

# Bellingen Shire Council 2012 Customer Satisfaction Survey



© Jetty Research, June 2012



*What do you need to know?*

# OBJECTIVES

- To assess resident satisfaction and priorities with regard to services and facilities using a statistically valid sample
- To establish baseline data assisting in the future benchmarking of Council's performance



# METHODOLOGY (1)

- Random fixed line telephone poll of 400 residents
- Used a database of +/- 5,000 local numbers
- Adequate coverage from 2453, 2454 and 2455 postcodes



# METHODOLOGY (2)

- Surveying conducted 3.30-8pm Monday to Thursday and midday-5pm Saturday
- Took place March 21<sup>st</sup> to April 2<sup>nd</sup>, 2012
- Residents called up to four times, offered callbacks for convenience
- Screened to ensure 18+, lived in LGA, not councillors or permanent Council employees



# METHODOLOGY (3)

- 400 interviews conducted
- Participation rate 46 per cent
- Survey time varied from 8 to 33 minutes (average = 15.4 minutes)
- Data was post-weighted by age and gender to match LGA's profile (based on 2006 Census)



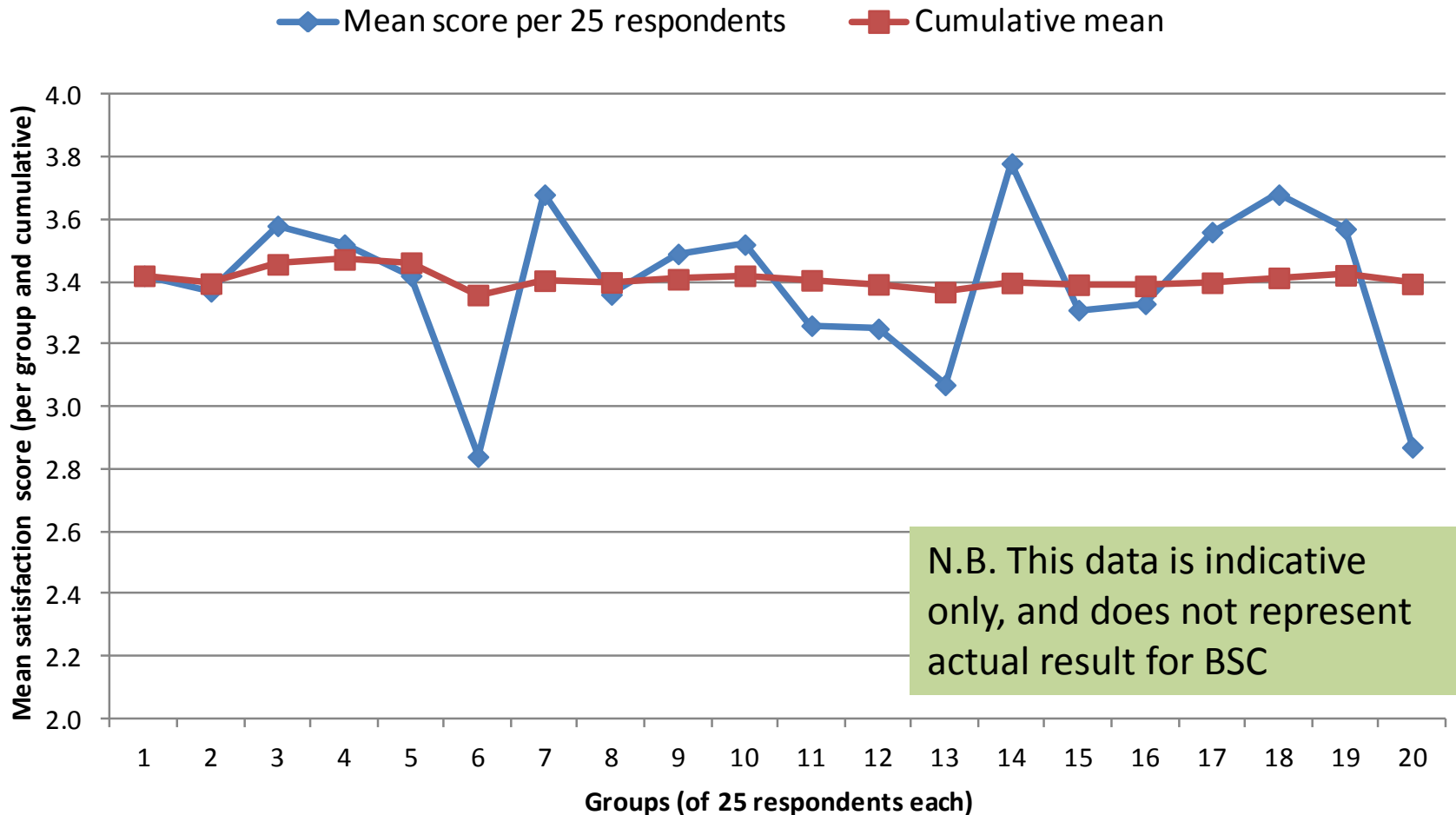
# SAMPLING ERROR (1)

- Based on number of BSC households, 400 survey sample implies random sampling error of +/- 4.7% at 95% confidence
- Hence if we conducted the same survey 20 times, results should be representative of entire survey population to within +/- 4.7% in 19 of those 20 surveys

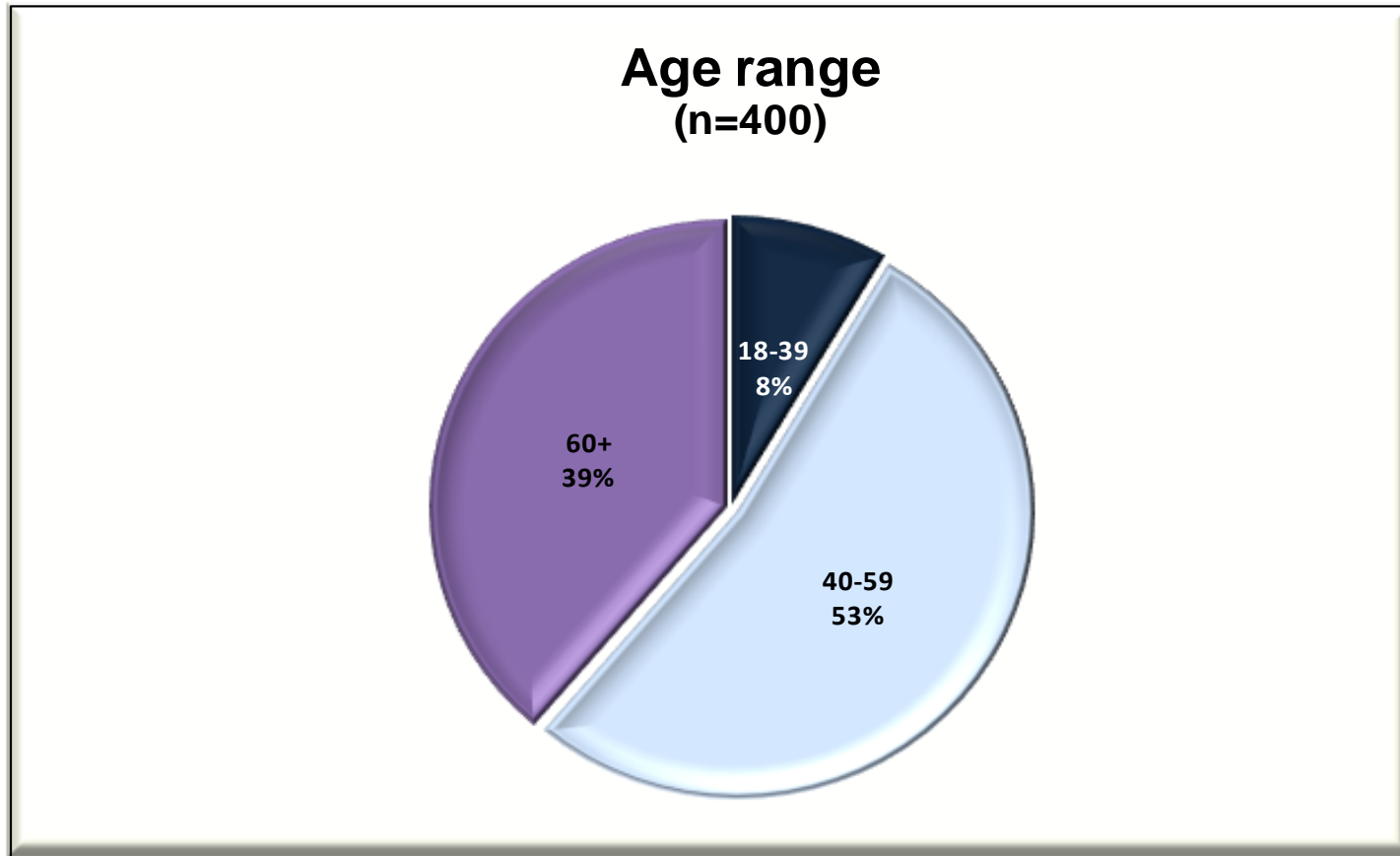


# SAMPLING ERROR (2)

Mean score (1-5 scale) for satisfaction regarding "protection of the natural environment" (n =500)

