	Evelyn	(2)
			Innot Hot Springs	(4)
			Millstream North	(9)
			Millstream South	(10)
			Mt Garnet	(11)
			Ravenshoe	(13)
			Tumoulin	(19)
3.	Community 3 - Malanda, Tarzali, Millaa Millaa	16%	Malanda	(7)
			Millaa Millaa	(8)
			Tarzali	(14)
4.	Community 4 - Yungaburra, Peeramon	8%	Lakeside	(6)

			Peeramon	(12)
			Tinaroo Park	(16)
			Tinaroo Waters	(17)
			Yungaburra	(22)
5.	Community 5 - Atherton	*30%*	Atherton	(1)
6.	Community 6 -Tolga, Kairi, Tinaroo and Walkamin	*17%*	Kairi	(5)
			Tinaroo	(15)
			Tolga	(18)
			Walkamin	(20)

3. Do you identify as… (read out CATI / prompted Online)

1.	Male	*49%*
2.	Female	*51%*
3.	Prefer not to answer (do not read out)	

4. In which year were you born? (read out CATI / prompted Online)

Hidden: Automatic recode into the following age groups		
1. *18 to 29*	*1990-2001*	*13%*
1. *30 to 39*	*1980-1989*	*11%*
2. *40 to 49*	*1970-1979*	*16%*
3. *50 to 59*	*1960-1969*	*20%*
4. *60 to 69*	*1950-1959*	*20%*
5. *70+*	*1949-1919*	*20%*

Survey tool

QUALITY OF LIFE

5.   Thinking about living in the Tablelands Regional Council area, what do like most about living in the area? (choose all that apply, do not rotate) (unprompted CATI / prompted Online)

1.	Affordable housing
2.	Always lived here
3.	Availability of recreation
4.	Availability of services
5.	Connection to country
6.	Country lifestyle yet still close to the city (best of both worlds)
7.	Employment opportunities
8.	Family / friends live there
9.	Farming economy and way of life
10.	Like the area / know the area
11.	Climate
12.	Natural environment
13.	Open space / smaller population / not built up, relaxed lifestyle
14.	Quality of life
15.	Rural, farm landscape
16.	Safe and secure
17.	Schools
18.	Sense of community - friendly, warm, caring people
19.	A good place to raise children
20.	Other (please specify)
21.	Don't know / not sure
22.	Nothing

6. Overall, how do you rate the quality of life in the Tablelands Regional Council area? 5 is very good and 1 is very poor.
   (choose one only) (read out CATI / prompted Online)

	1 Very poor	Poor	Average	Good	5 Very good
Overall quality of life	1	2	3	4	5

7. Thinking about the future, to what extent do you agree or disagree with the following statements. 5 is strongly agree and 1 is strongly disagree.
   Do you think that….
   (please rate each attribute, rotated) (read out CATI / prompted Online)

	1 Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	5 Strongly agree	Don't know
In 5 years, my current location will be a better place to live	1	2	3	4	5	6
Services provided by Council will be better in 5 years	1	2	3	4	5	6
In 5 years, facilities within the Council area will be better	1	2	3	4	5	6

Open spaces within the Council area will be better in 5 years	1	2	3	4	5	6

INNOVATE THROUGHOUT OUR REGION

8. Please rate your level of satisfaction with the Council in relation to the following. 5 is very satisfied and 1 is very dissatisfied. How satisfied are you …
    (Please rate each statement, rotated) (read out CATI / prompted Online)

	1 Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	5 Very satisfied	Don't know
That Council makes decisions in the best interest of the whole community	1	2	3	4	5	6
Strategic planning	1	2	3	4	5	6
Progress of major capital projects	1	2	3	4	5	6
Financial management and sustainability	1	2	3	4	5	6
Indigenous and cultural heritage	1	2	3	4	5	6
Disability access and inclusion	1	2	3	4	5	6

Survey tool

IMPORTANCE AND SATISFACTION

9.   How important do you think each of the following are for the Council to provide to the community. 5 is very important and 1 is not at all important. (please rate each attribute, rotated) (read out CATI / prompted Online)

	1 Not at all important	Not important	Somewhat important	Moderately important	5 Very important	Don't know
Arts and cultural activities including galleries, museums and memorials	1	2	3	4	5	6
Building and plumbing certification services						
Community events	1	2	3	4	5	6
Community services (e.g. youth programs, disability support)	1	2	3	4	5	6
Library services	1	2	3	4	5	6
Parks, reserves, playgrounds (open spaces)	1	2	3	4	5	6
Town planning and development assessments	1	2	3	4	5	6
Community facilities including halls, public toilets and meeting spaces	1	2	3	4	5	6
Recreational and leisure services (e.g. sports ovals, swimming pool)	1	2	3	4	5	6
Roads and drainage	1	2	3	4	5	6

