



MCGREGOR TAN
RESEARCH. STRATEGY. SOLUTIONS.

CITY OF DARWIN COMMUNITY SATISFACTION SURVEY REPORT

Project 10896 | April 2018

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Research Methodology



RESEARCH PURPOSE

To track public perceptions of the City of Darwin in relation to service quality, as well as to assist in identifying any real or perceived gaps in the delivery of customer service within the City.



METHODOLOGY

The research was conducted via mixed methodology of CATI and online between 20th February and 15th of March 2018.

Where possible, results have been compared to previous research reports.



SAMPLE

699 Darwin residents participated in the survey.

EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

Resident's overall level of satisfaction with the City of Darwin increased from 2016 (3.4, up from 3.3 in 2016)

Services

The main services used by residents included wheelie bin (84%), footpaths (82%), car parks (82%), streets (78%) and parks (73%), with the most important Council service identified by residents as the wheelie bin collection service (40%, ↓ from 42% in 2016).

The areas and services where the Council was performing well (attributes considered relatively more important, and with higher levels of satisfaction) and the Council should maintain their good work included:

- The wheelie bin collection service
- Storm water drainage
- Shoal Bay waste management facility
- Waste recycling services
- Maintenance of parks
- Litter collection from public areas
- Street lighting

While residents had high levels of satisfaction with many of the Council services, the most important aspects (attributes considered relatively more important, and with lower levels of satisfaction) that should be targeted by Council in order to improve satisfaction ratings included:

- Road safety
- Maintenance of footpaths
- Public toilet maintenance
- Community consultation
- Car parking in the central business district
- Road maintenance

The key to improving satisfaction is to address the main issues causing dissatisfaction among residents .

The main areas of dissatisfaction associated with car parking in the CBD were the cost of parking (60%, ↓ from 48% in 2016) and availability and location of car parks (33%, ↓ from 39% in 2016), residents suggest the Council should reduce the costs for parking and getting rid of parking meters (9%, ↑ from 6% in 2016).

The main reason associated for dissatisfaction with public toilets was the cleanliness of the toilets (64%, ↑ from 59% in 2016).

EXECUTIVE SUMMARY

It is apparent that the Council has made progress in the area of consultation and communication from 2016 with a decrease in the level of dissatisfaction among residents (27%, ↓ from 43% in 2016). The main areas of dissatisfaction amongst residents to address are the Council not publicising or promoting consultation sessions and informing residents of the results (36%, ↑ from 24% in 2016), the Council needs to be more honest and transparent or information can be misleading (34% ↑ from 26% in 2016), and the Council needs to keep the community better informed or consult more (30%, ↓ from 50% in 2016).

Contact and Communication

Almost half (47%, ↓ from 53% in 2016) of residents had made contact with the Council in the last 12 month, with more than half (56%, ↓ from 59% in 2016) of those indicated they were satisfied with the contact. Those who were dissatisfied identified the main reason for dissatisfaction was the issue not being resolved in a satisfactory manner (59%, ↑ from 52% in 2016) as their main reason for being dissatisfied.

Residents preferred sources of Council information included social media (48%, ↑ from 20% in 2016), Council's website (34%, ↑ from 14% in 2016), the NT News – general (29%, ↑ from 19% in 2016), Radio (26%, ↑ from 10% in 2016), and Television (24%, ↑ from 12% in 2016).

Clearly, there is an opportunity to improve communication with residents

through a growing preference to use social media and the Internet.

Community safety and key issues

There was a decline in the proportion of residents who felt safe in their local area during the day time (78%, ↓ from 86% in 2016) and also during the night (43% ↓ from 48% in 2016).

The areas or situations in the City of Darwin where residents felt unsafe included the bus interchange / buses (45%, ↑ from 4% in 2016), Mitchell Street (31%, ↑ from 15% in 2016), Parks (31%, ↑ from 11% in 2016), The City Centre (26%, ↑ from 15% in 2016) and Walkways (22%, ↑ from 3% in 2016).

There was also a decrease in the overall level of satisfaction with the quality of life in Darwin amongst residents (65%, ↓ from 70% in 2016).

The top issues to be currently affecting the lives of Darwin residents were identified as crime and anti-social behaviour (24%, ↑ from 20% in 2016) and itinerants (24%, ↑ from 8% in 2016).

The main suggestions made by residents about what the City of Darwin should be focussing on in the future included indigenous / itinerant issues (11%, ↑ from 4% in 2016), beautification / greening of areas – parks, clean ups, develop areas (9%, ↓ from 16% in 2016), improve public transport (8%, ↑ from 7% in 2016) and promote city and attractions (8%, ↑ from 5% in 2016).

EXECUTIVE SUMMARY

Conclusion

In conclusion, the overall level of satisfaction with the City of Darwin has improved. In order to further improve satisfaction ratings the areas the Council needs to concentrate on include:

- Road safety
- Maintenance of footpaths
- Public toilet maintenance
- Car parking in the central business district
- Road maintenance
- Community consultation

While overall satisfaction with Council improved there was there was a decline in the proportion of residents who felt safe in their local area during the day time and at night and also a decline in the level of satisfaction amongst residents with the quality of life in Darwin. Issues affecting safety relating to crime and anti-social behaviour need to be considered.

There is a great opportunity to improve communication with residents through a growing preference to use social media and the Internet.

ANALYSIS



SERVICES

RUBBISH

RECYCLE

Spontaneous Awareness of Services

93% of respondents could spontaneously name at least one Council service with 3.12 services being named on average ↑ from 3.06 named in 2016.

Consistent with previous years, the service with the highest awareness was the wheelie bin collection with 58% (↓ from 60% in 2016) of respondents spontaneously identifying this as a service that the City of Darwin offers to residents. This was also considered the most important service the Council provides.



Other services that were top of mind included:

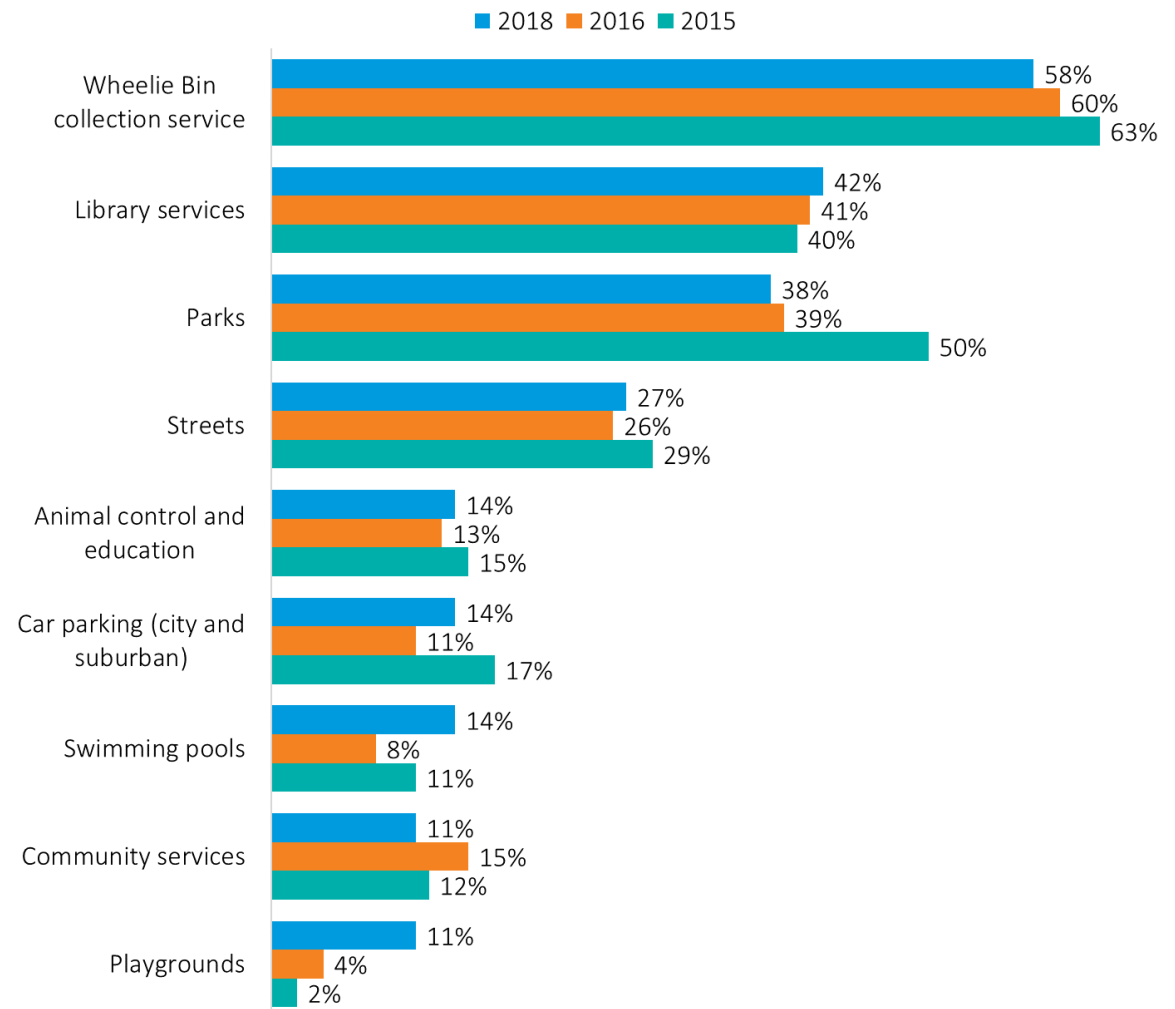
- Library Services (42%, ↑ from 41% in 2016),
- Parks (38%, ↓ from 39% in 2016), and
- Streets (27%, ↑ from 26% in 2016).

Those aged 40 plus were significantly more likely to name wheelie bin collection service (73%), library services (49%), parks (43%), and streets (32%) than those aged under 40.

Respondents who have lived in Darwin for more than 10 years (64%) were also more likely to mention the wheelie bin collection service than those who have lived there for less than 10 years (46%).

A small proportion of residents (7%, ↔ from 7% in 2016) were not aware of any services.

Top Responses



Most Important Services



Respondents who indicated they were aware of services offered by the City of Darwin were then asked to identify which one service was of the most importance to them. Two in five (40%, ↓ from 42% in 2016) respondents perceived the wheelie bin collection service to be the most important service.

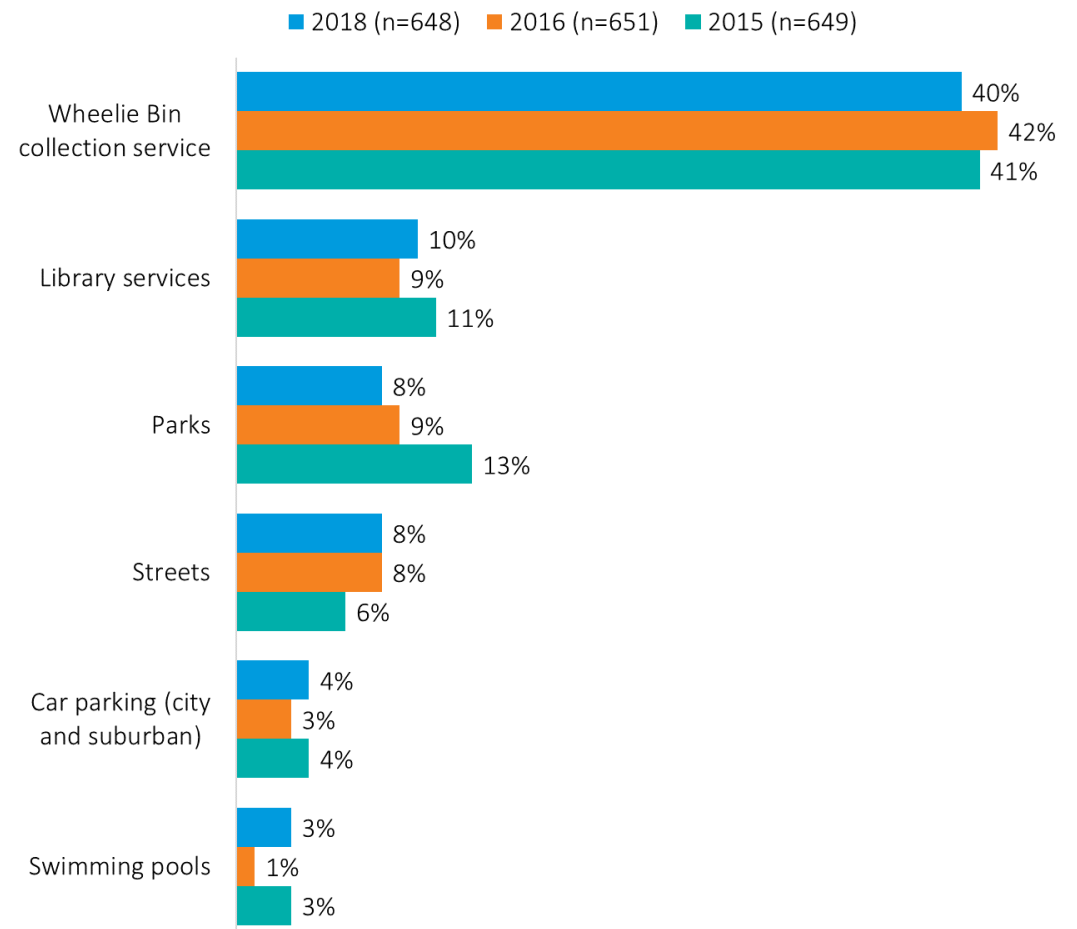
Other top responses included:

- Library Services (10%, ↑ from 9% in 2016),
- Parks (8%, ↓ from 9% in 2016), and
- Streets (8%, ↔ from 8% in 2016).

Respondents aged 40 plus (48%), in particular those aged 55 to 64 (51%) were more likely to name the wheelie bin collection as the most important service to them.

Those who have lived in Darwin for more than 10 years (45%) also had a higher incidence of naming the wheelie bin collection as the most important service than those who have lived there for less than 10 years (31%).

Top Responses

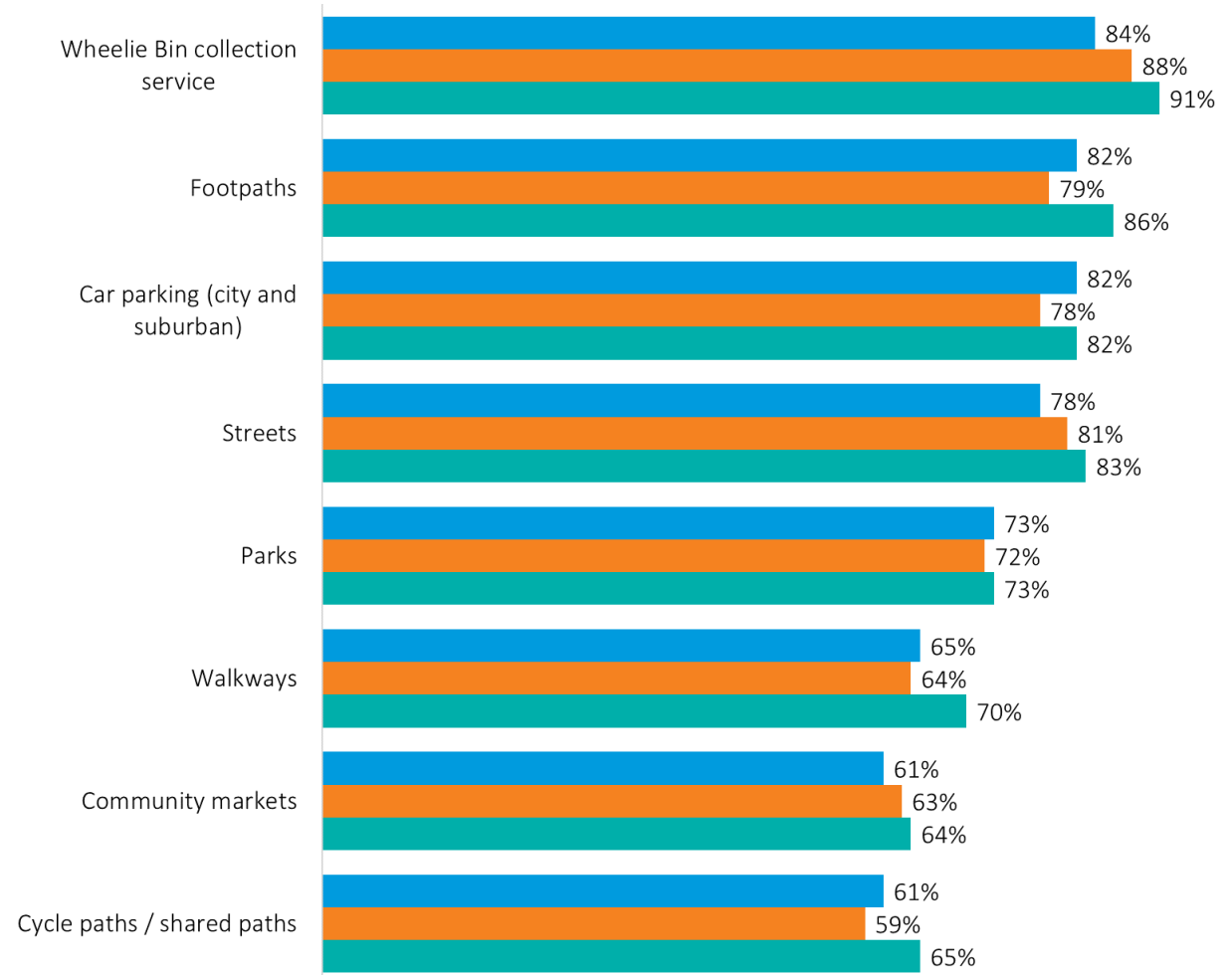


BASE: Aware of services

Services Used in Past 12 Months

Top Responses

■ 2018 ■ 2016 ■ 2015



While respondents could spontaneously name 3.12 services, when prompted for which services they had used in the past 12 months the figure rose on average to 11.59 services.

Males tended to have used more services (14.95) than females (9.59) in the past 12 months.

Not surprisingly, the wheelie bin collection was the top service with more than four in five (84%, ↓ from 88% in 2016) using this service.

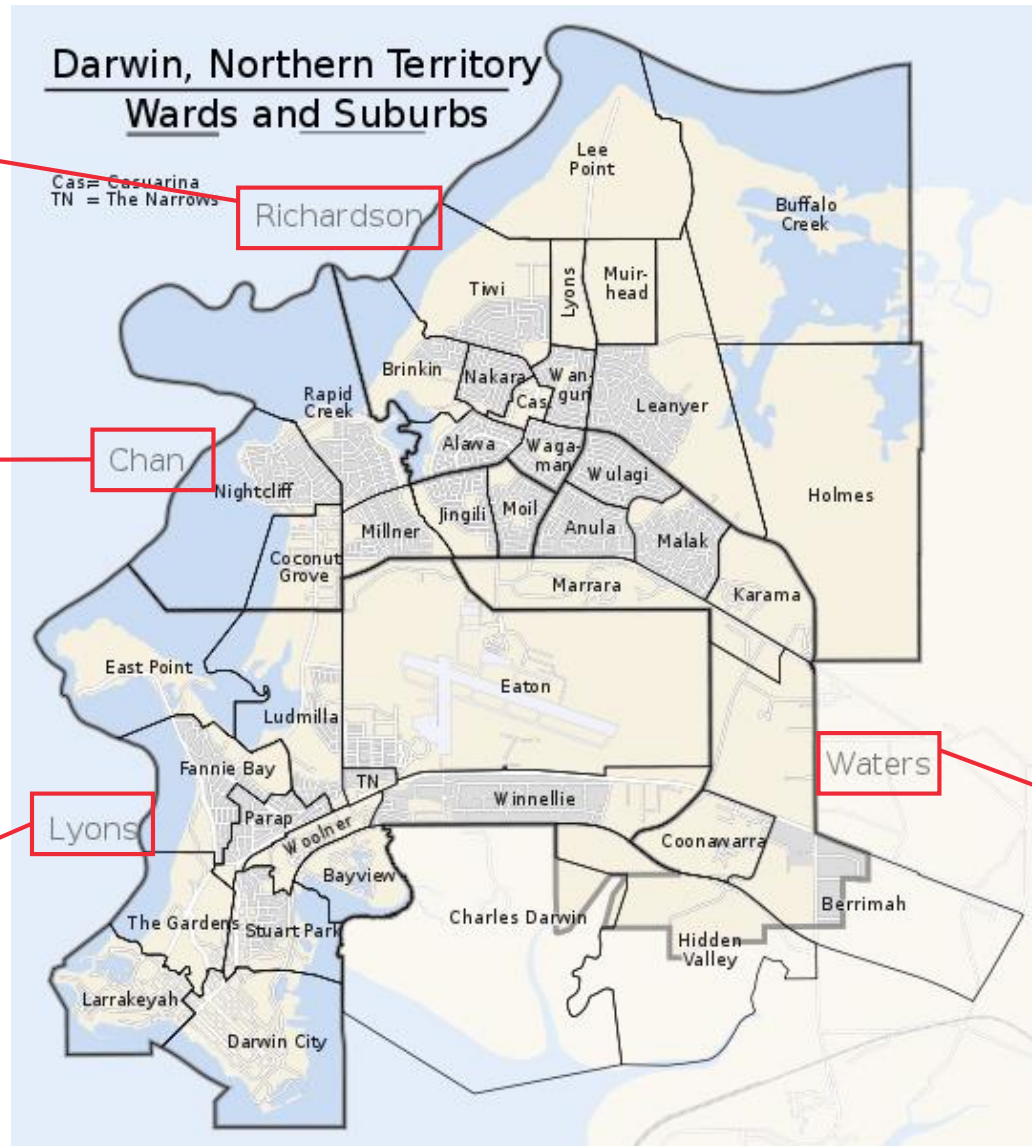
Other services used by more than 70% of respondents in the past 12 months included:

- Footpaths (82%, ↑ from 79% in 2016),
- Car parking (city and suburban) (82%, ↑ from 78% in 2016),
- Streets (78%, ↓ from 81% in 2016), and
- Parks (73%, ↑ from 72% in 2016).



IMPORTANCE AND SATISFACTION WITH SERVICES

Satisfaction by Wards



OVERALL SATISFACTION
3.4↑ 2016: 3.3
Average rating

3.4

3.3

3.5

Importance vs Satisfaction by Ward

I: Importance
S: Satisfaction

Area	Mean 2017	Chan Ward	Lyons Ward	Richardson Ward	Waters Ward
Road Maintenance	I: 4.7 S: 3.3	I: 4.7 S: 3.2	I: 4.6 S: 3.3	I: 4.6 S: 3.3	I: 4.5 S: 3.2
Road Safety	I: 4.6 S: 3.3	I: 4.7 S: 3.2	I: 4.7 S: 3.3	I: 4.8 S: 3.4	I: 4.6 S: 3.2
Footpath Maintenance	I: 4.5 S: 3.2	I: 4.6 S: 3.3	I: 4.5 S: 3.4	I: 4.6 S: 3.2	I: 4.5 S: 3.0
Car Parking in CBD	I: 4.4 S: 2.6	I: 4.2 S: 2.5	I: 4.6 S: 2.7	I: 4.2 S: 2.6	I: 4.4 S: 2.5
Public Toilet Maintenance	I: 4.5 S: 2.7	I: 4.5 S: 2.7	I: 4.6 S: 2.7	I: 4.5 S: 2.7	I: 4.3 S: 2.9
Community Consultation	I: 4.4 S: 2.7	I: 4.4 S: 2.6	I: 4.5 S: 2.9	I: 4.4 S: 2.7	I: 4.3 S: 2.7

Satisfaction Analysis by Wards (cont.)

Area	Mean 2017	Chan Ward	Lyons Ward	Richardson Ward	Waters Ward
The Wheelie bin collection service	4.2↔ 2016: 4.2	4.2	4.0	4.3	4.2
Road maintenance	3.3↓ 2016: 3.4	3.2	3.3	3.3	3.2
Litter collection from public areas	3.4↑ 2016: 3.2	3.4	3.3	3.4	3.4
Street lighting	3.4↔ 2016: 3.4	3.3	3.3	3.5	3.4
Storm water drainage	3.8↑ 2016: 3.7	3.6	3.8	4.0	3.6
Road safety	3.3↑ 2016: 3.1	3.2	3.3	3.4	3.2
Waste recycling services	3.6↓ 2016: 3.7	3.7	3.5	3.6	3.8
Shoal Bay Waste Mgmt Facility	3.8↓ 2016: 3.9	3.9	3.6	4.1	3.8
Maintenance of parks	3.7↑ 2016: 3.6	3.8	3.6	3.6	3.8
Maintenance of footpaths	3.2↔ 2016: 3.2	3.3	3.4	3.2	3.0
Public toilet maintenance	2.7↔ 2016: 2.7	2.7	2.7	2.7	2.9

Key: ↑ increasing trend; ↓ decreasing trend; ↔ flat;

Satisfaction Analysis by Wards (cont.)