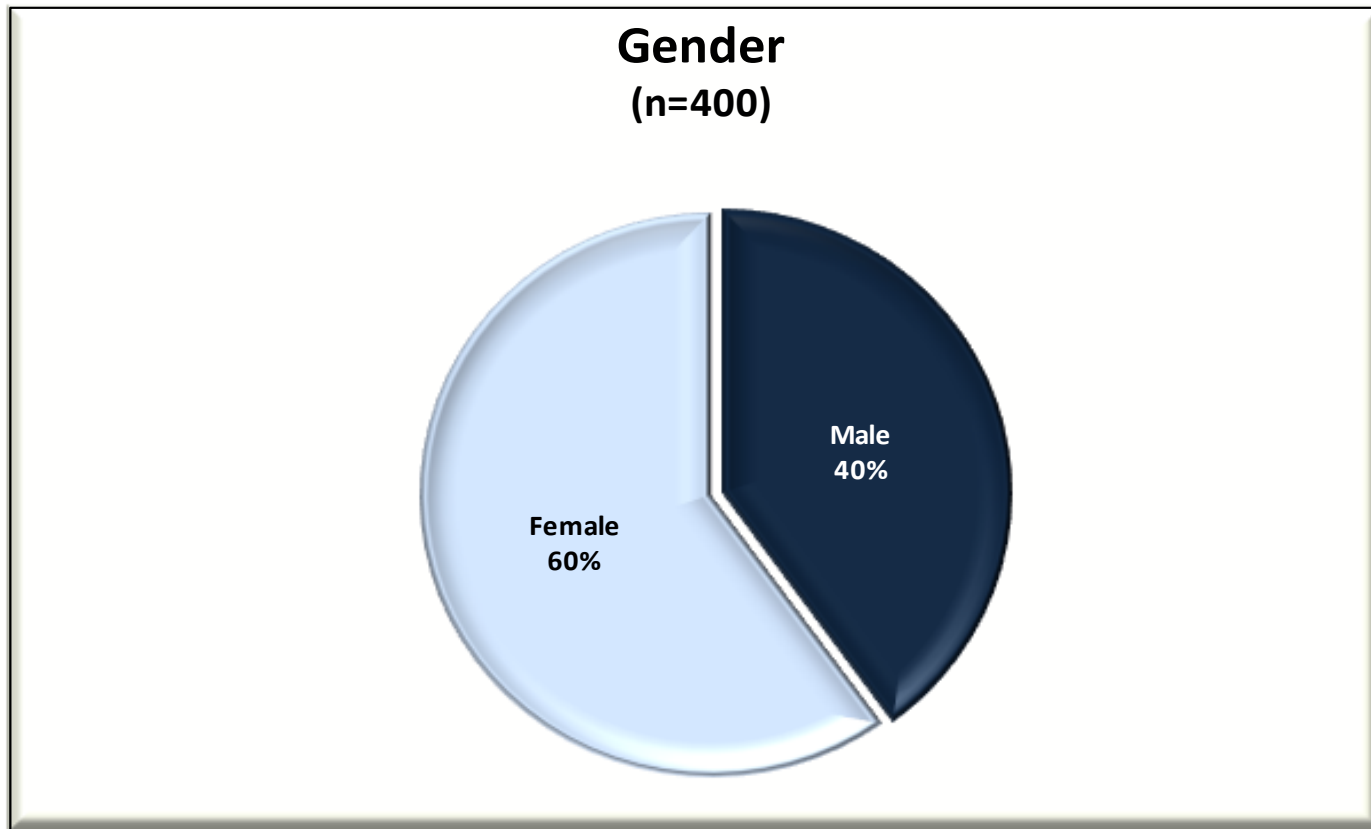


# DEMOGRAPHICS (1)

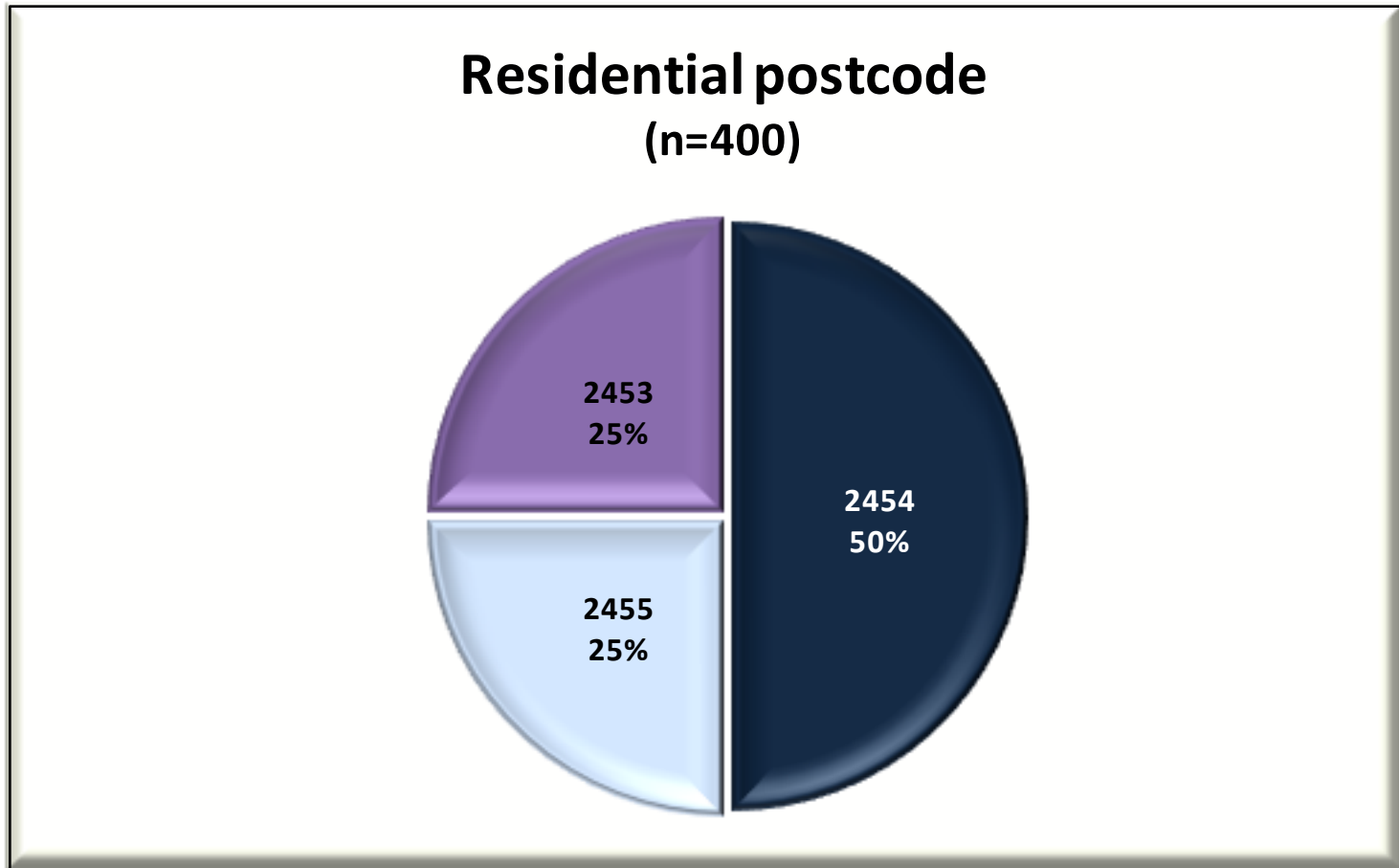




# DEMOGRAPHICS (2)

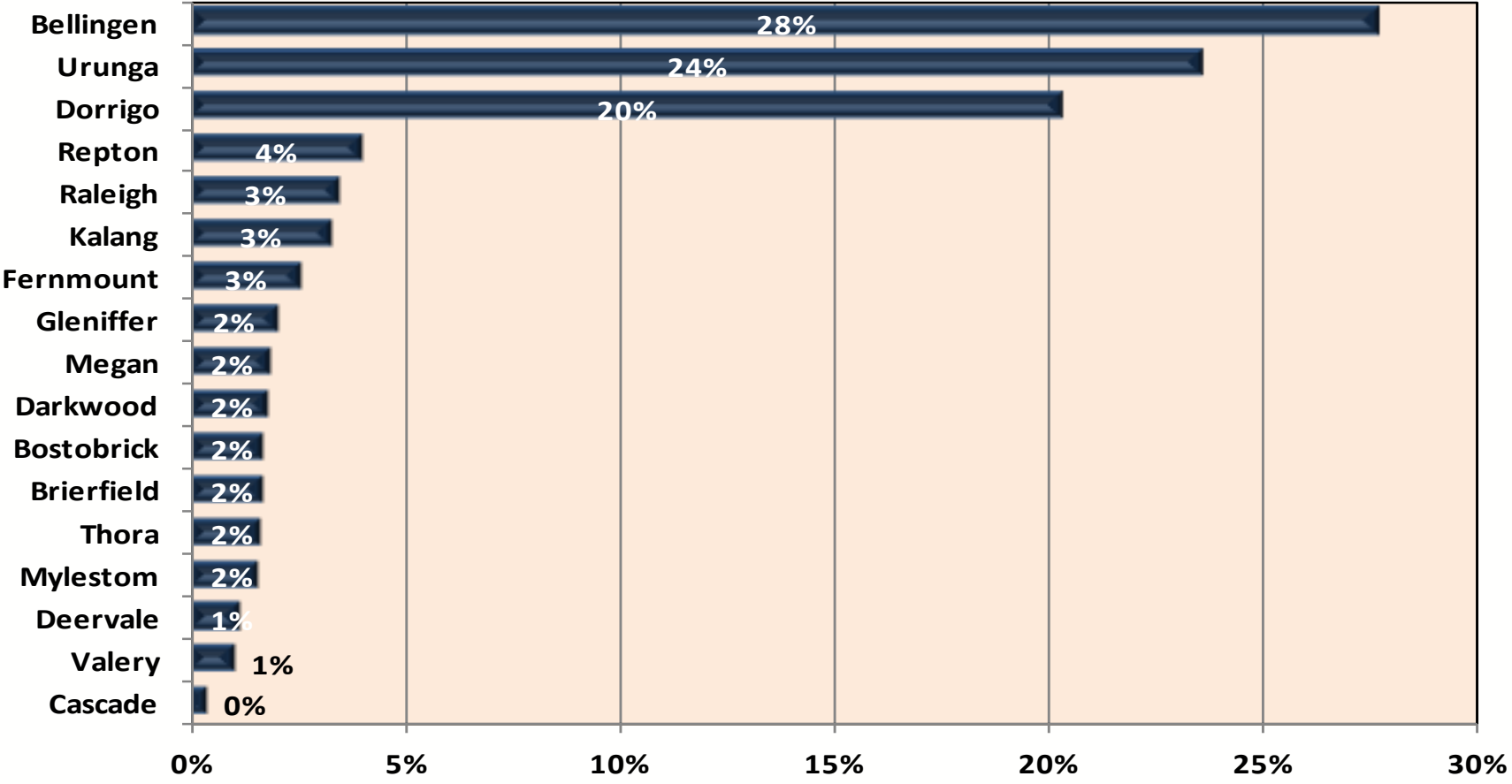


# DEMOGRAPHICS (3)



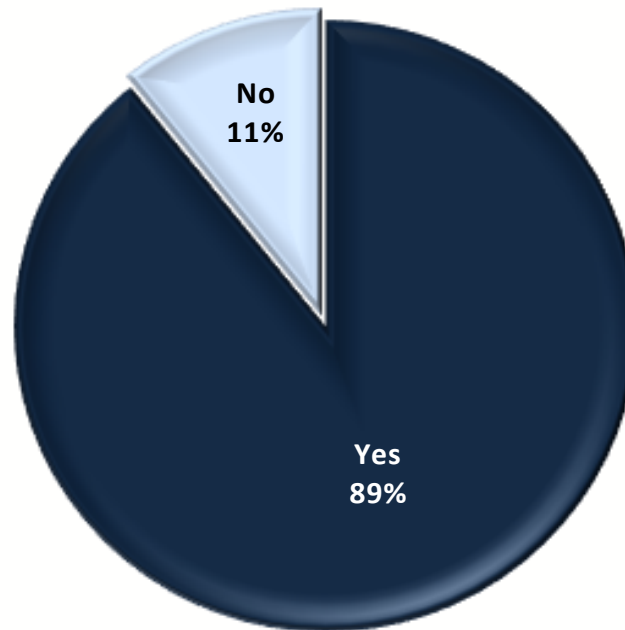
# DEMOGRAPHICS (4)

**Breakdown of survey sample by town**  
(n = 400)



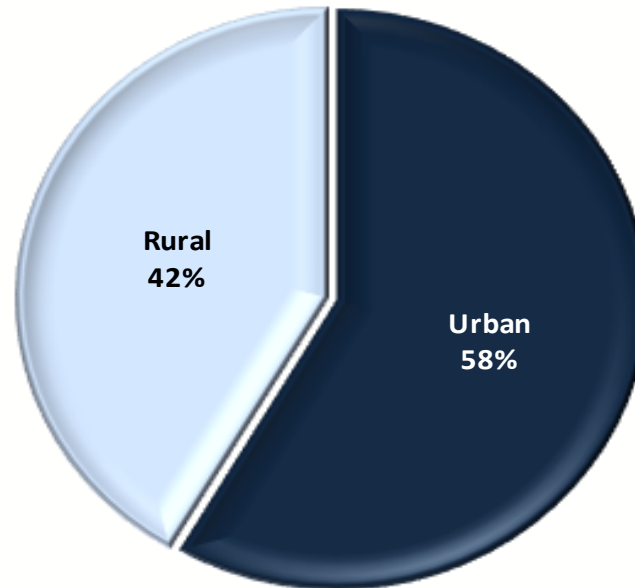
# DEMOGRAPHICS (5)

