

# MidCoast Council

## Community Satisfaction & CSP Research

Prepared by: Micromex Research

Date: March 2020



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# Background & Methodology

## Why?

- Understand and identify community priorities for the MidCoast Council LGA
- Identify the community's overall level of satisfaction with Council performance
- Identify the community's level of agreement with statements regarding the MidCoast Council area
- Identify community sentiment towards safety

## How?

- Telephone survey (landline and mobile) to N = 402 households
- 72 acquired through number harvesting
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.9%

## When?

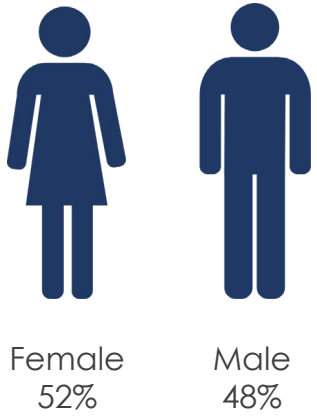
- Implementation 10<sup>th</sup> – 18<sup>th</sup> February 2020



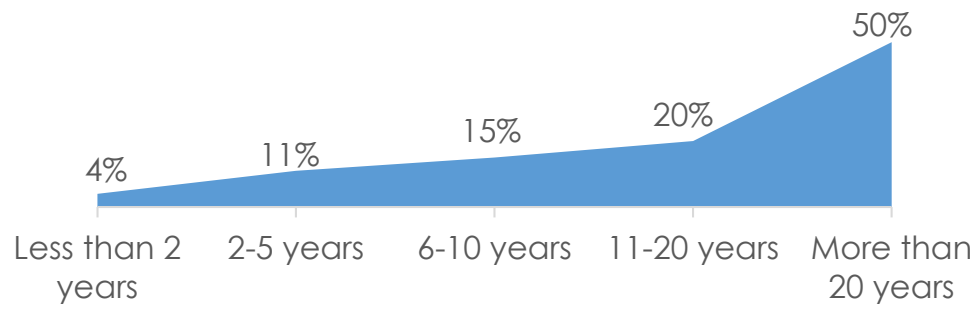
# Sample Profile

The sample was weighted by age and gender to reflect the 2016 ABS community profile of MidCoast Council.

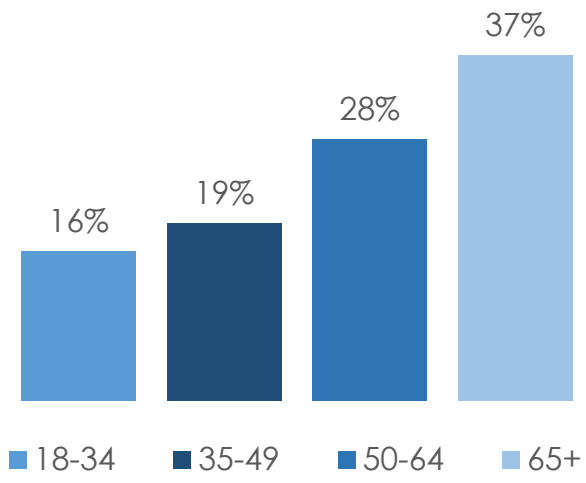
## Gender



## Time lived in the area



## Age



## Ratepayer status



Ratepayer 83%



Non-ratepayer 17%

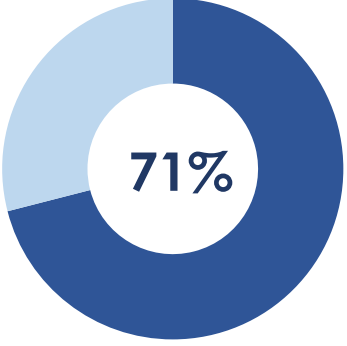
# Overview of Results



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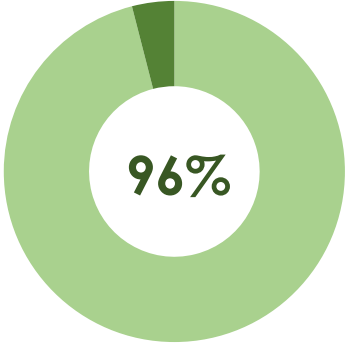
# Satisfaction with Council Performance:



Of residents are at least 'somewhat satisfied' with the overall performance of Council

30/42

services/facilities had a T3B rating of 70% or higher



Of residents rated their quality of life as 'good' to 'excellent'

## Most Valued Aspect of Living in MidCoast:



Lifestyle

Natural environment



Location

## Top 5 Drivers of Overall Satisfaction:

Provision of Council information to the community



Opportunity to participate in Council decision-making

Long-term planning for the LGA



Maintaining local bridges

Council decision-making reflecting community opinion



# Living in MidCoast



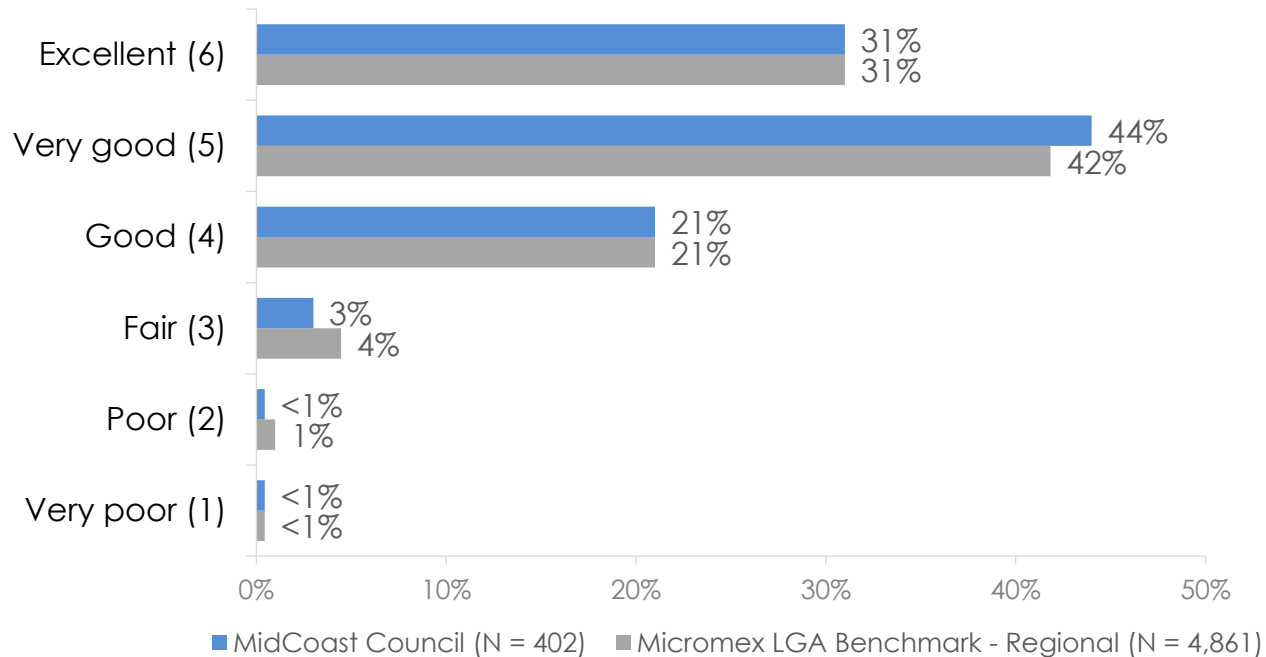
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# Quality of Life

Q1c. Overall, how would you rate the quality of life you have living in the MidCoast Council area?

	MidCoast Council	Micromex LGA Benchmark - Regional
Mean rating	5.03	4.96
T3 Box	96%	94%
Base	402	4,861