Rubbish, waste collection and recycling	1	2	3	4	5	6
Emergency management and community resilience	1	2	3	4	5	6
Economic development	1	2	3	4	5	6
Tourist attraction and information centres	1	2	3	4	5	6
Natural resource management including land protection, biosecurity and nursery	1	2	3	4	5	6
Regulatory services including food inspections and animal management	1	2	3	4	5	6
Sewerage services	1	2	3	4	5	6
Water services	1	2	3	4	5	6

10. How satisfied or dissatisfied are you with each of the following? 5 is very satisfied and 1 is very dissatisfied. (please rate each attribute, rotated) (read out CATI / prompted Online)

Codes to match Q9	1 Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	5 Very satisfied	Don't know
Arts and cultural activities including galleries, museums and memorials	1	2	3	4	5	6
Building and plumbing certification services	1	2	3	4	5	6
Community events	1	2	3	4	5	6

Community services (e.g. youth programs, disability support)	1	2	3	4	5	6
Library services	1	2	3	4	5	6
Parks, reserves, playgrounds (open spaces)	1	2	3	4	5	6
Town planning and development assessments	1	2	3	4	5	6
Community facilities including halls, public toilets and meeting spaces	1	2	3	4	5	6
Recreational and leisure services (e.g. sports ovals, swimming pool)	1	2	3	4	5	6
Roads and drainage	1	2	3	4	5	6
Rubbish, waste collection and recycling	1	2	3	4	5	6
Emergency management and community resilience	1	2	3	4	5	6
Economic development	1	2	3	4	5	6
Tourist attraction and information centres	1	2	3	4	5	6
Natural resource management including land protection, biosecurity and nursery	1	2	3	4	5	6
Regulatory services including food inspections and animal management	1	2	3	4	5	6
Sewerage services	1	2	3	4	5	6
Water services	1	2	3	4	5	6

11.   Are you connected to…?

	Yes	No
Town water	1	2
Town sewerage	1	2

12.   To what extent do you agree or disagree with each of the following statements? 5 is strongly agree and 1 is strongly disagreed. (please rate each statement, rotated) (read out CATI / prompted Online)

	1 Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	5 Strongly agree	Don't know
The Council represents the best interests of the community	1	2	3	4	5	6
The Council provides essential services	1	2	3	4	5	6
The Council is reliable in delivering core services	1	2	3	4	5	6
The Council is accountable to the community	1	2	3	4	5	6
The Council plans for the future	1	2	3	4	5	6
The level of rates is appropriate for services provided	1	2	3	4	5	6

Council keeps the community informed and engaged	1	2	3	4	5	6
Council is honest and transparent	1	2	3	4	5	6

13. Using a score of 0 to 10 where 0 is not at all likely 10 is extremely likely, how likely are you to recommend living in the Tablelands Regional Council area to your friends and family? (Net Promoter Score)

COMMUNICATION AND INTERACTION WITH COUNCIL

14. Apart from paying or receiving your rates notice, have you had any contact with the Council in the last 12 months?

1.	Yes	
2.	No	**Go to Q19**

15. **F1: Had contact in the last 12 months (code 1 in Q14):** What was the <u>main reason</u> for that contact? (choose all that apply, do not rotate) (read out CATI / prompted Online)

1.	To conduct a business enquiry
2.	To gain information
3.	To make a complaint
4.	To make a compliment
5.	To make a payment / pay a fine
6.	To use a facility
7.	To use a service
8.	Other (please specify)
9.	Can't recall

16. **F1: Had contact in the last 12 months (code 1 in Q14):** Thinking about the <u>most recent encounter</u> you have had with Council, how satisfied or dissatisfied you were with the following? 5 is very satisfied and 1 is very dissatisfied.
(please rate each attribute, rotated) (read out CATI / prompted Online)

	1 Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	5 Very satisfied	Not applicable
Politeness of staff	1	2	3	4	5	6
Politeness and approachability of Councillors	1	2	3	4	5	6
Resolution of issue	1	2	3	4	5	6
Responsiveness of staff	1	2	3	4	5	6
Knowledge of staff	1	2	3	4	5	6
Professionalism of staff	1	2	3	4	5	6
Overall satisfaction with most recent encounter (do not rotate)	1	2	3	4	5	6

17. **F2: Overall satisfaction rating of 1-2 in Q16:** Why did you give a score of (pipe in from Q16)? Open response

18. **F3: Overall satisfaction rating of 3-5 in Q16:** Why did you give a score of (pipe in from Q16)? Open response