Are you a ratepayer?  
(n=400)

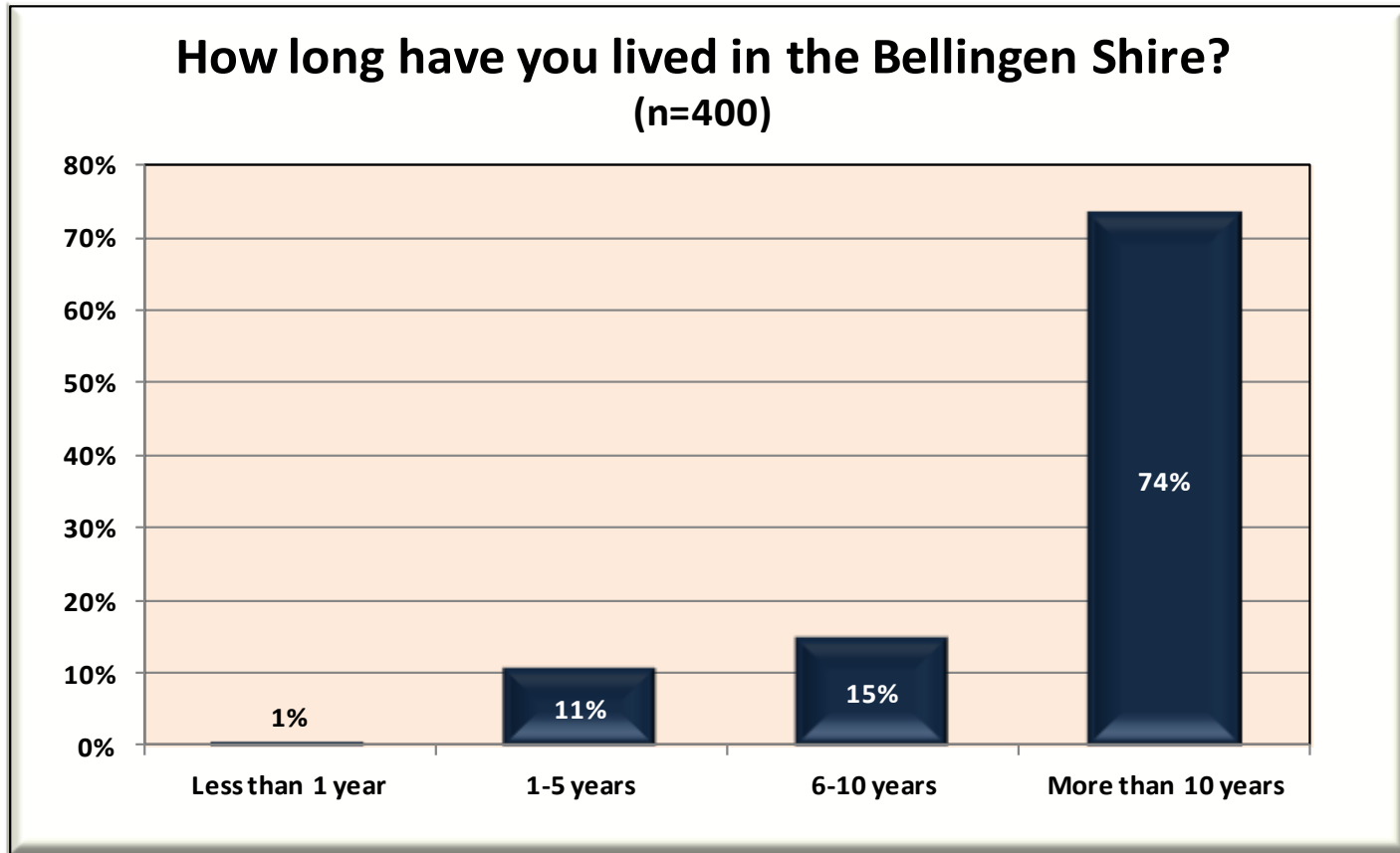


# DEMOGRAPHICS (6)

Do you live in an urban or rural setting?  
(n=400)



# DEMOGRAPHICS (7)



# Satisfaction with services

Council services	Satisfaction Mean	Standard deviation for satisfaction mean	% of sample scoring factor
Libraries	4.09	.819	83%
Cleanliness of streets	3.61	.992	99%
Water supply	3.60	1.246	73%
Parks, reserves and playgrounds	3.52	1.008	95%
Sporting facilities	3.51	.961	81%
Community halls	3.38	.948	79%
Sewerage	3.35	1.182	66%
Waste and recycling	3.34	1.162	93%
Council Pools	3.29	1.152	67%
Tourism marketing	3.26	.953	81%
Protection of the natural environment	3.21	1.024	89%
Online services such as the website	3.19	1.020	52%
Youth facilities and activities	3.06	1.038	70%
Maintenance of public toilets	3.05	1.027	85%
Flood management	2.96	1.101	91%
Enforcement of pet regulations	2.90	1.187	69%
Enforcement of environment and land use	2.90	1.072	66%
Maintenance of bridges	2.87	1.016	92%
River water quality	2.84	1.171	88%
Coastal management, including erosion	2.82	1.069	57%
Footpaths and cycleways	2.66	1.087	93%
Maintenance of sealed roads	2.51	1.032	100%
Economic development	2.50	.907	77%
Development application processing	2.41	1.171	58%
Maintenance of unsealed roads	2.33	.985	87%



# Satisfaction, urban vs. rural

Council services	Urban satisfaction mean	Rural satisfaction mean	Mean Difference
Sewerage	3.57	2.51	1.06
Waste and recycling	3.60	2.87	0.73
Maintenance of bridges	3.11	2.55	0.56
Online services such as the website	3.42	2.94	0.48
Maintenance of sealed roads	2.71	2.27	0.44
Water supply	3.69	3.26	0.43
Tourism marketing	3.43	3.00	0.43
Maintenance of unsealed roads	2.47	2.11	0.36
Flood management	3.10	2.75	0.35
Maintenance of public toilets	3.20	2.86	0.34
Coastal management, including erosion	2.88	2.60	0.28
Sporting facilities	3.60	3.33	0.27
Protection of the natural environment	3.32	3.05	0.27
Economic development	2.59	2.35	0.25
Enforcement of environment and land use	2.99	2.76	0.23
Community halls	3.46	3.28	0.18
Libraries	4.16	3.98	0.18
Enforcement of pet regulations	2.97	2.83	0.14
Development application processing	2.46	2.33	0.14
Cleanliness of streets	3.64	3.58	0.07
River water quality	2.88	2.82	0.05
Youth facilities and activities	3.07	3.03	0.04
Parks, reserves and playgrounds	3.53	3.52	0.01
Footpaths and cycleways	2.68	2.70	-0.02
Council Pools	3.19	3.44	-0.26





# Importance of services

Council services	Importance mean	Standard deviation for importance mean
Maintenance of sealed roads	4.23	.814
River water quality	4.10	1.054
Waste and recycling	4.06	.957
Protection of the natural environment	3.98	.992
Flood management	3.91	1.148
Maintenance of bridges	3.91	1.021
Water supply	3.85	1.395
Cleanliness of streets	3.82	.852
Maintenance of unsealed roads	3.72	1.145
Parks, reserves and playgrounds	3.72	1.022
Footpaths and cycleways	3.59	1.104
Maintenance of public toilets	3.57	1.174
Sewerage	3.55	1.482
Libraries	3.44	1.161
Coastal management, including erosion	3.42	1.337
Economic development	3.37	1.214
Enforcement of environment and land use	3.26	1.264
Youth facilities and activities	3.20	1.354
Sporting facilities	3.19	1.264
Community halls	3.18	1.133
Tourism marketing	3.04	1.195
Council Pools	2.93	1.340
Enforcement of pet regulations	2.90	1.250
Development application processing	2.87	1.367
Online services such as the website	2.43	1.246