Area	Mean 2017	Chan Ward	Lyons Ward	Richardson Ward	Waters Ward
Car parking in the CBD	2.6↑ 2016: 2.4	2.5	2.7	2.6	2.5
Community consultation	2.7↑ 2016: 2.5	2.6	2.9	2.7	2.7
Markets	4.0↔ 2016: 4.0	4.1	4.0	3.9	3.9
Maintenance of shared / cycle paths	3.5↑ 2016: 3.4	3.7	3.5	3.4	3.7
Recreational and leisure services	3.7↔ 2016: 3.7	3.7	3.6	3.7	3.8
Community events	3.5↔ 2016: 3.5	3.4	3.6	3.6	3.5
Library services	4.1↔ 2016: 4.1	4.3	3.9	4.2	4.0
Maintenance of playground equipment	3.6↑ 2016: 3.4	3.8	3.5	3.3	3.7
Car parking in suburban areas	3.5↑ 2016: 3.2	3.4	3.4	3.6	3.6
Public swimming pools	3.9↑ 2016: 3.7	3.9	3.8	3.9	3.8
Animal control and education	3.2↑ 2016: 3.1	3.0	3.3	3.1	3.3

Key: ↑ increasing trend; ↓ decreasing trend; ↔ flat;

Satisfaction Analysis by Wards (cont.)

Area	Mean 2017	Chan Ward	Lyons Ward	Richardson Ward	Waters Ward
Access to / location of public toilets	2.7↔ 2016: 2.7	2.6	2.6	2.8	2.9
Darwin Entertainment Centre	3.6↓ 2016: 3.8	3.7	3.5	3.6	3.7
Community services	3.3↓ 2016: 3.5	3.3	3.2	3.4	3.4
Arts and cultural activities	3.4↔ 2016: 3.4	3.5	3.4	3.4	3.4
Mobile food stalls	3.6↑ 2016: 3.3	3.8	3.5	3.7	3.4

Key: ↑ increasing trend; ↓ decreasing trend; ↔ flat;

Importance vs Satisfaction Analysis













Respondents were asked to rate first the level of importance and then their satisfaction with a variety of Council services.

Area	Importance 2017	Mean 2017	Satisfaction 2017	Mean 2017	Action	Commentary
The Wheelie bin collection service		4.8 ↔ 2016: 4.8		4.2 ↔ 2016: 4.2	Maintain - Priority	Nine in ten (92%, ↓ from 95% in 2016) stated the wheelie bin collection service is important to them. Three quarters (73%, ↓ from 78% in 2016) were satisfied with this service. The importance and satisfaction ratings have remained consistent, with importance recording an average rating of 4.8 (↔ from 4.8 in 2016) and satisfaction recording 4.2 (↔ from 4.2 in 2016). Respondents aged 65 plus (61%), those who have lived in Darwin for more than 10 years (51%), those who are not employed (56%) and those with a gross household income of under \$59,999 per annum (58%) were more likely to indicate they were very satisfied with this service.
Road maintenance		4.7 ↔ 2016: 4.7		3.3 ↓ 2016: 3.4	Concentrate here	More than nine in ten (94%, ↔ from 94% in 2016) indicated that road maintenance is important with just under half (46%, ↓ from 49% in 2016) indicating they were satisfied with this service. An average importance rating of 4.7 (↔ from 4.7 in 2016) was recorded, while the average rating for satisfaction dropped slightly (3.3, ↓ from 3.4 in 2016). Those who are not employed (21%) and those with a gross household income of under \$59,999 per annum (24%) were more likely to indicate they are very satisfied with the road maintenance.
Litter collection from public areas		4.7 ↑ 2016: 4.6		3.4 ↑ 2016: 3.2	Between Maintain - Priority and Concentrate here	Approximately nine in ten (91%, ↔ from 91% in 2016) stated this service is important to them. Just under half (48%, ↑ from 45% in 2016) stated they were satisfied with this service. Both levels of importance and satisfaction have increased (importance: 4.7, ↑ from 4.6 in 2016 and satisfaction : 3.4 ↑ from 3.2 in 2016). Males (24%) and those aged 55 to 64 (28%) were more likely to indicate they are very satisfied with the litter collection from public areas.
Street lighting		4.6 ↑ 2016: 4.5		3.4 ↔ 2016: 3.4	Between Maintain - Priority and Concentrate here	Nine in ten (90%, ↓ from 91% in 2016) mentioned that street lighting is important. Almost half (48%, ↓ from 52% in 2016) stated they were satisfied with this service. An extremely high level of importance was recorded (4.6, ↑ from 4.5 in 2016), while a mixed level of satisfaction as recorded (3.4, ↔ from 3.4 in 2016). Respondents aged 65 plus (29%) and those who are not employed (25%) had a higher incidence of indicating they are very satisfied with this service.








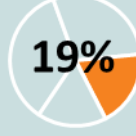


Key: ↑ increasing trend; ↓ decreasing trend; ↔ flat;

Importance vs Satisfaction Analysis (cont.)

Area	Importance 2017	Mean 2017	Satisfaction 2017	Mean 2017	Action	Commentary
Storm water drainage	 89%	4.6 ↔ 2016: 4.6	 58%	3.8 ↑ 2016: 3.7	Maintain - Priority	The importance of storm water drainage has increased among respondents (89%, ↑ from 87% in 2016), while satisfaction has remained consistent (58%, ↔ from 58% in 2016). The level of importance has remained consistent since 2016 (4.6, ↔ from 4.6 in 2016), while satisfaction has increased (3.8, ↑ from 3.7 in 2016). Respondents aged 65 plus (37%) and those who are not employed (36%) had a higher incidence of indicating they are very satisfied with the storm water drainage.
Road safety	 89%	4.6 ↔ 2016: 4.6	 42%	3.3 ↑ 2016: 3.1	Concentrate here	The importance of road safety has slightly decreased, with 89% (↓ from 91% indicating this is important to them). Satisfaction however has increased, with 42% (↑ from 39% in 2016) indicating they were satisfied. The level of importance has remained consistent since 2016 (4.6, ↔ from 4.6 in 2016), while satisfaction has increased (3.3, ↑ from 3.1 in 2016). Respondents aged 65 plus (24%) and those who are not employed (25%) had a higher incidence of indicating they are very satisfied with this service.
Waste recycling services	 85%	4.6 ↔ 2016: 4.6	 49%	3.6 ↓ 2016: 3.7	Maintain - Priority	The importance and satisfaction of waste recycling services has decreased, with 85% (↓ from 89% indicating this is important to them and 49% (↓ from 58% in 2016) stating they were satisfied. The level of importance has remained consistent since 2016 (4.6, ↔ from 4.6 in 2016), however satisfaction has slightly decreased (3.6, ↓ from 3.7 in 2016). Respondents who are not employed (34%) had a higher incidence of indicating they are very satisfied with this service.
Shoal Bay Waste Mgmt Facility	 79%	4.6 ↔ 2016: 4.6	 51%	3.8 ↓ 2016: 3.9	Maintain - Priority	Four in five (79%, ↓ from 84% in 2016) respondents indicated the Shoal Bay Waste Mgmt Facility is important, with 51% (↓ from 61% in 2016) stating they were satisfied with this service. An extremely high importance rating of 4.6 (↔ from 4.6 in 2016) was recorded, while a moderate satisfaction rating was recorded (3.8, ↓ from 3.9 in 2016). Respondents aged 40 plus (33%), those aged 65 plus (44%), those who have lived in Darwin for more than 10 years (31%) and those who are not employed (38%) had a higher incidence of indicating they were very satisfied with this service.
Maintenance of parks	 91%	4.5 ↑ 2016: 4.4	 61%	3.7 ↑ 2016: 3.6	Maintain - Priority	Approximately nine in ten (91%, ↑ from 86% in 2016) residents stated the maintenance of parks is important to them, with 61% (↑ from 57% in 2016) indicating they were satisfied with this service. The level of importance and satisfaction have slightly increased (importance: 4.5, ↑ from 4.4 in 2016 and satisfaction: 3.7, ↑ from 3.6 in 2016). Those aged 65 plus (41%) and those who are not employed (38%) were more likely to indicate they are very satisfied with this service.







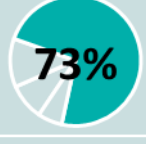
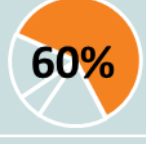

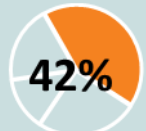
Key: ↑ increasing trend; ↓ decreasing trend; ↔ flat;

Importance vs Satisfaction Analysis (cont.)

Area	Importance 2017	Mean 2017	Satisfaction 2017	Mean 2017	Action	Commentary
Maintenance of footpaths	 90%	4.5 ↔ 2016: 4.5	 42%	3.2 ↔ 2016: 3.2	Concentrate here	Nine in ten (90%, ↑ from 86% in 2016) stated the maintenance of footpaths is important to them. Just over two in five (42%, ↑ from 39% in 2016) indicated they were satisfied with this service. The importance and satisfaction ratings have remained consistent, with importance recording an average rating of 4.5 (↔ from 4.5 in 2016) and satisfaction recording 3.2 (↔ from 3.2 in 2016). Respondents who are not employed (21%) and those with a gross household income of \$100,000 to \$139,999 per annum (24%) had a higher incidence of indicating they are very satisfied with the maintenance of footpaths.
Public toilet maintenance	 80%	4.5 ↔ 2016: 4.5	 20%	2.7 ↔ 2016: 2.7	Concentrate here	Four in five (80%, ↓ from 81% in 2016) residents stated that public toilet maintenance is important, with 20% (↑ from 19% in 2016) stating they are satisfied with this service. The importance and satisfaction ratings have remained consistent, with importance recording an average rating of 4.5 (↔ from 4.5 in 2016) and satisfaction recording 2.7 (↔ from 2.7 in 2016). Those aged 40 plus (17%), in particular those aged 41 to 54 (19%) were more likely to indicate they are quite satisfied with this service.
Car parking in the CBD	 81%	4.4 ↔ 2016:4.4	 23%	2.6 ↑ 2016: 2.4	Concentrate here	Approximately four in five (81%, ↓ from 85% in 2016) residents stated that car parking in the CBD is important, with 23% (↑ from 21% in 2016) stating they are satisfied. The importance rating has remained consistent, with respondents recording an average rating of 4.4 (↔ from 4.4 in 2016). Satisfaction however has increased (2.6, ↑ from 2.4 in 2016). Those aged 41 to 54 (21%) and those with a gross household income of \$140,000 plus per annum (26%) were more likely to indicate they are quite satisfied with this service.
Community consultation	 74%	4.4 ↔ 2016: 4.4	 19%	2.7 ↑ 2016: 2.5	Concentrate here	Approximately three quarters (74%, ↓ from 78% in 2016) indicated this was important to them. An increase in satisfaction was recorded for community consultation - 19% (↑ from 16% in 2016). The importance rating has remained consistent, with respondents recording an average rating of 4.4 (↔ from 4.4 in 2016). Satisfaction however has increased, recording an average rating of 2.7 (↑ from 2.5 in 2016). Respondents aged 40 plus (14%) were more likely to indicate they were quite satisfied with this service.
Markets	 82%	4.3 ↔ 2016: 4.3	 70%	4.0 ↔ 2016: 4.0	Opportunity	More than four in five (82%, ↑ from 79% in 2016) respondents indicated the markets are important to them, with 70% (↓ from 71% in 2016) stating they were satisfied with the service. The importance and satisfaction ratings have remained consistent, with importance recording an average rating of 4.3 (↔ from 4.3 in 2016) and satisfaction recording 4.0 (↔ from 4.0 in 2016). Those who are not employed (46%) had a higher incidence of indicating they are very satisfied with this service.









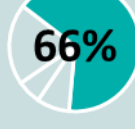

Key: ↑ increasing trend; ↓ decreasing trend; ↔ flat;

Importance vs Satisfaction Analysis (cont.)

Area	Importance 2017	Mean 2017	Satisfaction 2017	Mean 2017	Action	Commentary
Maintenance of shared / cycle paths	 80%	4.3↑ 2016: 4.2	 50%	3.5↑ 2016: 3.4	Opportunity	Four in five (80%, ↑ from 77% in 2016) indicated the maintenance of shared / cycle paths are important to them. Half (50%, ↑ from 47% in 2016) stated they were satisfied with this service. Both levels of importance and satisfaction have increased since 2016, with 4.3 (↑ from 4.2 in 2016) indicating service is important and 3.5 (↑ from 3.4 in 2016) indicating they were satisfied. Those who are not employed (27%) were more likely to indicate they are very satisfied with this service.
Recreational and leisure services	 76%	4.2↔ 2016: 4.2	 54%	3.7↔ 2016: 3.7	Opportunity	Approximately three quarters (76%, ↑ from 74% in 2016) of respondents indicated this service is important to them. More than half (54%, ↓ from 55% in 2016) stated they are satisfied with the recreational and leisure services. Importance and satisfaction ratings have remained consistent (importance: 4.2, ↔ from 4.2 in 2016 and satisfaction: 3.7, ↔ from 3.7 in 2016). Those aged 40 plus (21%) indicated they are very satisfied with the recreational and leisure services.
Community events	 76%	4.2↑ 2016: 4.1	 48%	3.5↔ 2016: 3.5	Opportunity	Just over three quarters (76%, ↑ from 71% in 2016) of respondents indicated that community events is important to them, while half (48%, ↓ from 49% in 2016) stated they were satisfied. The level of importance of community events has increased, recording a high rating of 4.2 (↑ from 4.1 in 2016). The satisfaction rating however has remained consistent (3.5, ↔ from 3.5 in 2016). Respondents who are not employed (26%) were more likely to indicate they are very satisfied with this service.
Library services	 73%	4.2↔ 2016: 4.2	 60%	4.1↔ 2016: 4.1	Opportunity	More than seven in ten (73%, ↔ from 73% in 2016) stated library services are important to them, while 60% (↓ from 62% in 2016) were satisfied with this service. Importance and satisfaction ratings have remained consistent (importance: 4.2, ↔ from 4.2 in 2016 and satisfaction: 4.1, ↔ from 4.1 in 2016). Females (40%) and those who are not employed (53%) were more likely to be very satisfied with this service.
Maintenance of playground equipment	 72%	4.2↑ 2016: 4.0	 42%	3.6↑ 2016: 3.4	Opportunity	Approximately seven in ten (72%, ↑ from 69% in 2016) indicated the maintenance of playground equipment is important, with 42% (↑ from 39% in 2016) stating they were satisfied with this service. An increase occurred in both importance and satisfaction ratings, with 4.2 (↑ from 4.0 in 2016) indicating this service is important and 3.6 (↑ from 3.4 in 2016) stating they were satisfied. Respondents who were not employed (25%) had a higher incidence of being very satisfied with this service.



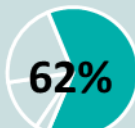
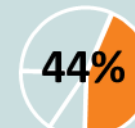

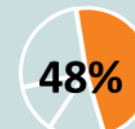
Key: ↑ increasing trend; ↓ decreasing trend; ↔ flat;

Importance vs Satisfaction Analysis (cont.)

Area	Importance 2017	Mean 2017	Satisfaction 2017	Mean 2017	Action	Commentary
Car parking in suburban areas	 74%	4.1↑ 2016: 4.0	 48%	3.5↑ 2016: 3.2	Opportunity	Almost three quarters (74%, ↑ from 73% in 2016) stated that car parking in suburban areas is important to them. Almost half (48%, ↑ from 40% in 2016) indicated they were satisfied with this service. An increase occurred in both importance and satisfaction ratings, with 4.1 (↑ from 4.0 in 2016) indicating this service is important and 3.5 (↑ from 3.2 in 2016) stating they were satisfied. Respondents aged 25 to 30 (31%), those aged 65 plus (28%) and those who are not employed (27%) were more likely to indicate they are very satisfied with car parking in suburban areas.
Public swimming pools	 69%	4.1↑ 2016: 4.0	 57%	3.9↑ 2016: 3.7	Opportunity	69% (↑ from 68% in 2016) of residents stated that public swimming pools are important to them, with almost three in five (57%, ↑ from 52% in 2016) stating they were satisfied with this service. An increase occurred in both importance and satisfaction ratings, with 4.1 (↑ from 4.0 in 2016) indicating this service is important and 3.9 (↑ from 3.7 in 2016) stating they were satisfied. Those who are not employed (35%) were more likely to indicate they are very satisfied with this service.
Animal control and education	 67%	4.1↓ 2016: 4.2	 33%	3.2↑ 2016: 3.1	Improve - Lower Priority	More than two thirds (67%, ↓ from 73% in 2016) indicated this service is important. A third (33%, ↓ from 34% in 2016) stated they were satisfied with animal control and education. A high importance rating of 4.1 (↓ from 4.2 in 2016) and a mixed satisfaction rating of 3.2 (↑ from 3.1 in 2016) was recorded for this service. Respondents with a gross household income of under \$59,999 per annum (18%) were more likely to indicate they are very satisfied with animal control and education.
Access to / location of public toilets	 69%	4.0↓ 2016: 4.3	 20%	2.7↔ 2016: 2.7	Improve - Lower Priority	Almost seven in ten (69%, ↓ from 79% in 2016) residents indicated that access to / location of public toilets is important to them. One in five (20%, ↓ from 23% in 2016) stated they were satisfied with this service. A high importance rating of 4.0 (↓ from 4.3 in 2016) and a mixed satisfaction rating of 2.7 (↔ from 2.7 in 2016) was recorded for this service. Respondents aged 40 plus (17%) were more likely to indicate they are quite satisfied with this service.
Darwin Entertainment Centre	 66%	4.0↔ 2016: 4.0	 50%	3.6↓ 2016: 3.8	Opportunity	Two thirds (66%, ↑ from 65% in 2016) of respondents stated the Darwin Entertainment Centre is important to them, with half (50%, ↓ from 60% in 2016) indicating they were satisfied with this service. The importance rating remained consistent (4.0, ↔ from 4.0 in 2016), while the satisfaction rating has slightly decreased (3.6, ↓ from 3.8 in 2016). Respondents aged 40 plus (24%), in particular those aged 65 plus (31%), those who have lived in Darwin for more than 10 years (21%) and those who are not employed (26%) were more likely to indicate they are very satisfied with this service.

Key: ↑ increasing trend; ↓ decreasing trend; ↔ flat;

Importance vs Satisfaction Analysis (cont.)

Area	Importance 2017	Mean 2017	Satisfaction 2017	Mean 2017	Action	Commentary
Community services	 58%	4.0 ↔ 2016: 4.0	 27%	3.3 ↓ 2016: 3.5	Improve - Lower Priority	Almost three in five (58%, ↓ from 64% in 2016) indicated community services were important to them. More than one quarter (27%, ↓ from 34% in 2016) however, stated they were satisfied with this service. A consistent high important rating was recorded (4.0, ↔ from 4.0 in 2016), while the satisfaction rating slightly decreased (3.3, ↓ from 3.5 in 2016). Those who are not employed (16%) were more likely to indicate they are very satisfied with this service.
Arts and cultural activities	 62%	3.8 ↔ 2016: 3.8	 44%	3.4 ↔ 2016: 3.4	Between Opportunity and Improve - Lower Priority	More than three in five (62%, ↔ from 62% in 2016) mentioned that arts and cultural activities are important to them, with 44% (↑ from 40% in 2016) stating they are satisfied with this service. Importance and satisfaction ratings have remained consistent (importance: 3.8, ↔ from 3.8 in 2016 and satisfaction: 3.4, ↔ from 3.4 in 2016). Females (35%) were more likely to indicate they are quite satisfied with this service.
Mobile food stalls	 59%	3.8 ↑ 2016: 3.5	 48%	3.6 ↑ 2016: 3.3	Opportunity	Just under three in five (59%, ↑ from 47% in 2016) indicated that this service is important to them. Just under half (48%, ↑ from 36% in 2016) however, stated they were satisfied with the mobile food stalls. An increase in both importance and satisfaction occurred (importance: 3.8, ↑ from 3.5 in 2016 and satisfaction: 3.6, ↑ from 3.3 in 2016). Respondents aged under 40 (24%) and those who have lived in Darwin for less than 10 years (25%) were more likely to be very satisfied with this service.

Key: ↑ increasing trend; ↓ decreasing trend; ↔ flat;

Importance vs Satisfaction Analysis (cont.)

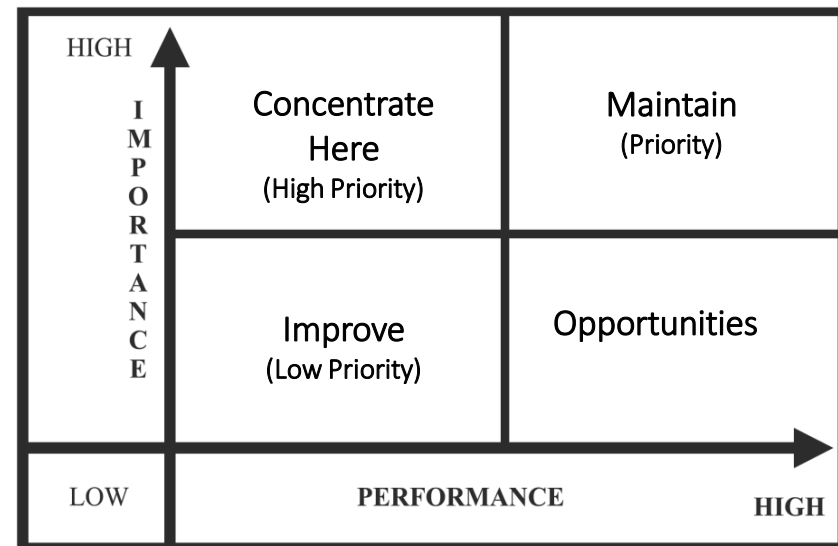
The previous tables demonstrate the average importance and satisfaction ratings provided by residents in regard to consultation, engagement and events, while the following graphical representation clearly demonstrates the following are the most important aspects to be targeted by Council in order to improve satisfaction ratings.



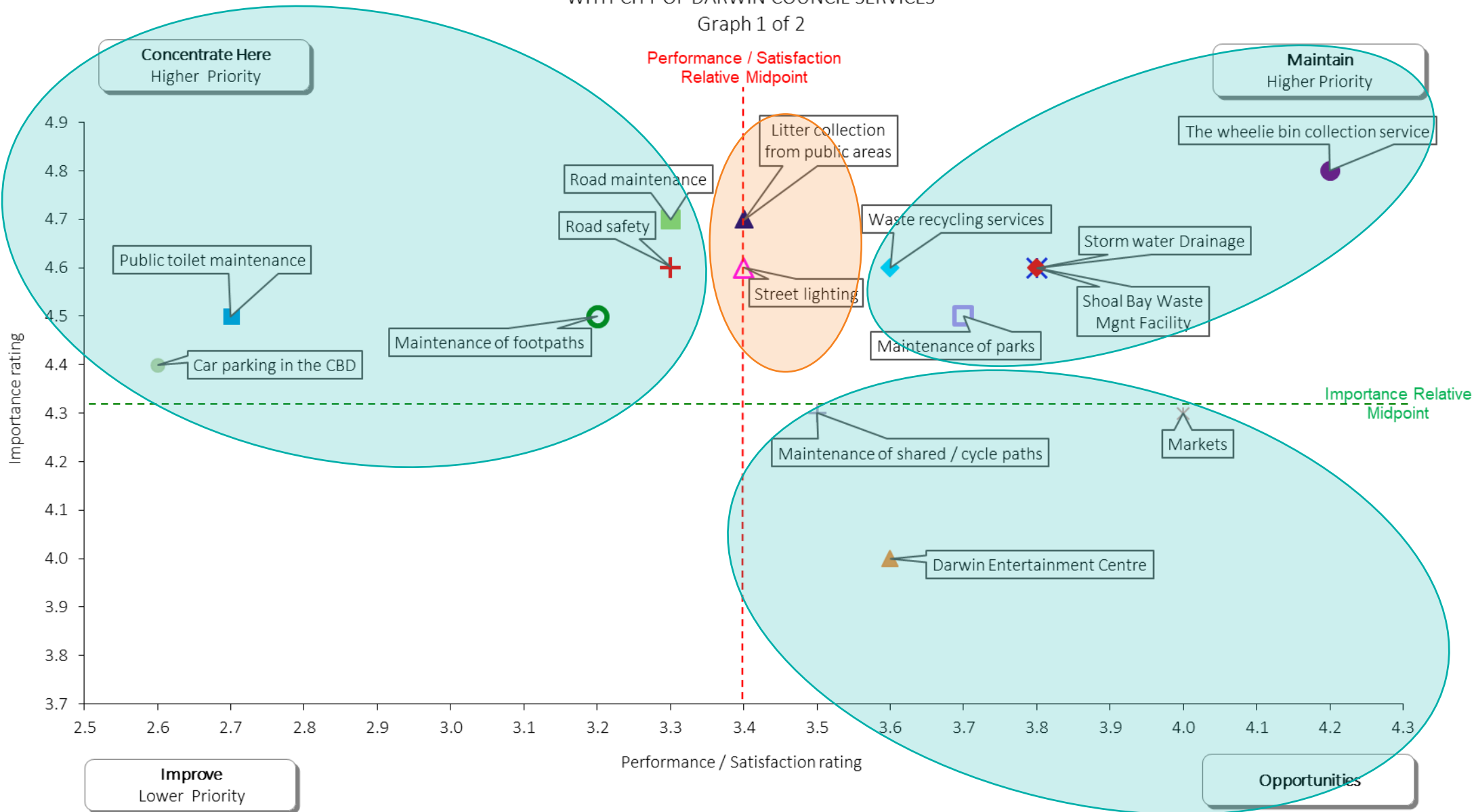
- Community consultation
- Car parking in the CB D
- Public toilet maintenance
- Maintenance of footpaths
- Road safety, and
- Road maintenance.

