



# Residents Satisfaction Survey



Final Report | May 2017



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## Introduction, Objectives and Methodology

### Introduction

The City of Greater Geraldton is undertaking its Strategic Review under Western Australia's Integrated Planning and Reporting Framework, and therefore wishes to measure how satisfied residents are with resources, facilities and services provided by the Council, to identify the highest rated growth plan activities, to understand the community's aspirations and to prioritise improvement opportunities that will be valued by the community.

### Research Objectives

- To provide a robust measure of satisfaction with the Council's performance in relation to services and Council assets
- To determine performance drivers and assist Council to identify the best opportunities to further improve satisfaction
- To identify the highest rated growth plan activities
- To understand the community's aspirations and priorities for the future

### Methodology

- The methodology involved a telephone survey measuring the performance of the City of Greater Geraldton, the full annual quota of 400 interviews has been completed
- The questionnaire was designed in consultation with staff at City of Greater Geraldton and is structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, and to provide a wider perspective of performance. This includes assessment of reputation, the willingness of residents to become involved with Council's decision making and to measure satisfaction across a range of lifestyle related measures
- Data collection was conducted between 12 April and 1 May 2017. A total sample of n=400 was achieved. Data collection was managed to achieve defined quota targets based on age, gender, ward and ethnicity. Post data collection the sample has been weighted so it is exactly representative of key population demographics based on the 2013 Census
- At an aggregate level the survey has an expected 95% confidence interval (margin of error) of +/-4.9%
- There are instances where the sum of the whole number score varies by one point relative to the aggregate score due to rounding

## Key Findings

1

Greater Geraldton residents are mostly very satisfied with the various services, infrastructure and facilities that are provided and maintained by their City Council. At an overall level, just over seven out of ten (73%) residents are either satisfied or very satisfied (%6-10)

2

There are more residents satisfied with the overall performance of Council from the Tarcoola ward (82%) compared to those from Champion Bay ward (60%)

3

With economic development being an area viewed as important by residents (93%), and while just under six out of ten residents (56%) are satisfied, improving performance in this area provides a good opportunity to increase residents overall perceptions of the City of Greater Geraldton

4

Prosperity factors that are most important to residents include, *“Facilitating key sectors”* and *“Promoting opportunities to invest in Greater Geraldton”* and *“enabling the public and private sectors to work together”*

5

Nearly one third of residents think that the City of Greater Geraldton should currently be most focused on *“community safety, social issues, crime, homelessness and health services”*. Two in ten residents think the focus in the future should be *“tourism and development, and promoting Geraldton”*

6

Looking ten to fifteen years in the future, just over one quarter of residents would like the City of Greater Geraldton to have a revitalised CBD with improved shopping options, and more cafes and restaurants

7

Factors that make the City of Greater Geraldton a special place to live for its residents include things such as; a great community feel, country town, not too big or busy, friendly, generous and easy to get around



## Summary of Key Performance Indicators

Residents consider roads and general infrastructure incredibly important, while arts and culture appears comparatively less important

## Overall importance: summary <sup>(1)(2)(3)</sup>

	Importance(% 6-10)	Champion Bay	Chapman	Port	Tarcoola	Willcock	Hills and Mullewa
Roads infrastructure	95%	95%	94%	96%	94%	96%	97%
Sport and recreation facilities	94%	90%	93%	91%	97%	96%	92%
Community development	93%	83%	98%	93%	93%	97%	93%
Economic development	93%	90%	95%	89%	95%	96%	92%
Parks and gardens	93%	87%	95%	97%	94%	97%	83%
Community events	91%	89%	93%	91%	94%	89%	85%
Environmental protection	91%	82%	93%	87%	96%	93%	85%
Town planning	90%	90%	89%	87%	94%	90%	88%
Swimming pool/Aquarena	84%	80%	88%	79%	90%	78%	80%
Heritage protection	83%	80%	83%	88%	81%	82%	89%
Ranger services	83%	81%	89%	77%	82%	86%	79%
Library	82%	77%	86%	82%	85%	77%	77%
Arts and Culture	71%	69%	70%	76%	74%	69%	64%

NOTES:

1. Sample: n=400
2. Q3: When you think of the City of Greater Geraldton as a place to live, how important are the following to making the City of Greater Geraldton ideal?
3. Excludes Don't know and Not Applicable responses

Library performance across the board receives praise, particularly in Tarcoola district; while Economic development performance is considered comparatively poorer

## Overall performance: summary <sup>(1)(2)(3)</sup>

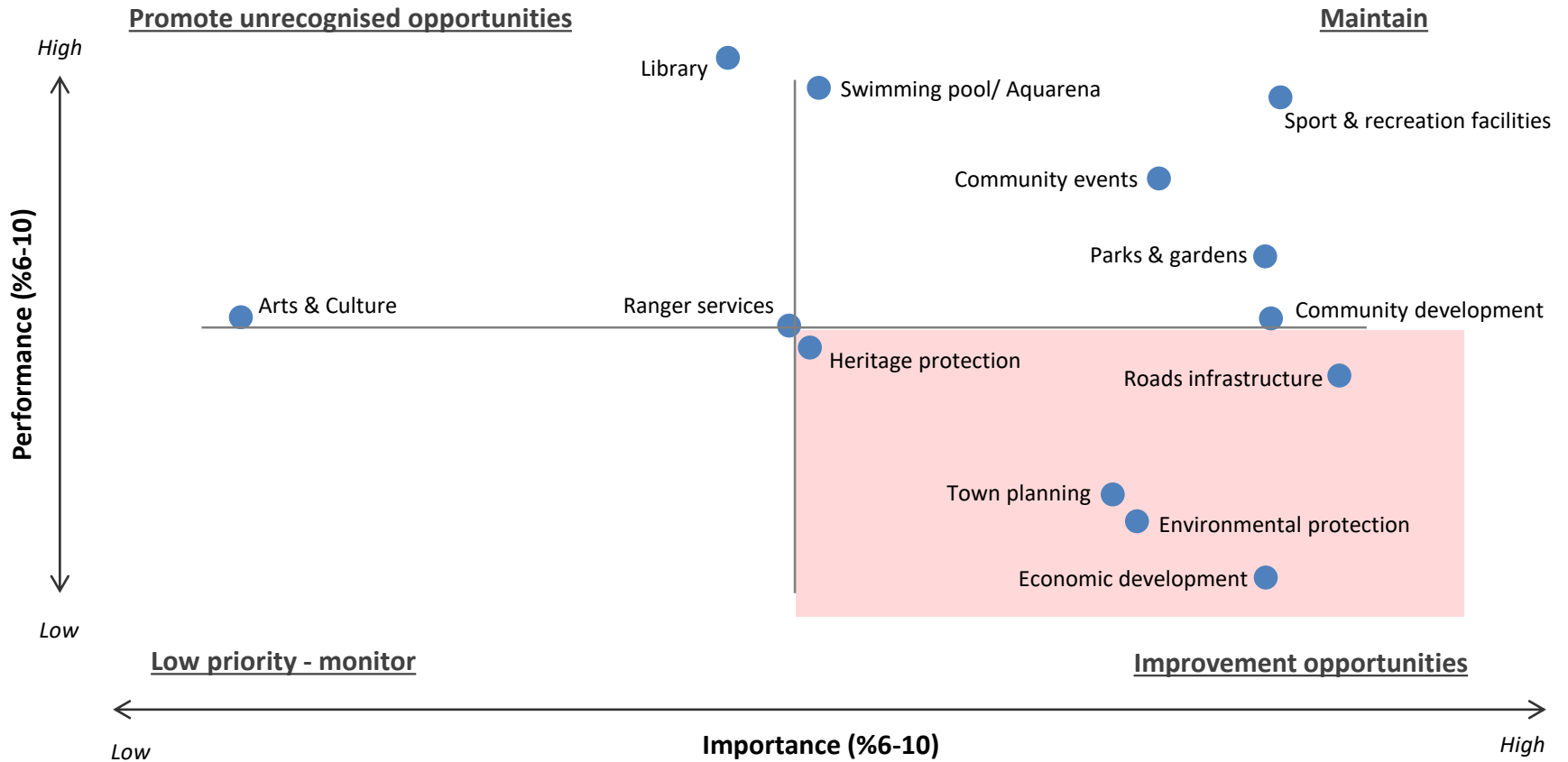
Satisfaction with performance (% 6-10)		Champion Bay	Chapman	Port	Tarcoola	Willcock	Hills and Mullewa
Overall performance	73%	60%	73%	71%	82%	78%	64%
Library	87%	82%	85%	84%	96%	85%	89%
Swimming pool/Aquarena	86%	80%	83%	81%	92%	90%	82%
Sport and recreation facilities	85%	84%	86%	78%	85%	89%	92%
Community events	80%	70%	79%	82%	86%	84%	73%
Parks and gardens	76%	63%	81%	76%	83%	67%	76%
Arts and Culture	72%	64%	84%	65%	75%	72%	60%
Community development	72%	59%	74%	76%	75%	69%	71%
Ranger services	71%	69%	73%	66%	78%	67%	75%
Heritage protection	70%	57%	69%	63%	80%	79%	60%
Roads infrastructure	68%	69%	61%	71%	74%	69%	65%
Town planning	61%	56%	67%	53%	63%	65%	59%
Environmental protection	60%	45%	56%	60%	71%	64%	50%
Economic development	56%	43%	59%	49%	60%	63%	56%

NOTES:

1. Sample: n=400
2. Q4: And how would you rate the performance of the City of Greater Geraldton on each of these services and facilities?
3. Excludes Don't know and Not Applicable responses

Opportunities for improving perception exist around economic development, environmental protection, town planning and roads infrastructure