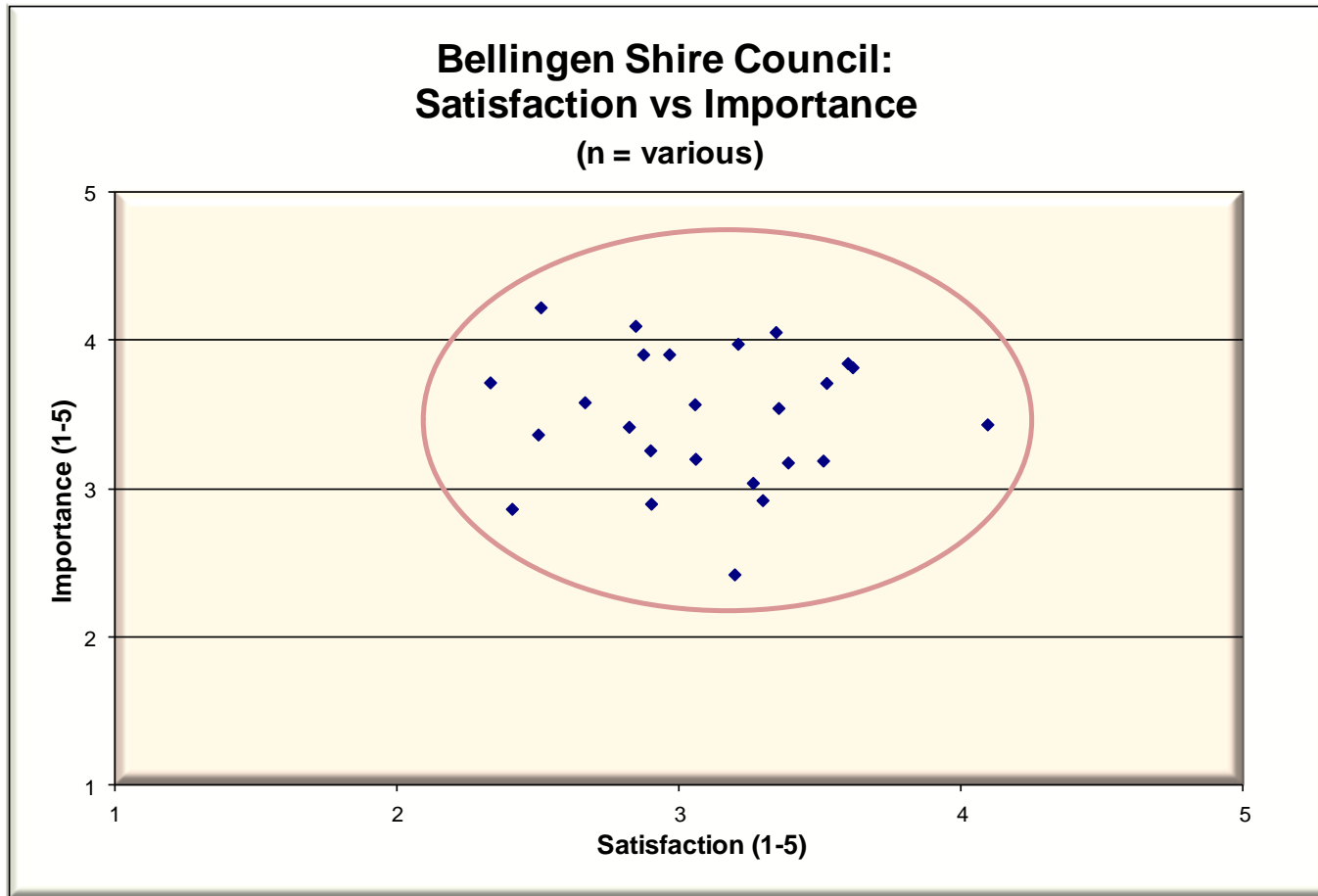


# Importance, urban vs. rural

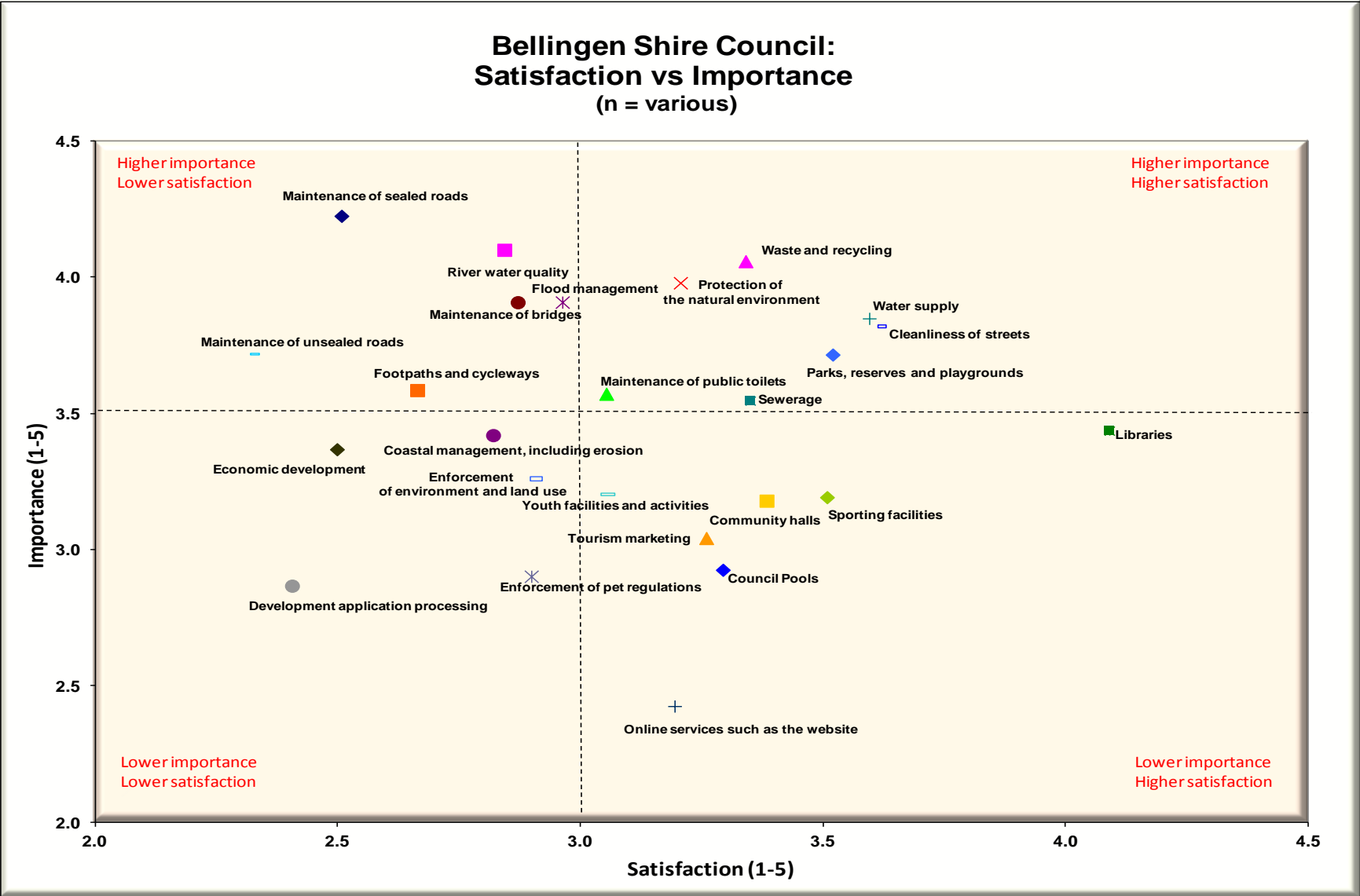
Council service	Urban importance mean	Rural importance mean	Mean Difference
Water supply	4.48	3.00	1.49
Sewerage	4.12	2.81	1.31
Footpaths and cycleways	3.85	3.25	.61
Enforcement of pet regulations	3.10	2.63	.47
Council Pools	3.13	2.67	.46
Waste and recycling	4.17	3.85	.32
Parks, reserves and playgrounds	3.84	3.53	.32
Youth facilities and activities	3.35	3.10	.25
Libraries	3.53	3.31	.22
Cleanliness of streets	3.92	3.70	.22
Sporting facilities	3.31	3.10	.21
Maintenance of public toilets	3.64	3.46	.18
Coastal management, including erosion	3.46	3.29	.17
River water quality	4.18	4.02	.15
Enforcement of environment and land use	3.30	3.16	.14
Community halls	3.26	3.13	.12
Flood management	3.95	3.88	.07
Economic development	3.43	3.39	.04
Tourism marketing	3.06	3.06	.00
Protection of the natural environment	3.94	3.99	-.05
Development application processing	2.80	2.86	-.06
Maintenance of sealed roads	4.17	4.29	-.12
Online services such as the website	2.40	2.53	-.14
Maintenance of bridges	3.79	4.10	-.30
Maintenance of unsealed roads	3.59	4.01	-.43



# Satisfaction vs. Importance



# Satisfaction vs. Importance (2)



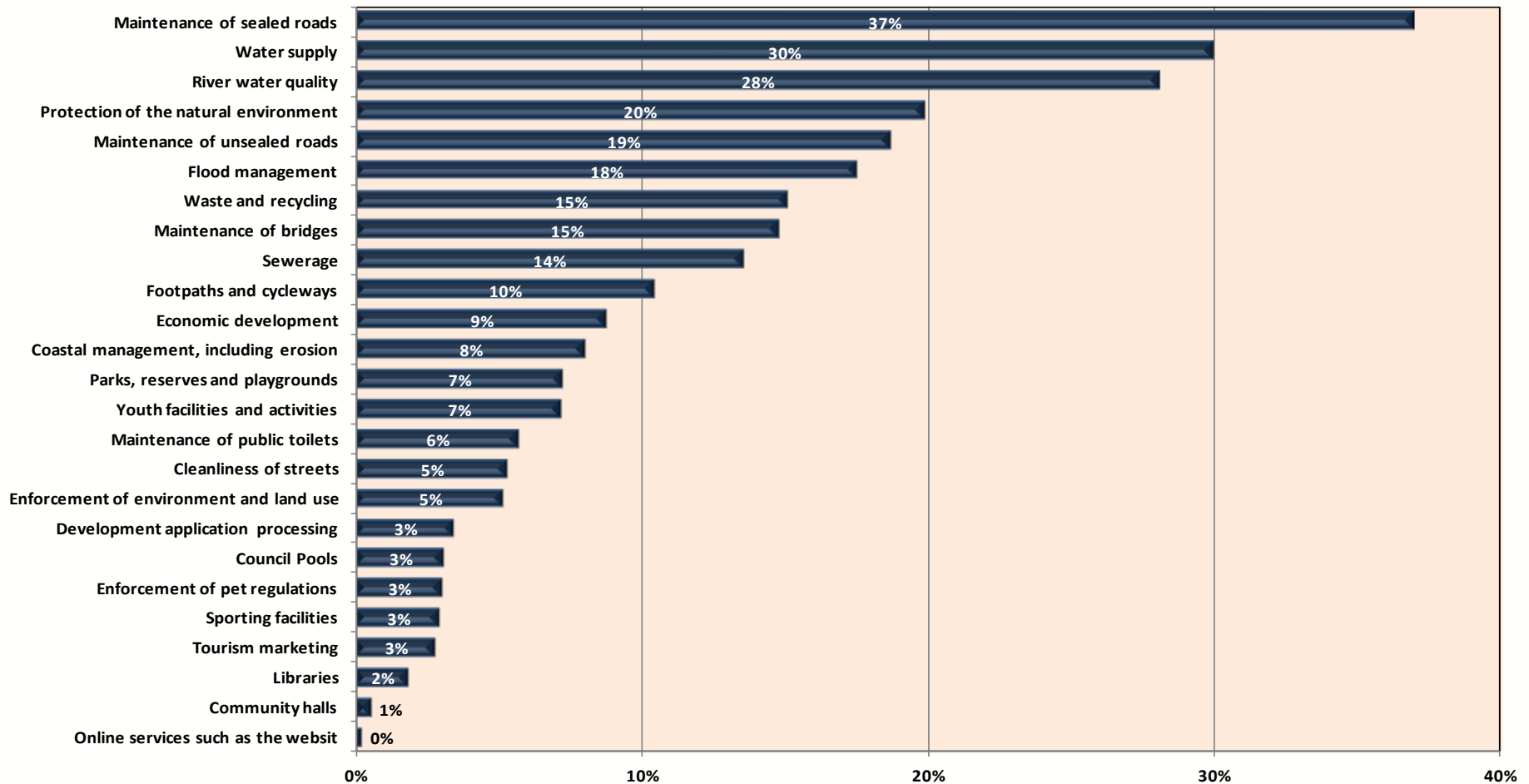
# Satisfaction vs. Importance (3)

Higher importance/lower satisfaction	Higher importance/higher satisfaction
Maintenance of sealed roads	Water supply
River water quality	Waste and recycling
Bridge Maintenance	Sewerage
Maintenance of unsealed roads	Parks, reserves and playgrounds
Footpaths/cycleways	Cleanliness of streets
Flood management	Protection of the natural environment
	Maintenance of public toilets
Lower importance/lower satisfaction	Lower importance/higher satisfaction
Economic development	Sporting facilities
Enforcement of pet regulations	Community halls
Development application processing	Council Pools
Enforcement of environmental and land use	Libraries
Coastal management	Online services
	Youth facilities
	Tourism marketing



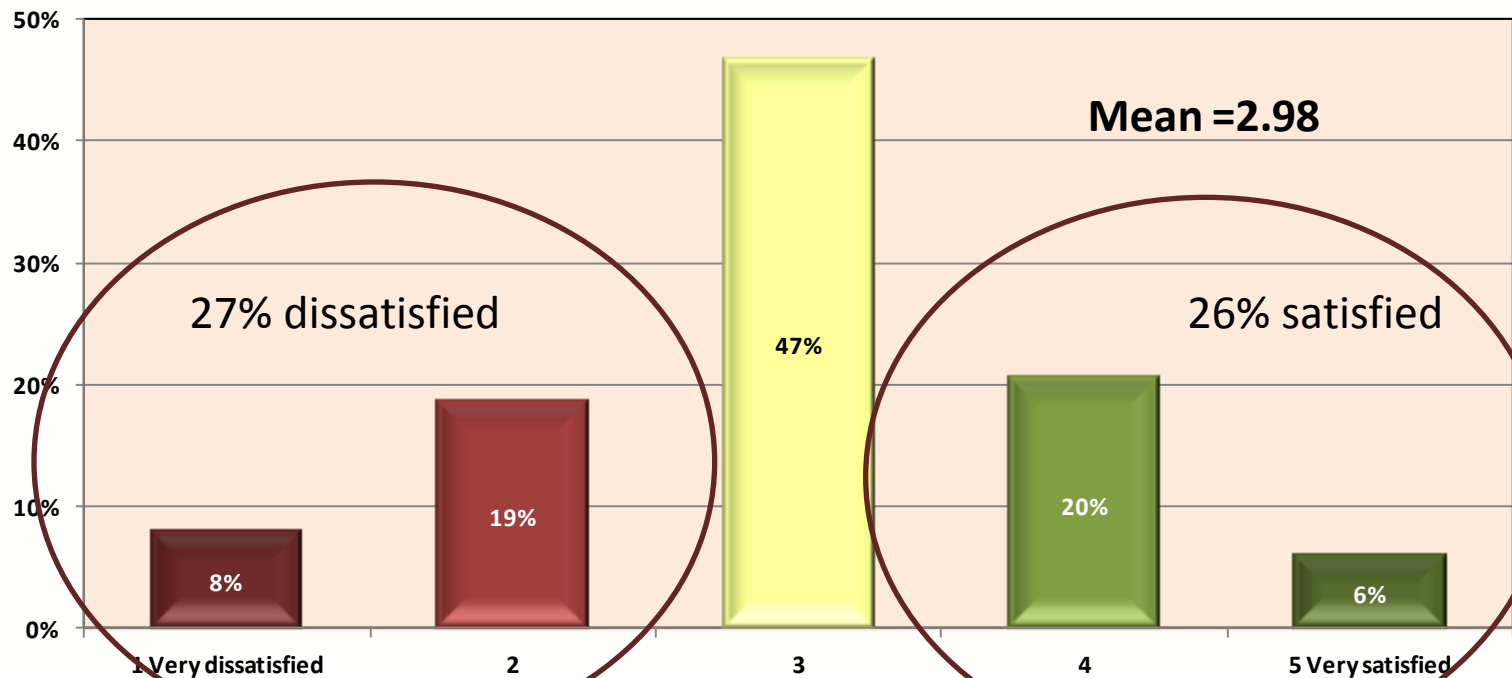
# Most critical uses of Council resources?