The Importance / Performance Satisfaction graph on the following pages attempt to isolate the tested attributes into 4 categories:

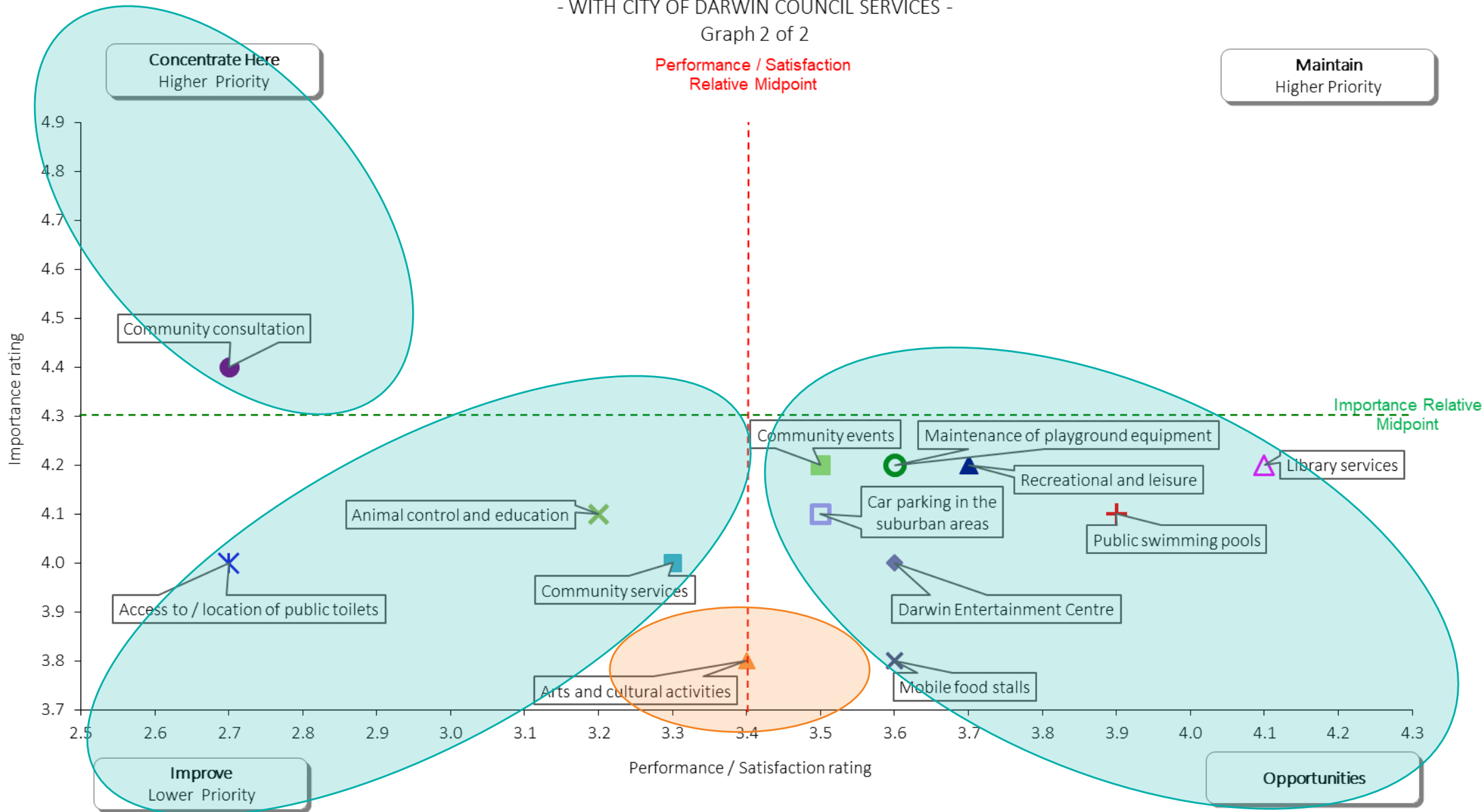
- Key primary priority areas for improvement (attributes considered relatively more important, and with lower levels of satisfaction)
- Secondary priority areas for improvement (attributes considered relatively less important, and with lower levels of satisfaction)
- Maintain the good work (attributes considered relatively more important, and with higher levels of satisfaction)
- Opportunities (attributes considered relatively less important, and with higher levels of satisfaction)



2018 RELATIVE IMPORTANCE AND RELATIVE SATISFACTION
- WITH CITY OF DARWIN COUNCIL SERVICES -
Graph 1 of 2



2018 RELATIVE IMPORTANCE AND RELATIVE SATISFACTION
- WITH CITY OF DARWIN COUNCIL SERVICES -
Graph 2 of 2



Overall Satisfaction with City of Darwin

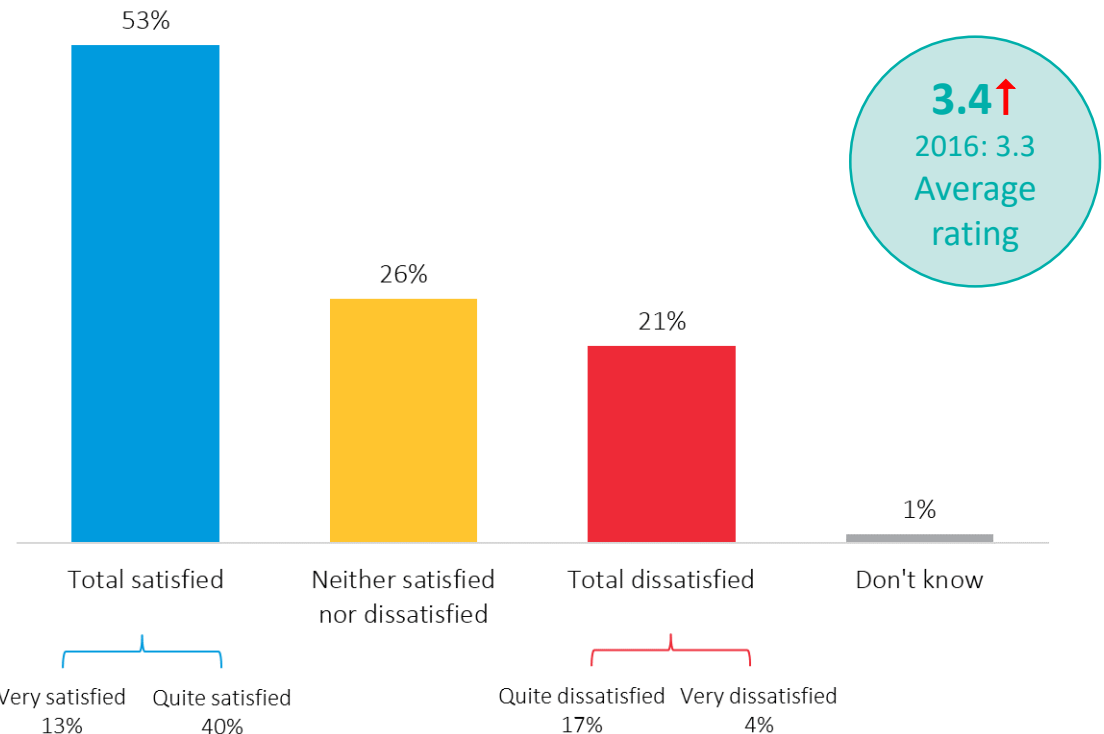


Overall satisfaction with the City of Darwin has increased by 3 percentage points over the last two years, with 53% (↑ from 50% in 2016) stating they were satisfied.

Furthermore, the percentage of residents who are very satisfied have risen by 4% (13%, 2018 : 9%, 2016)

A mixed average rating of 3.4 (↑ from 3.3 in 2016) was recorded.

Females (58%) had a higher incidence of indicating they were satisfied with the City of Darwin, whilst males (26%) were more likely to be dissatisfied.



	Total satisfied	Neither satisfied nor dissatisfied	Total dissatisfied	Don't know	Mean score
2018	53%	26%	21%	1%	3.4
2016	50%	26%	24%	1%	3.3
2015	59%	23%	17%	0%	3.5

Satisfaction with Car Parking in CBD

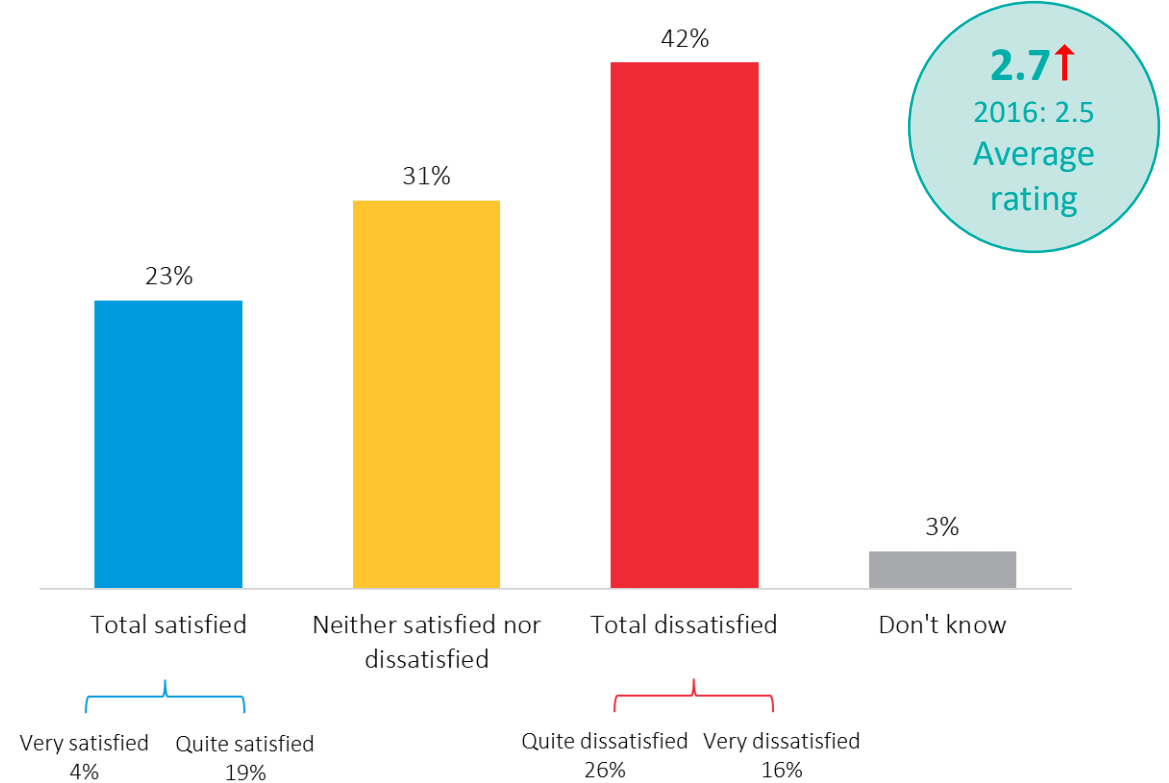


Satisfaction with car parking, specifically in the CBD has increased by 1 percentage point, with 23% (↑ from 22% in 2016) stating they were satisfied, however dissatisfaction decreased by 9 percentage points (42%, 2018 : 51%, 2016).

This indicated dissatisfaction with car parking in the CBD has shifted from respondents being very or quite dissatisfied to being quite satisfied or neither satisfied nor dissatisfied and is a positive shift among residents.


A mixed average rating of 2.7 (↑ from 2.5 in 2016) was recorded.

Respondents who are not employed (30%) were more likely than others to indicate they are satisfied with car parking, while those who are employed are dissatisfied (45%).



	Total satisfied	Neither satisfied nor dissatisfied	Total dissatisfied	Don't know	Mean score
2018	23%	31%	42%	3%	2.7
2016	22%	24%	51%	3%	2.5

Reason for Dissatisfaction with Parking

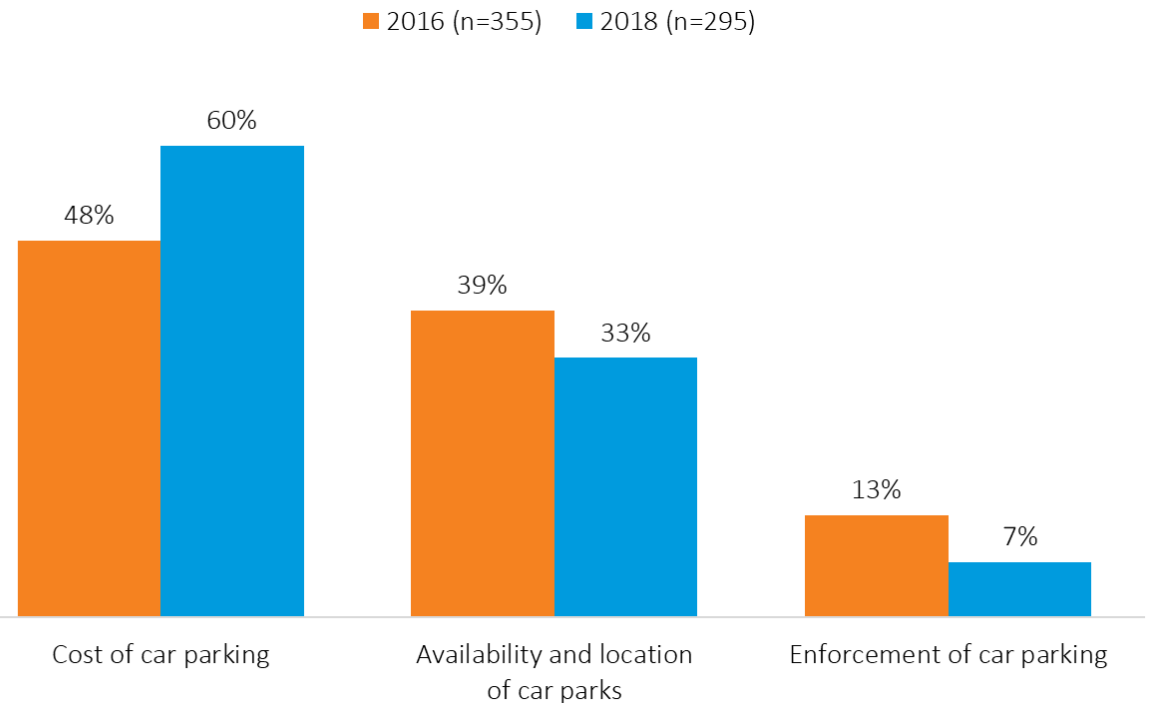


Three in five of those who were dissatisfied with the car parking in the CBD identified the cost of parking (60%, ↑ from 48% in 2016) as being the main reason for being dissatisfied.

Other reasons identified included:

- Availability and location of car parks (33%, ↓ from 39% in 2016), and
- Enforcement of car parking (7%, ↓ from 13% in 2016).

Those with a gross household income of under \$59,999 per annum (75%) were more likely to mention the cost of parking as the main reason for their dissatisfaction, when compared to higher income brackets.



BASE: Dissatisfied with car parking in CBD

Satisfaction with Council Consultation



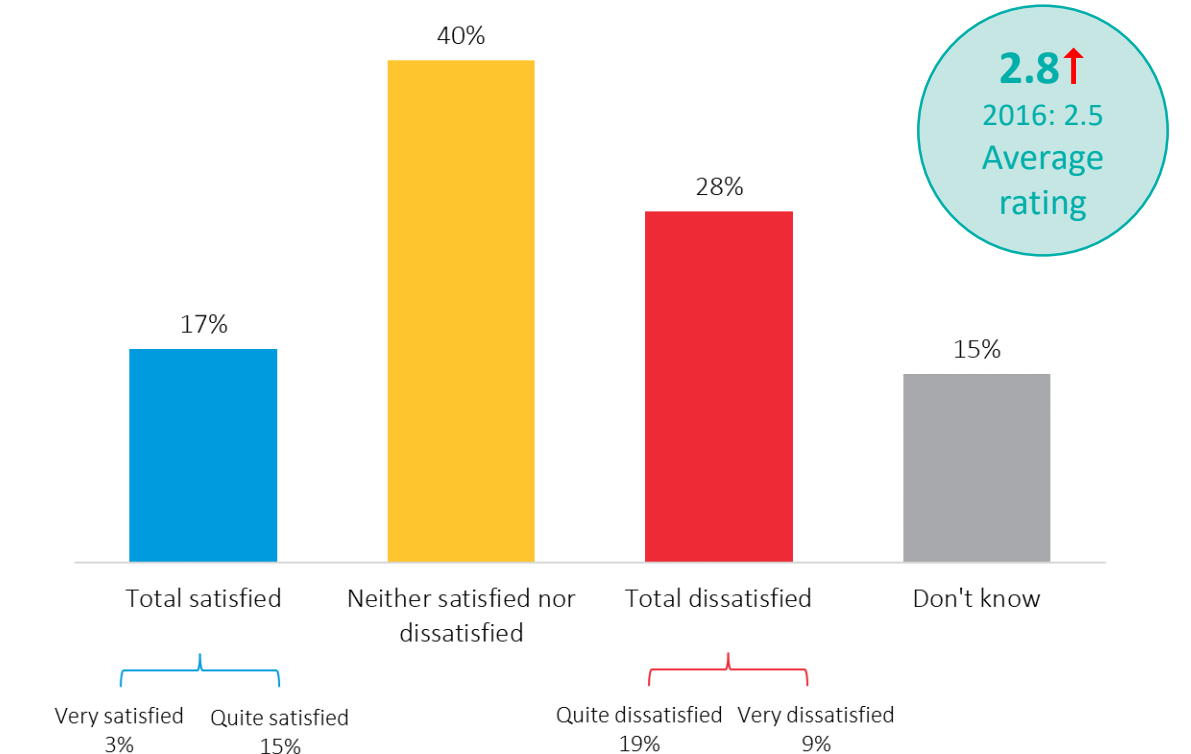
While satisfaction with Council consultation has increased by 1 percentage point, with 17% (↑ from 16% in 2016) satisfied, dissatisfaction decreased by 15 percentage points (28%, 2018 : 43%, 2016).

This indicates a positive shift has occurred among respondents, with those who were very or quite dissatisfied in 2016 shifting to quite satisfied or neither satisfied nor dissatisfied in 2018.

A mixed average rating of 2.8 (↑ from 2.5 in 2016) was recorded.


Residents aged 41 to 54 (23%), those who have lived in Darwin for less than 10 years (21%) and those who are not employed (26%) were more likely to indicate they are satisfied with Council consultation.

Respondents aged 65 plus (37%) and those who have lived in Darwin for more than 10 years (34%) however, were more likely to be dissatisfied.



	Total satisfied	Neither satisfied nor dissatisfied	Total dissatisfied	Don't know	Mean score
2018	17%	40%	28%	15%	2.8
2016	16%	30%	43%	11%	2.5

Reason for Dissatisfaction with Council Consultation



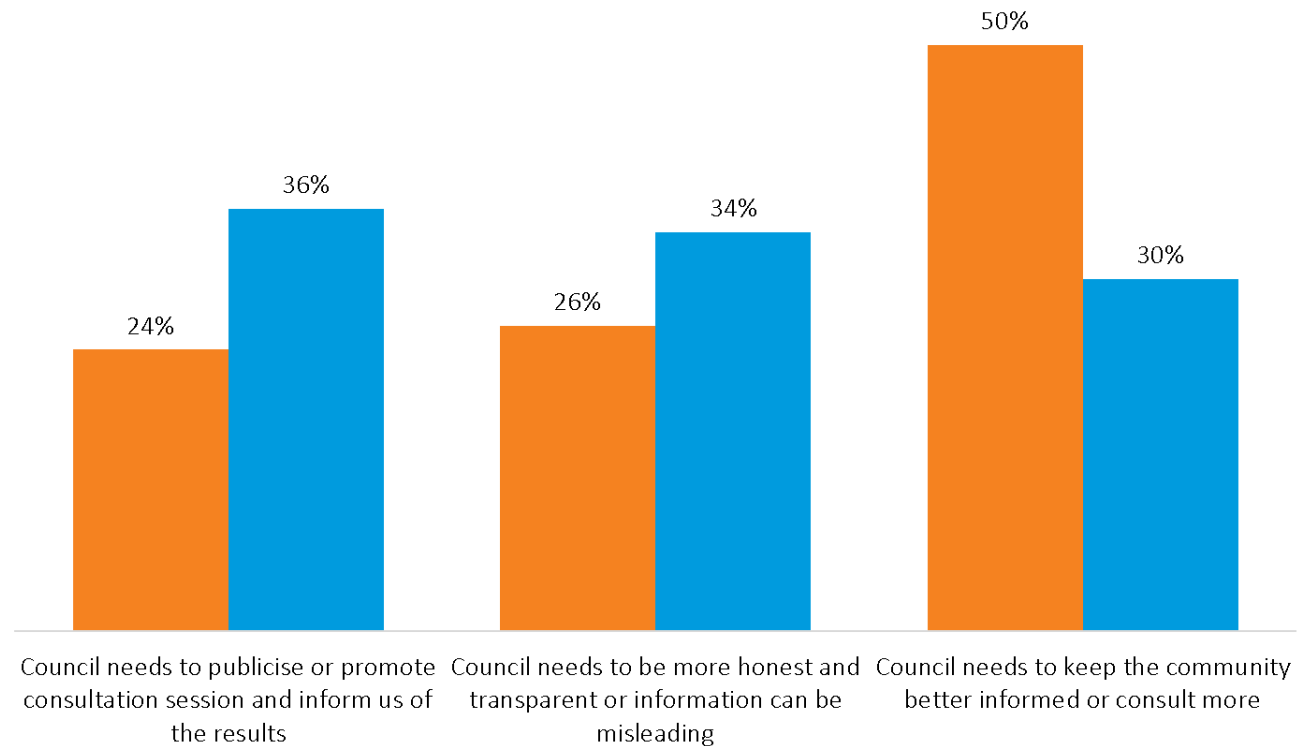
Those who were dissatisfied with the Council consultation indicated main reason for their dissatisfaction was the Council not publicising or promoting the consultation sessions and informing residents of the results (36%, ↑ from 24% in 2016).

Other reasons included:

- Council needs to be more honest and transparent or information can be misleading (34% ↑ from 26% in 2016), and
- Council needs to keep the community better informed or consult more (30%, ↓ from 50% in 2016).

Those who are employed (39%) were more likely to indicate the Council's promotion of consultation as the reason they were dissatisfied, whilst those who are not employed (46%) were more likely to mention the lack of transparency/honesty from the Council as the reason for their dissatisfaction.

■ 2016 (n=298) ■ 2018 (n=198)



BASE: Dissatisfied with Council consultation

Satisfaction with Public Toilet Maintenance



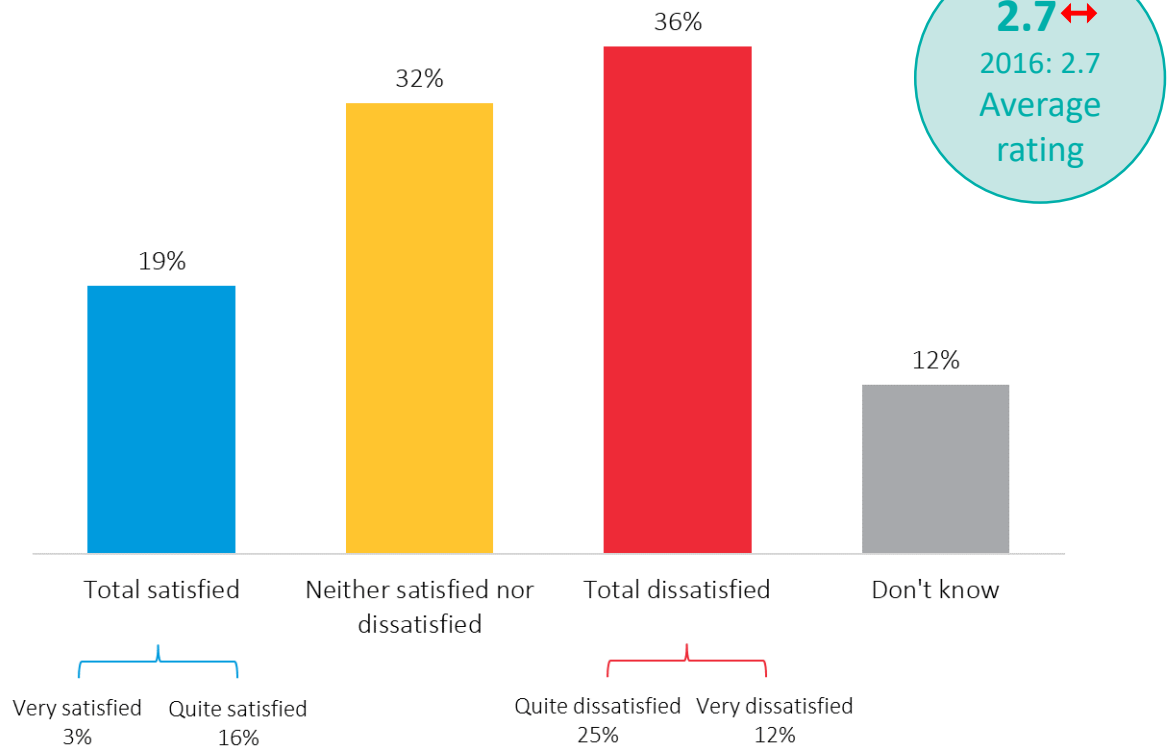
Satisfaction with public toilet maintenance, accessibility and location has decreased slightly by 2 percentage points, with 19% (↑ from 21% in 2016) stating they were satisfied, however dissatisfaction has also decreased by 1 percentage point (36%, 2018 : 37%, 2016).