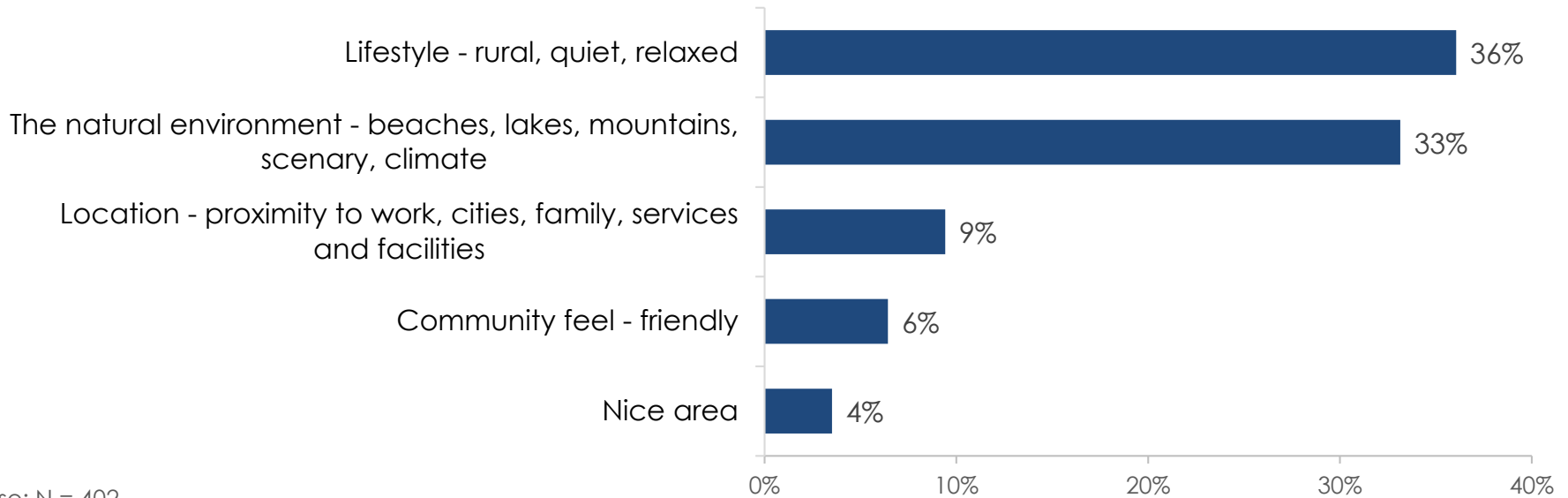
Scale: 1 = very poor, 6 = excellent

▲ ▼ = A significantly higher/lower rating (by group)

**MidCoast residents quality of life scores are in line with the Micromex LGA Regional Benchmark, this is a very positive result given the recent weather events within the area.**

# Most Valued Aspects

Q1a. What do you value most about living in the MidCoast Council region?



Base: N = 402

The lifestyle (36%) that MidCoast provides was the most valued aspect overall, closely followed by 'the natural environment' (33%).





# Overview – Comparison to the CSP Benchmark

CSP Measures	(Agree/strongly agree)	Micromex CSP Benchmark - Regional	Variance
MidCoast is a safe area for pedestrians	63%↑	47%	16%
You feel able to afford a reasonable standard of housing in this area	68%↑	53%	15%
There are good education and training opportunities available	49%↑	37%	12%
The cost of living in the LGA is affordable for you	61%↑	51%	10%
Shops and services in shopping areas meet residents' needs	62%↑	52%	10%
Graffiti is adequately controlled	72%↑	63%	9%
There is a good range of community groups and support networks for residents	66%↑	57%	9%
There is a good range of leisure and recreation opportunities	66%↑	58%	8%
You feel safe during the night	71%↑	63%	8%
New developments are helping to provide an attractive urban landscape	40%↑	33%	7%
There is a good range of opportunities for cultural and artistic activities and expression	54%↑	47%	7%
Council plans well to help secure the community's long term future	28%↓	35%	-7%
Information about Council and its decisions is clear and accessible	27%↓	35%	-8%
The community in the LGA is harmonious, cohesive and inclusive	46%↓	54%	-8%

↑↓ = A significantly higher/lower level of agreement (compared to Micromex LGA Benchmark – Regional)

The table above details the variances between MidCoast's top 2 box agreement scores and the Micromex Regional CSP Benchmark.