Please tell us which you see as being the most important uses of council resources?  
(n=330, multiple answers allowed)



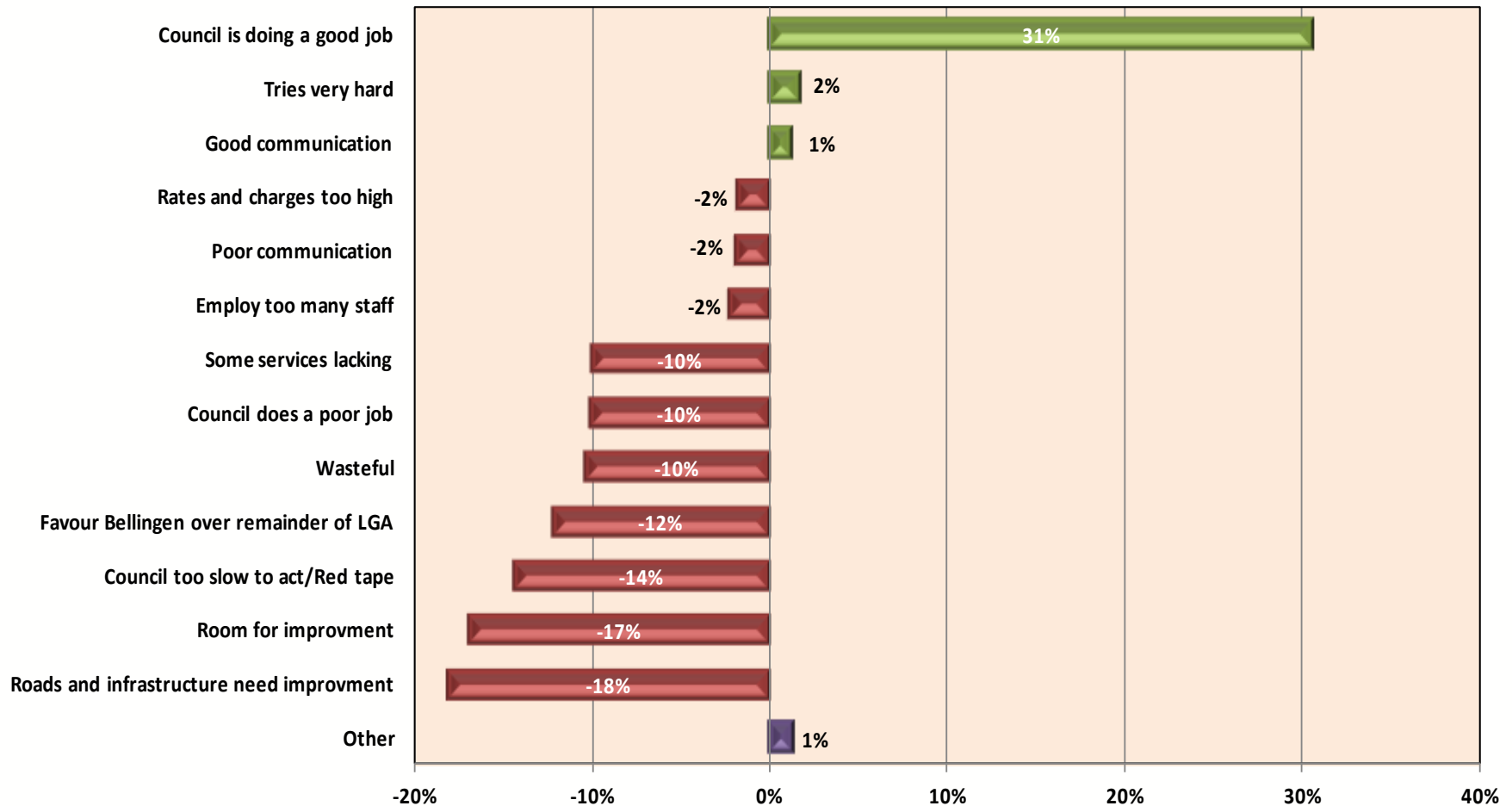
# Overall Satisfaction (1)

Please rate your satisfaction with Council's overall performance?  
(n=400, 1-5 satisfaction scale)



# Overall Satisfaction (2)

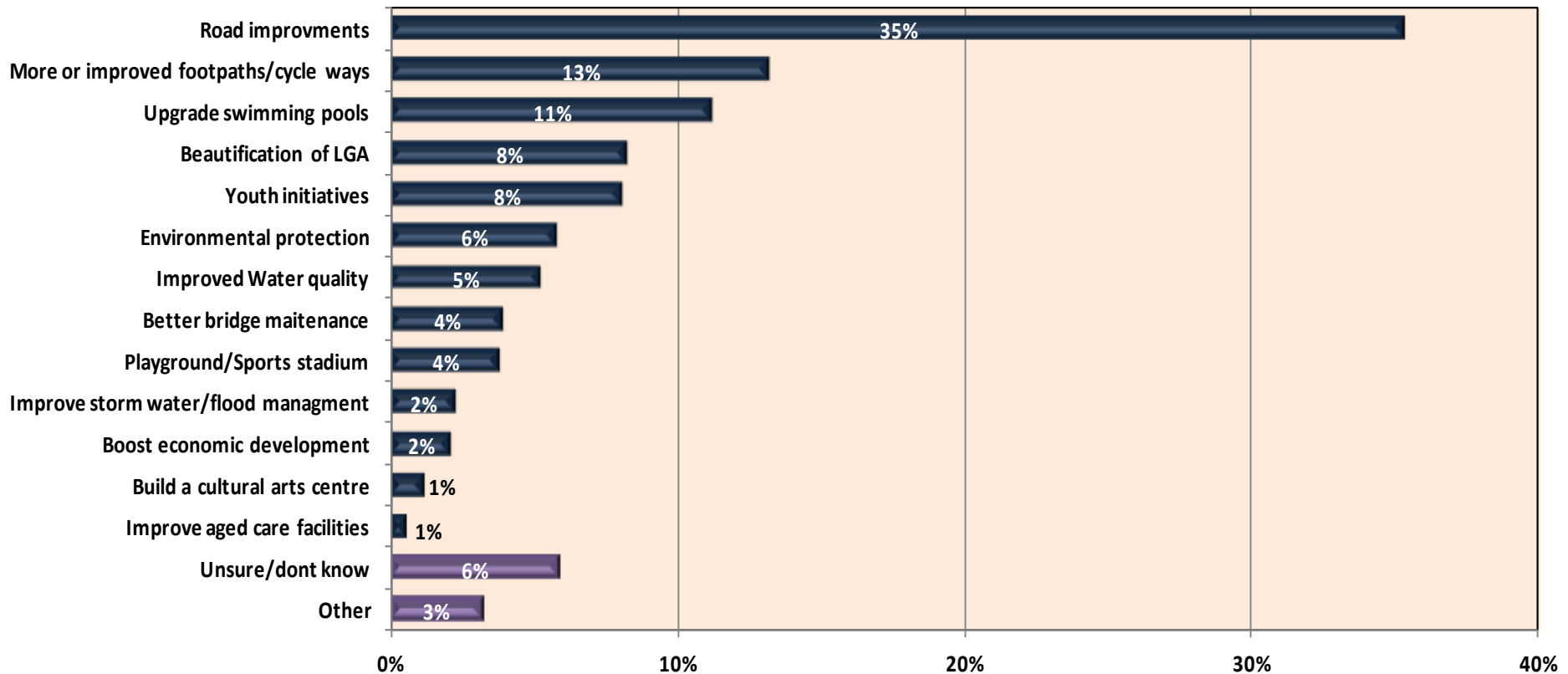
Could you briefly explain why you gave your overall satisfaction with Council?  
(n=385, multiple answers allowed)





# The great hypothetical...

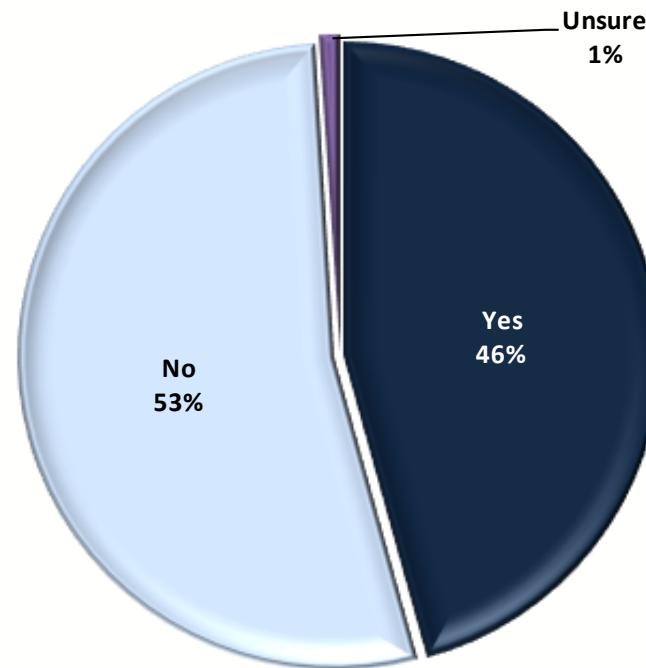
**If Council were to receive a \$250,000 general use grant ,  
how would you like to see this money spent?  
(n=400, multiple answers allowed)**