## Overall performance: Improvement priorities <sup>(1)</sup>



NOTES:  
1. Sample: n=400

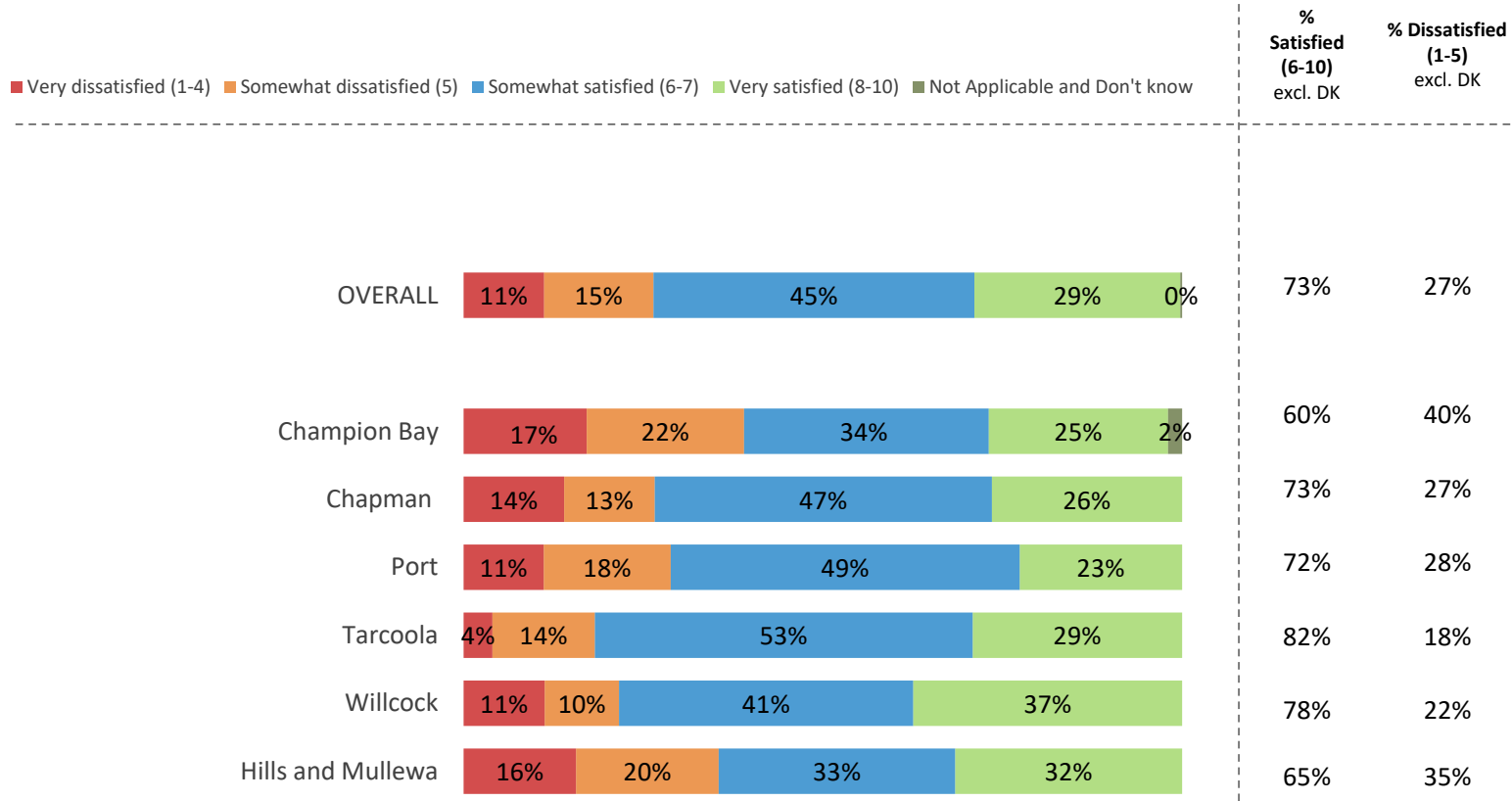




## Drivers of Overall Satisfaction

# Tarcoola residents appeared most satisfied overall, while Champion Bay residents appeared the least satisfied

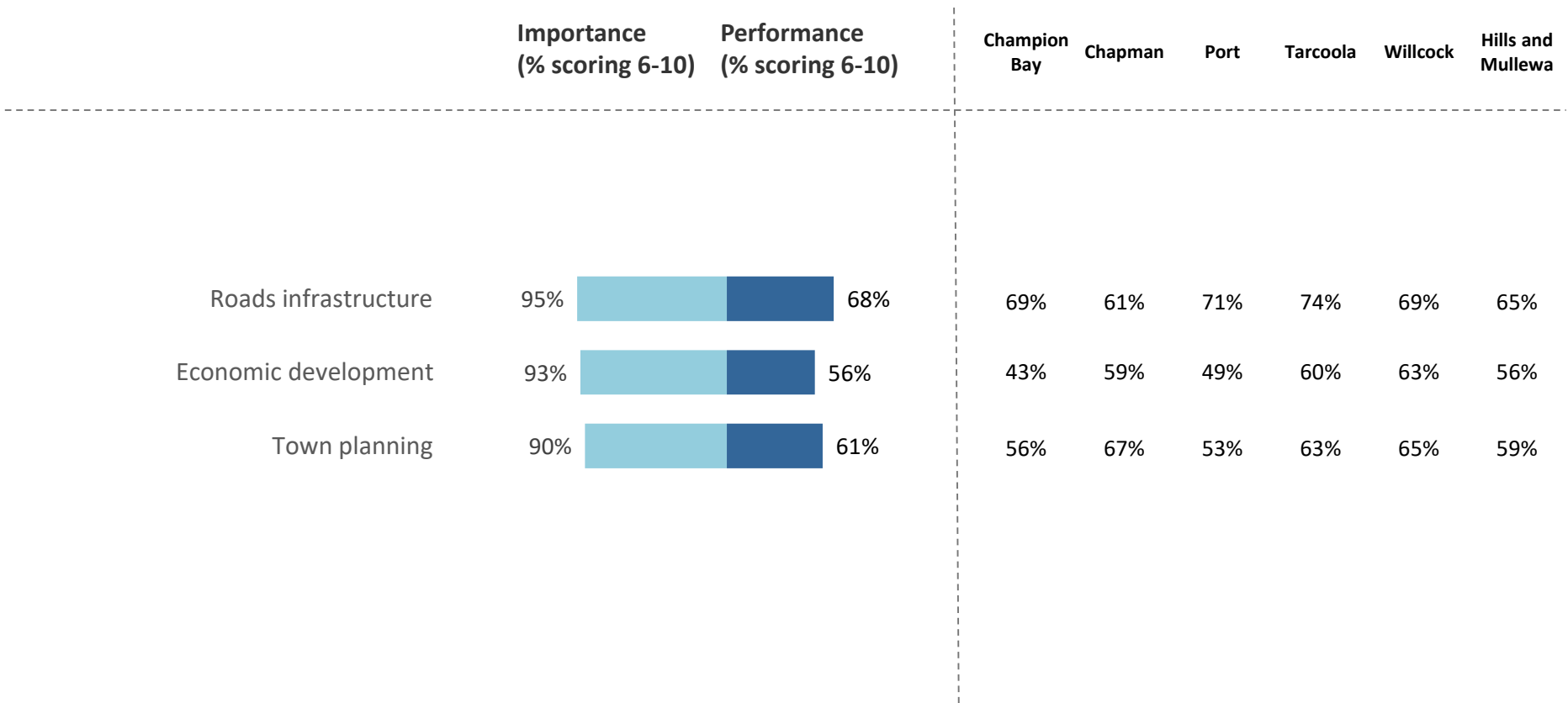
## Overall (1)(2)



NOTES:  
 1. Sample: n=400  
 2. Q5: Overall, how would you rate the performance of the City of Greater Geraldton?

Roads and infrastructure may be an area which the council may seek to improve on, given its high level of importance, with room for performance score to improve

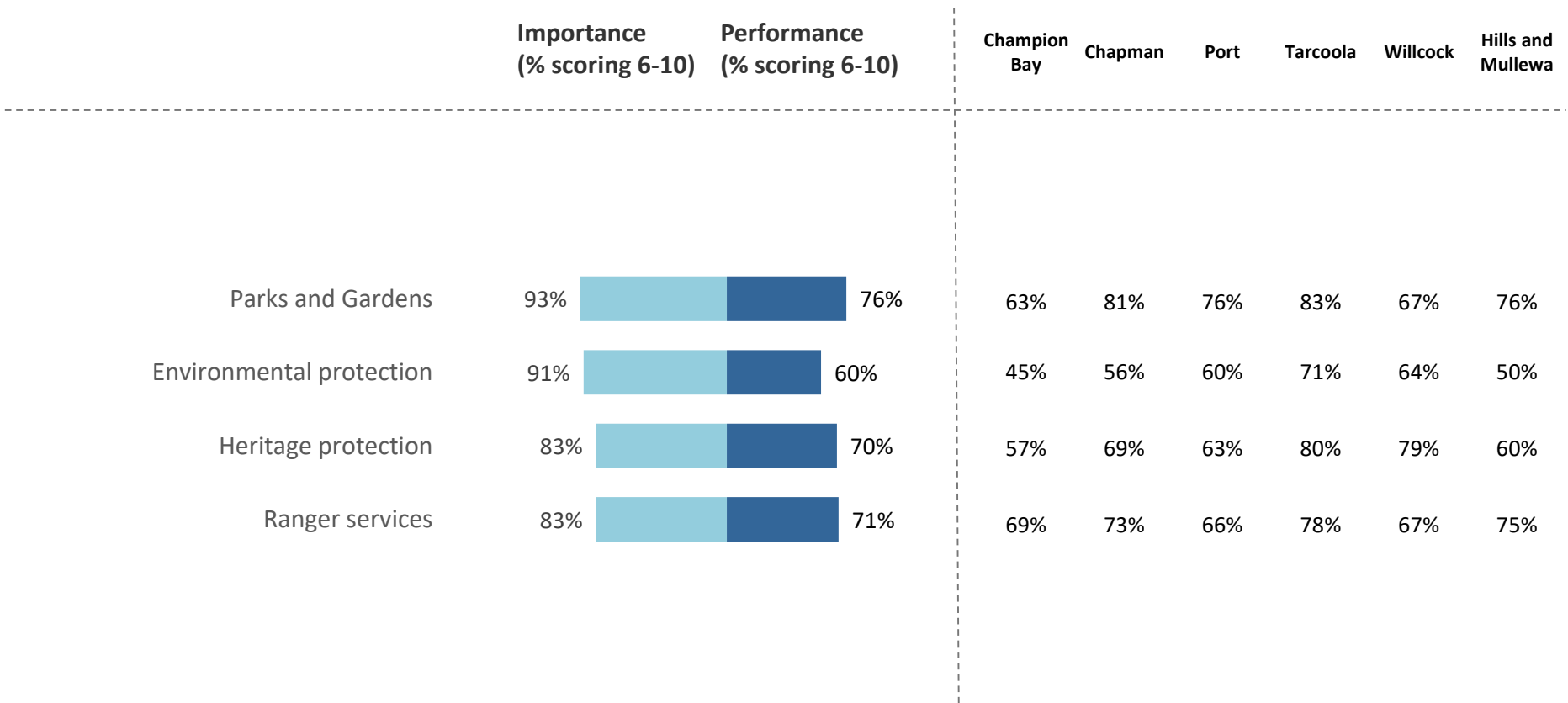
**Driver analysis: Economic Factors** <sup>(1)(2)(3)(4)</sup>