# Performance of Council

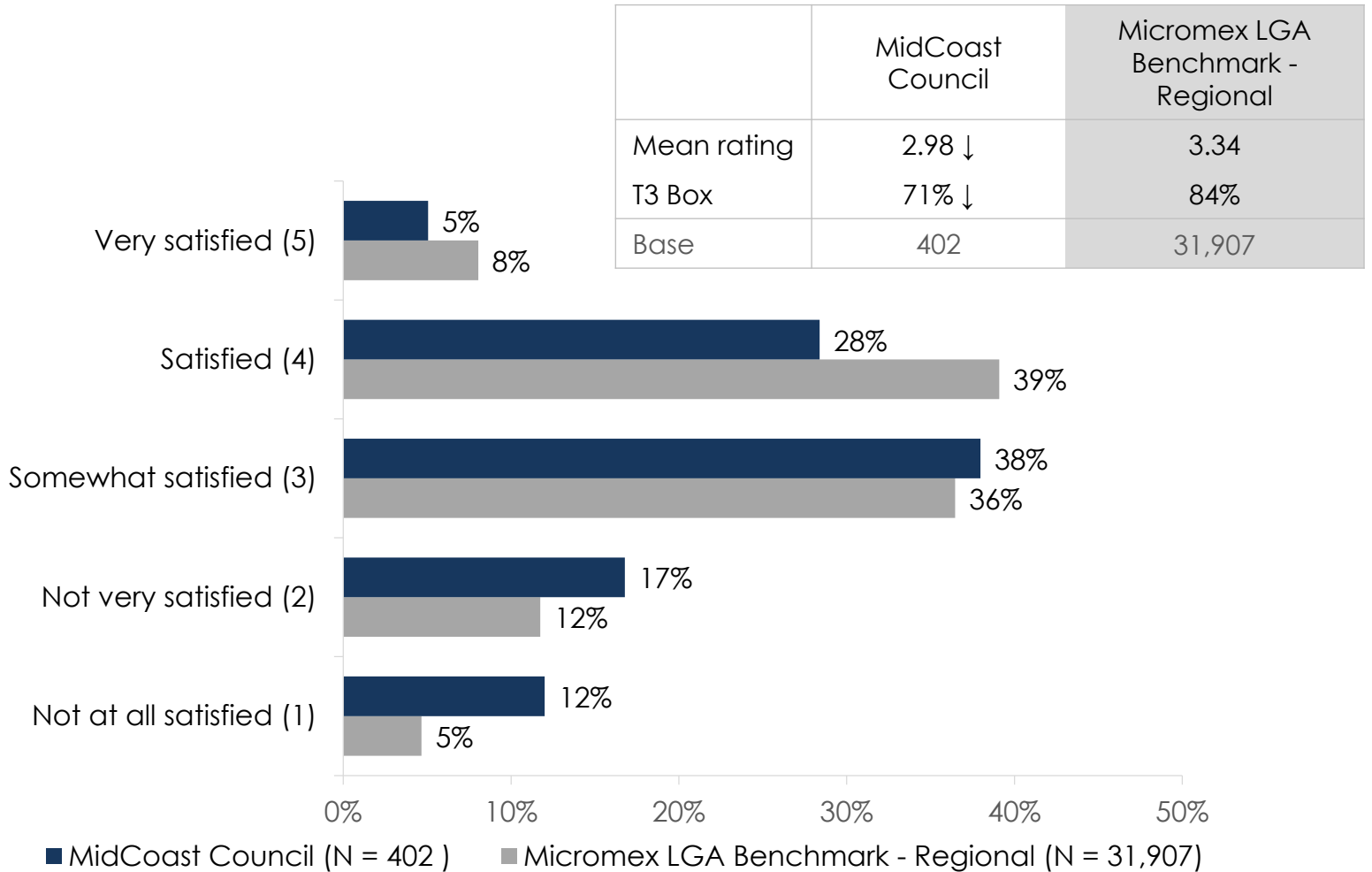


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# Overall Satisfaction

Q3. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?