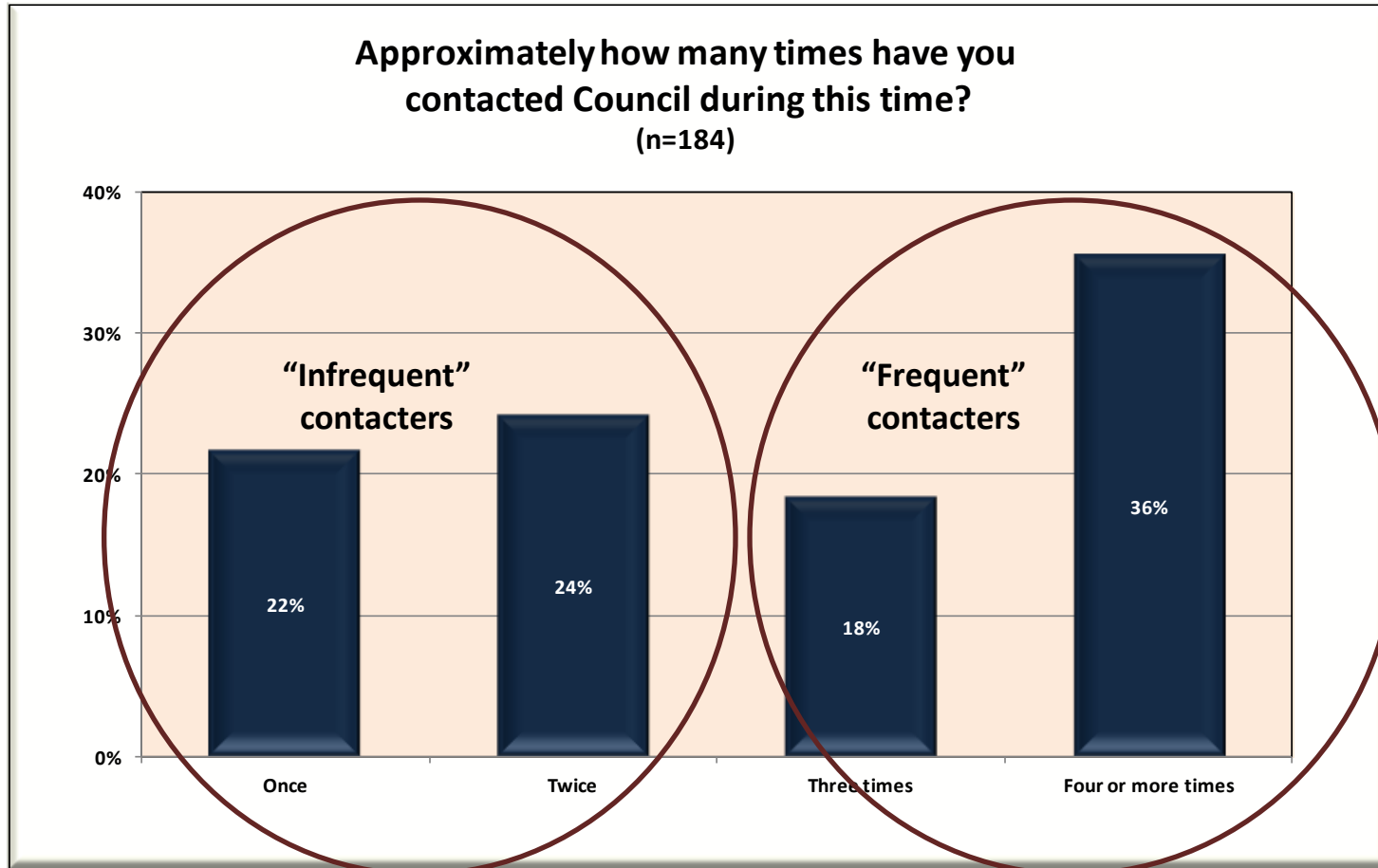
# Council contact (1)

Have you contacted Council within the past 12 months, other than to make a payment?

(n=400)

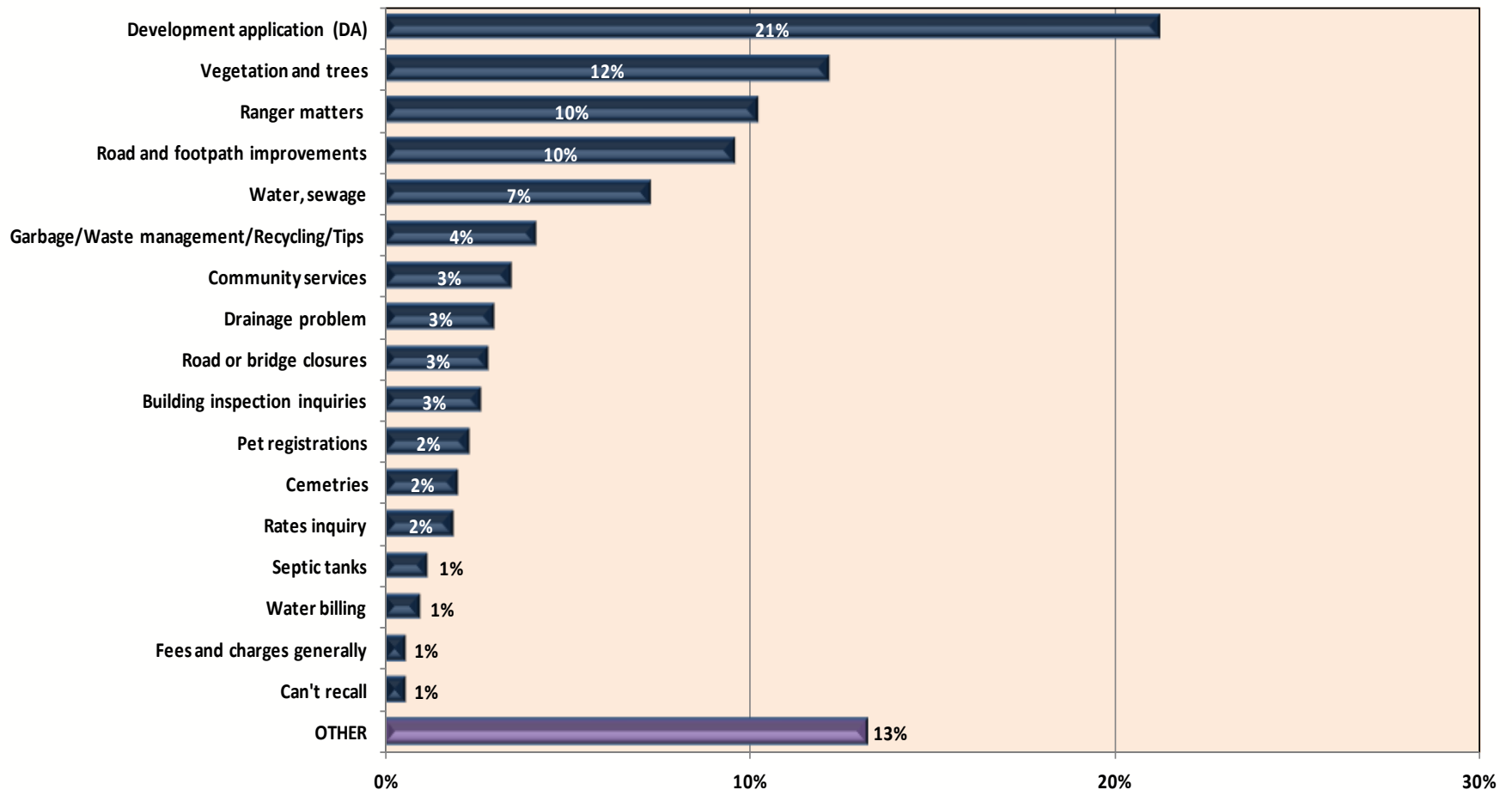


# Council contact (2)

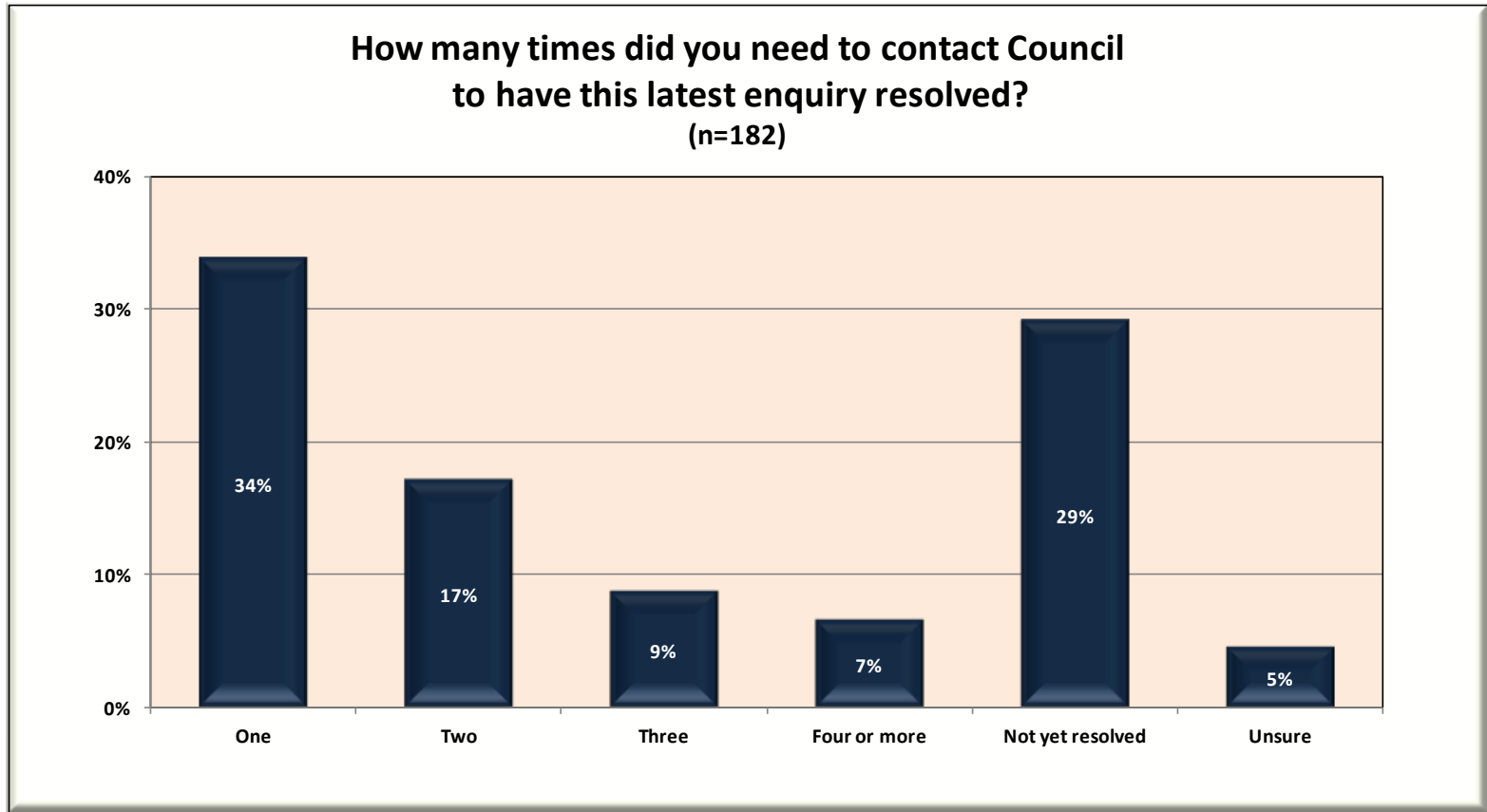


# Council contact (3)

What was your most recent enquiry regarding?  
(n=182)