Although satisfaction with the public toilet maintenance has decreased by 2 percentage points, respondents have shifted to being neither satisfied nor dissatisfied.

A mixed average rating of 2.7 (↔ from 2.7 in 2016) was recorded.

Respondents aged 40 plus (24%) were more likely to be satisfied with the public toilet maintenance, accessibility and location.

While females (42%) and those aged under 40 (42%) were more likely to be dissatisfied.



	Total satisfied	Neither satisfied nor dissatisfied	Total dissatisfied	Don't know	Mean score
2018	19%	32%	36%	12%	2.7
2016	21%	29%	37%	13%	2.7

Reason for Dissatisfaction with Public Toilets

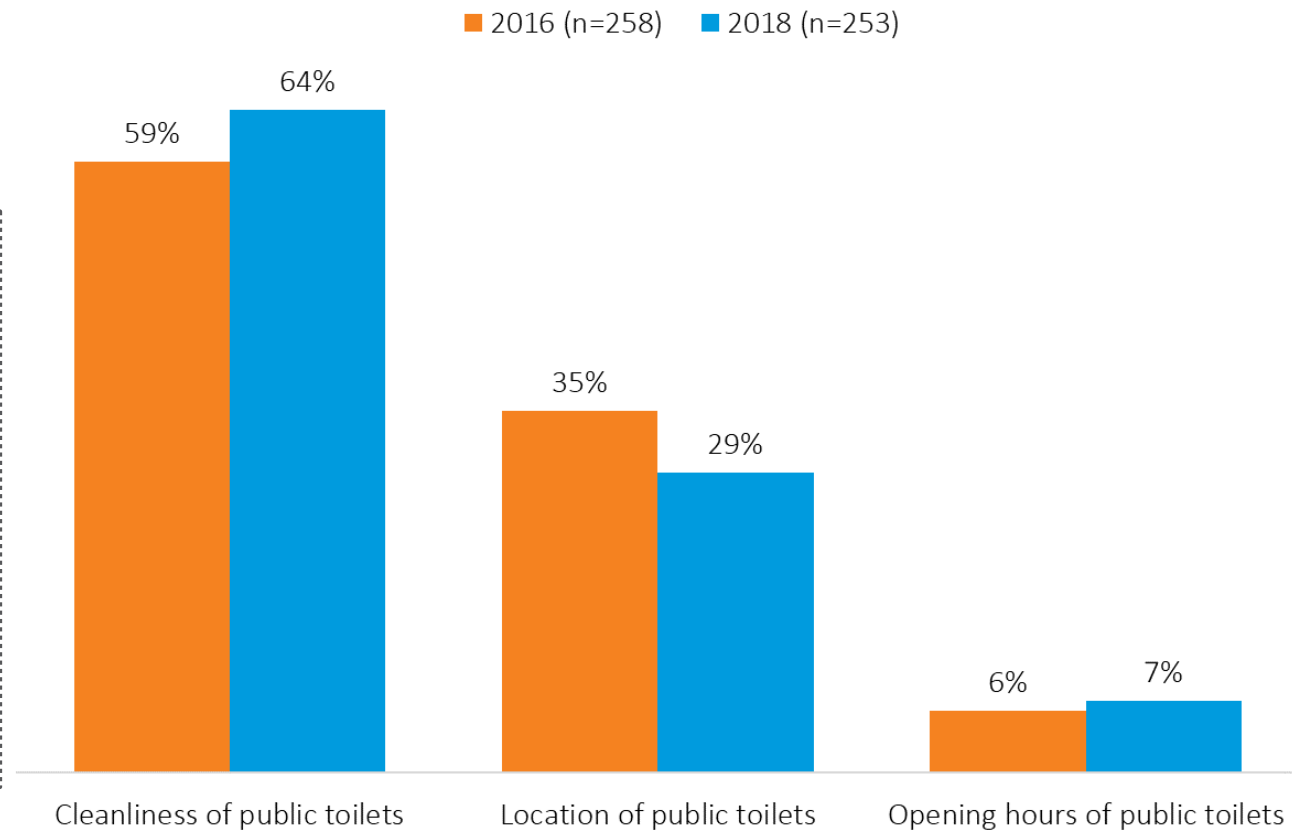
The main reason mentioned by those who were dissatisfied with the public toilets was the cleanliness of the toilets (64%, ↑ from 59% in 2016).

Other reasons included:

- Location of the public toilets (29%, ↓ from 35% in 2016), and
- Opening hours of public toilets (7%, ↑ from 6% in 2016).

Those aged under 40 (71%), in particular those aged 31 to 35 (79%) had a higher incidence of mentioning the cleanliness of the public toilets as the reason for their dissatisfaction.

While those aged 40 plus (36%), in particular those aged 65 plus (57%) were more likely to mention the location of the toilets.



BASE: Dissatisfied with public toilets

CUSTOMER SERVICE AND CONTACT



Contact with the Council in the last 12 Months

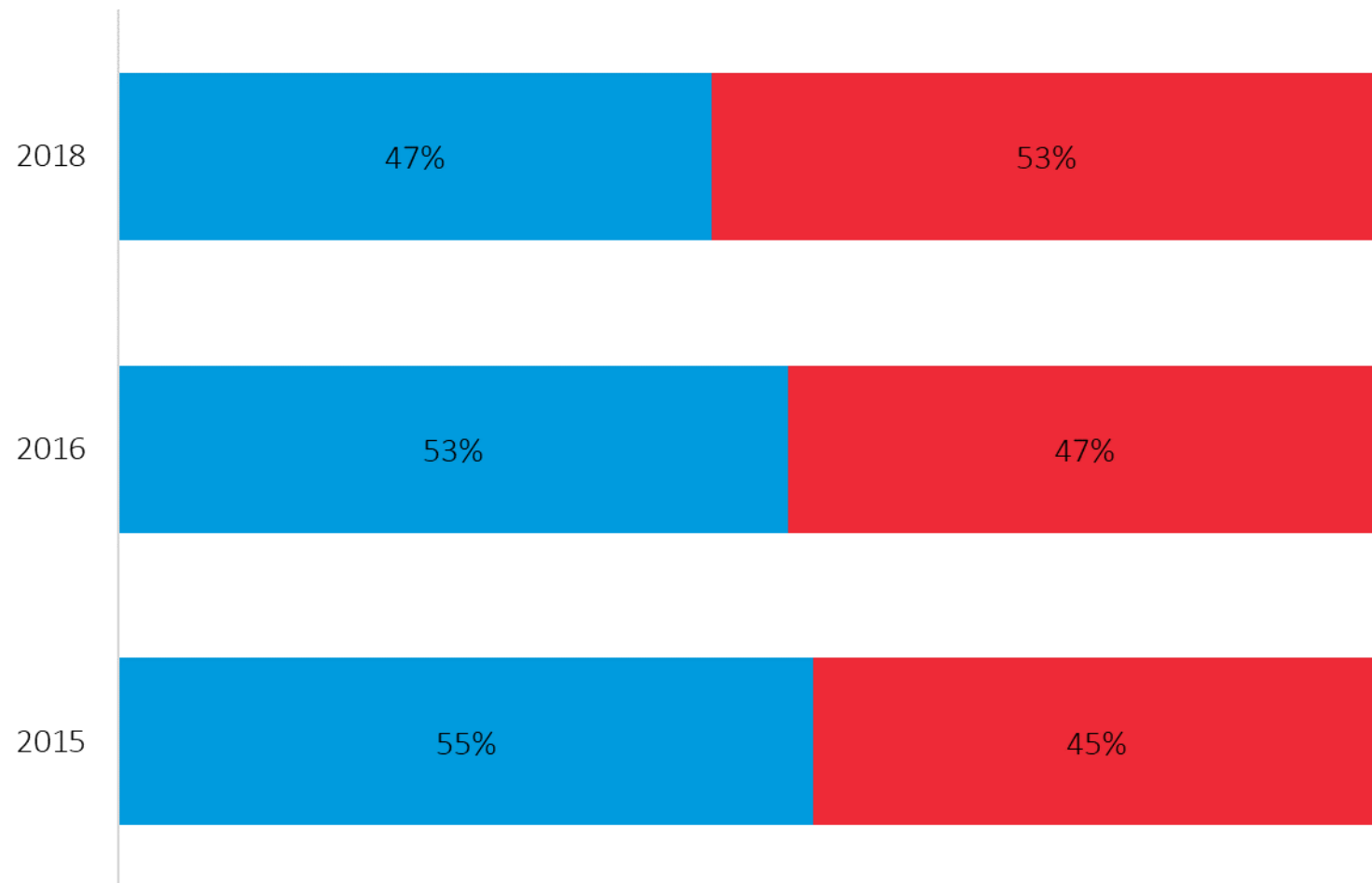


More than two in five (47%, ↓ from 53% in 2016) residents indicated they have made contact with the Council in the last 12 months, although this has gradually decreased since 2015.

Respondents aged 40 plus (55%) and those who have lived in Darwin for more than 10 years (53%) had a higher incidence of indicating they have contacted the City of Darwin in the last 12 months.

While those aged under 40 (60%), those aged 31 to 35 (69%) and those who have lived in Darwin for less than 10 years (63%) had a higher incidence of not making contact with the Council in the last 12 months.

■ Yes ■ No, have not made contact with the City of Darwin in the last 12 months



Method of Communication with Council



The most common method of communication mentioned by those who had contacted the Council in the last 12 months was by telephone (52%, ↓ from 62% in 2016).

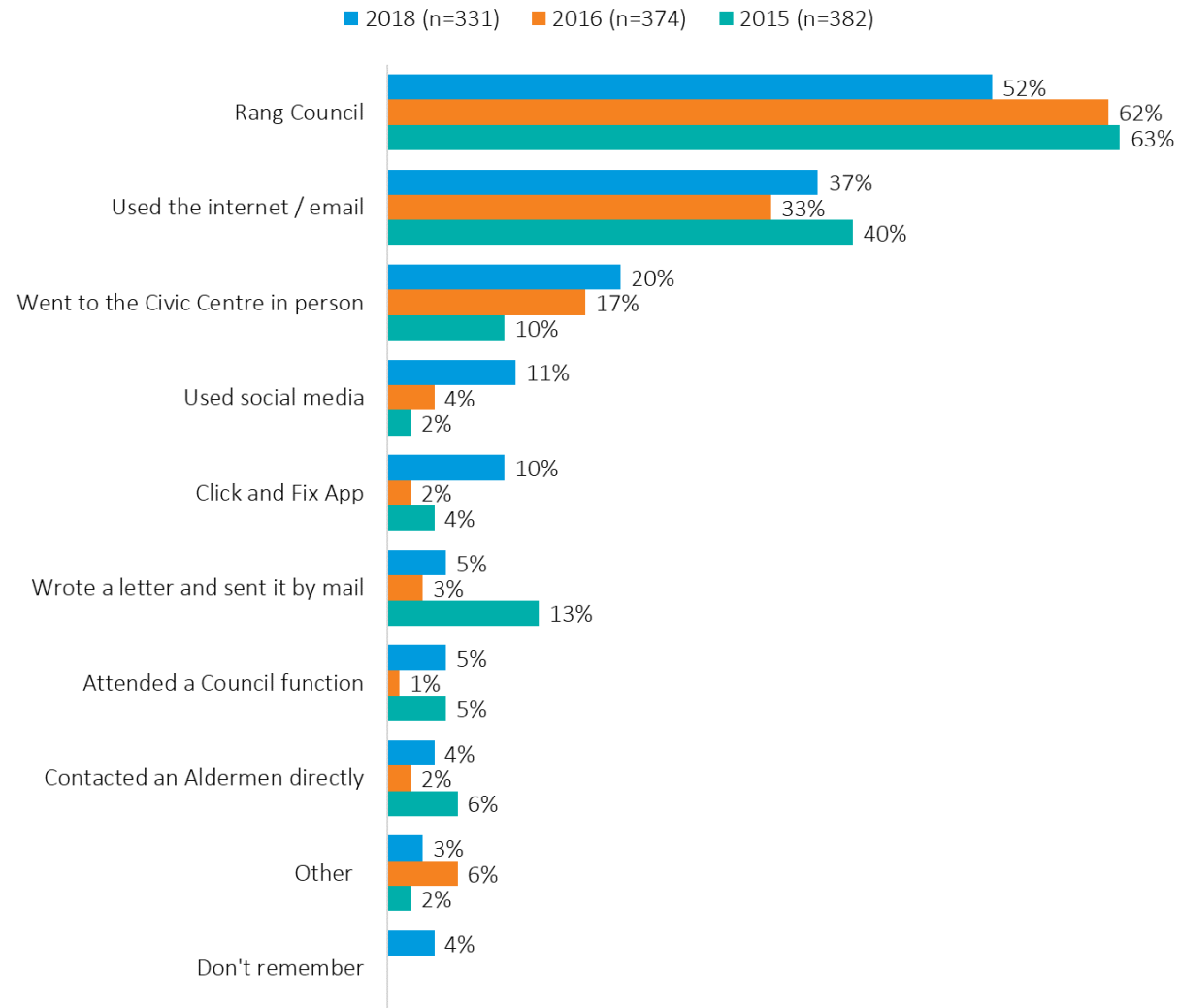
Other methods included:

- Used the internet/ email (37% ↑ from 33% in 2016),
- Went to the Civic Centre in person (20%, ↑ from 17% in 2016), and
- Used social media (11%, ↑ from 4% in 2016).

Females (58%), those aged 40 plus (62%) and those who have lived in Darwin for more than 10 years (56%) were more likely to have rang the Council.

Those aged under 40 (19%) and those who have lived in Darwin for less than 10 years (25%) however, were more likely to utilise social media as a method of communication with the Council.

The Click and Fix phone app was popular among those who have lived in Darwin for less than 10 years (18%), those who are employed (12%) and those with a gross household income of \$60,000 to \$99,999 per annum (18%).



BASE: Made contact with Council

Main Reason for Contact with Council



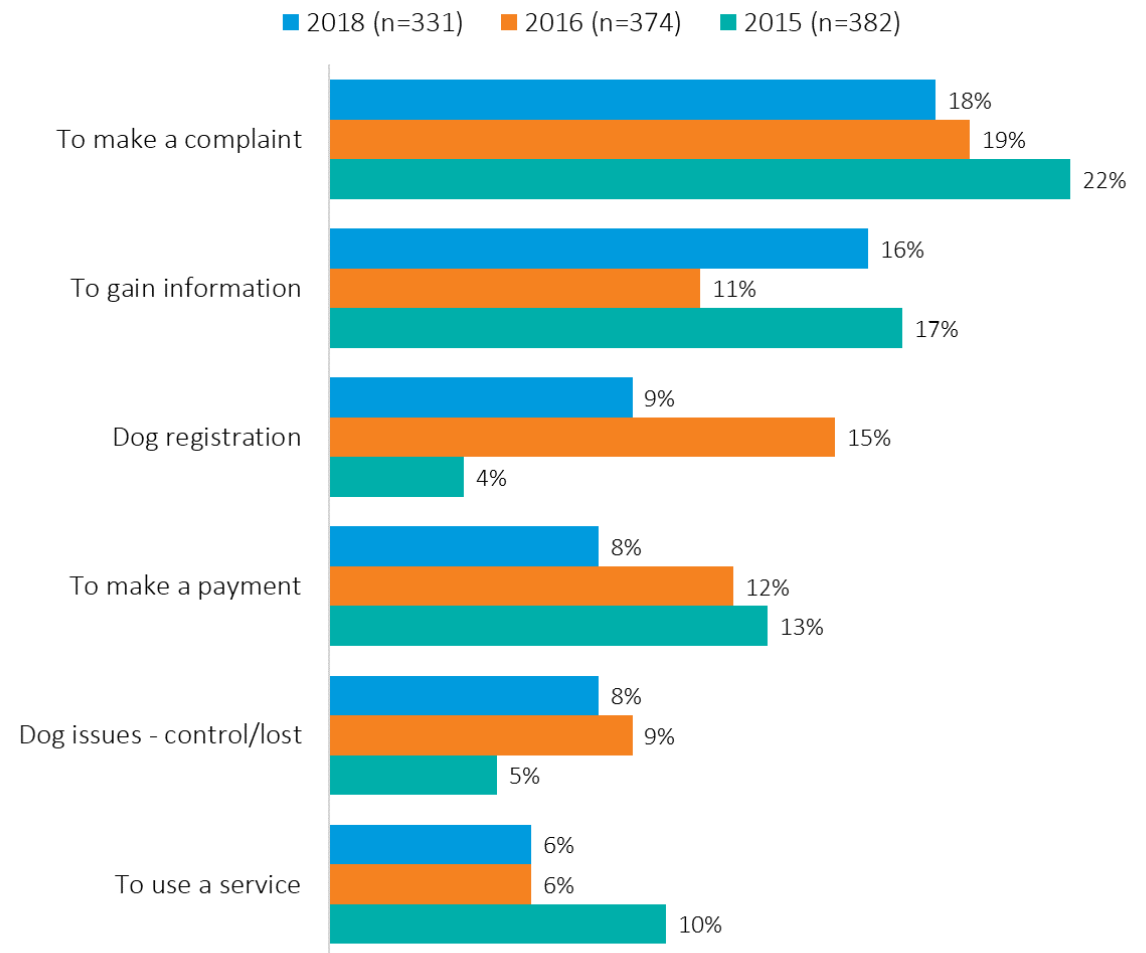
Those who contacted the Council named making a complaint (18% ↓ from 19% in 2016) as their main reason for contact. This is a positive shift as less residents are finding a reason to make a complaint.

Rounding out the top 3 reasons for contact were:

- To gain information (16% ↑ from 11% in 2016),
- Dog registration (9% ↓ from 15% in 2016), and

Residents who have lived in Darwin for more than 10 years (22%) were more likely to contact the Council with a complaint, in comparison to those who have lived in Darwin for under 10 years (9%).

Furthermore, residents who have lived in Darwin for less than 10 had a higher incidence of contacting the Council to gain information (26%).



BASE: Made contact with Council

Satisfaction with Contact

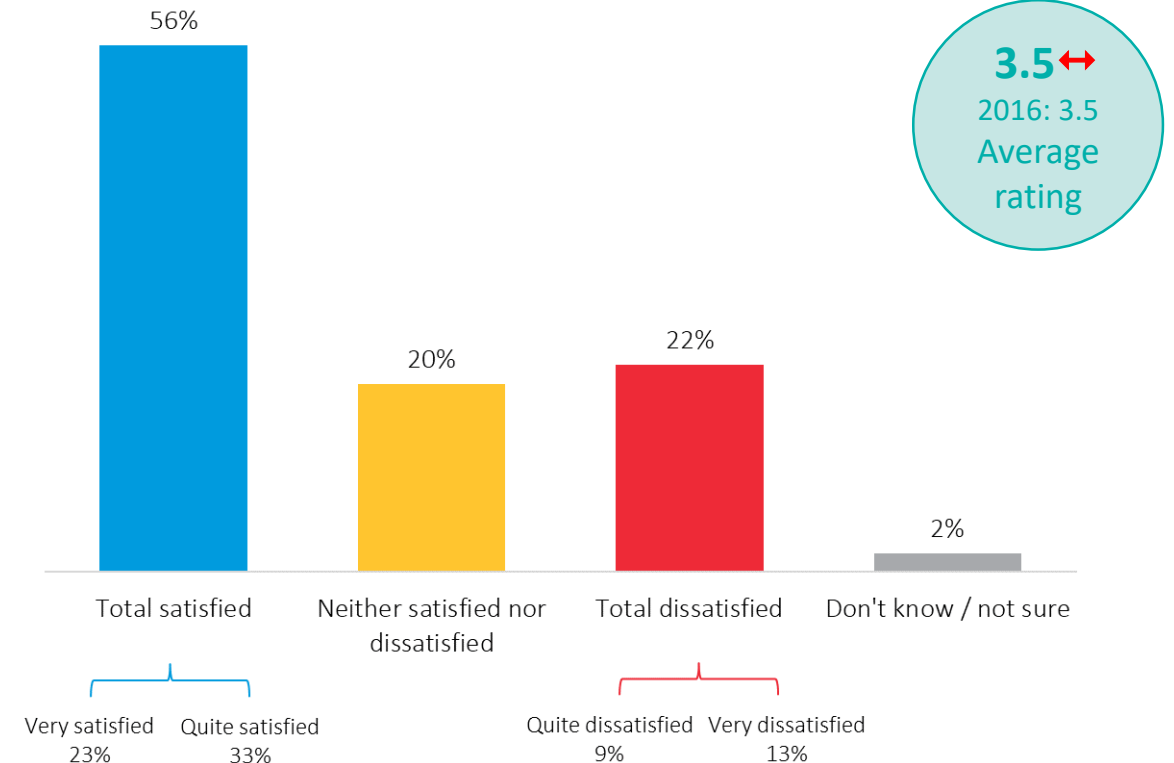


More than half (56%, ↓ from 59% in 2016) of those who made contact with the City of Darwin indicated they were satisfied with the contact, while dissatisfaction with Council has decreased by 8 percentage points (22%, 2018 : 30% 2016).

This shift among respondents has moved them from being very or quite dissatisfied with the contact to quite satisfied or neither satisfied nor dissatisfied.

A moderate average rating of 3.5 (↔ from 3.5 in 2016) was recorded.

Residents who have lived in Darwin for less than 10 years (65%) were more likely to be satisfied with the contact they received, compared to those who have lived in Darwin for more than 10 years (52%).



	Total satisfied	Neither satisfied nor dissatisfied	Total dissatisfied	Don't know	Mean score
2018	56%	20%	22%	2%	3.5
2016	59%	11%	30%	1%	3.5
2015	64%	14%	22%	1%	3.7

Dissatisfied with the Customer Service Provided by Council

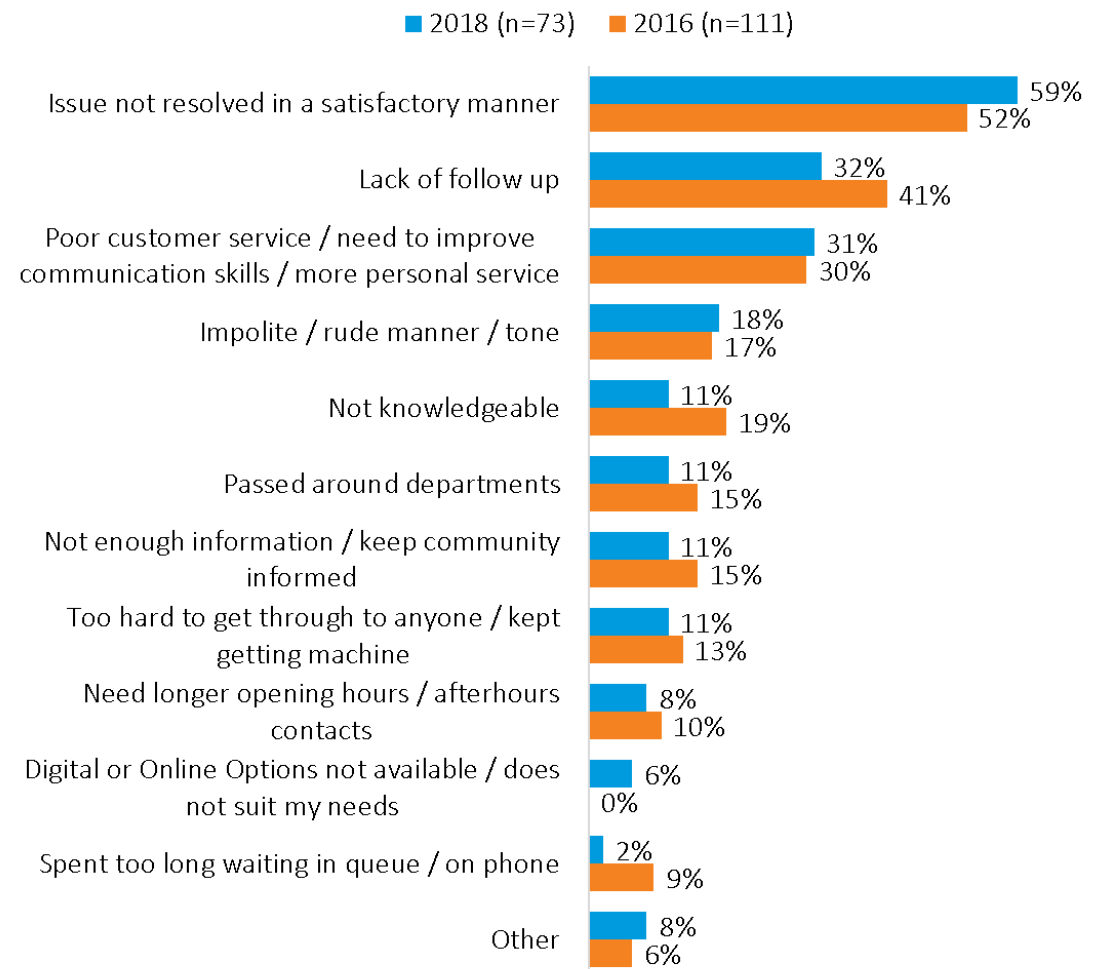


Those who were dissatisfied with the customer service provided by Council identified the issue not being resolved in a satisfactory manner (59%, ↑ from 52% in 2016) as their main reason for being dissatisfied.