NOTES:  
 1. Sample: n=400  
 2. Q3: When you think of the City of Greater Geraldton as a place to live, how important are the following to making the City of Greater Geraldton ideal?  
 3. Q4: And how would you rate the performance of the City of Greater Geraldton on each of these services and facilities?  
 4. Excludes Don't know and Not Applicable responses

Environmental protection is the second highest environmental factor, but has the most room for improvement, particularly in Champion Bay ward

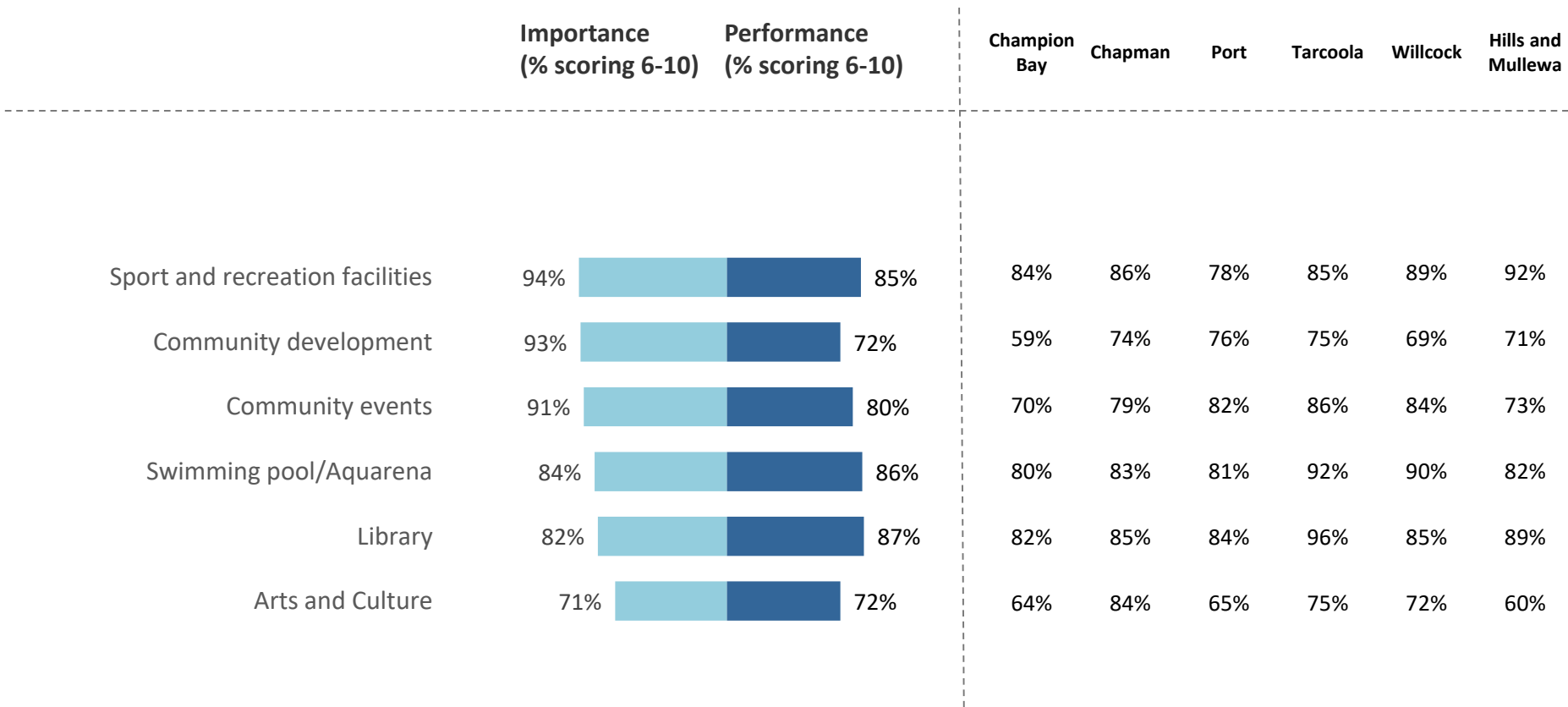
**Driver analysis: Environmental Factors** <sup>(1)(2)(3)(4)</sup>



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 3. Q4: And how would you rate the performance of the City of Greater Geraldton on each of these services and facilities?  
 4. Excludes Don't know and Not Applicable responses

## Community development in Champion Bay offers the most room for improvement

### Driver analysis: Social Factors <sup>(1)(2)(3)(4)</sup>



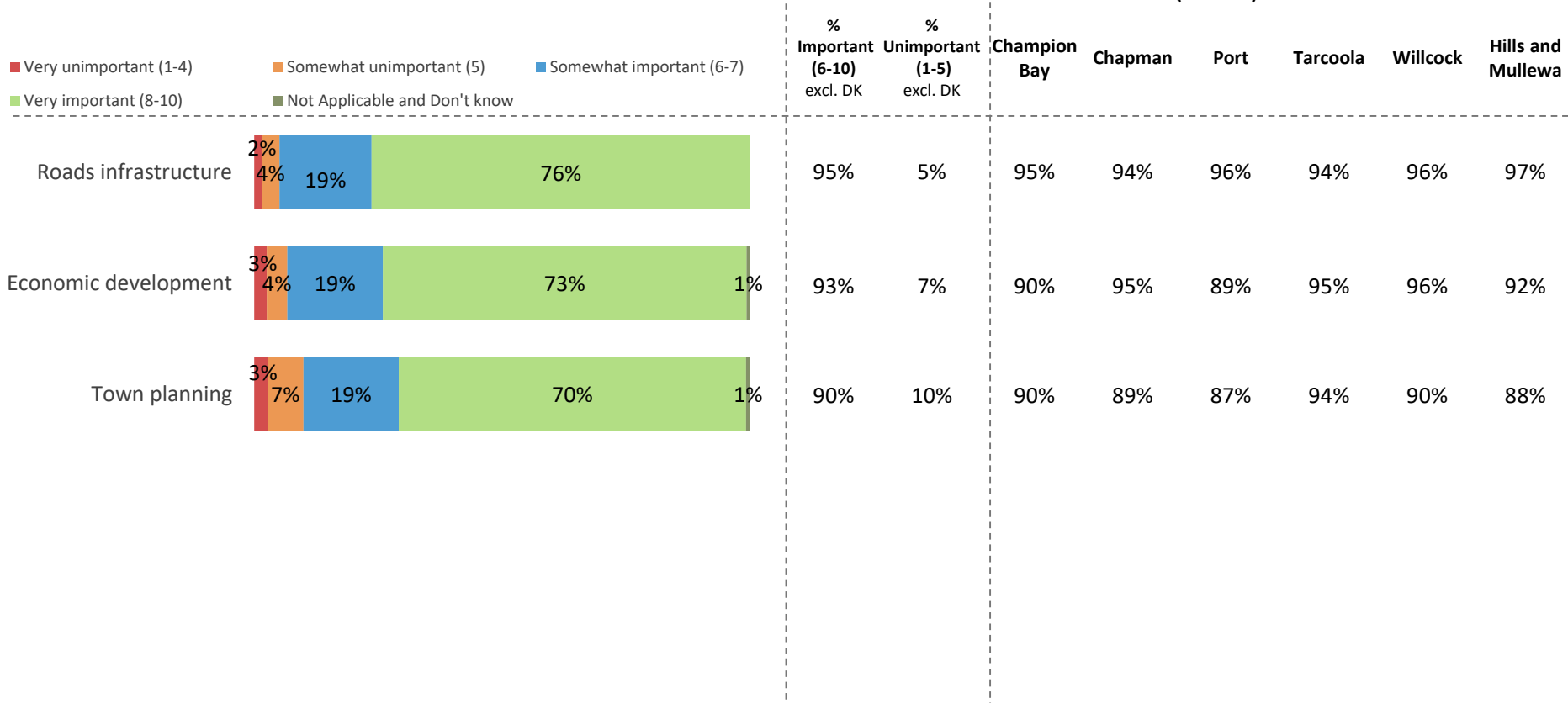
NOTES:  
 1. Sample: n=400  
 2. Q3: When you think of the City of Greater Geraldton as a place to live, how important are the following to making the City of Greater Geraldton ideal?  
 3. Q4: And how would you rate the performance of the City of Greater Geraldton on each of these services and facilities?  
 4. Excludes Don't know and Not Applicable responses