Scale: 1 = not at all satisfied, 5 = very satisfied

↑↓ = A significantly higher/lower level of satisfaction (compared to the Benchmark)

**71% of residents were at least 'somewhat satisfied' with the performance of Council over the last 12 months.**

# Importance Scores

The following services/facilities received the highest importance mean ratings:

Top 5 for importance	Mean	T2 Box
Maintaining local roads	4.80	96%
Supporting local jobs and businesses	4.69	95%
Emergency management	4.68	92%
Maintaining local bridges	4.65	92%
Water quality	4.63	92%

The following services/facilities received the lowest importance mean ratings:

Bottom 5 for importance	Mean	T2 Box
Cultural opportunities and services	3.74	62%
Heritage sites protected and maintained	3.77	60%
Provision of bike paths	3.81	65%
Climate change	3.83	66%
Airports	3.84	65%

Scale: 1 = not at all important, 5 = very important



# Comparison to the Micromex LGA Importance Benchmark

Service/Facility	MidCoast Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Youth activities	89%▲	73%	16%
Council decision-making reflecting community opinion	89%	80%	9%
Provision of Council information to the community	90%	82%	8%
Supporting community groups	87%	79%	8%
Supporting local jobs and businesses	95%	88%	7%
Engaging the community in planning	90%	83%	7%
Stormwater drainage	88%	81%	7%
Street trees	64%	57%	7%
Parks and playgrounds	74%	83%	-9%
Climate change	66%	75%	-9%
Residential development	71%▼	81%	-10%
Heritage sites protected and maintained	60%▼	72%	-12%
Airports	65%▼	79%	-14%

25 of the 39 of the comparable services/facilities, residents' top 2 box scores are higher than, or equal to the Benchmark score.

# Satisfaction Scores

The following services/facilities received the highest satisfaction mean ratings:

Top 5 for satisfaction	Mean	T3 Box
Library services	4.38	97%
Sewerage services	4.12	92%
Water quality	3.89	89%
Recycling/waste management/landfills	3.84	86%
Cultural opportunities	3.83	89%
Emergency management	3.83	88%

The following services/facilities received the lowest satisfaction mean ratings:

Bottom 5 for satisfaction	Mean	T3 Box
Maintaining local roads	2.41	43%
Council decision-making reflecting community opinion	2.53	53%
Overall condition of the local sealed road network	2.69	58%
Opportunity to participate in Council decision-making	2.73	57%
Engaging the community in planning	2.77	60%

Scale: 1 = not at all satisfied, 5 = very satisfied



# Comparison to the Micromex LGA Satisfaction Benchmark

Service/Facility	MidCoast Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Economic development	64%▼	74%	-10%
Opportunity to participate in Council decision-making	57%▼	68%	-11%
Provision of bike paths	57%▼	71%	-14%
Provision of Council information to the community	60%▼	75%	-15%
Maintaining local roads	43%▼	58%	-15%
Climate change	63%▼	82%	-19%

When compared to the benchmark MidCoast didn't have any measures with a variance of more than 5%. 25 of the 39 of the comparable services/facilities, residents' top 3 box scores are lower than, or equal to the Benchmark score. Shown above, we can see 6 of the measures had a negative variance of equal to or more than 10% above our benchmark.