Other reasons for being dissatisfied included:

- Lack of follow up (32%, ↓ from 41% in 2016), and
- Poor customer service / need to improve communication skills / more personal service (31%, ↑ from 30% in 2016).

Females (43%) were more likely to be dissatisfied with the lack of follow up, in comparison to males (23%).



BASE: Dissatisfied with contact

Current Sources of Information about Council Matters



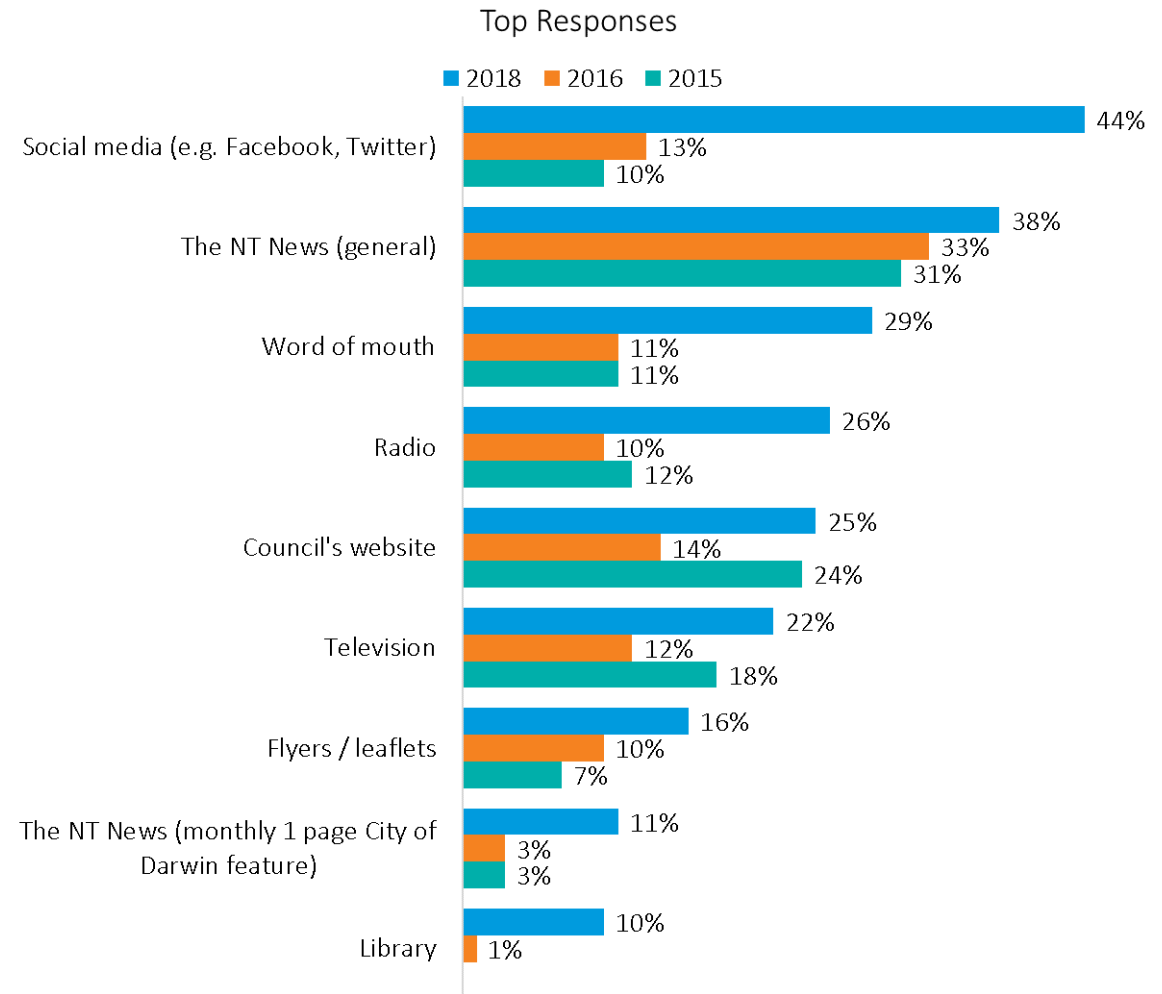
When all respondents were asked how they source information about Council matters, social media was identified as the top response (44%, ↑ from 13% in 2016). This was a dramatic increase in social media usage for residents, compared to previous years.

While other sources of information used to find out about Council information / matters included:

- The NT news (38%, ↑ from 33% in 2016),
- Word of mouth (29%, ↑ from 11% in 2016),
- Radio (26%, ↑ from 10% in 2016), and
- Council website (25%, ↑ from 14% in 2016).

Respondents aged under 40 (61%), in particular those aged 25 to 30 (70%) and 36 to 40 (59%) had a higher incidence of indicating they source information via social media.

Those who have lived in Darwin for less than 10 years (64%), those who are employed (49%) and those with a gross household income of \$60,000 to \$99,999 per annum (54%) were also more likely to source information via social media.



Preferred Sources of Information about Council Matters



When asked where they would like to find out about Council information, social media (48%, ↑ from 20% in 2016) emerged as the preferred source.

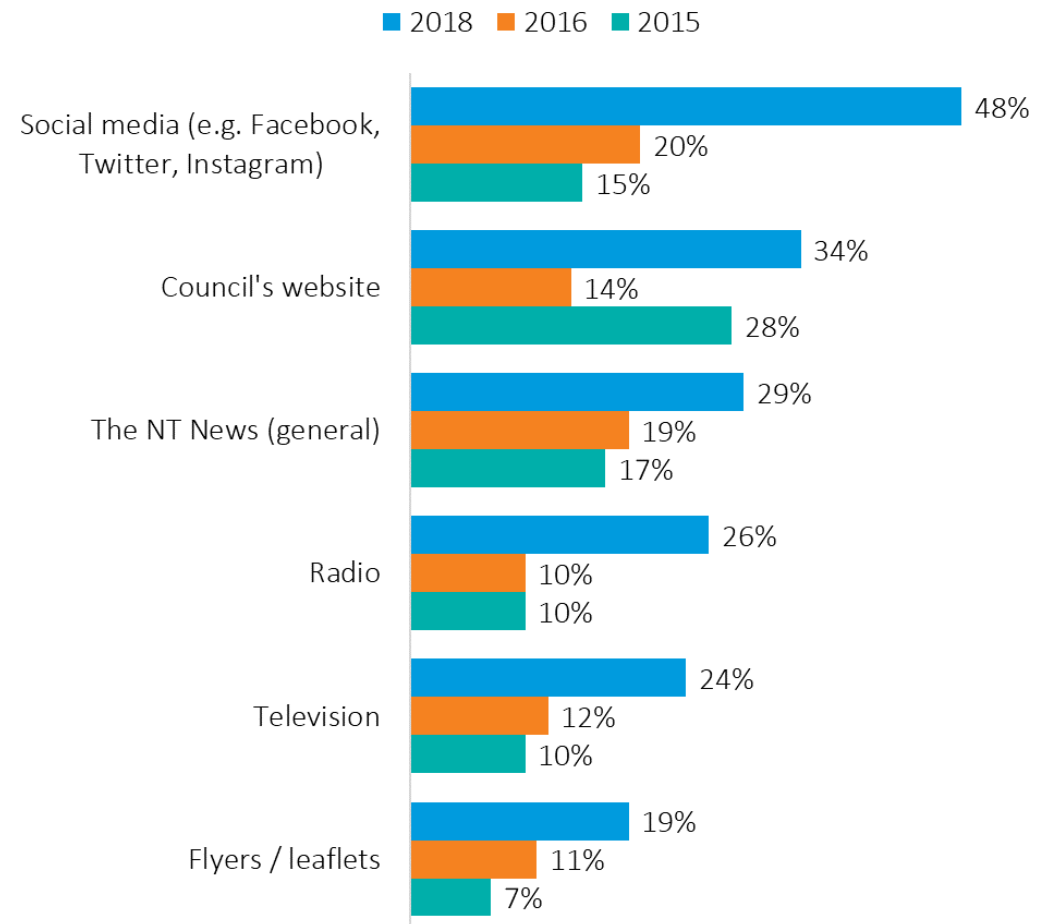
While other preferred sources of information included:

- Council's website (34%, ↑ from 14% in 2016),
- The NT News – general (29%, ↑ from 19% in 2016),
- Radio (26%, ↑ from 10% in 2016), and
- Television (24%, ↑ from 12% in 2016).

Respondents aged under 40 had a higher incidence of indicating they would prefer to find out about Council information via social media (66%), radio (32%) and television (30%).

Those aged 40 plus (23%), in particular those aged 65 plus (30%) were more likely to prefer flyers and leaflets compared to those aged under 40 (15%).

Top Responses



Council news and Information via Social Media Sites



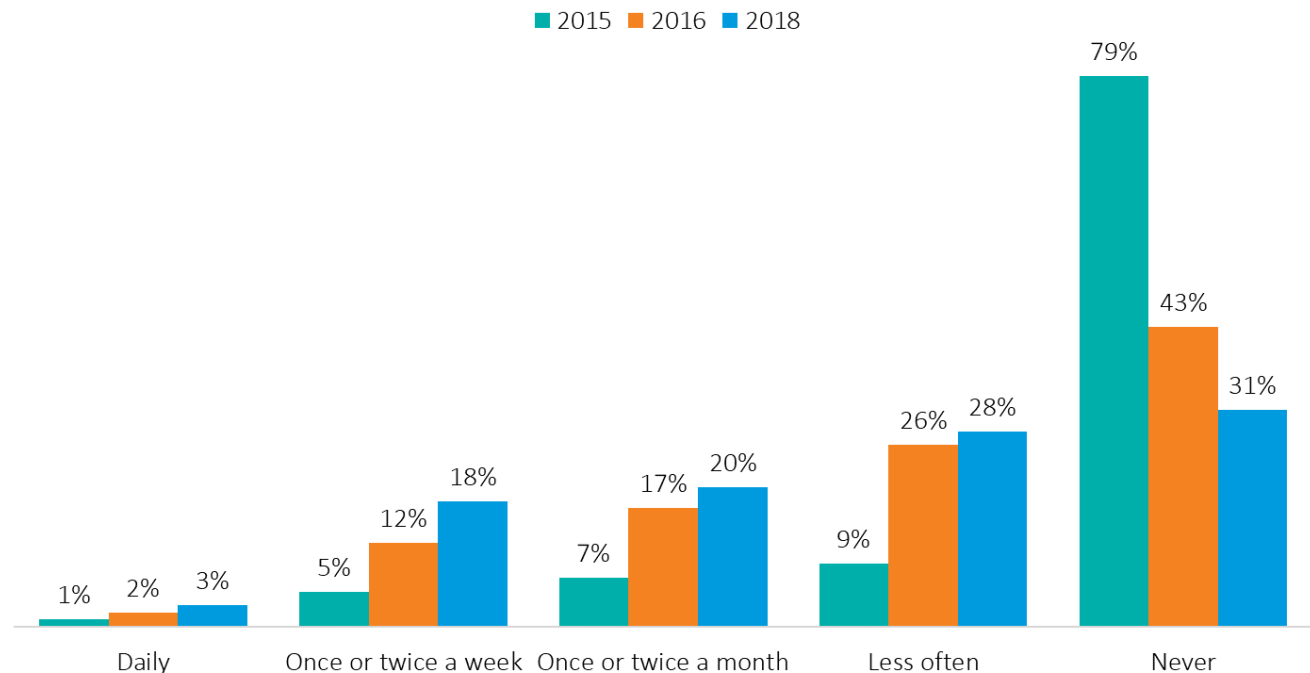
When respondents were asked how frequently they view or monitor Council news and information via social media sites, approximately two thirds (69%, ↑ from 57% in 2016) indicated they view or monitor Council news via social media, while 31% (↓ from 43% in 2016) stated did not.

This is showing a trending increase among residents actually viewing and monitoring Council news and information via social media sites.

Residents aged under 40 (24%) and those who have lived in Darwin for less than 10 years (26%) were more likely to indicate they view Council news and information via social media once or twice a week.

Those aged under 40 (24%) were also more likely to view information once or twice a month.

Respondents aged 40 plus (40%), in particular those aged 65 plus (61%) had a higher incidence of indicating they have never viewed Council news and information via social media.



Satisfaction with the Level of Communication from the City of Darwin

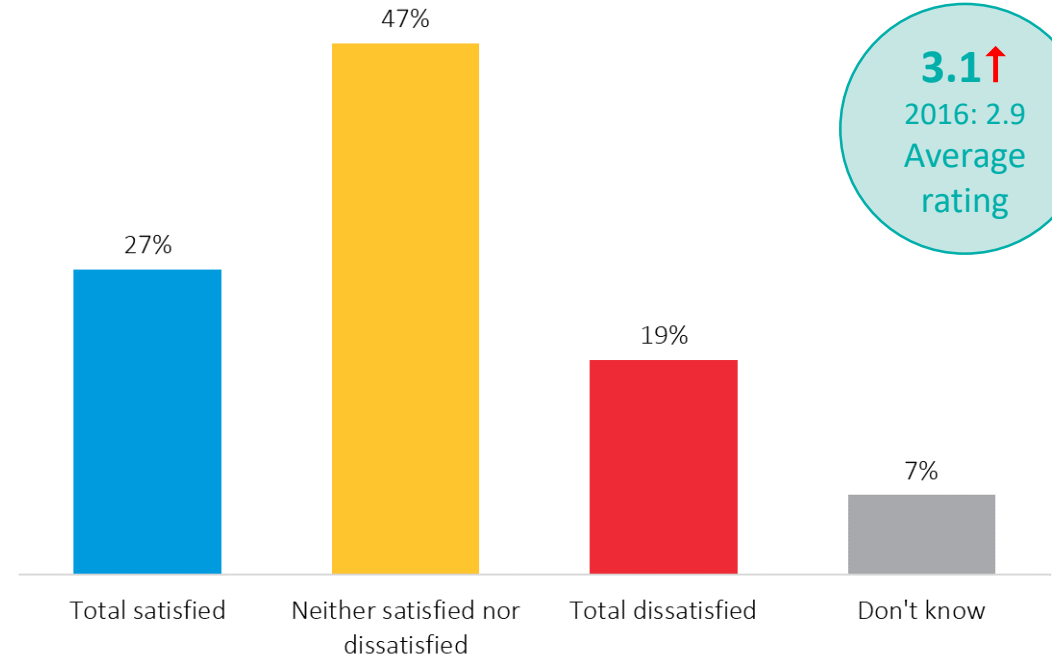


More than a quarter (27%, ↑ from 25% in 2016) indicated they were satisfied with the level of communication from the City of Darwin, however dissatisfaction with communication decreased by 10 percentage points (19%, 2018 : 29%, 2016).

This is a positive shift and shows respondents have moved to being either satisfied or neither satisfied nor dissatisfied.

A moderate average rating of 3.1 (↑ from 2.9 in 2016) was recorded.

3.1↑
2016: 2.9
Average rating



Very satisfied 5% Quite satisfied 22% Quite dissatisfied 13% Very dissatisfied 6%

	Total satisfied	Neither satisfied nor dissatisfied	Total dissatisfied	Don't know	Mean score
2018	27%	47%	19%	7%	3.1
2016	25%	40%	29%	6%	2.9

Respondents aged 40 plus (33%), in particular those aged 41 to 54 (35%) were more likely to indicate they are satisfied with the level of communication from the City of Darwin.

Residents who have lived in Darwin for more than 10 years however, were more likely to be dissatisfied (24%).

Improvements with Communication



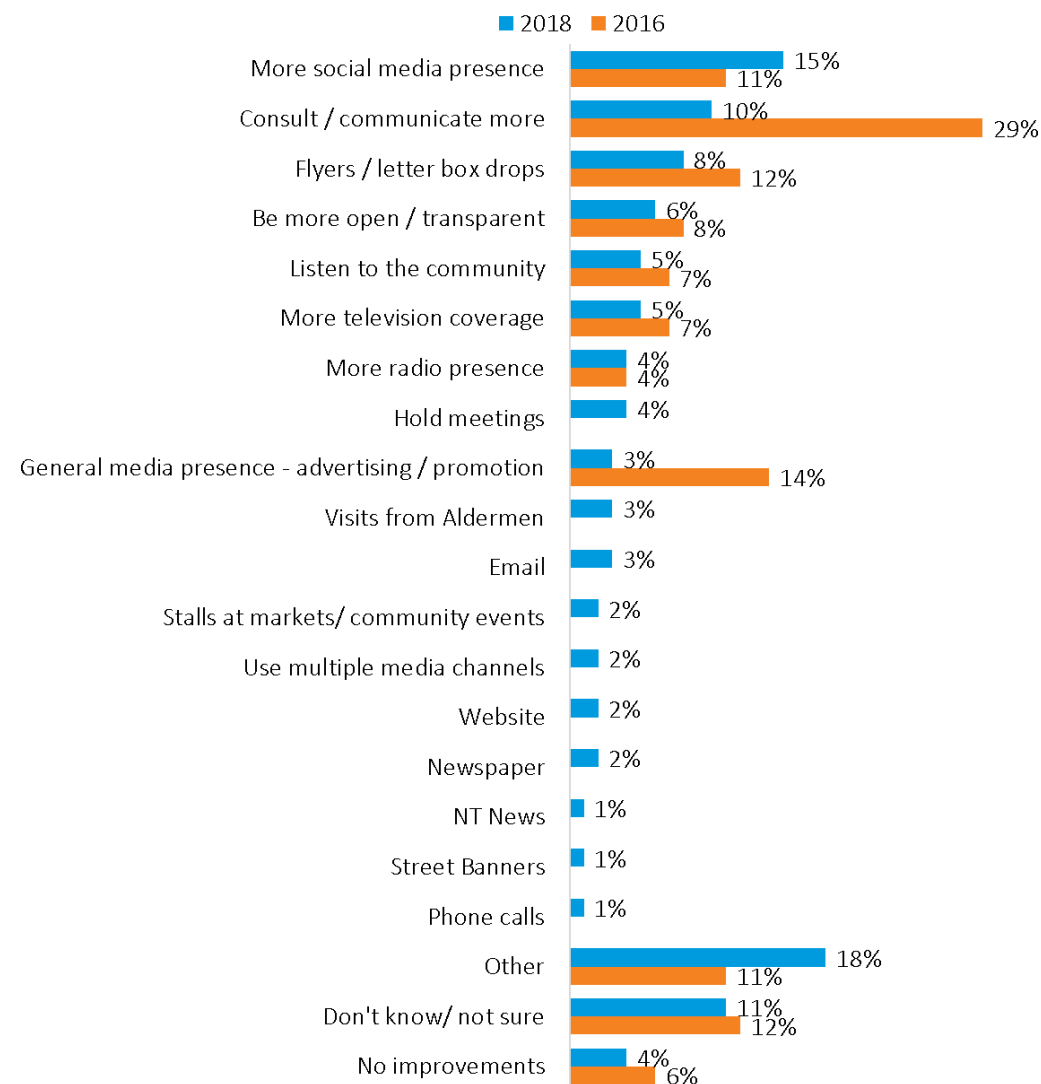
Residents were asked how they feel the City of Darwin can improve communication with the community. It is apparent that the Council has already made good progress in this area from 2016.

While 1 in 10 (10%) still believe improvements could be made in the area of consultation and communication this is well below the 29% recorded in 2016.

More social media presence also emerged as a top area for improvement (15%, ↑ from 11% in 2016). This area is an opportunity to improve community with residents.

While the following are still considered to be areas of improvement, they have all reduced from 2016:

- More newsletters / flyers / letter box drops (8%, ↓ from 12% in 2016),
- Be more open / honest / transparent (6%, ↓ from 8% in 2016),
- Listen to the community (5%, ↓ from 7% in 2016), and
- More television coverage (5%, ↓ from 7% in 2016).



Level of Satisfaction with Aspects of the Contact (cont.)



Moderate to mixed levels of satisfaction were recorded when respondents were asked to rate their satisfaction with a variety of statements relating to the contact they had with Council.

Low (1,2)	Moderate (3)	High (4,5)	Don't know	Mean score	Commentary
				3.5 ↑3.4	<p>Overall how satisfied are you with the quality of service that Council provided to you</p> <p>Very satisfied: 15% Quite satisfied: 27% Quite dissatisfied: 7% Very dissatisfied: 6%</p> <p>Just over two in five (42%, ↔ from 42% in 2016) indicated they were satisfied with the overall quality of service Council provided, recording a moderate level of satisfaction of 3.5. Respondents who were neither satisfied nor dissatisfied in 2016 have made a positive shift to becoming quite satisfied in 2018. Females (19%), those aged 40 plus (20%), in particular those aged 65 plus (27%) and those who are not employed (23%) were more likely to indicate they were very satisfied.</p>
				3.6 ↓3.7	<p>The knowledge of the person you dealt with in relation to your reason for making contact</p> <p>Very satisfied: 18% Quite satisfied: 23% Quite dissatisfied: 7% Very dissatisfied: 5%</p> <p>Just over two in five (41%, ↓ from 46% in 2016) respondents indicated they were satisfied with the knowledge of the person they dealt with, recording a moderate satisfaction rating of 3.6. Those who were quite dissatisfied in 2016 have moved over to being either quite satisfied or neither satisfied nor dissatisfied. Females (22%) and those aged 65 plus (30%) were more likely to indicate they were very satisfied.</p>
				3.6 ↔3.6	<p>The ease with which you were put in touch with the right person to assist you</p> <p>Very satisfied: 18% Quite satisfied: 22% Quite dissatisfied: 7% Very dissatisfied: 5%</p> <p>Two in five (40%, ↔ from 45% in 2016) indicated they were satisfied with this statement, recording a moderate level of satisfaction score of 3.6. Those aged 65 plus (37%) and those who are not employed (29%) were more likely to indicate they were very satisfied.</p>

Key: ↑ increasing trend; ↓ decreasing trend; ↔ flat;

23. Now thinking about any contact that you have had with Council, could you please rate how satisfied you were with how that contact was handled.

BASE: All respondents (n=699)

Level of Satisfaction with Aspects of the Contact (cont.)

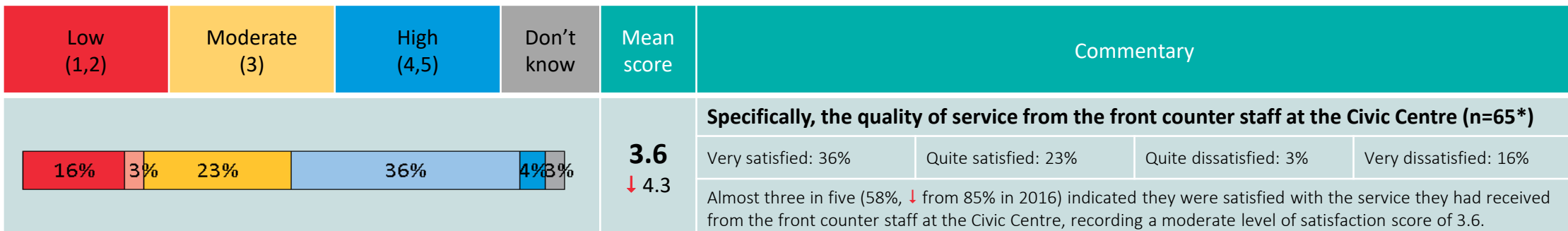
Low (1,2)	Moderate (3)	High (4,5)	Don't know	Mean score	Commentary
				3.5	<p>The ease of the process you were asked to follow to address your enquiry</p> <p>Very satisfied: 16% Quite satisfied: 23% Quite dissatisfied: 6% Very dissatisfied: 6%</p> <p>Approximately two in five (39%) residents indicated they were satisfied with this statement, recording a moderate satisfaction rating of 3.5. Those aged 65 plus (28%) and those who are not employed (25%) were more likely to indicate they were very satisfied.</p>
				3.5 ↔ 3.5	<p>The enthusiasm and interest shown to you by Council staff</p> <p>Very satisfied: 18% Quite satisfied: 20% Quite dissatisfied: 7% Very dissatisfied: 7%</p> <p>Just under two in five (38%, ↓ from 42% in 2016) respondents indicated they were satisfied with the enthusiasm and interest shown by the Council staff, recording a moderate level of satisfaction of 3.5. Those aged 65 plus (26%) and those who are not employed (26%) were more likely to indicate they were very satisfied.</p>
				3.0 ↑ 2.7	<p>Your ability to contact Council for emergency events after hours</p> <p>Very satisfied: 4% Quite satisfied: 7% Quite dissatisfied: 5% Very dissatisfied: 6%</p> <p>Approximately one in ten (11%, ↑ from 8% in 2016) indicated they were satisfied with their ability to contact Council for emergency events after hours, recording a mixed satisfaction rating of 3.0. A shift from respondents being neither satisfied nor dissatisfied in 2016 to being quite satisfied in 2018 has been recorded.</p>

Key: ↑ increasing trend; ↓ decreasing trend; ↔ flat;

Level of Satisfaction with Aspects of the Contact



A mixed level of satisfaction was recorded (3.6, ↓ from 4.3 in 2016) when those who had been to the Civic Centre in person (n=65) were asked to rate their level of satisfaction, specifically with the quality of service they received from front counter staff in the Civic Centre.