## Importance scores of services and facilities

## Economic factors are considered very important to more than two-thirds of residents

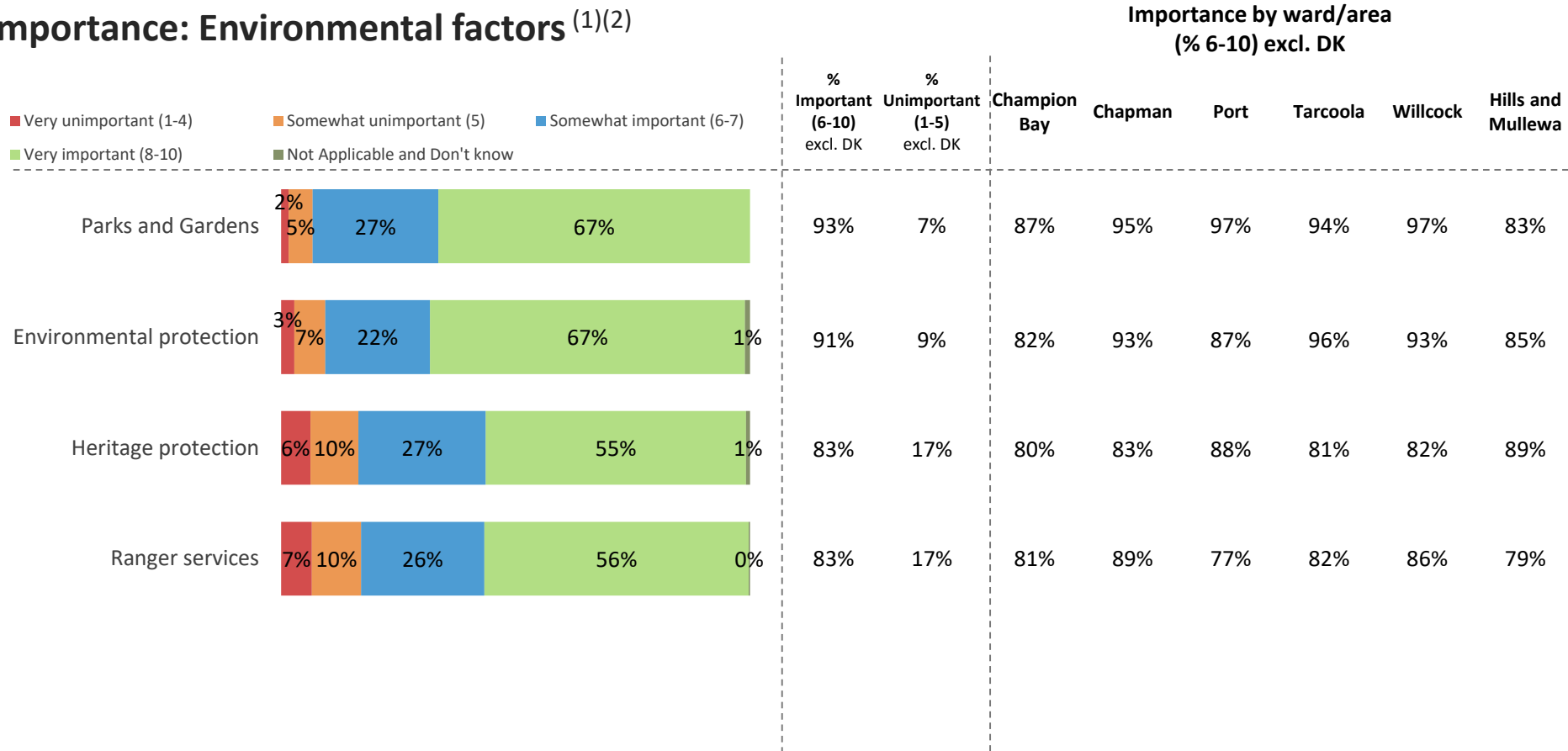
### Importance: Economic factors <sup>(1)(2)</sup>



NOTES:  
 1. Sample: n=400  
 2. Q3: When you think of the City of Greater Geraldton as a place to live, how important are the following to making the City of Greater Geraldton ideal?

# Parks and Gardens, and Environmental protection are very important to approximately two thirds of all residents

## Importance: Environmental factors <sup>(1)(2)</sup>

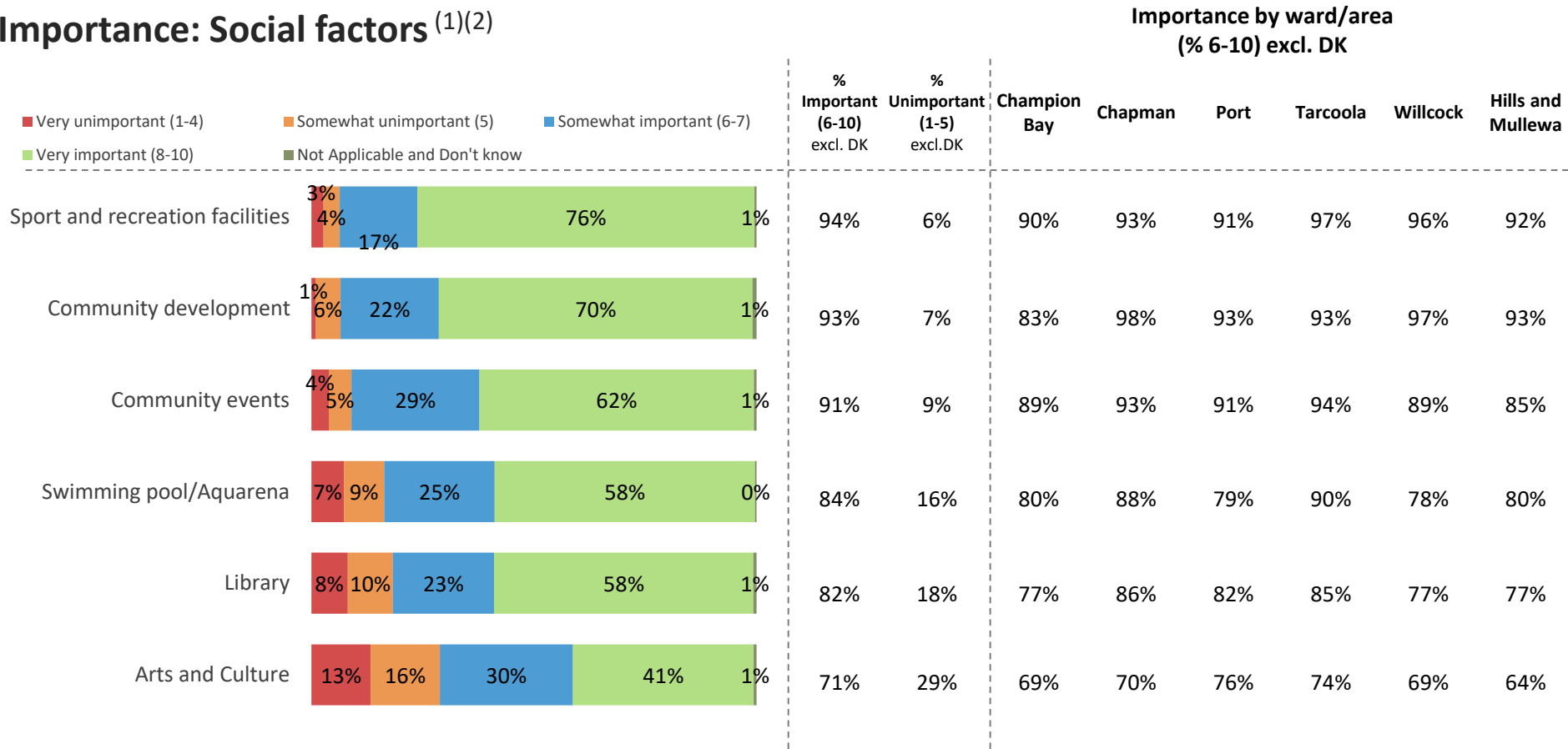


NOTES:  
 1. Sample: n=400  
 2. Q3: When you think of the City of Greater Geraldton as a place to live, how important are the following to making the City of Greater Geraldton ideal?



Arts and Culture is considered the least important of all social factors, with more than one in eight residents considering it very unimportant

### Importance: Social factors <sup>(1)(2)</sup>



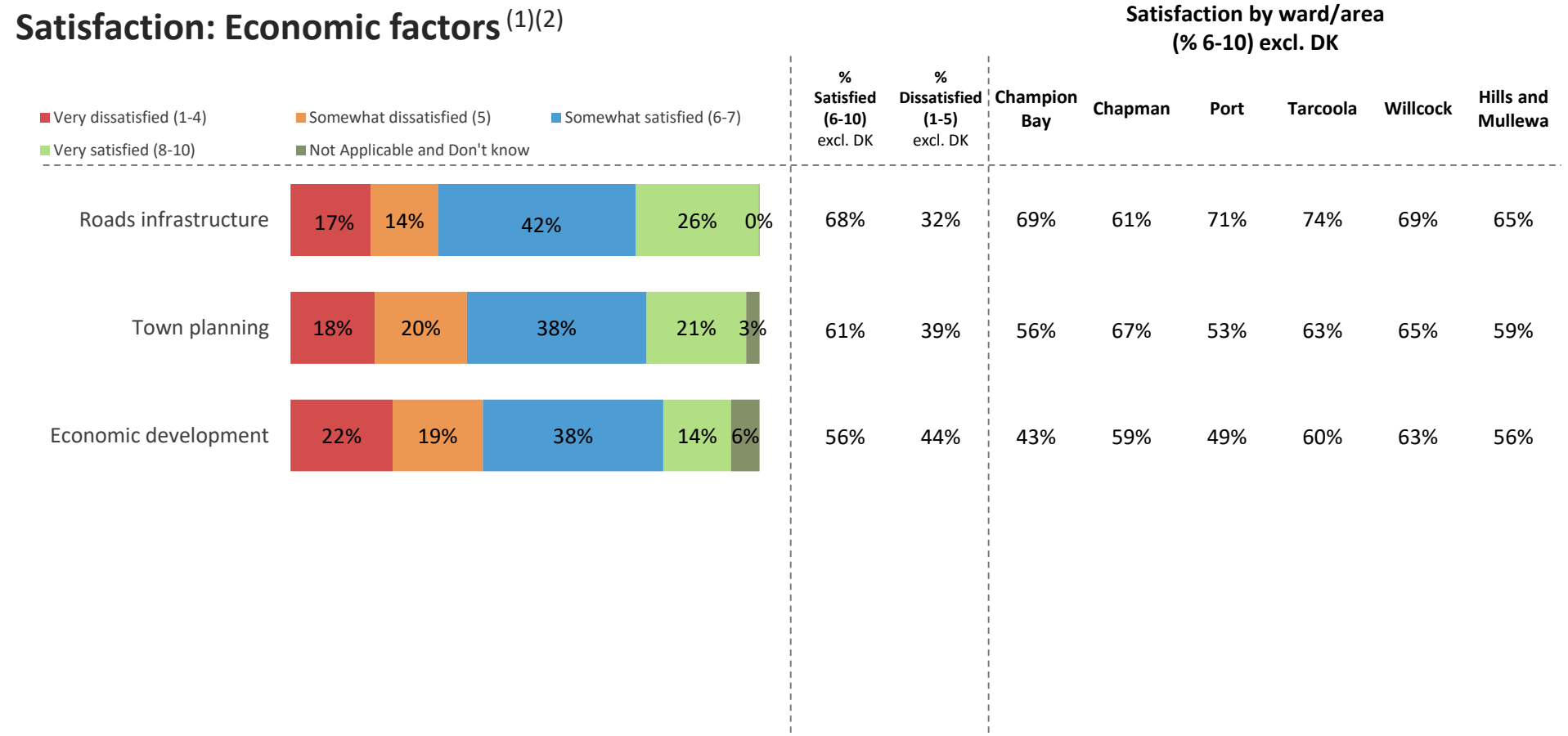
NOTES:

1. Sample: n=400
2. Q3: When you think of the City of Greater Geraldton as a place to live, how important are the following to making the City of Greater Geraldton ideal?