19. **ASK ALL:** How would you like to interact with Council and receive information in the future?
(choose all that apply, do not rotate) (read out CATI / prompted Online)

1.	Community groups and advisory committees
2.	Phone and SMS
3.	Visit customer service centre/ face-to-face
4.	Council website/online services
5.	Council's electronic newsletters (Local Matters, Business Matters, Jobs@Council, Arts on Track and Regional Planning)
6.	Email
7.	Information distributed with Rates Notices
8.	Letter / letterbox drops
9.	Local newspaper
10.	Public forums and Council meetings
11.	Social media
12.	Word of mouth
13.	Contact Councillor direct
14.	Community magazine (printed and online)
15.	Engagement online portal
16.	Other (please specify)
17.	Don't know

STRATEGIC PRIORITIES

20. What do you consider to be the top priority for Council? Open response

21. From the following, which do you believe are the **top three areas** Council should increase its efforts in?
(please 3 responses, rotated) (read out CATI / prompted Online)

1.	Community
2.	Economy
3.	Environment

4.	Governance
5.	Infrastructure
6.	Other (please specify)

22. Please rate the following statements. 5 is strongly agree and 1 is strongly disagree.
(please rate each attribute, rotated) (read out CATI / prompted Online)

	1 Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	5 Strongly agree	Don't know
I am satisfied with how the Tablelands Regional Council plans for the future	1	2	3	4	5	6
Council's vision and goals for the area are clearly communicated to residents	1	2	3	4	5	6
Your overall satisfaction with Council services has improved over the last 2 years	1	2	3	4	5	6

23. 5 is very satisfied and 1 is very dissatisfied, how do you rate… (please rate each statement, do not rotate) (read out CATI / prompted Online)

	1 Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	5 Very satisfied	Don't know
Your overall satisfaction with Council now	1	2	3	4	5	6

SUMMING UP

24. Can you suggest **one** way in which Tablelands Regional Council can improve its service to you? Open response

25. Would you be prepared to pay for this service?

1.	Yes
2.	No

26. Can you suggest **one** way in which Tablelands Regional Council can improve the region? Open response

DEMOGRAPHICS

27. How many years in total have you lived in the Tablelands Regional Council area?
    If less than 1 year enter 0

Years: ☐☐

To be recoded into these areas	
1.	Less than one year
2.	One or two years

3.	Three to five years
4.	Six to ten years
5.	Eleven to twenty years
6.	More than twenty years

28. Which best describes your household? (choose one only) (read out CATI / prompted Online)

1.	Young, single living alone or sharing accommodation
2.	Young couple no children
3.	Family/single parent with youngest child under 12 years
4.	Family/single parent with teenager/adult living at home
5.	Older couple with no children at home
6.	Older single/widowed/divorced with no children at home

29. Which best describes you? (choose one only) (read out CATI / prompted Online)

1.	Working: Full time
2.	Working: Part time 20 or more hours per week
3.	Working: Part time less than 20 hours per week
4.	Full time home duties
5.	Retired / pensioner
6.	Student (Tertiary or other)
7.	Unemployed or looking for work
8.	Don't know

30. Which best describes your education? (choose one only) (read out CATI / prompted Online)

1.	Less than high school certificate
2.	High school certificate
3.	Trade certificate
4.	Higher education such as TAFE, College or University

31.   Do you identify as an Aboriginal or Torres Strait Islander or both? (choose one only) (unprompted CATI / prompted Online)

1.	Yes
2.	No
3.	Prefer not to answer

32.   Do you, or does someone in your household have a longer term health issue or disability? (choose all that apply, do not rotate) (unprompted CATI / prompted Online)

1.	Yes, I have a longer term health issue or disability
2.	Yes, someone in my household has longer term health issue or disability
3.	No
4.	Prefer not to answer

33.   Would you like to participate in future engagement activities?

1.	Yes
2.	No

ADD PRIZE DRAW

McGregor Tan is accredited to the highest professional industry standards (CIRQ ISO 20252) for the full scope of research and strategy services including customised research for consumer, social and commercial studies, as recognised by the Australian Market and Social Research Society.	

WEBSITE: www.mcgregortan.com.au
EMAIL: research@mcgregortan.com.au

HEAD OFFICE:

259 Glen Osmond Road, Frewville SA 5063

P +61 8 8433 0200

DARWIN OFFICE:

Paspalis Business Centre

Level 1, 48 – 50 Smith Street Mall

Darwin NT 0800

P +61 8 8981 5750

SYDNEY, MELBOURNE, BRISBANE, PERTH:

P 1300 533 362

CONTACT