Key: ↑ increasing trend; ↓ decreasing trend; ↔ flat
* Small sample size

*BASE: Specifically, the quality of service from the front counter staff at the Civic Centre (n=65)

COMMUNITY SAFETY AND KEY ISSUES



Perceptions of Safety in their Local Area in the Day time and at Night

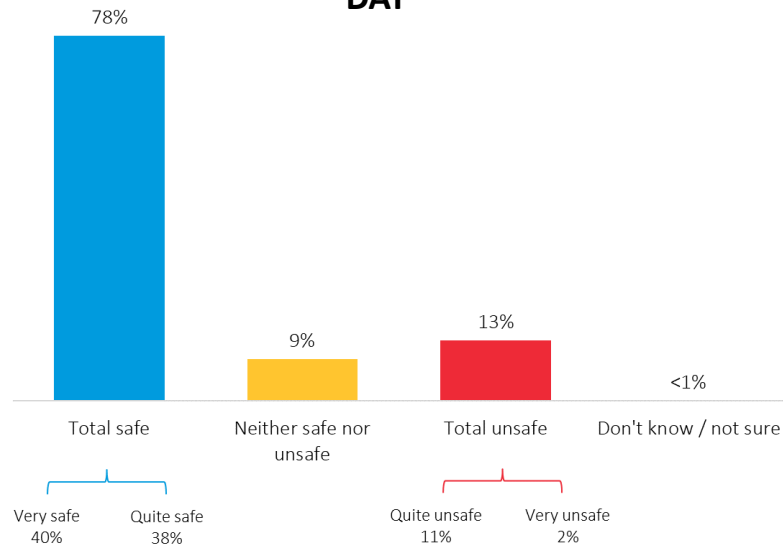


When residents were asked if they felt safe in their local area during the day time and at night, approximately four in five (78%, ↓ from 86% in 2016) indicated they feel safe during the day, while 43% (↓ from 48% in 2016) indicated they feel safe during the night.

There appears to be trend that residents have been feeling less safe in their local area since 2015.

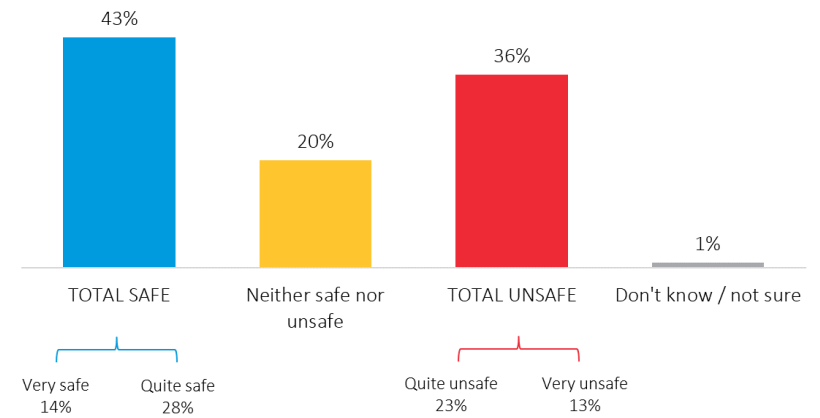
Males (48%), those aged 40 plus (48%) and those who are not employed (51%) were more likely to indicate they feel safe in their local area at the night.

DAY



	Total safe	Neither	Total unsafe	Don't know	Mean score
2018	78%	9%	13%	0%	4.0
2016	86%	6%	7%	0%	4.3
2015	88%	6%	6%	0%	4.3

NIGHT



	Total safe	Neither	Total unsafe	Don't know	Mean score
2018	43%	20%	36%	1%	3.1
2016	48%	23%	28%	1%	3.3
2015	59%	16%	25%	0%	3.5

Safety in the City Of Darwin



When residents were asked if there were any particular areas or situations in the City of Darwin where they felt unsafe, bus interchange / buses (45%, ↑ from 4% in 2016) was identified as the main area that residents felt unsafe.

Other areas / situations included:

- Mitchell Street (31%, ↑ from 15% in 2016),
- Parks (31%, ↑ from 11% in 2016),
- The City Centre (26%, ↑ from 15% in 2016), and
- Walkways (22%, ↑ from 3% in 2016).

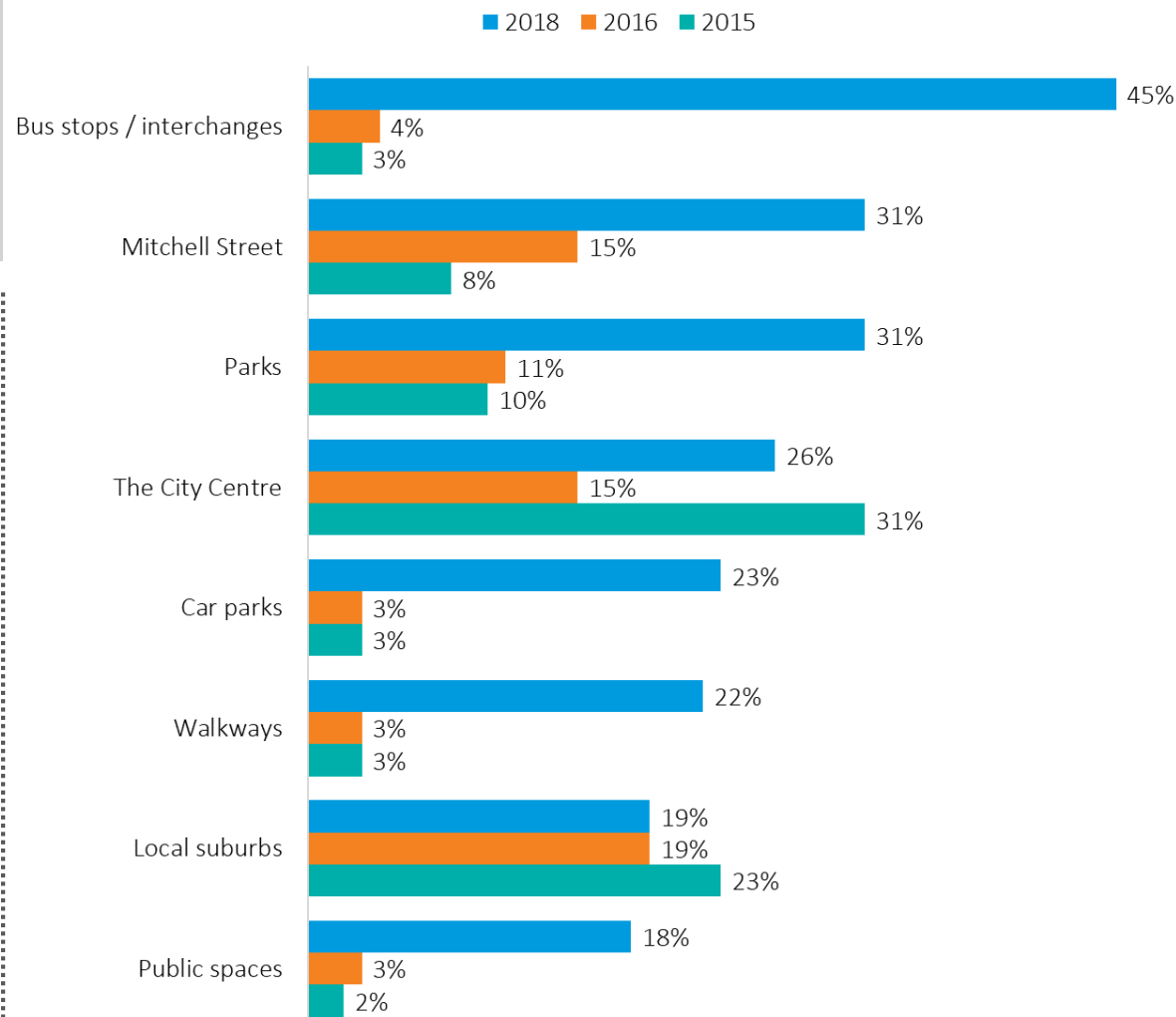
Females (51%), those aged under 40 (58%), those who have lived in Darwin for less than 10 years (54%) and those who are employed (49%) were more likely to indicate they feel unsafe at bus stops / interchanges.

Those aged under 40 (41%) and those who are employed (35%) were also likely to feel unsafe at parks.

Respondents who are employed were also likely to feel unsafe in The City Centre (29%).

Females (29%), those aged under 40 (32%), those who have lived in Darwin for less than 10 years (29%) were also more likely to indicate they feel unsafe in car parks.

Top Responses



Council Priorities



Those surveyed were then read a list of options and asked to identify the top three priorities for the City of Darwin.

The top 3 priorities are unchanged from 2016:

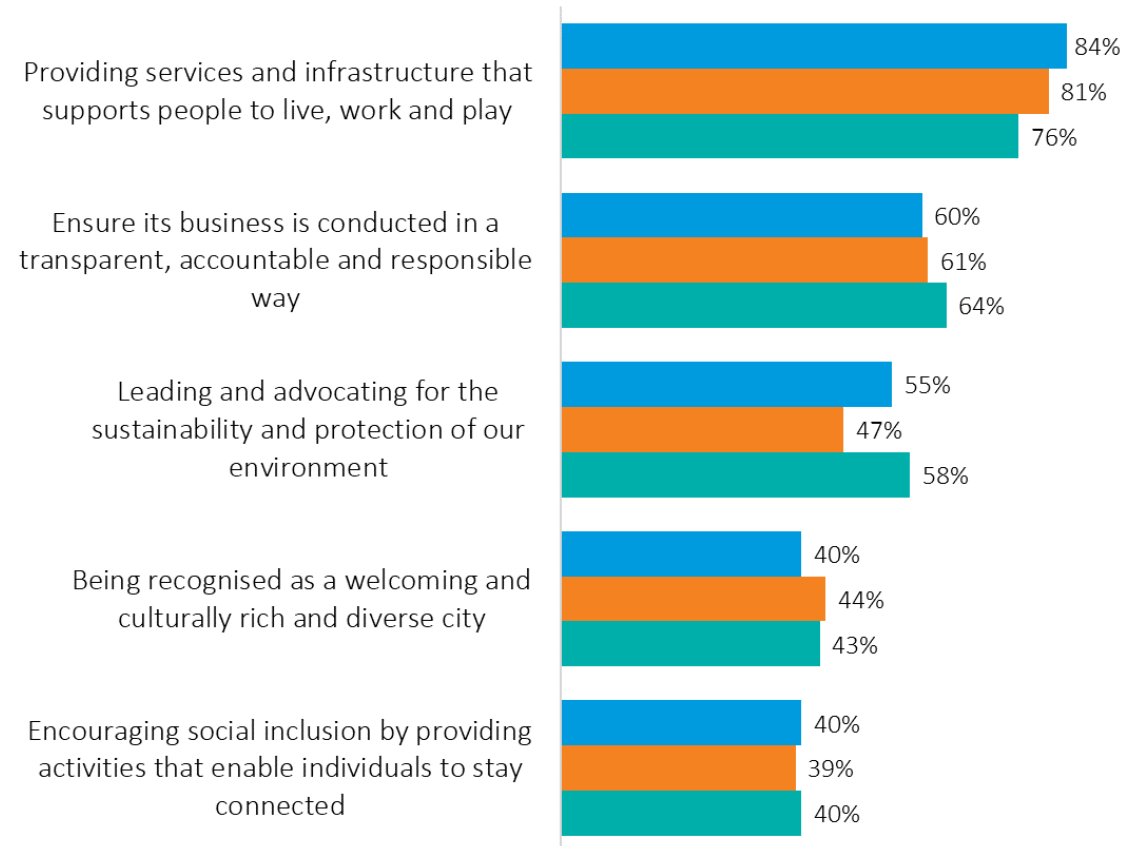
- Providing services and infrastructure that supports people to live, work and play (84%, ↑ from 81% in 2016),
- Ensure its business is conducted in a transparent, accountable, responsible way (60%, ↓ from 61% in 2016), and
- Leading and advocating for the sustainability and protection of our environment (55%, ↑ from 47% in 2016).

Respondents with a gross household income of \$140,000 plus per annum (91%) had a higher incidence of identifying providing services and infrastructure that supports people to live, work and play.

While, males (66%), those aged 40 plus (65%), in particular those aged 55 to 64 (71%) and those who have lived in Darwin for more than 10 years (65%) were more likely to mention ensure its business is conducted in a transparent, accountable, responsible way.

Females (62%) however, were more likely to identify leading and advocating for the sustainability and protection of our environment.

■ 2018 ■ 2016 ■ 2015



Level of Agreement with Councils Future Plans, Vision and Goals



Mixed levels of satisfaction were recorded when residents were asked to rate their agreement with two statements relating to the City.

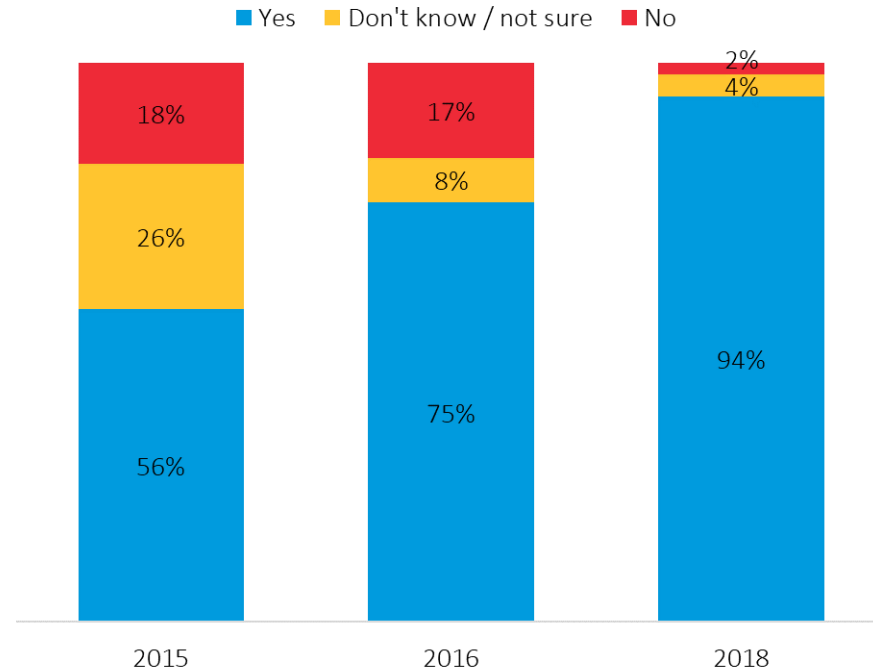
Low (1,2)	Moderate (3)	High (4,5)	Don't know	Mean score	Commentary
				2.6 ↑ 2.4	<p>Council's vision and goals for the City are clearly communicated to residents</p> <p>Strongly agree: 4% Agree: 14% Disagree: 27% Strongly disagree: 18%</p> <p>Almost one in five (18%, ↑ from 14% in 2016) agreed the Council's vision and goals for the City are clearly communicated to residents, recording a mixed level of agreement of 2.6. An increase in satisfaction has been recorded in being both very satisfied and quite satisfied (an increase of 3 and 1 percentage points respectively). Respondents with a gross household income of under \$59,999 per annum (29%) were more likely to strongly disagree with this statement.</p>
				2.6 ↑ 2.5	<p>I am satisfied with how the City of Darwin plans for the future of the City</p> <p>Strongly agree: 3% Agree: 13% Disagree: 22% Strongly disagree: 14%</p> <p>Just under one in five (17%, ↔ from 17% in 2016) respondents agreed that they are satisfied with how the City of Darwin plans for the future of the City, recording a mixed agreement rating of 2.6. Respondents have shifted from being dissatisfied to neither satisfied nor dissatisfied. Those aged 65 plus (23%), those who have lived in Darwin for more than 10 years (17%) and those with a gross household income of under \$59,999 per annum (22%) were more likely to strongly disagree with this statement.</p>

Key: ↑ increasing trend; ↓ decreasing trend; ↔ flat;

Service Improvements



When residents were asked if there are ways in which the City of Darwin could improve its services to residents, 94% (↑ from 75% in 2016) indicated there were improvements that could be made.



	2015	2016	Trend over previous survey	2018	Trend over 3 surveys
Yes	56%	75%	↑	94%	↗
Don't know / not sure	26%	8%	↓	4%	↘
No	18%	17%	↓	2%	↘

Key: ↗ increasing trend; ↘ decreasing trend; ↔ flat;
↗↘ increased over earlier years, now decreasing ↘↗ decreased over earlier years, now increasing

Service Improvements (cont.)



Among those who indicated that services could be improved, a variety of responses were recorded with reducing the costs for parking and getting rid of parking meters being the top response (9%, ↑ from 6% in 2016).

While the following two areas require improvement in the minds of residents, it is apparent that Council has already made improvements in these areas.

- Communicate better with public (8%, ↓ from 29% in 2016),
- Be open, honest, accountable and transparent (8%, ↓ from 16% in 2016).

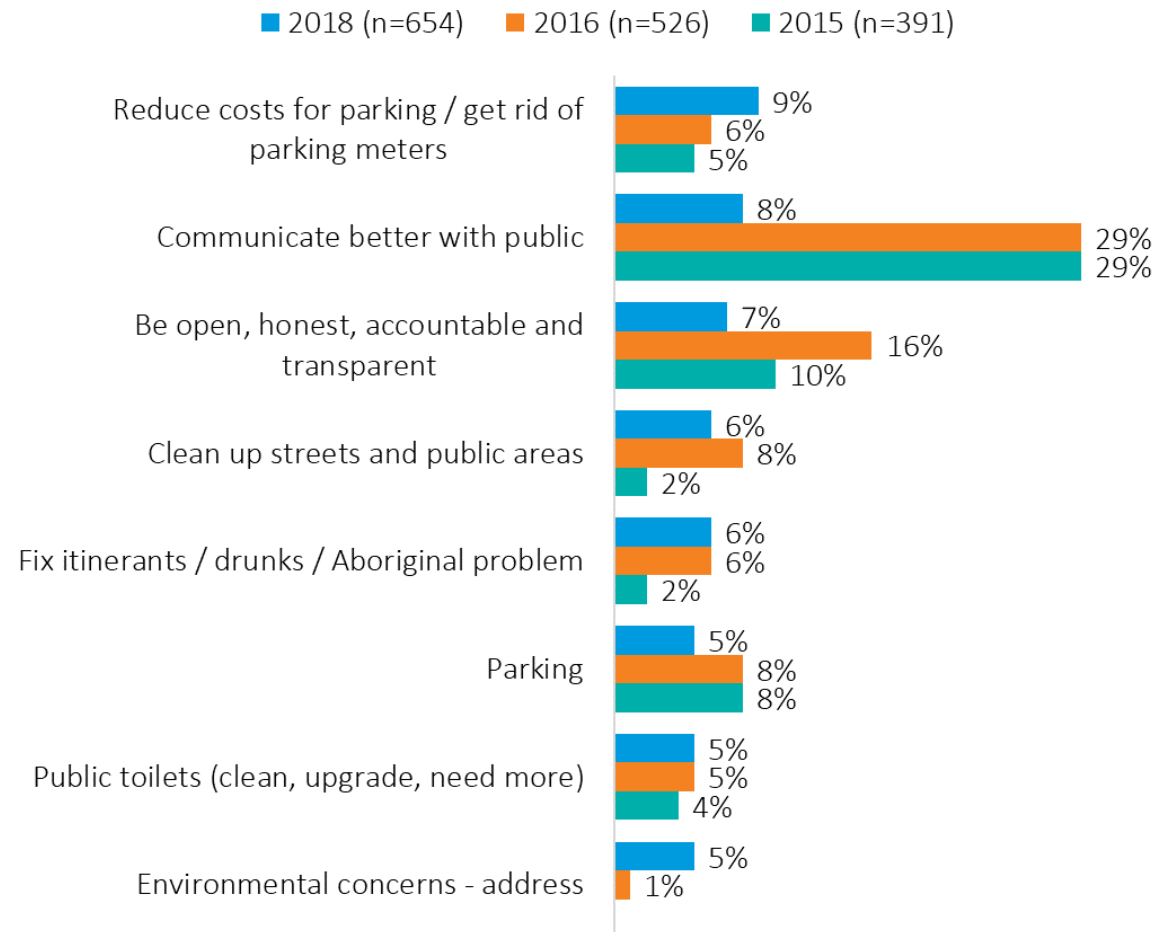
Other improvements residents would like to see included:

- Clean up streets and public areas (6%, ↓ from 8% in 2016), and
- Fixing itinerant / drunks / Aboriginal problem (6%, ↔ from 6% in 2016).

Respondents aged under 40 (13%), in particular those aged 25 to 30 (20%) and those with a gross household income of \$60,000 to \$99,999 per annum (14%) were more likely to name reducing the costs for parking and getting rid of parking meters.

Those aged 40 plus (12%), in particular those aged 55 to 64 (14%) and those who have lived in Darwin for more than 10 years (10%) more likely to mention communicating better with the public.

Top Responses



Key Issues



Crime and anti-social behaviour (24%, ↑ from 20% in 2016) and itinerants (24%, ↑ from 8% in 2016) were equally identified as the top issues respondents considered to be currently affecting the lives of Darwin residents.

While the following two issues appear to have improved since 2016:

- Cost of living (19%, ↓ from 26% in 2016), and
- Safety (10%, ↓ from 15% in 2016).

Public intoxication (12%, ↑ from 10% in 2016), however, has increased slightly as a key issue.

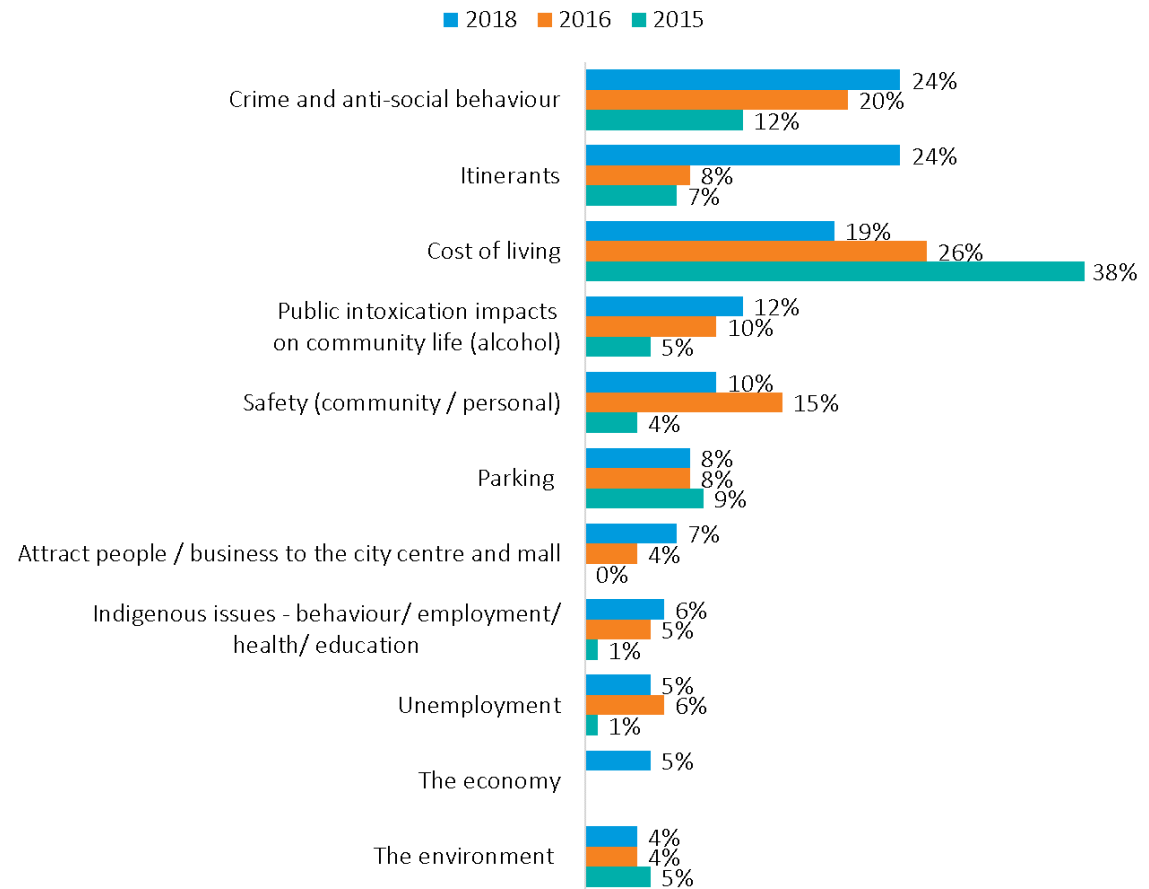
Respondents aged 31 to 35 (35%) were more likely to mention crime and anti-social behaviour, while respondents aged 65 plus (26%) were more likely to mention cost of living.