## Satisfaction scores of services and facilities

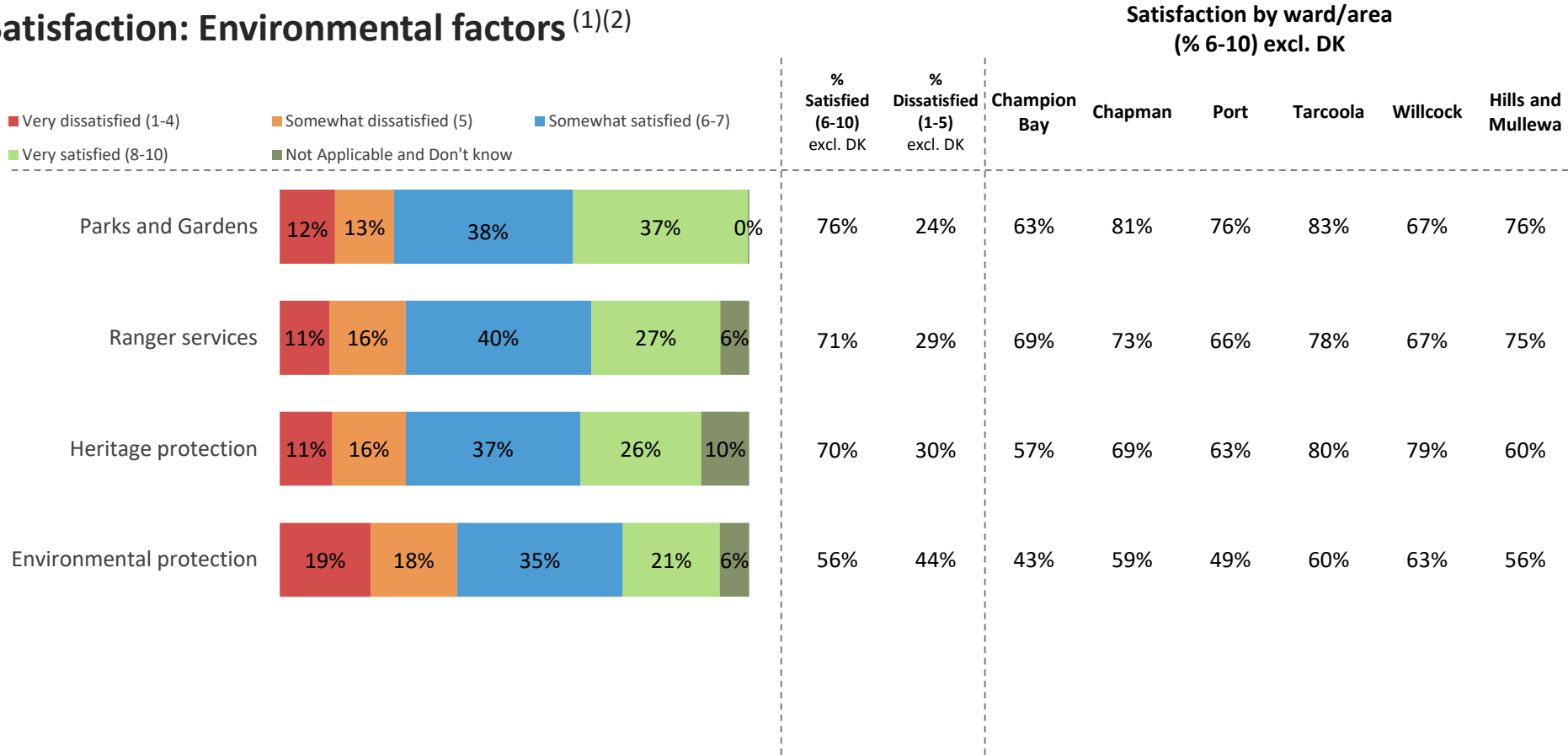
Economic development is where the greatest source of dissatisfaction amongst economic factors, particularly in both Champion Bay and Port wards



NOTES:  
 1. Sample: n=400  
 2. Q4: And how would you rate the performance of the City of Greater Geraldton on each of these services and facilities?

# Environmental protection has low satisfaction levels, particularly in Champion Bay and Port wards

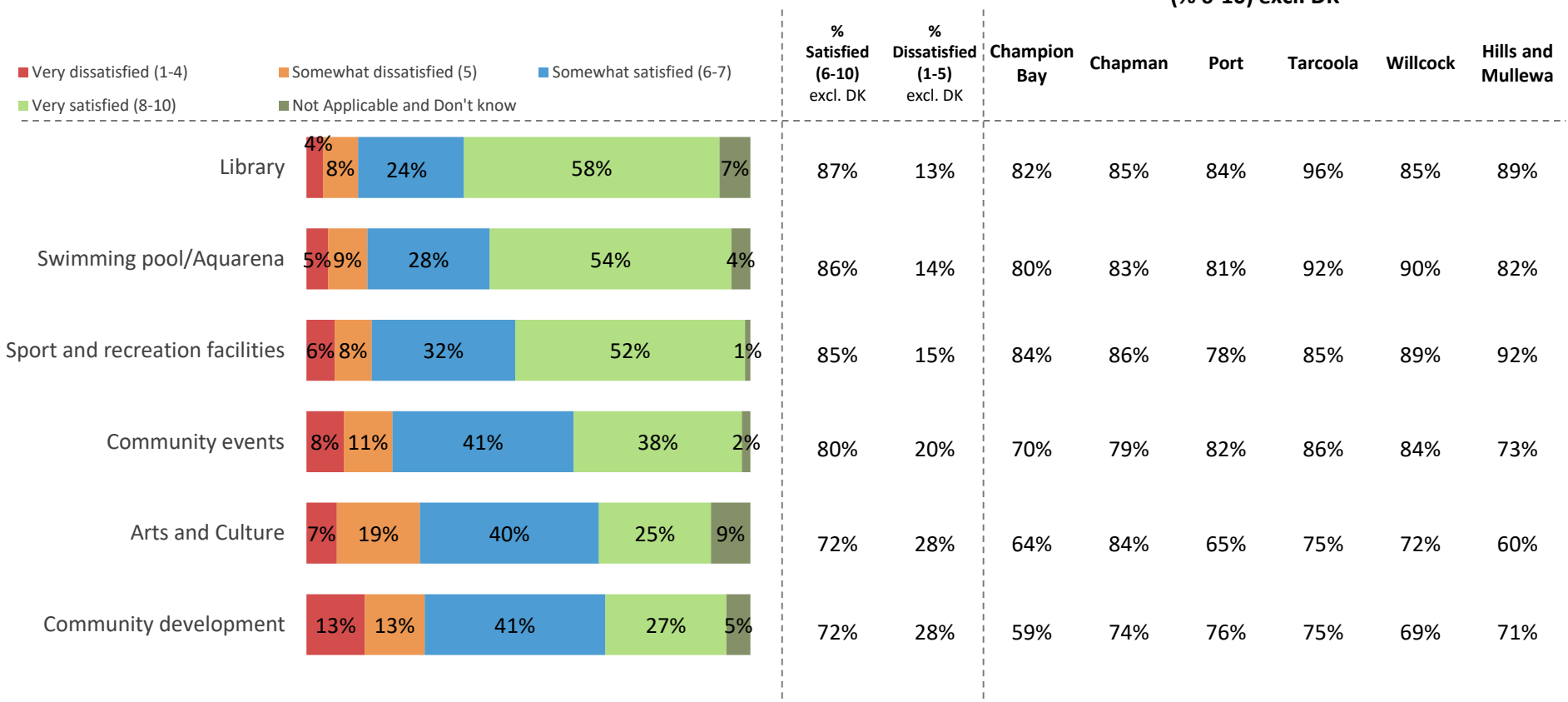
## Satisfaction: Environmental factors <sup>(1)(2)</sup>



NOTES:  
 1. Sample: n=400  
 2. Q4: And how would you rate the performance of the City of Greater Geraldton on each of these services and facilities?