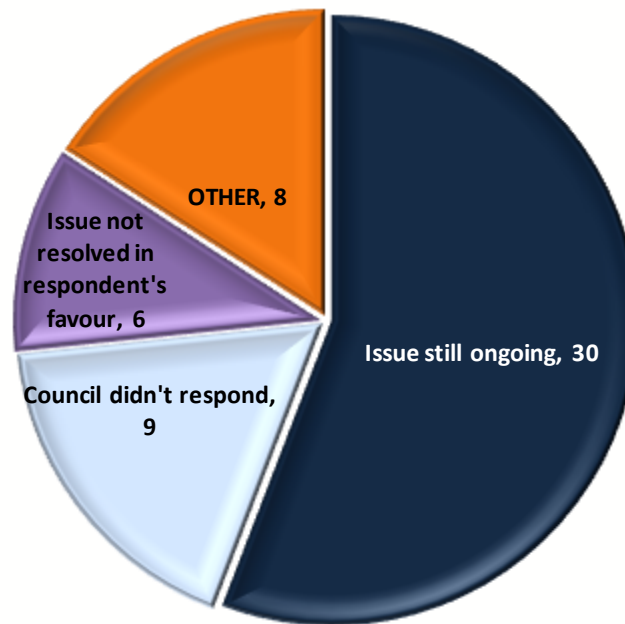
# Council contact (4)



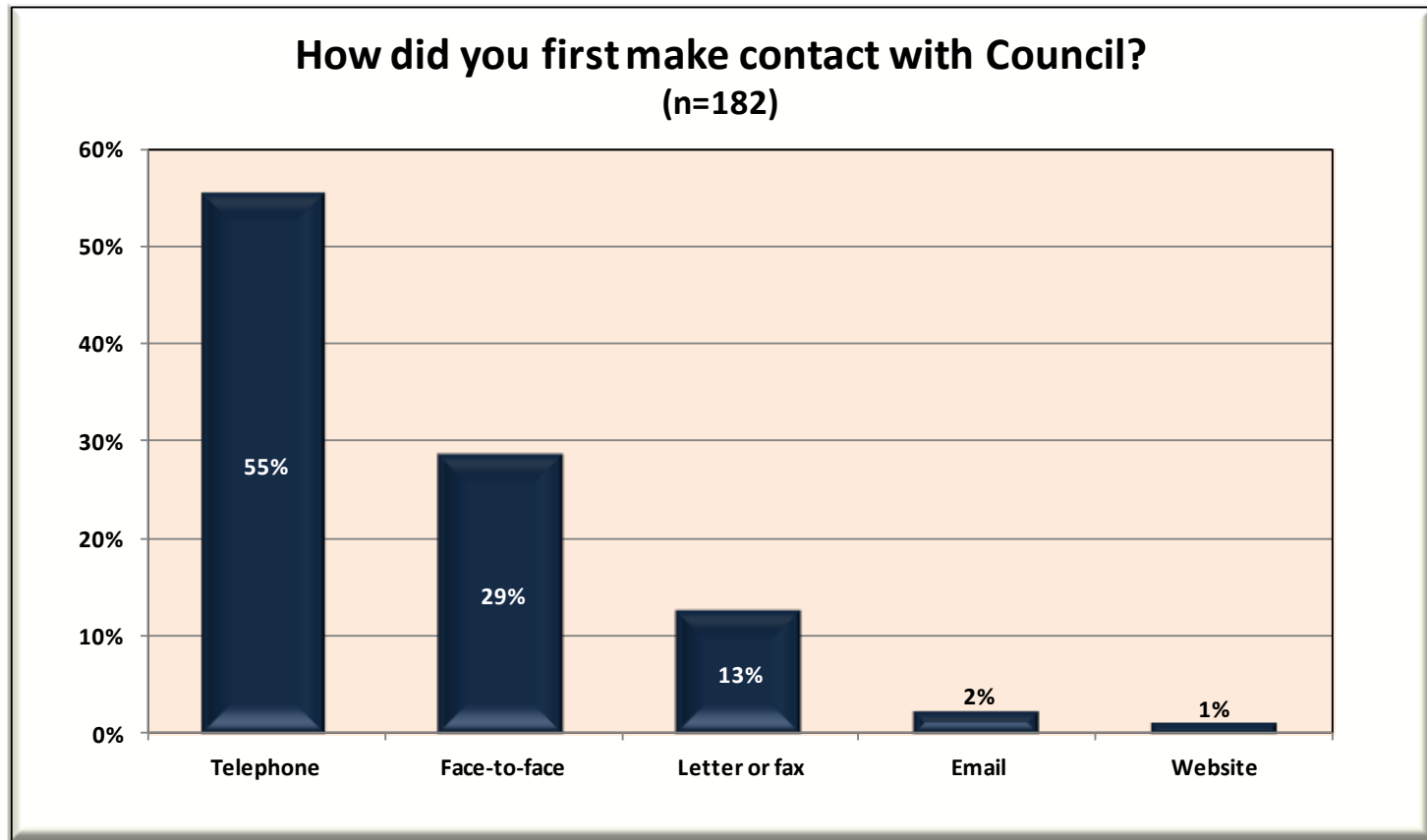
# Council contact (5)

Why do believe the issue has not been resolved?

(n=53)



# Council contact (6)



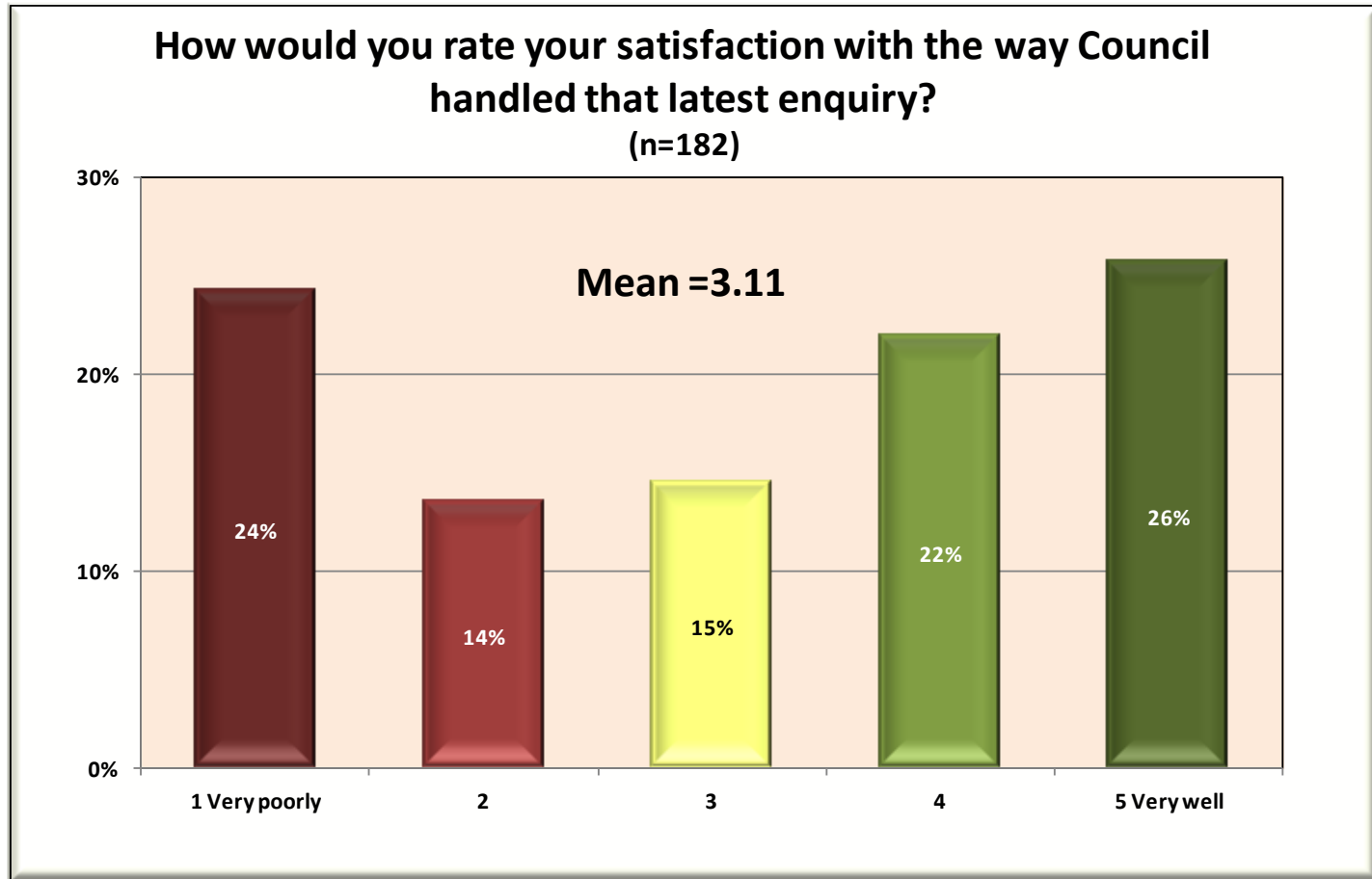
# Council contact (7)

How did you make contact with BSC?	Age			Gender		Total
	18-39	40-59	60+	Male	Female	
Telephone	29	49	23	41	60	101
	70.7%	57.0%	41.1%	44.1%	66.7%	55.2%
Face-to-face	12	21	19	37	15	52
	29.3%	24.4%	33.9%	39.8%	16.7%	28.4%
Letter or fax	0	10	13	11	12	23
	.0%	11.6%	23.2%	11.8%	13.3%	12.6%
Email	0	3	1	2	2	4
	.0%	3.5%	1.8%	2.2%	2.2%	2.2%
Website	0	2	0	2	0	2
	.0%	2.3%	.0%	2.2%	.0%	1.1%
Unsure	0	1	0	0	1	1
	.0%	1.2%	.0%	.0%	1.1%	.5%
Total	41	86	56	93	90	183
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%





# Satisfaction with Council contact



# Satisfaction with Council contact

Most recent inquiry regarding?	Mean	N
Ranger matters	3.61	18
Development applications	3.33	37
Road and footpath improvements	2.68	17
Water, sewage	2.65	14
Vegetation and trees	2.51	22



# Satisfaction with Council contact

Number of calls required to resolve issue	Satisfaction with council enquiry					Total
	1 Very dissatisfied	2	3	4	5 Very satisfied	
1 or 2	9	5	14	26	39	93
	9.6%	5.4%	15.1%	28.0%	41.9%	100.0%
Many/Not resolved	34	17	13	10	7	81
	42.0%	21.0%	16.0%	12.4%	8.6%	100.0%
TOTAL	43	22	27	36	46	174
	24.7%	12.6%	15.5%	20.7%	26.4%	100.0%



# Effect of contact on overall satisfaction

- Logical that the faster an issue is resolved, the higher is satisfaction with how issue handled
- However effect is wider still!
  - Longer they take to resolve → Lower overall satisfaction with Council
- Hence contact experience is a bigger determinant of overall satisfaction than the +/- 25 factors rated previously