Residents who are employed (26%) and those with a gross household income of \$140,000 plus per annum (33%) had a higher incidence of identifying itinerants.

Those who are not employed (17%) however, were more likely to mention that public intoxication.

Females (13%) and those with a gross household income of \$140,000 plus per annum (15%) were more likely to mention safety (community / personal) is a key issue.

Top Responses



Responsibility for the Key Issues Affecting Darwin's Residents

Seven in ten respondents believed the City of Darwin (72%, ↑ from 60% in 2016) was responsible for key issues affecting Darwin residents.

There also appears to have been a large shift with 72% (↑ from 48% in 2016) indicating that the Northern Territory Government is responsible



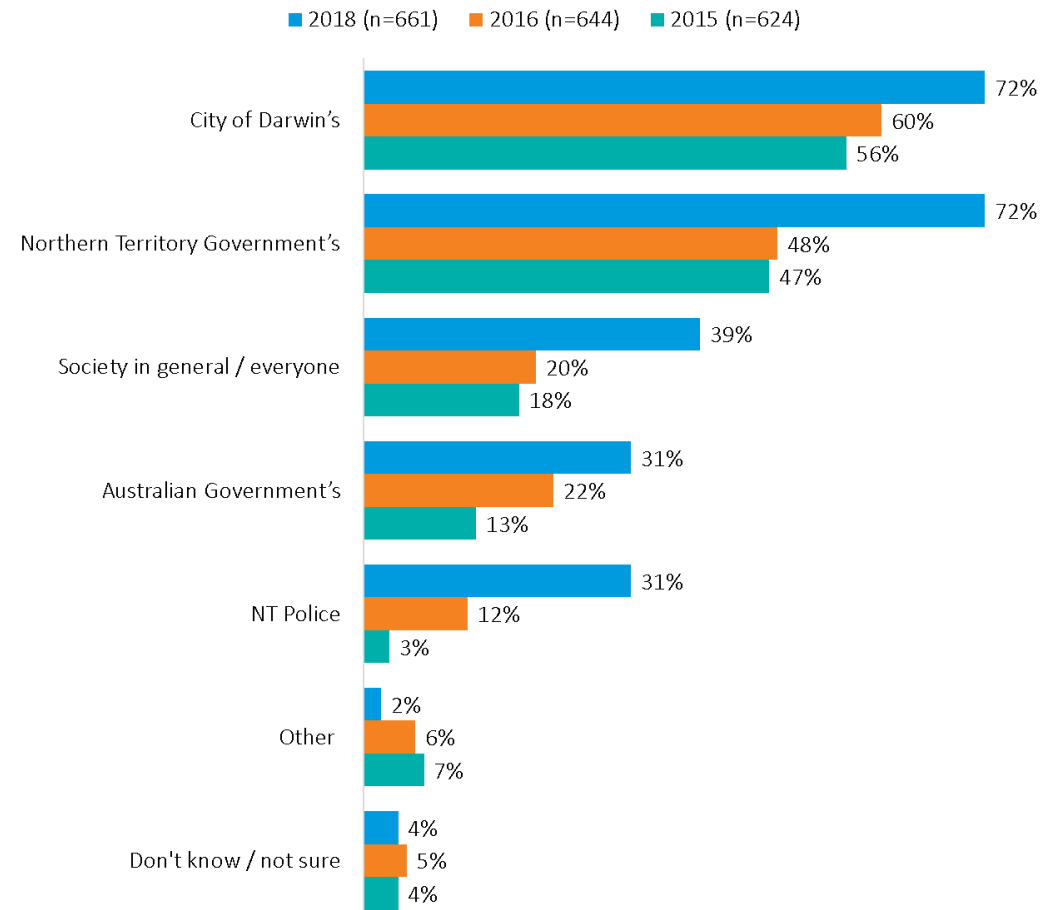
While other named:

- Society in general / everyone (39%, ↑ from 20% in 2016),
- Australian Government (31%, ↑ from 22% in 2016), and
- NT Police (31%, ↑ from 12% in 2016).

Those aged under 40 were more likely than those over 40 to mention all responses.

- City of Darwin (77%),
- Northern Territory Government (81%),
- Society in general / everyone's (44%),
- Australian Government (36%), and
- NT Police (40%).

Those aged 31 to 35 were also likely to mention City of Darwin (85%), Northern Territory Government (85%) and NT Police (48%).



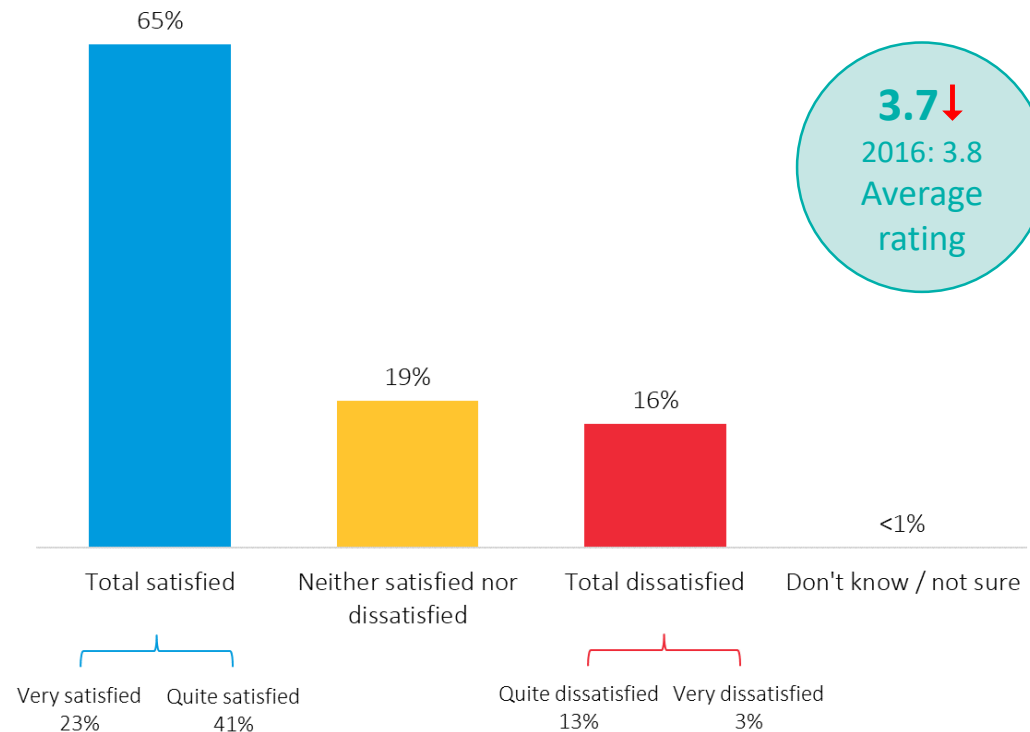
Quality of Life



Over the past 3 years you can see a slight shift in how respondents feel about their quality of life from satisfied to neither satisfied or dissatisfied.

While overall satisfaction has decreased, 5 percentage points (65%, ↓ from 70% in 2016) this means two thirds are satisfied with their quality of life in Darwin.

Females (69%), those aged 40 plus (69%), in particular those aged 65 plus (81%) and those who are not employed (72%) had a higher incidence of indicating they are satisfied with the quality of life in Darwin.



3.7 ↓
2016: 3.8
Average rating

	2015	2016	Trend over previous survey	2018	Trend over 3 surveys
Total satisfied	73%	70%	↓	65%	↘
Neither satisfied nor dissatisfied	13%	17%	↑	19%	↗
Total dissatisfied	14%	12%	↑	16%	↘↗

Key: ↗ increasing trend; ↘ decreasing trend; ↔ flat;
↗↘ increased over earlier years, now decreasing ↘↗ decreased over earlier years, now increasing

Key Environmental Issues



When respondents were asked what they thought were the key environmental issues currently impacting on residents in the City of Darwin, itinerants / homeless / long grass people (54%) emerged as the top response.

Other key environmental issues identified included:

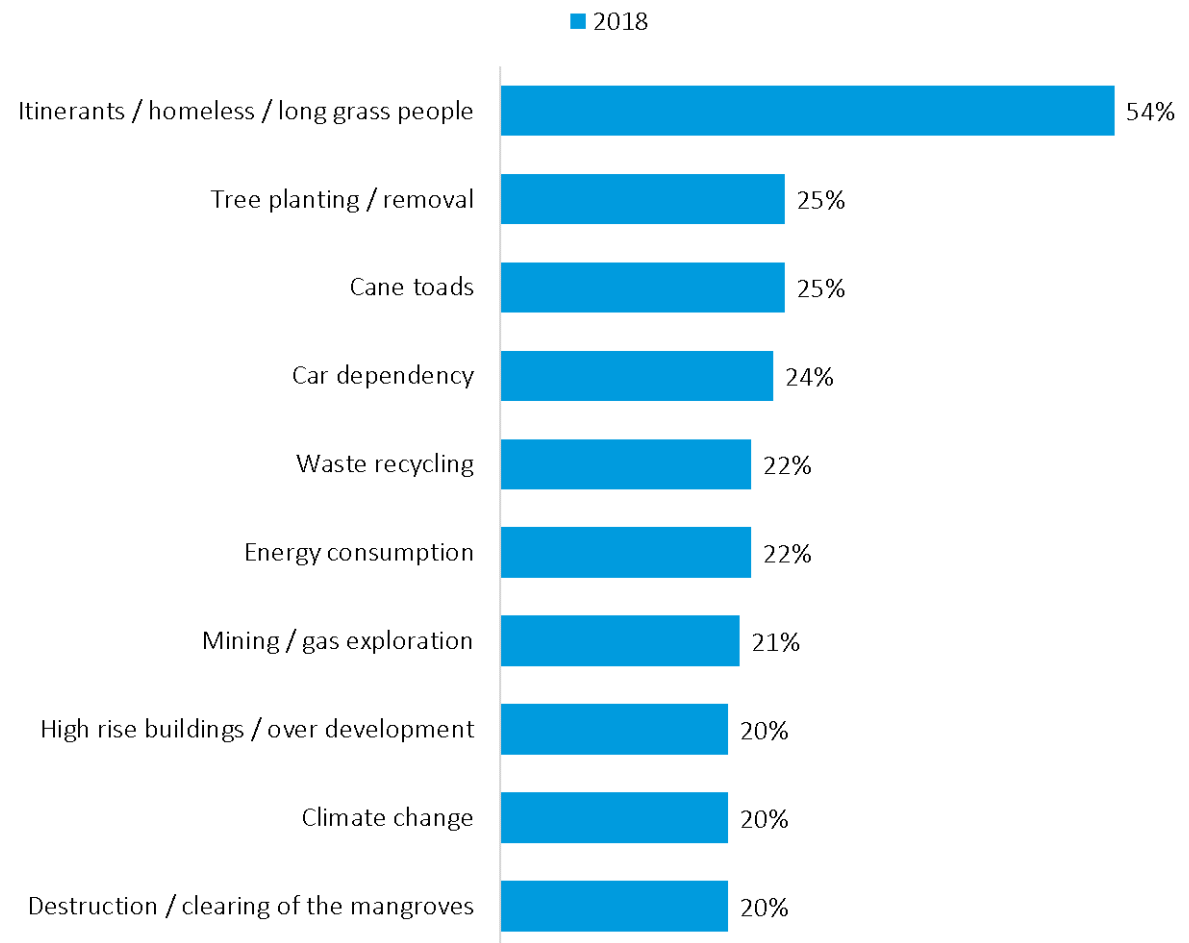
- Tree planting / removal (25%),
- Cane toads (25%), and
- Car dependency (24%).

Respondents aged under 40 (63%), in particular those aged 31 to 35 (75%), those who have lived in Darwin for less than 10 years (61%) and those with a gross household income of \$60,000 to \$99,999 per annum (62%) had a higher incidence of mentioning itinerants / homeless / long grass people.

Those aged under 40 (32%) and those who have lived in Darwin for less than 10 years (34%) were also likely to mention cane toads.

Car dependency was also likely to be mentioned by those aged under 40 (32%) and those who have lived in Darwin for less than 10 years (32%).

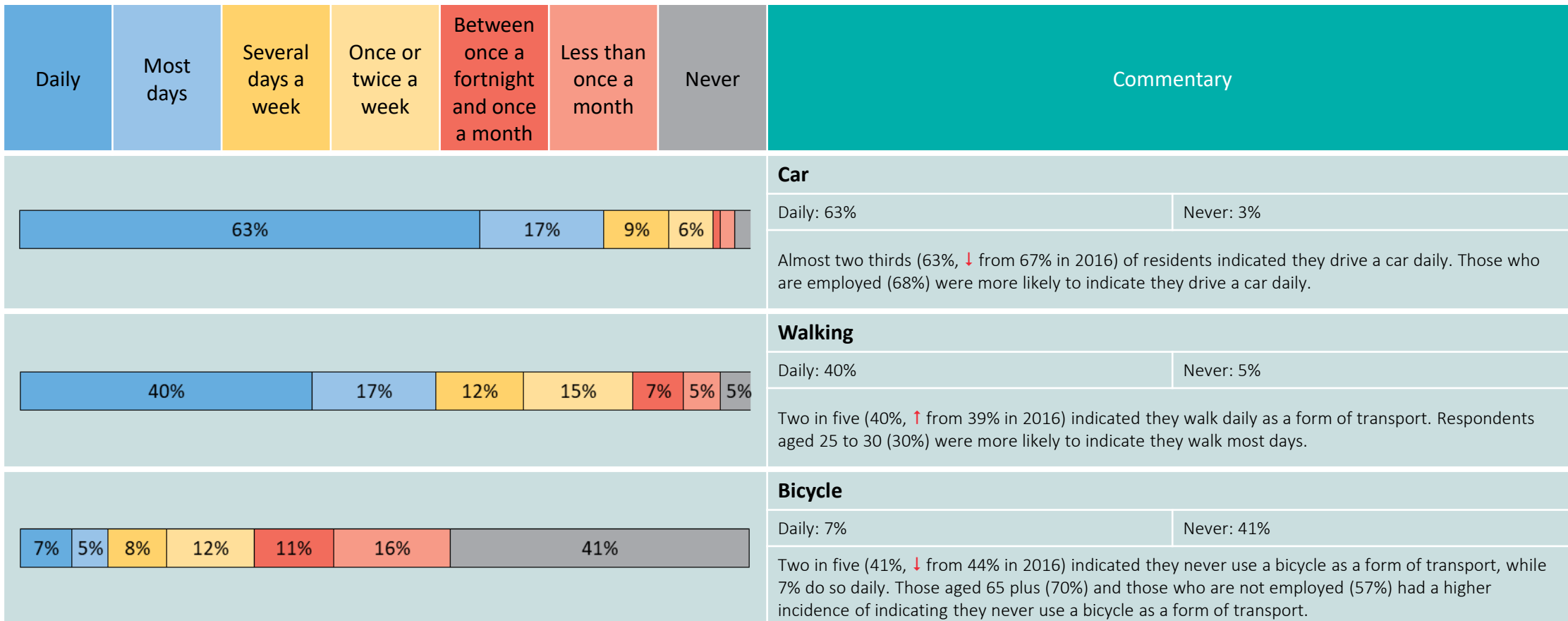
Top Responses



Transport



All respondents were asked how often they used a car, public transport, bicycle, motorbike, taxi, walking and car-pooling as forms of transport.



Key: ↑ increasing trend; ↓ decreasing trend; ↔ flat;

Transport (cont.)

Daily	Most days	Several days a week	Once or twice a week	Between once a fortnight and once a month	Less than once a month	Never	Commentary
							<p>Public transport</p> <p>Daily: 4% Never: 57%</p> <p>More than half (57%, ↓ from 58% in 2016) indicated they never use public transport as a form of transport. Those who are employed (60%) and those with a gross household income of \$100,000 to \$139,999 per annum (71%) were more likely to indicate they never use public transport.</p>
							<p>Car pooling</p> <p>Daily: 2% Never: 58%</p> <p>Almost three in five (58%, ↓ from 64% in 2016) stated they never car pool as a form of transport. Respondents aged over 40 (75%) and those who are not employed (69%) had a higher incidence of indicating they never car pool.</p>
							<p>Motor bike</p> <p>Daily: 2% Never: 86%</p> <p>More than four in five (86%, ↓ from 88% in 2016) indicated they never use a motorbike as a form of transport. Females (94%) and those aged 65 plus (95%) were more likely to indicate they never use a motorbike.</p>
							<p>Taxi</p> <p>Daily: 1% Never: 25%</p> <p>More than half (56%, ↑ from 52% in 2016) stated they use a taxi less than once a month. Those who have lived in Darwin for less than 10 years (61%) were more likely to indicate they use a taxi less than once a month.</p>

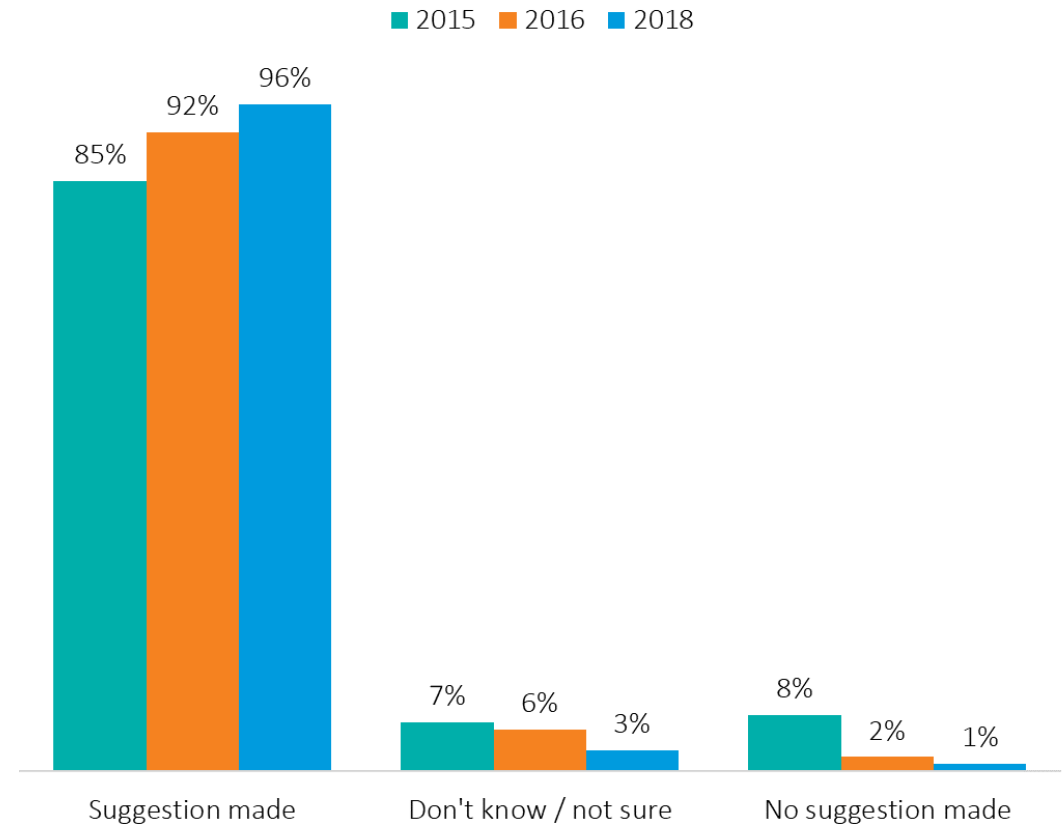
Key: ↑ increasing trend; ↓ decreasing trend; ↔ flat;

Suggestions



When residents were asked if they had one suggestion about what the City of Darwin should be focusing on in the future, most (96%, ↑ from 92% in 2016) made a suggestion.

Respondents aged under 40 (98%), those who are employed (97%) and those with a gross household income of \$60,000 to \$99,999 per annum (99%) had a higher incidence of making a suggestion.



Suggestion Made



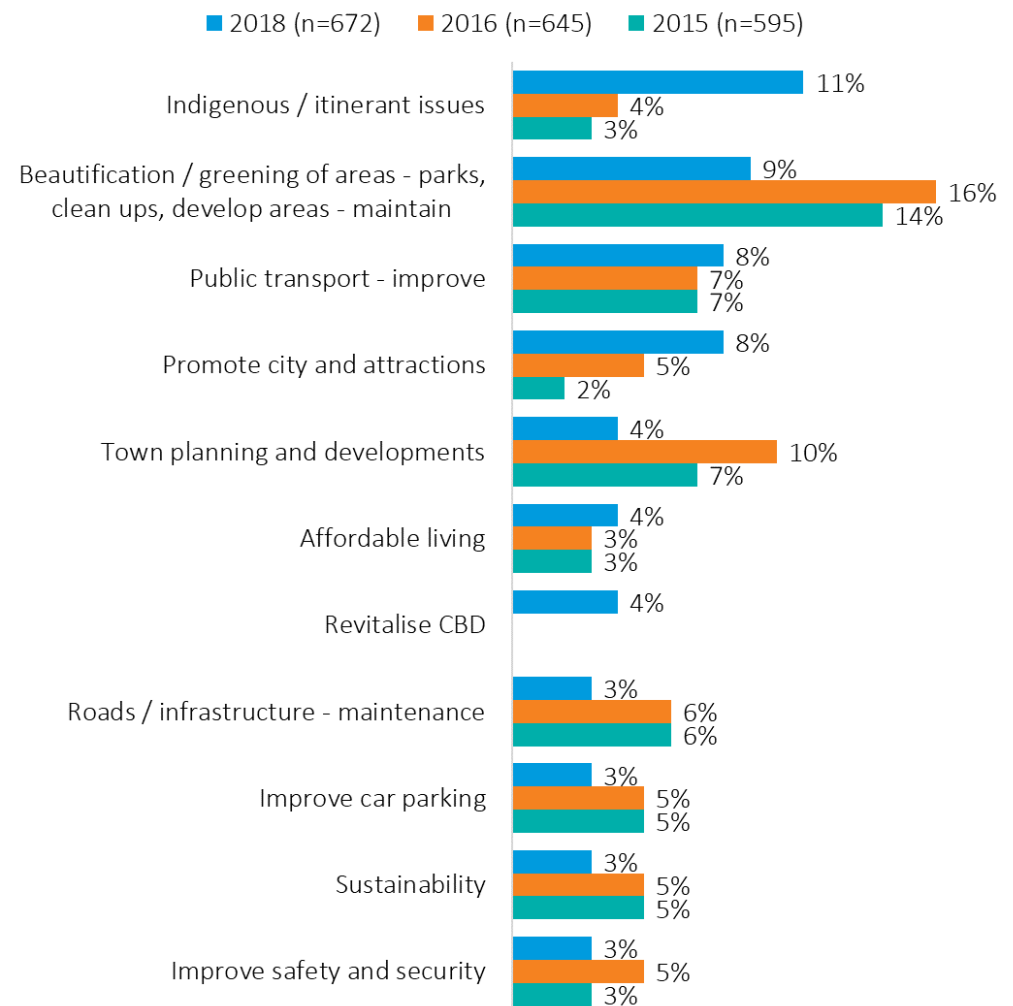
There were many varied suggestions about what the City of Darwin should be focussing on in the future, however there were no clear stand out areas.

Of the 92% of residents who made a suggestion, indigenous / itinerant issues (11%, ↑ from 4% in 2016) emerged as the top response, named by 1 in 10 respondents.

Other suggestions included:

- Beautification / greening of areas – parks, clean ups, develop areas – maintain (9%, ↓ from 16% in 2016),
- Public transport – improve (8%, ↑ from 7% in 2016), and
- Promote city and attractions (8%, ↑ from 5% in 2016).

Top Responses



NET PROMOTER SCORE ANALYSIS



Net Promoter Score (cont.)

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 Darwin to others?’

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.