# Residents appear most satisfied with the library system; arts and culture and community development have the most room for improvement

## Satisfaction: Social factors <sup>(1)(2)</sup>



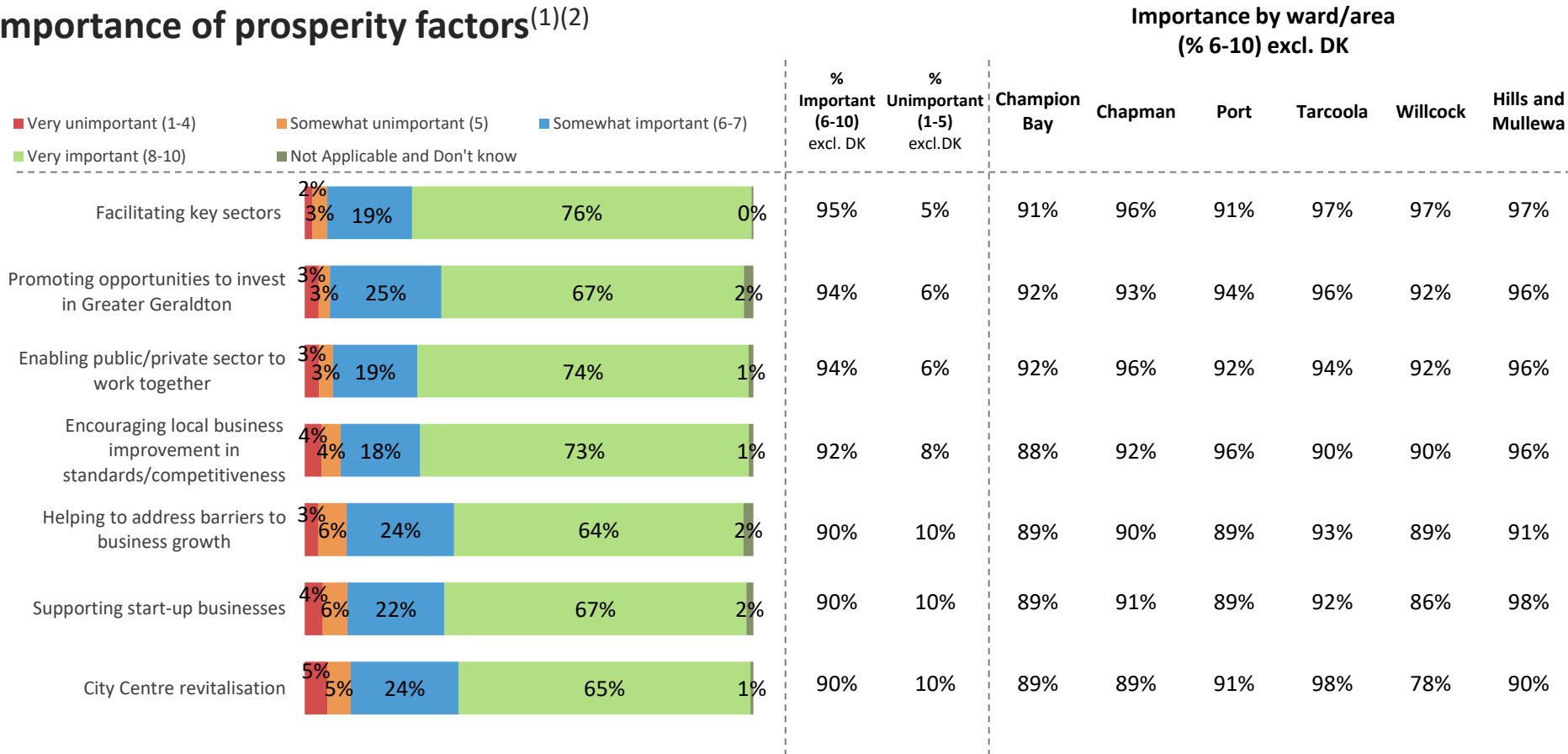
NOTES:  
 1. Sample: n=400  
 2. Q4: And how would you rate the performance of the City of Greater Geraldton on each of these services and facilities?



Importance of prosperity factors

# Residents consider that facilitating key sectors, promoting opportunities to invest and enabling public/private sector to work together are the three most important factors for prosperity

## Importance of prosperity factors<sup>(1)(2)</sup>



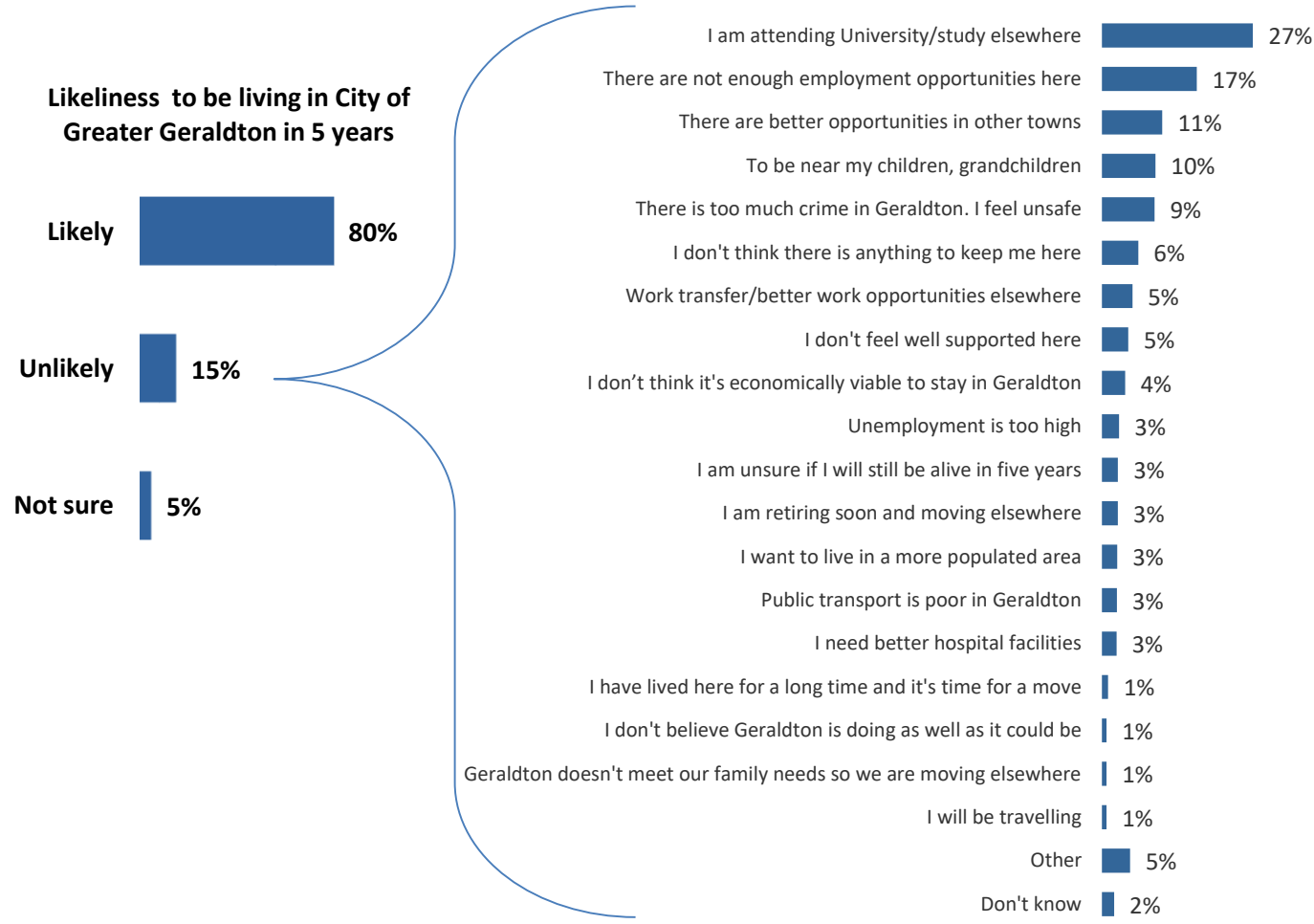
NOTES:  
 1. Sample: n=400  
 2. Q6: How important are the following to the prosperity of the City of Greater Geraldton.



Looking forward – the next ten to fifteen years

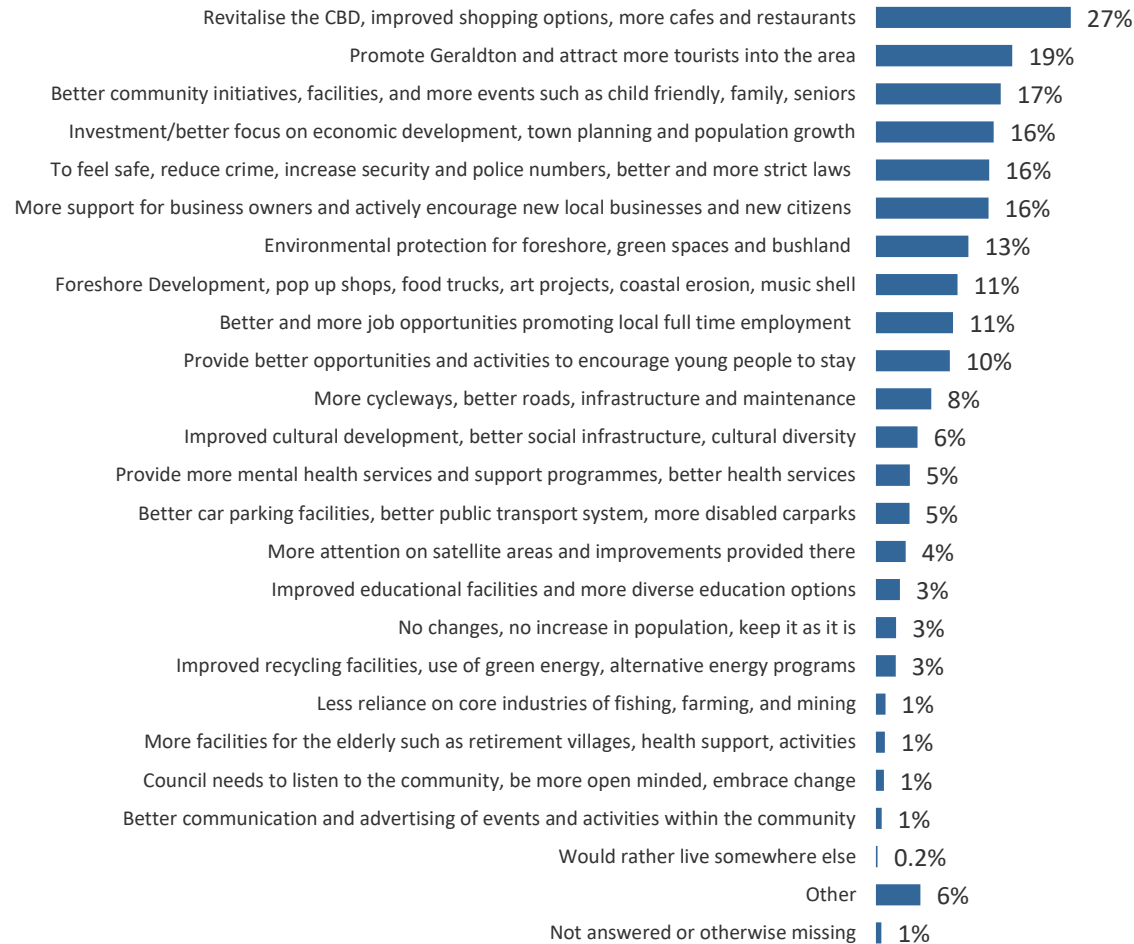


# Intention of residents to stay in City of Greater Geraldton in 5 years time



NOTES:  
 1. Sample: n=400  
 2. Q7: Do you think you are likely to still be living in the City of Greater Geraldton in 5 years' time?  
 3. Q8: Why do you say that?