# Summary of Performance Gap Analysis (PGA)

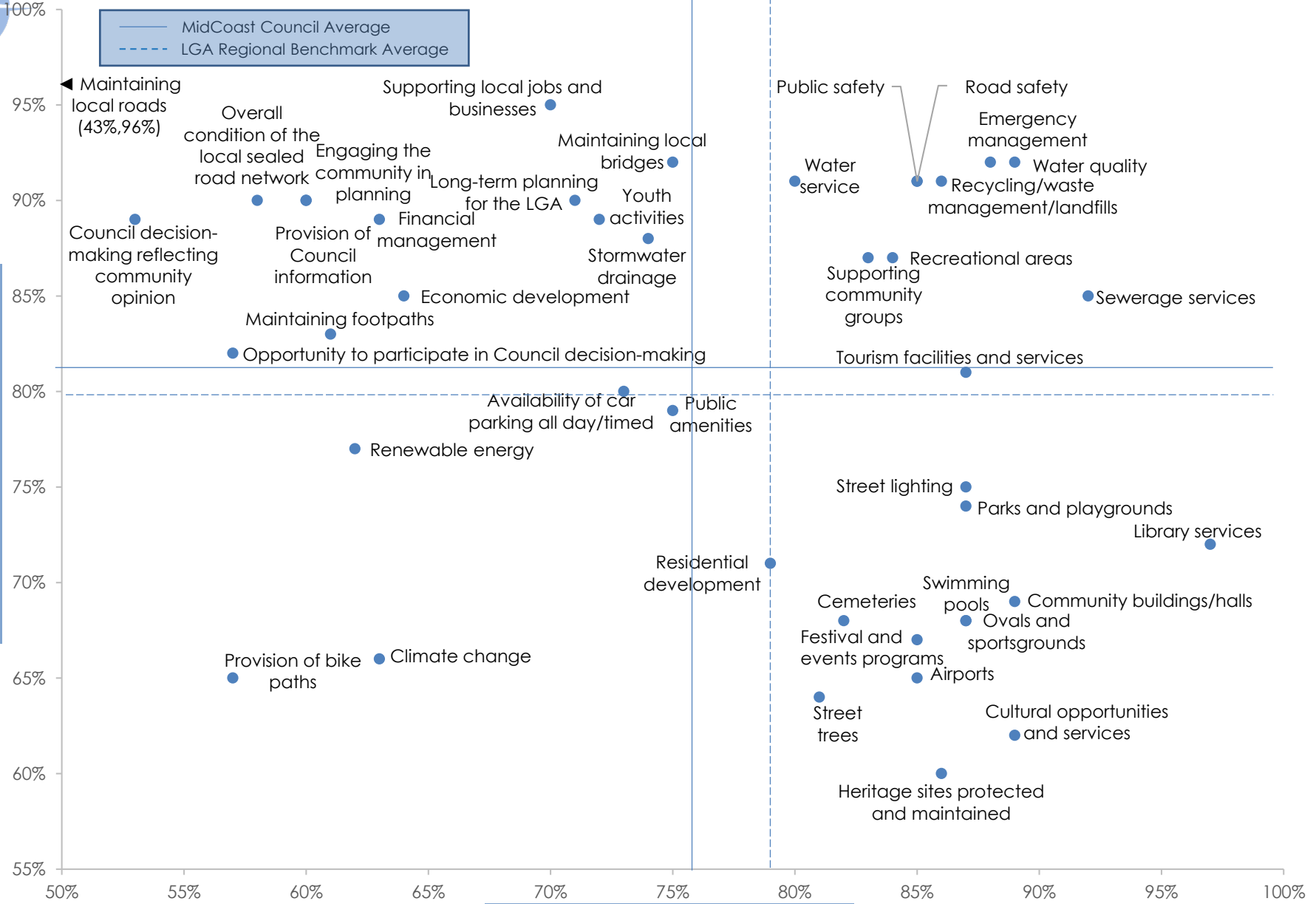
Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Maintaining local roads	96%	43%	53%
Council decision-making reflecting community opinion	89%	53%	36%
Overall condition of the local sealed road network	90%	58%	32%
Provision of Council information to the community	90%	60%	30%
Engaging the community in planning	90%	60%	30%
Financial management	89%	63%	26%
Supporting local jobs and businesses	95%	70%	25%
Opportunity to participate in Council decision-making	82%	57%	25%
Maintaining footpaths	83%	61%	22%
Economic development	85%	64%	21%

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as relatively high in importance. Resident satisfaction for all of these areas is between 43% and 64%, highlighting a need for Council to address community expectations in these areas.