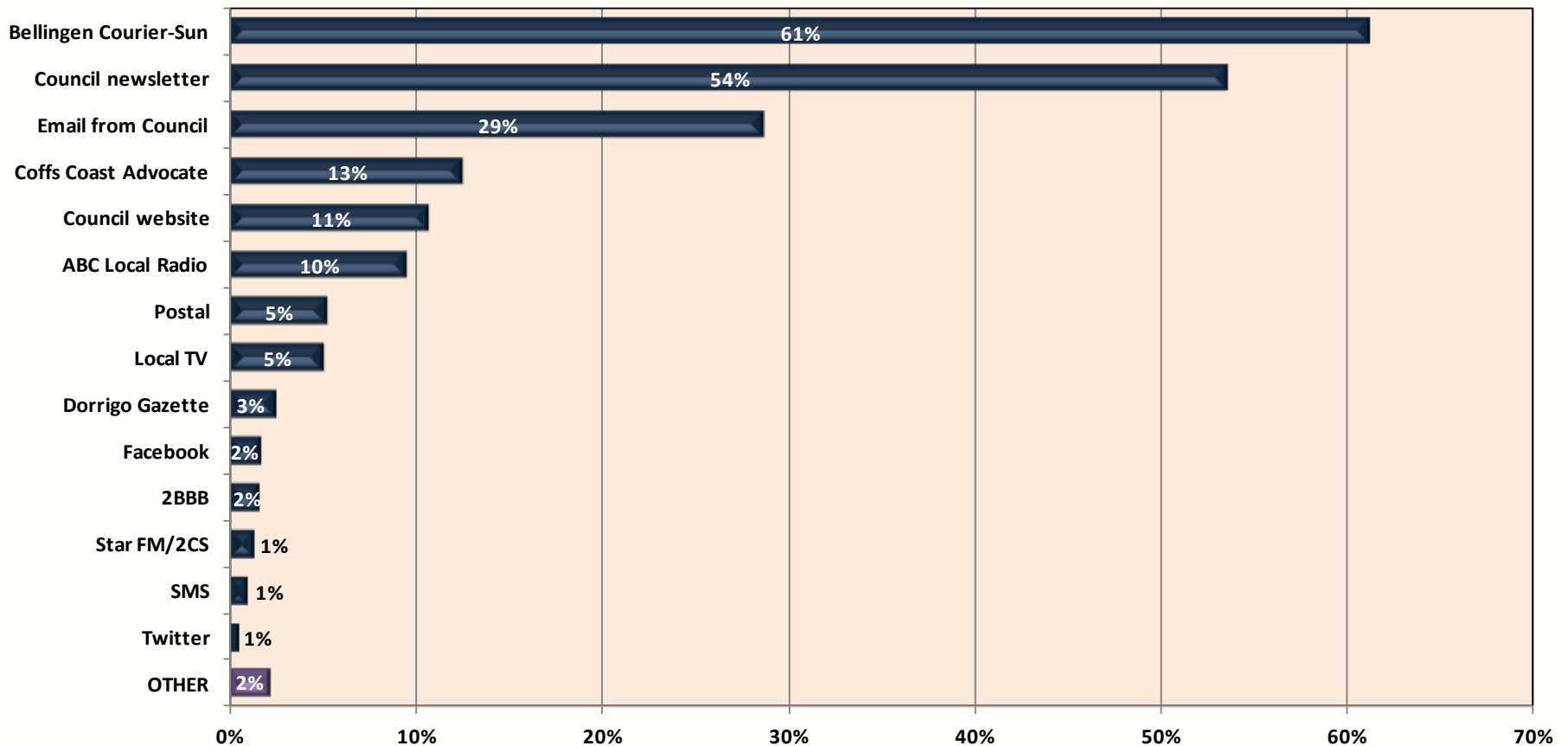
# And the evidence?

- Of the 184 people who had contacted Council, satisfaction with Council's overall performance varied from 3.01 among those whose inquiry had been settled in one or two calls, to 2.57 for those who took three or more calls to have their issue resolved.
- This difference is statistically significant



# Council communication (1)

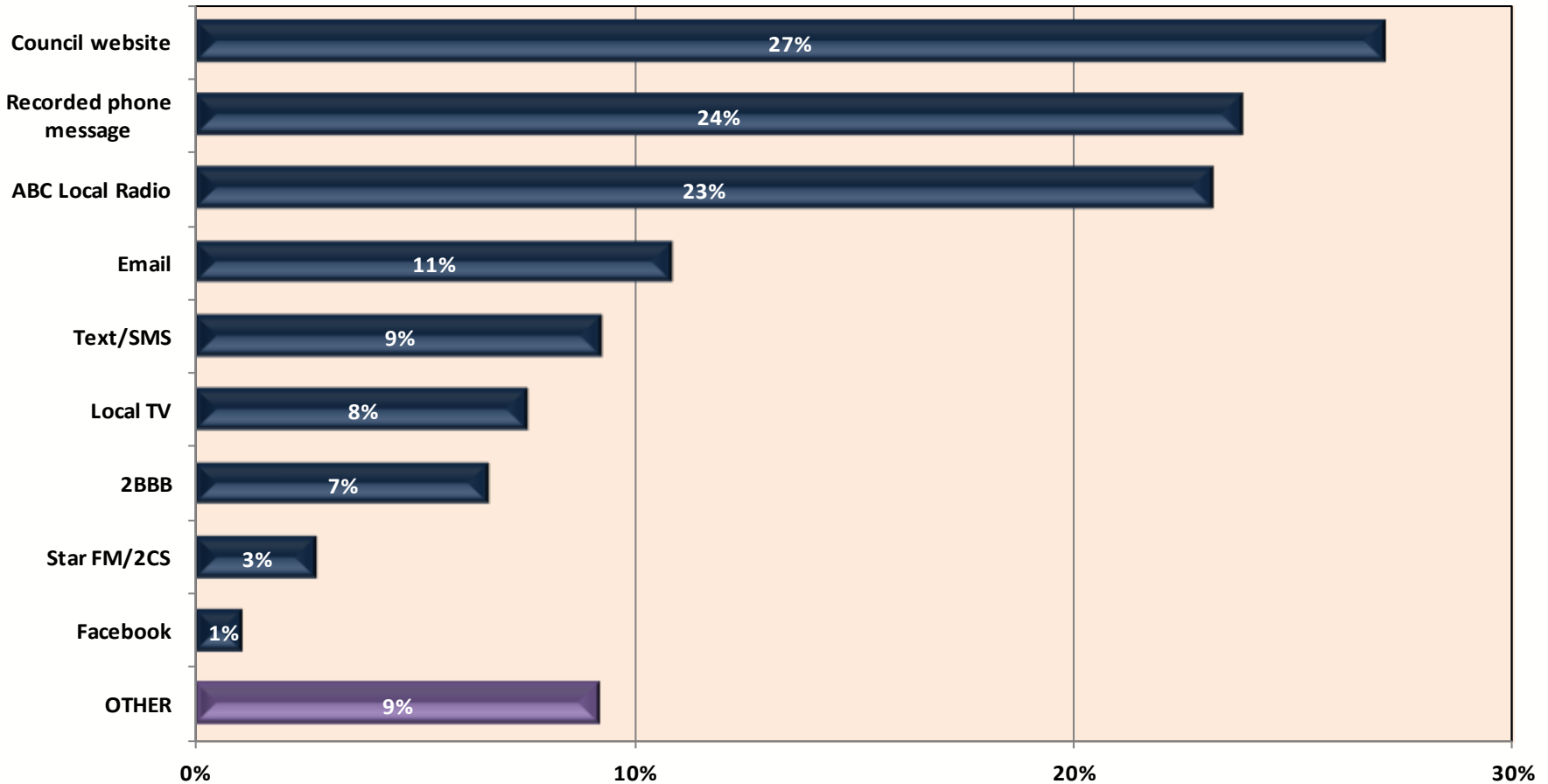
What is your preferred methods for receiving Council information about non-urgent matters?  
(n=399, multiple answers allowed)



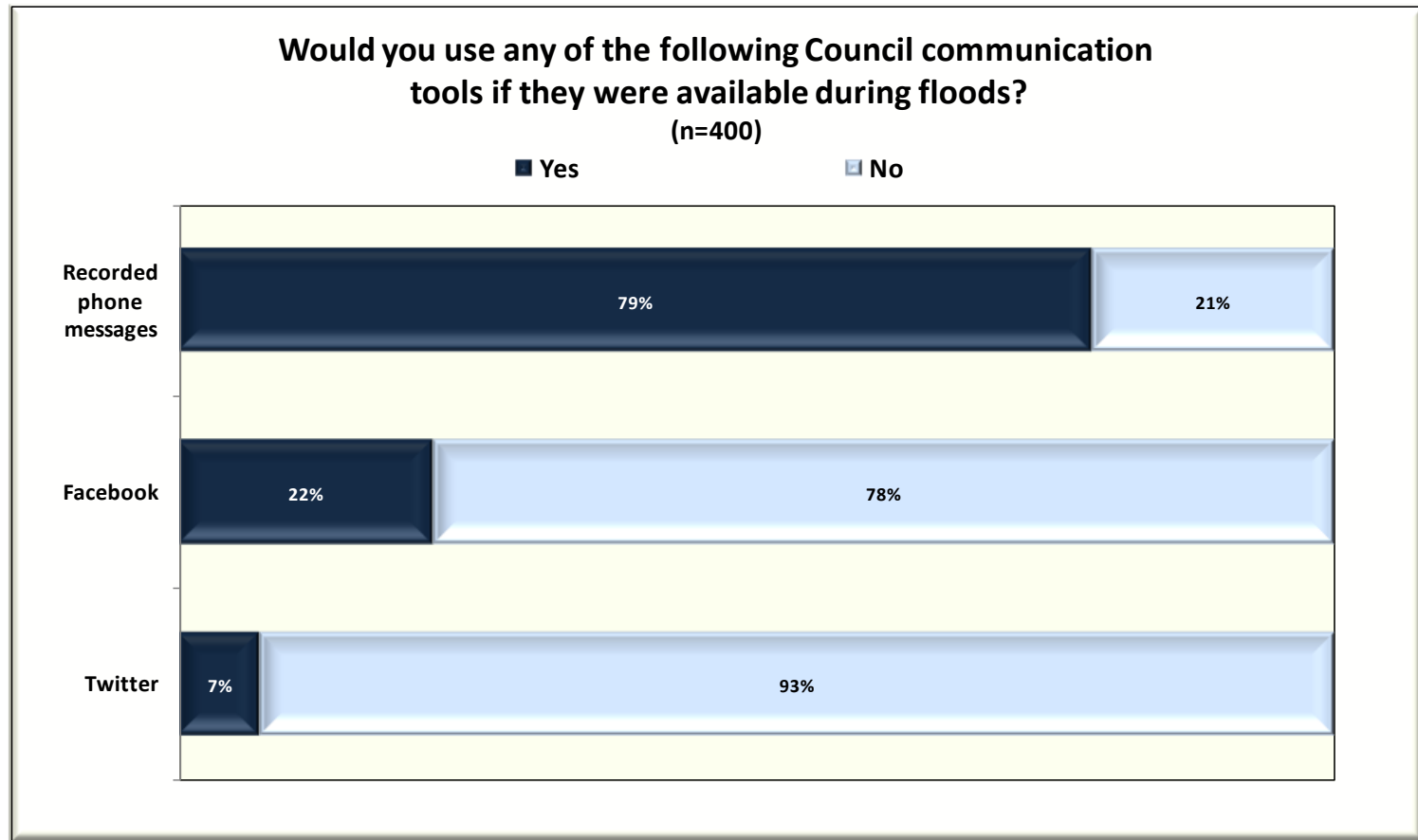
# Council communication (2)

What would be your preferred methods for receiving Council information about urgent matters?

(n=400, multiple answers allowed)



# Council communication (3)





# Conclusions and recommendations

- 26% satisfied with Council's performance, against 27% dissatisfied. Mean satisfaction of 2.98 not ideal, but a useful benchmark for improvement
- Six services deemed of higher importance but lower satisfaction require focus
- Likewise road maintenance, water supply, river water quality and protection of natural environment – all deemed critical uses of Council resources



# Conclusions and recommendations

- Clear relationship between degree of contact with Council and overall satisfaction. Hence the faster an issue is resolved, and the greater the clarity of communication, the higher satisfaction should be.
- Clear direction on preferred communication channels – esp. during flooding/other emergencies