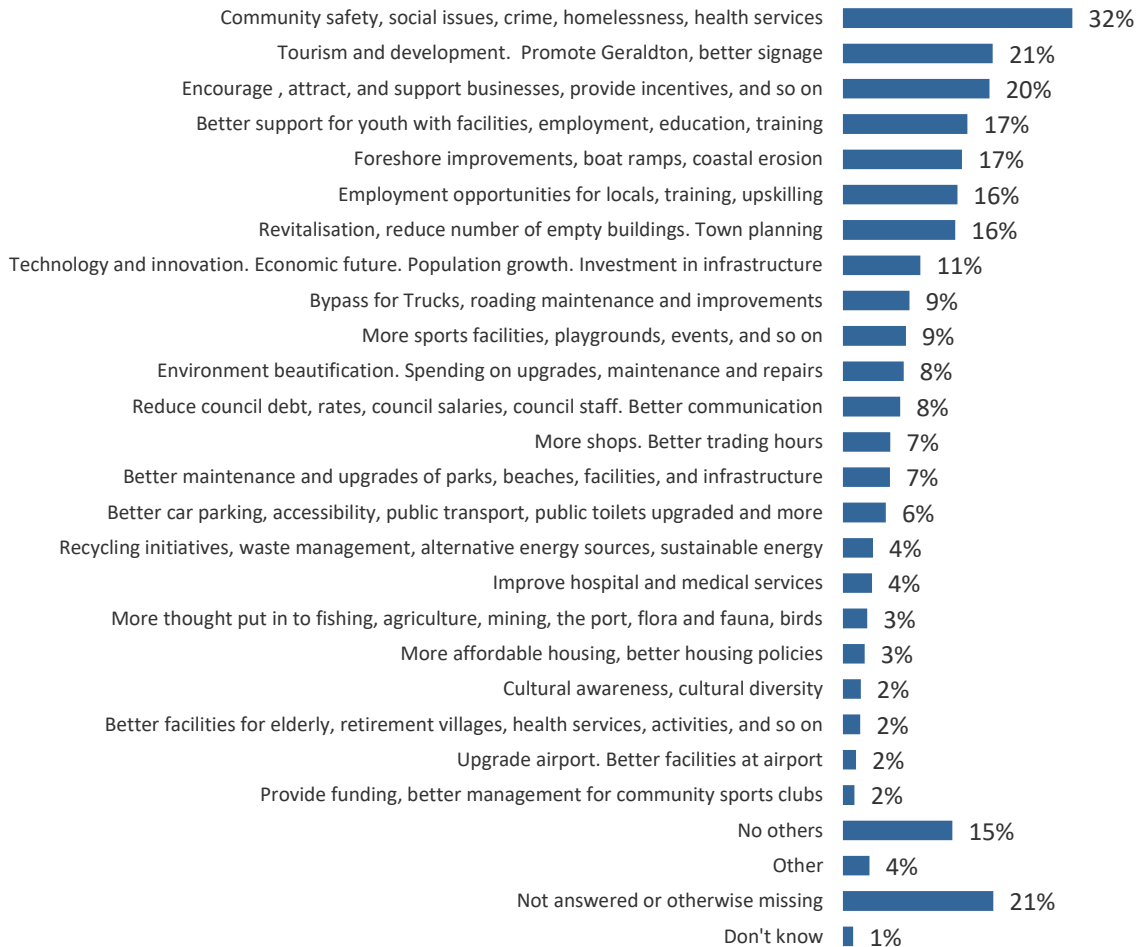
## What residents would like City of Greater Geraldton to be like in ten to fifteen years time



NOTES:

1. Sample: n=400
2. Q9: What comes to mind? Please consider things like the economy, social wellbeing, natural environment, townscape and cultural vitality. What would you like the City of Greater Geraldton to be like in 10 to 15 years' time?

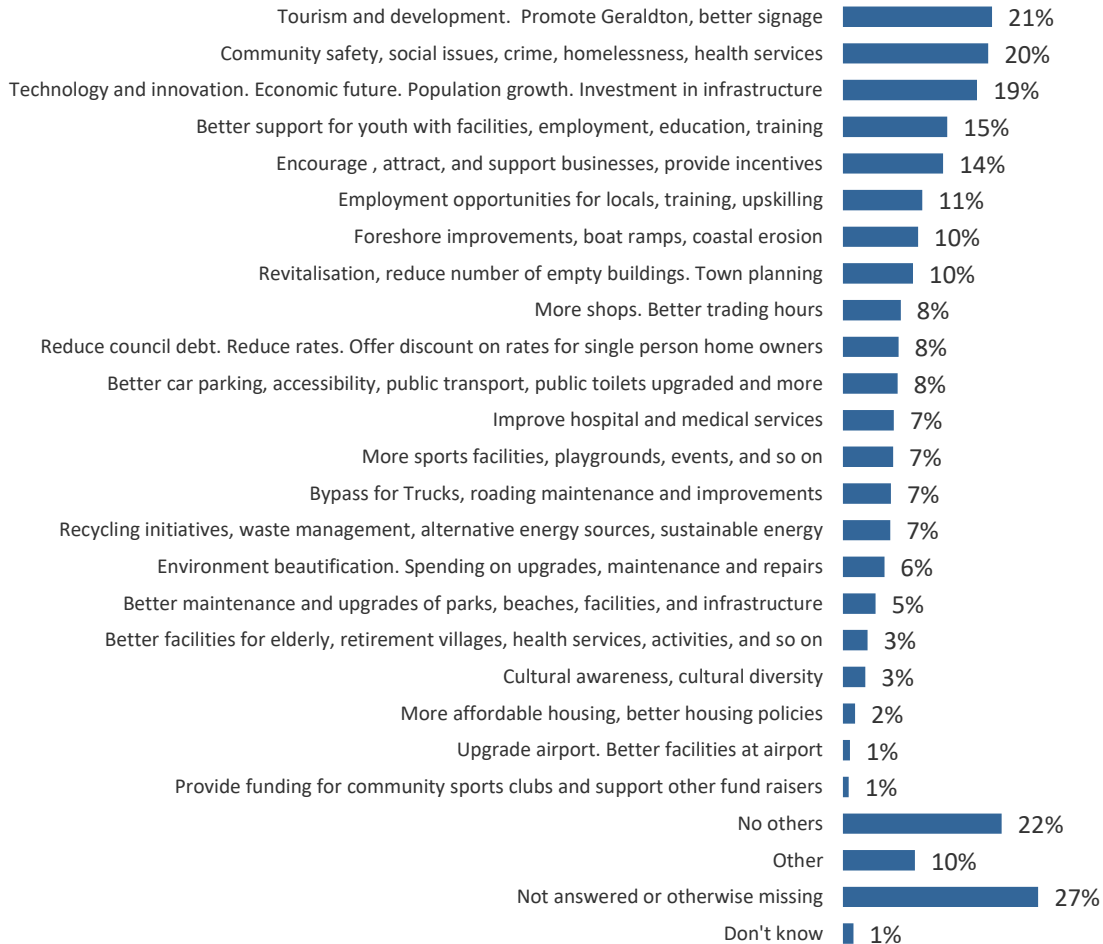
## What residents think the most focus should be on now



NOTES:

1. Sample: n=400
2. Q10: Can you tell me what you think the City of Greater Geraldton should be most focused on now (up to three)?

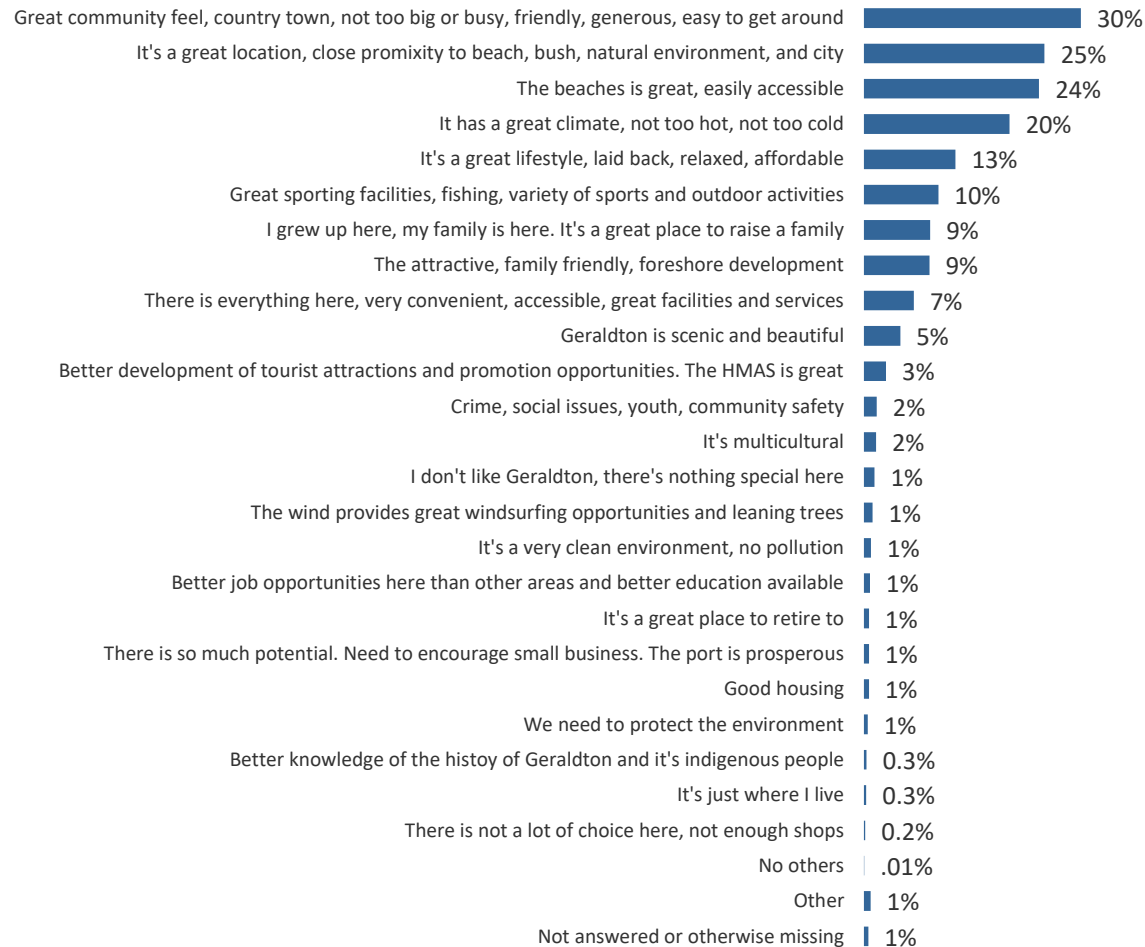
## What residents think the most focus should be on in the future