**Improve**  
Higher importance, lower satisfaction

**Maintain**  
Higher importance, higher satisfaction



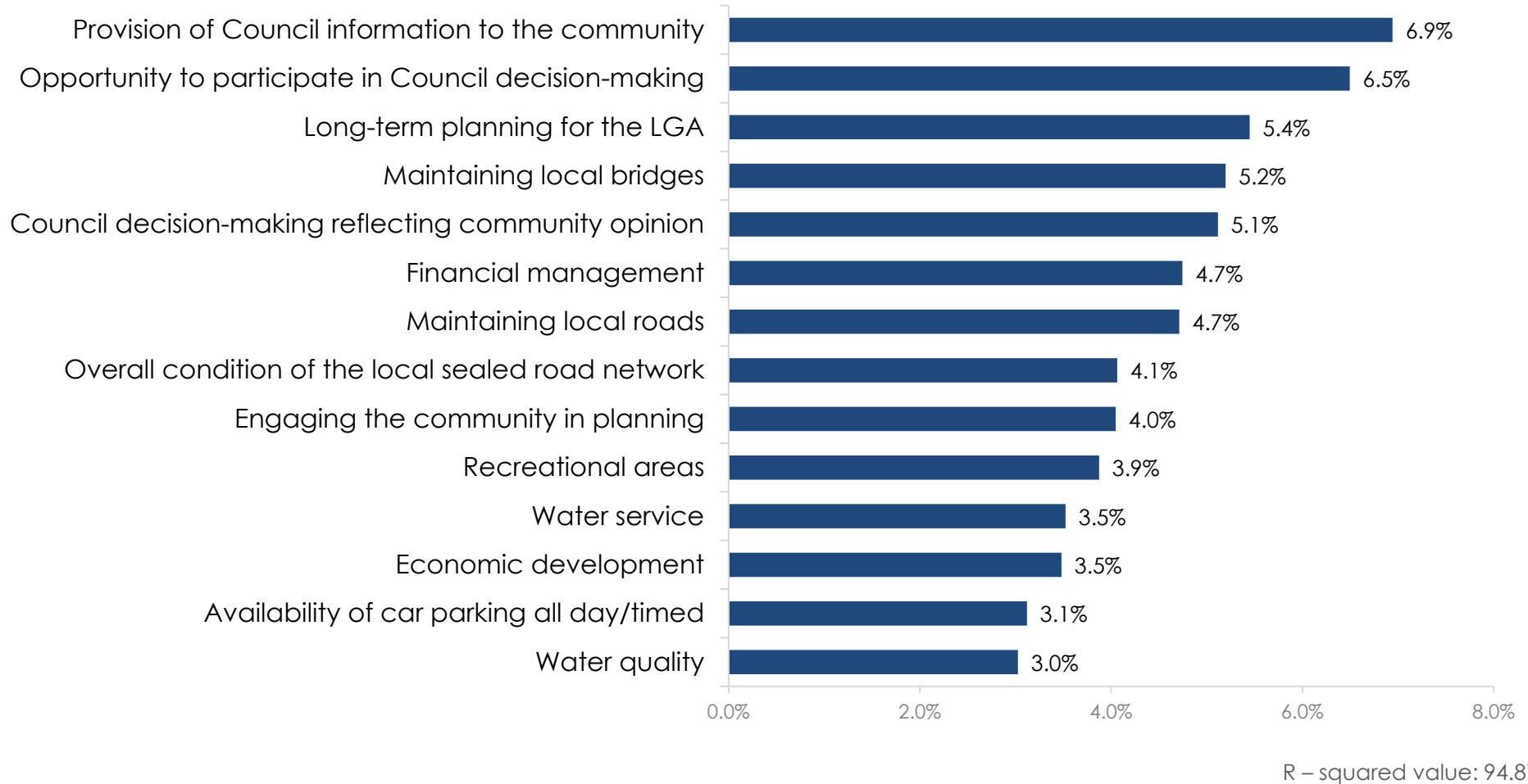
**Niche**  
Lower importance, lower satisfaction

**Satisfaction**

**Community**  
Lower importance, higher satisfaction

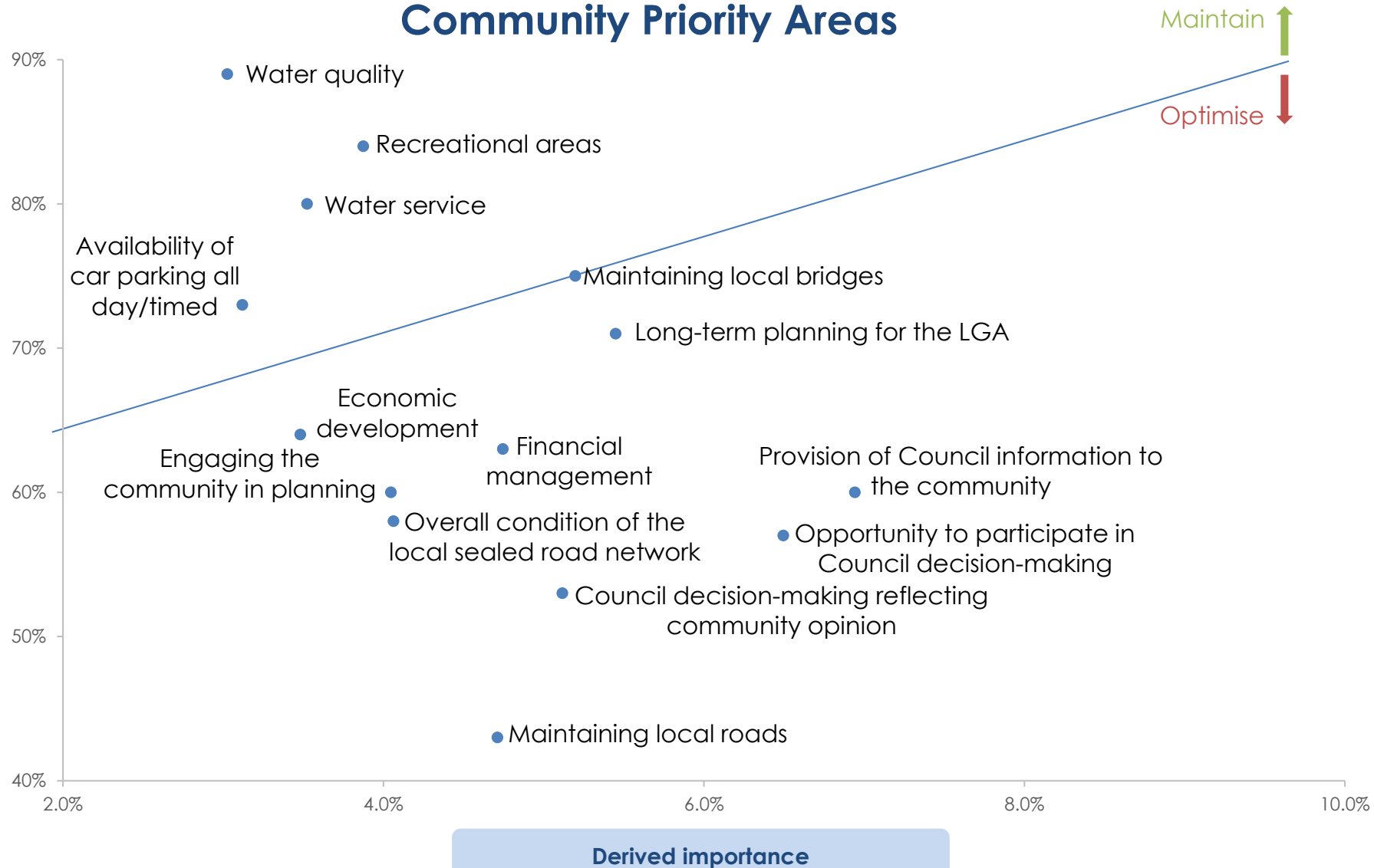
# Top 14 Key Drivers of Overall Satisfaction with Council

Dependent variable: Q3. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?



**These 14 services/facilities are the key community priorities and by addressing these, MidCoast Council will improve overall community satisfaction.**

# Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



The above chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Shapley result) to identify the level of contribution for each of the top 14 measures. Any services/facilities below the blue line (shown above) could potentially be benchmarked to target in future research to elevate satisfaction levels in these areas.

# Recommendations



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# Summary and Recommendations

- Residents in MidCoast have a very good quality of life (96%). The community values the lifestyle that the area offers as well as the natural environment of the LGA.
- MidCoast have out performed the Micromex Regional Benchmark. Residents feel that MidCoast is an affordable area, and in spite of recent events the community has given ratings higher than our benchmark norms in regards to safety. This is a positive result for MidCoast.
- Overall 71% of residents are somewhat satisfied with Council, and they are at least moderately satisfied with 70% of Council services and facilities.

The survey results indicate areas of communication and engagement need continued focus and effective implementation of the recently adopted strategies across the organisation. Communication, engagement and reflecting community sentiment in decision making are key drivers for our community. These areas could include roads, public transport and community safety procedures



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