NOTES:

1. Sample: n=400
2. Q11: And what should it be most focused on in the future?

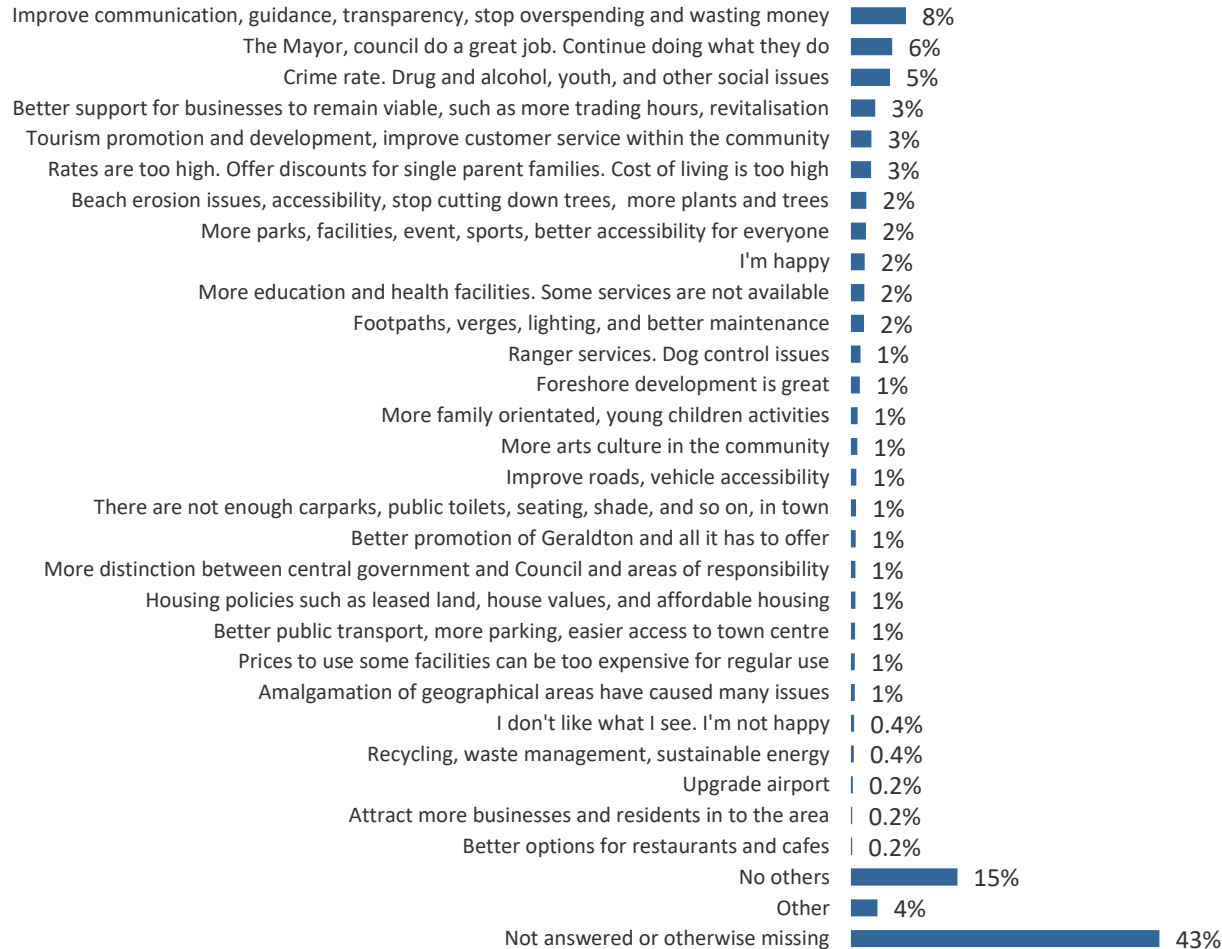
## What makes City of Greater Geraldton a special place to live



NOTES:

1. Sample: n=400
2. Q12: Thinking now about what makes the City of Greater Geraldton a special place to live, in your opinion, what is the most special thing about it?

## Further comments and feedback



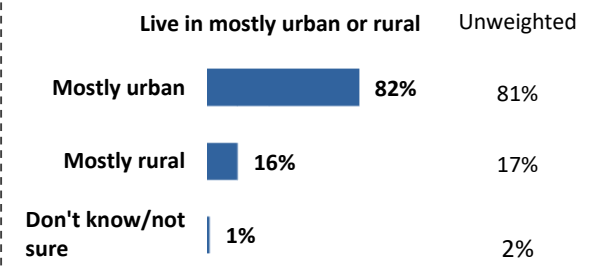
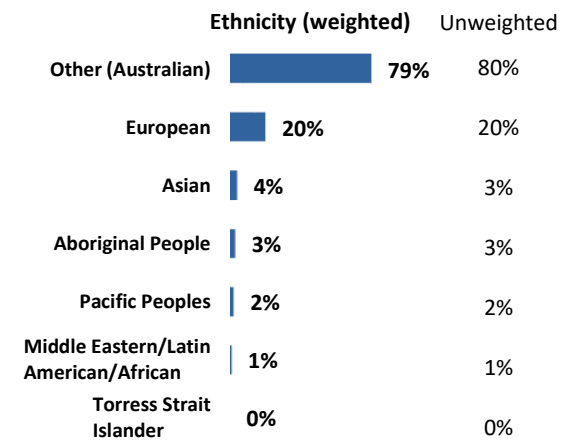
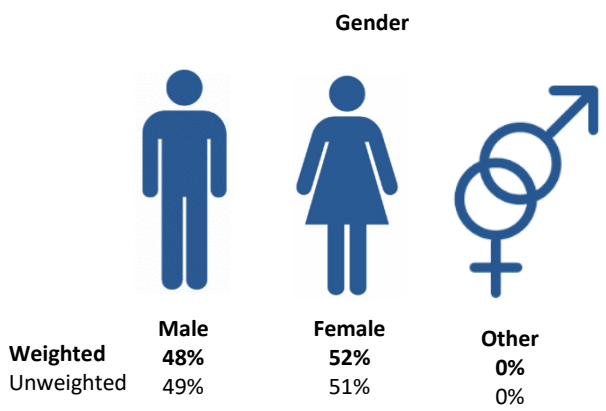
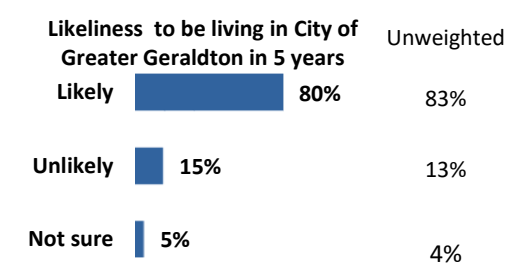
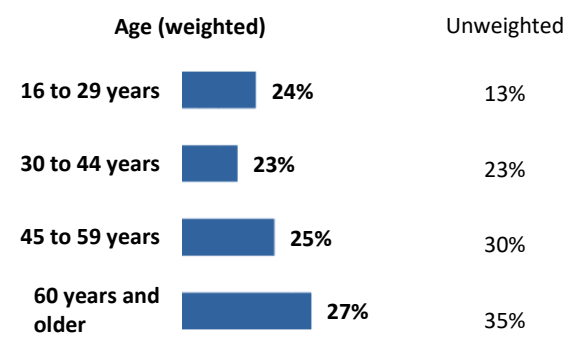
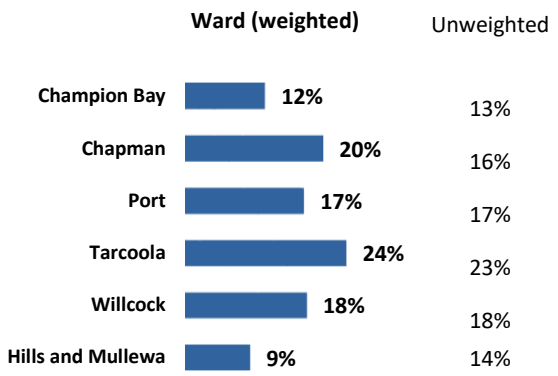
### NOTES:

1. Sample: n=400
2. Q13: Finally, is there anything else you would like to comment further on or do you have any other comments or feedback for the City of Greater Geraldton?



## Demographics

# Demographic Profile



NOTES:  
1. Sample: n=400





## Head Office

**Telephone:** + 64 7 575 6900

**Address:** Level 1, 247 Cameron Road  
PO Box 13297  
Tauranga 3141

**Website:** [www.keyresearch.co.nz](http://www.keyresearch.co.nz)



## Key Staff

**Project lead:**  
**Anthony Calcutt**  
**Senior Research Executive**

**Telephone:** + 64 7 547 4909

**Email:** [anthony@keyresearch.co.nz](mailto:anthony@keyresearch.co.nz)