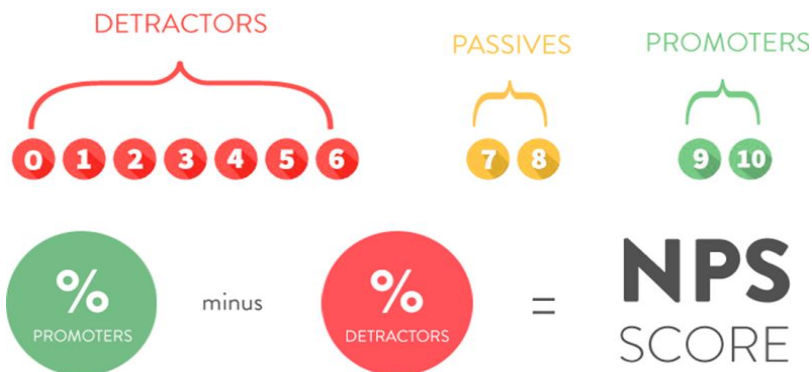
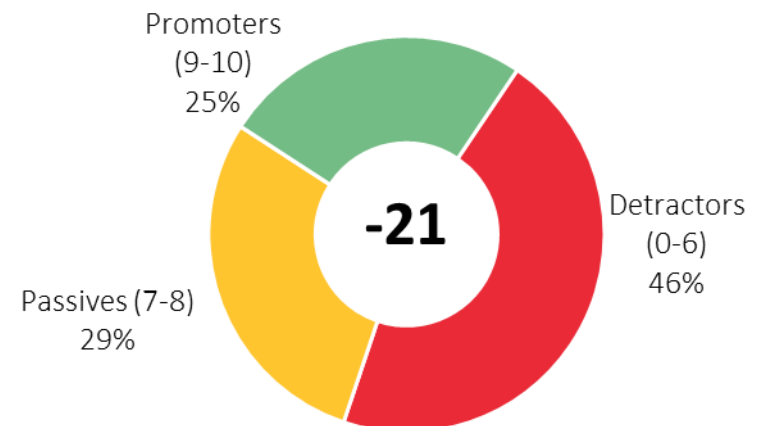


The City of Darwin achieved a Net Promoter Score (‘NPS’) of -21.

An average rating of 7.4 out of 10 was recorded when respondents were asked how likely they would be to recommend living in the City of Darwin.

One quarter (25%) of respondents indicated that they are highly likely to recommend living in the City of Darwin. These respondents are defined as “promoters” and can be classified as “super fans” of the City of Darwin compared to 46% who are classified as ‘detractors’ and would not recommend living in the Council area.

Likelihood of recommending living in Darwin



Net Promoter Score (cont.)



Based on the research, it appears that the following groups achieved a higher NPS than the average NPS of -21 achieved by City of Darwin residents :

- those aged 55 to 64 (NPS: -3),
- those aged 65 plus (NPS: -5),
- females (NPS: -11),
- those aged 25 to 30 (NPS: -12),
- those aged over 40 (NPS: -16), and
- those who have lived in Darwin for more than 10 years (NPS: -19).

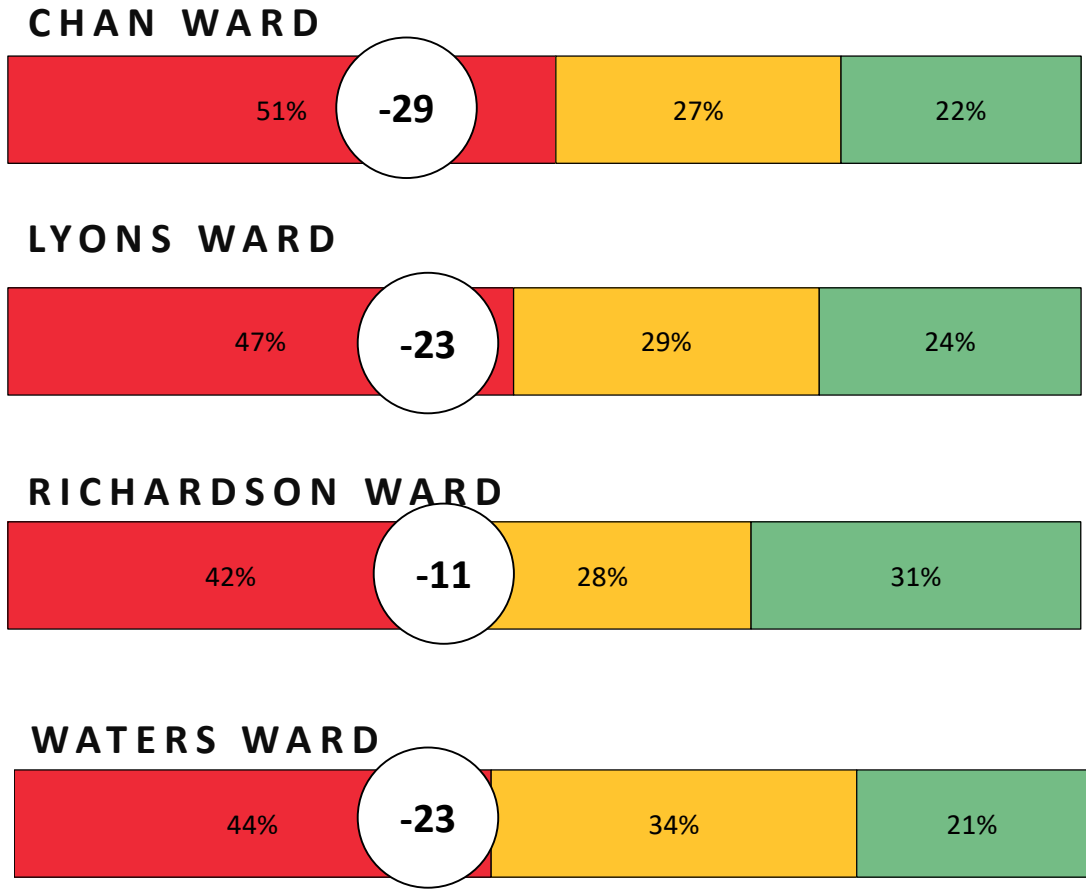
While the groups below achieved a lower NPS score than the average NPS:

- those aged 36 to 40 (NPS: -22),
- those who have lived in Darwin for less than 10 years (NPS: -23),
- those aged under 40 (NPS: -25),
- those aged 41 to 54 (NPS: -27),
- males (NPS: -30),
- those aged 31 to 35 (NPS: -31), and
- those aged 18 to 24 (NPS: -44).

Segment	Average rating	NPS	Promoters	Detractors
Average City of Darwin recommendation	7.4	-21	25%	46%
Males	7.0	-30	23%	53%
Females	7.7	-11	28%	39%
Total aged under 40	7.2	-25	24%	49%
Total aged over 40	7.6	-16	27%	43%
Aged 18 to 24	6.5	-44	17%	60%
Aged 25 to 30	7.8	-12	34%	46%
Aged 31 to 35	7.0	-31	19%	50%
Aged 36 to 40	7.4	-22	20%	42%
Aged 41 to 54	7.2	-27	22%	49%
Aged 55 to 64	7.8	-3	31%	34%
Aged 65 plus	8.1	-5	34%	39%
Lived in Darwin for less than 10 years	7.4	-23	23%	46%
Lived in Darwin for more than 10 years	7.4	-19	27%	46%

Net Promoter Score (cont.)

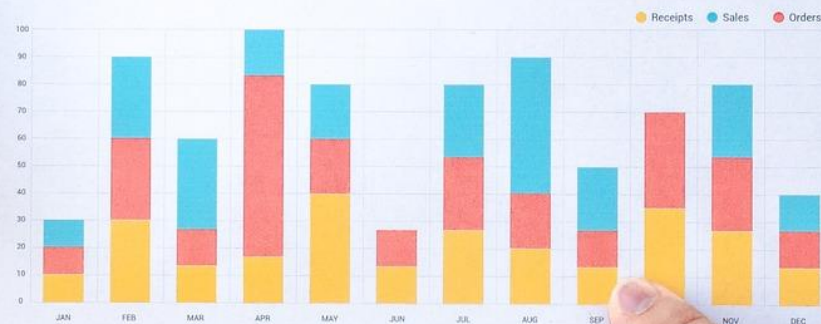
■ Detractors
 ■ Passives
 ■ Promoters



Respondents in the Richardson Ward were significantly more likely to be promoters of the City of Darwin when compared to other wards

DARWIN RESIDENTIAL COUNCIL BENCHMARKING

Our company



Business items



Overall Satisfaction Benchmarking

	DARWIN	Average Mean of Councils A-E	COUNCIL A	COUNCIL B	COUNCIL C	COUNCIL D	COUNCIL E
	Mean		Mean	Mean	Mean	Mean	Mean
Overall satisfaction	3.4	3.5	3.2	3.7	3.3	3.5	3.8

Satisfaction with Services Benchmarking

	DARWIN	COUNCIL A	COUNCIL B	COUNCIL C	COUNCIL D	COUNCIL E
Satisfaction with Services	Mean	Mean	Mean	Mean	Mean	Mean
The wheelie bin collection service	4.2					
Library Services	4.1	4.2		4.2	4.4	4.1
Markets (e.g. Mindil, Rapid Creek, Nightcliff)	4					
Public Swimming Pools	3.9	3.6			4	
Shoal Bay Waste Mgmt Facility	3.8					
Storm water drainage	3.8				3.7	
Maintenance of parks	3.7					
Recreational and leisure (e.g. sports ovals)	3.7	3.5		3.7	3.8	3.8
Darwin Entertainment Centre	3.6					
Maintenance of playground equipment	3.6				3.9	3.8
Mobile food stalls	3.6					
Water recycling services	3.6					
Car parking in the suburban area	3.5					
Community events	3.5		4		3.7	

Satisfaction with Services Benchmarking (cont.)

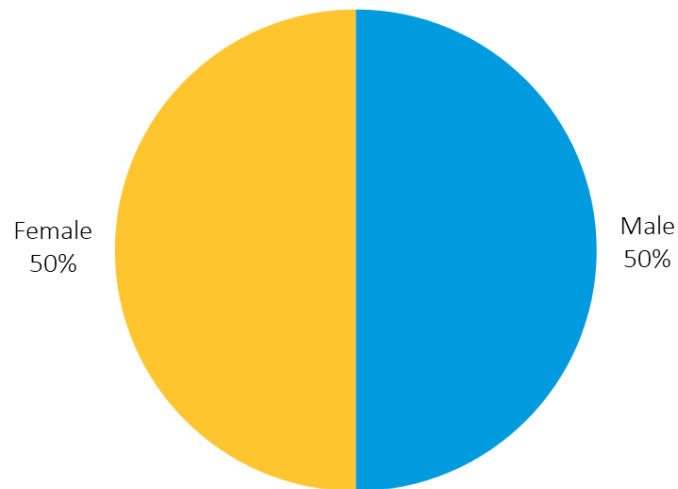
	DARWIN	COUNCIL A	COUNCIL B	COUNCIL C	COUNCIL D	COUNCIL E
Satisfaction with Services	Mean	Mean	Mean	Mean	Mean	Mean
Maintenance of shared / cycle paths	3.5					
Arts and cultural programs	3.4		3.8	3.9	3.4	
Litter collection from public areas	3.4					
Street lighting	3.4				3.5	
Community services	3.3			3.7		
Road maintenance	3.3	3	3.3	2.9	3.5	3.4
Road safety (i.e. placement of roundabouts, lights, traffic calming devices etc.)	3.3					
Animal management / education	3.2	3	3.7	3.5	3.7	
Maintenance of footpaths	3.2	2.9		3.2	3.2	3.1
Access to / location of public toilets	2.7				3.4	
Community consultation	2.7	3	3.5		3.4	
Public toilet maintenance	2.7					
Car parking in the CBD	2.6					

APPENDIX 1: RESPONDENT PROFILE

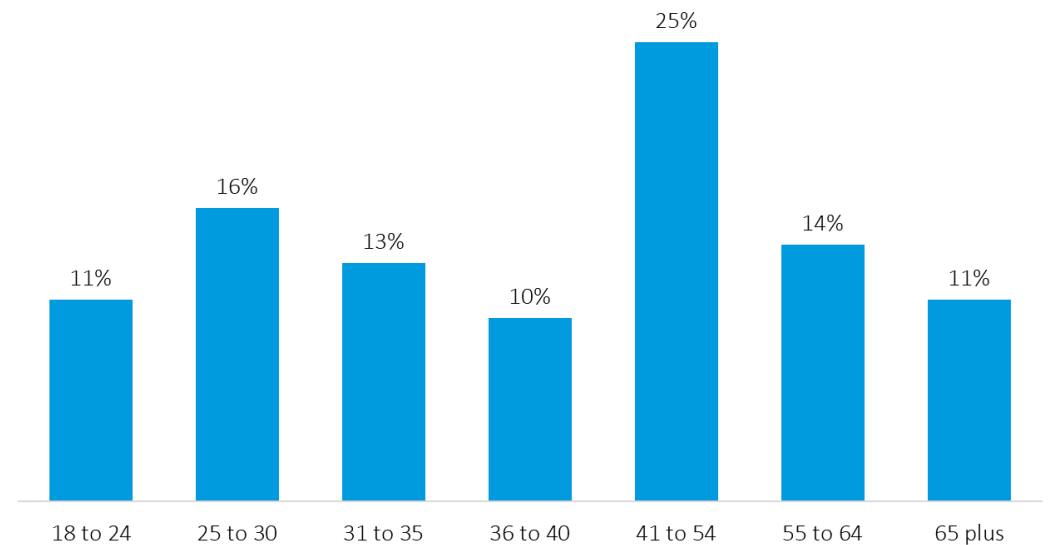


Respondent Profile

37. Gender



38. Age Groups

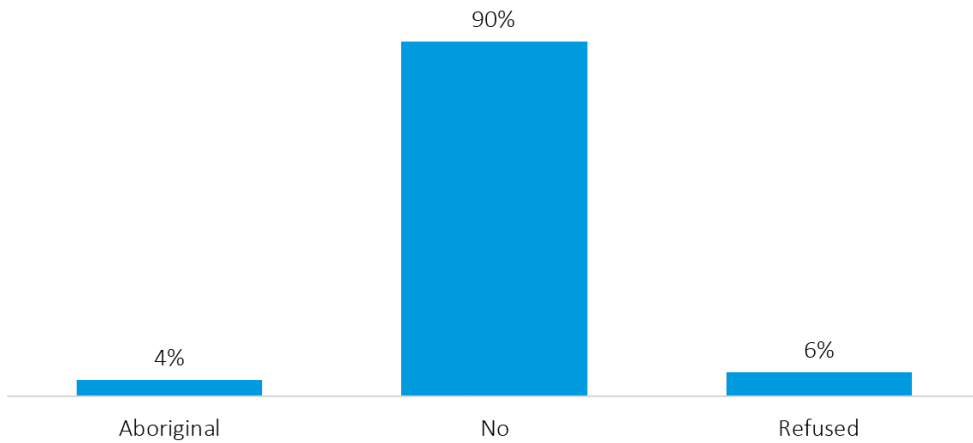


ABS Benchmarking

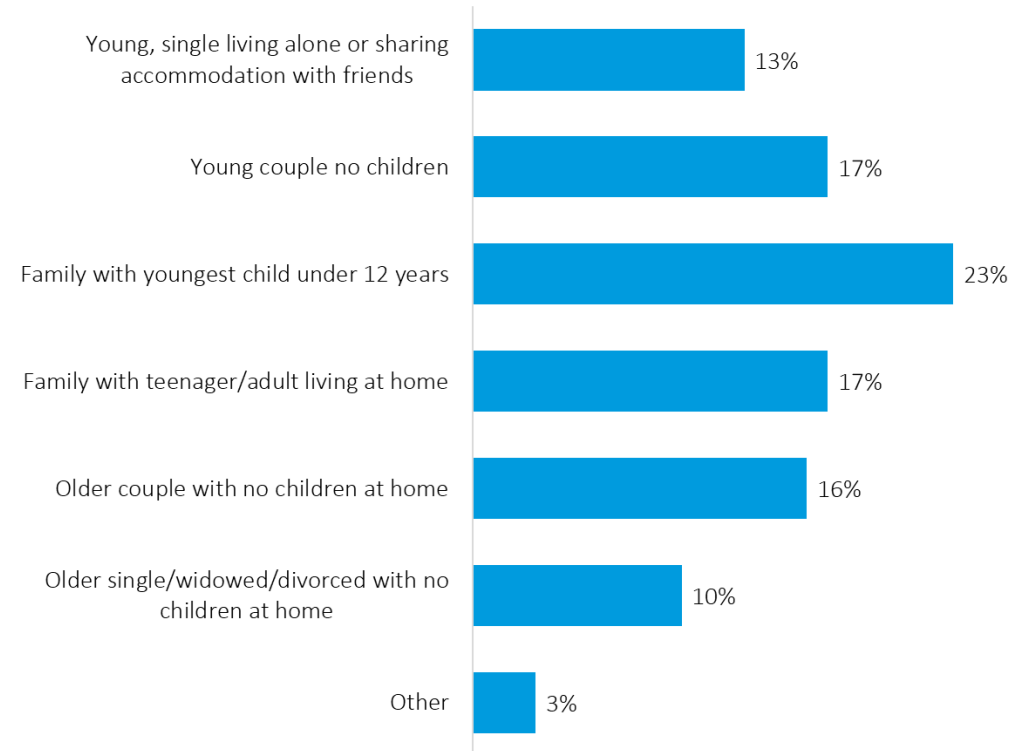
18-24	25-30	31-35	36-40	41-54	55-64	65+
11%	16%	13%	10%	25%	14%	11%

Respondent Profile (cont.)

39. Do you identify as Aboriginal or Torres Strait Islander?

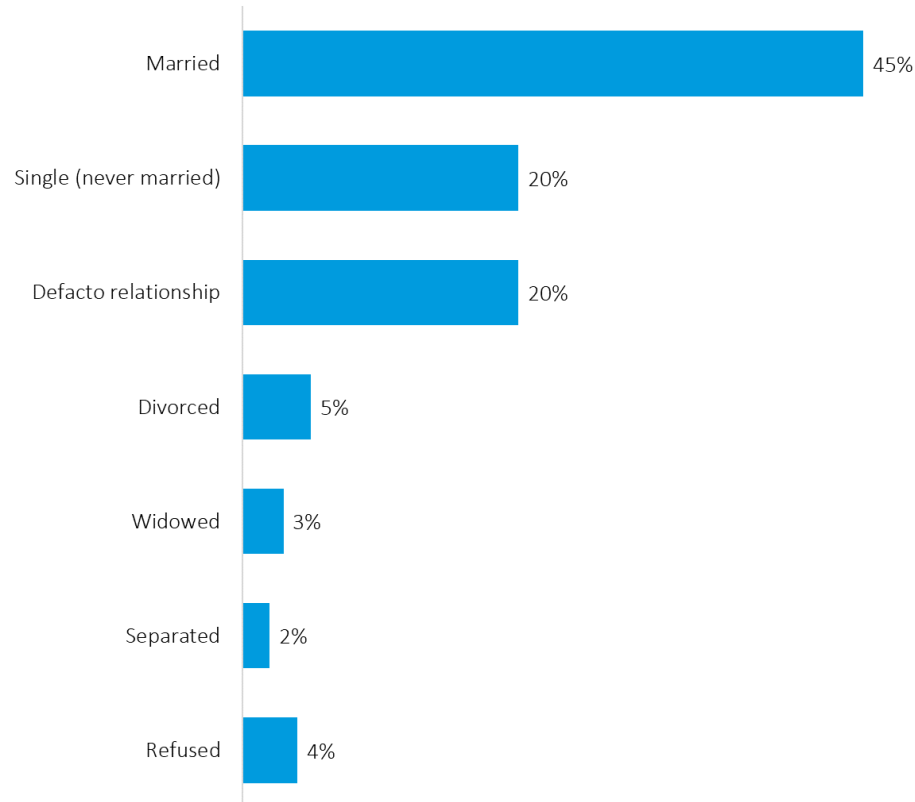


40. Which of the following describes your household?

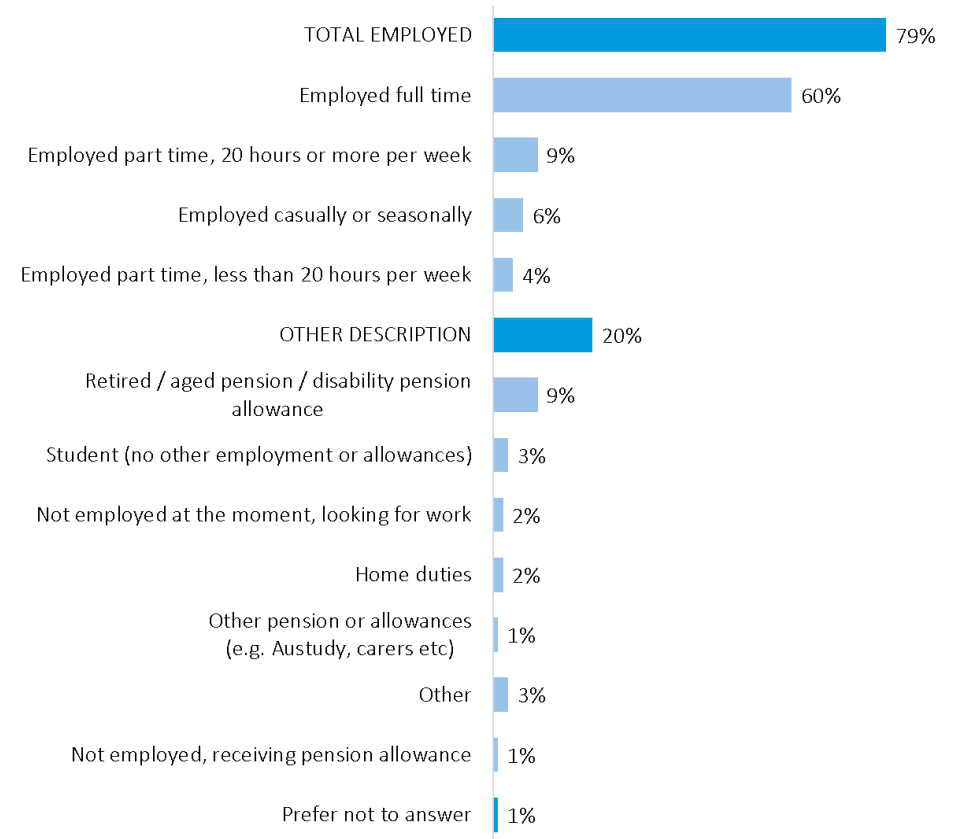


Respondent Profile (cont.)

41. What is your current marital status?

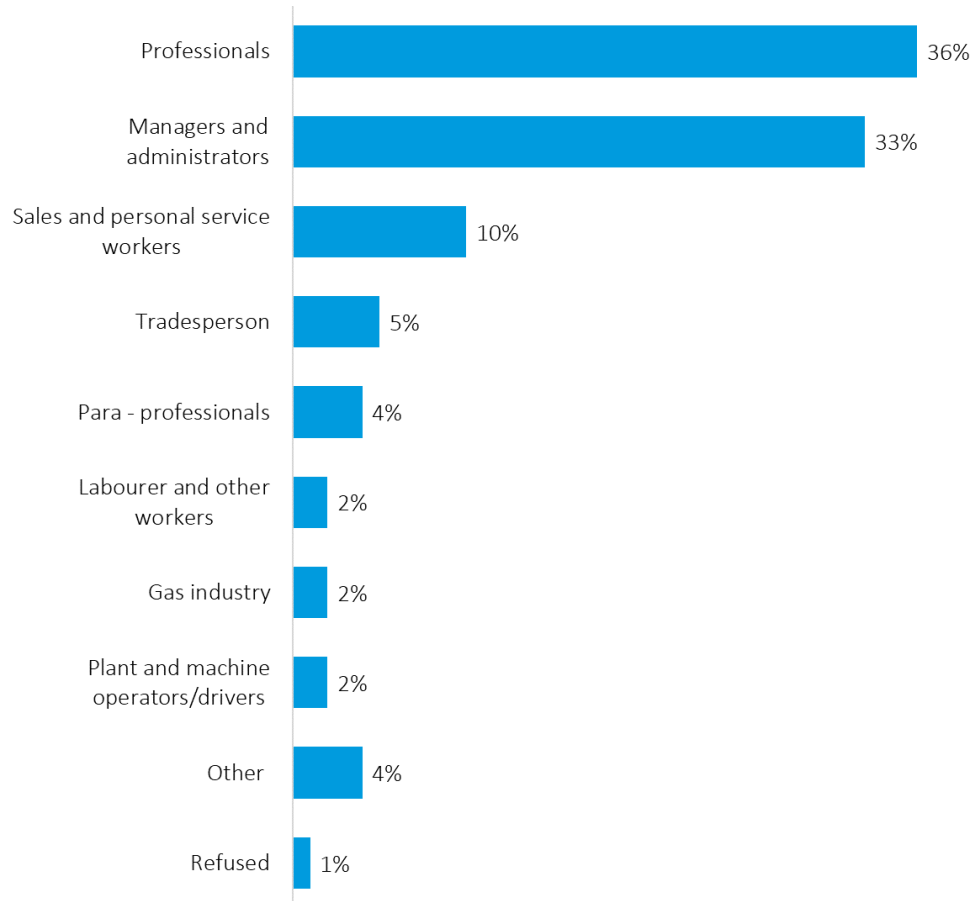


42. From the following which best describes your employment status?

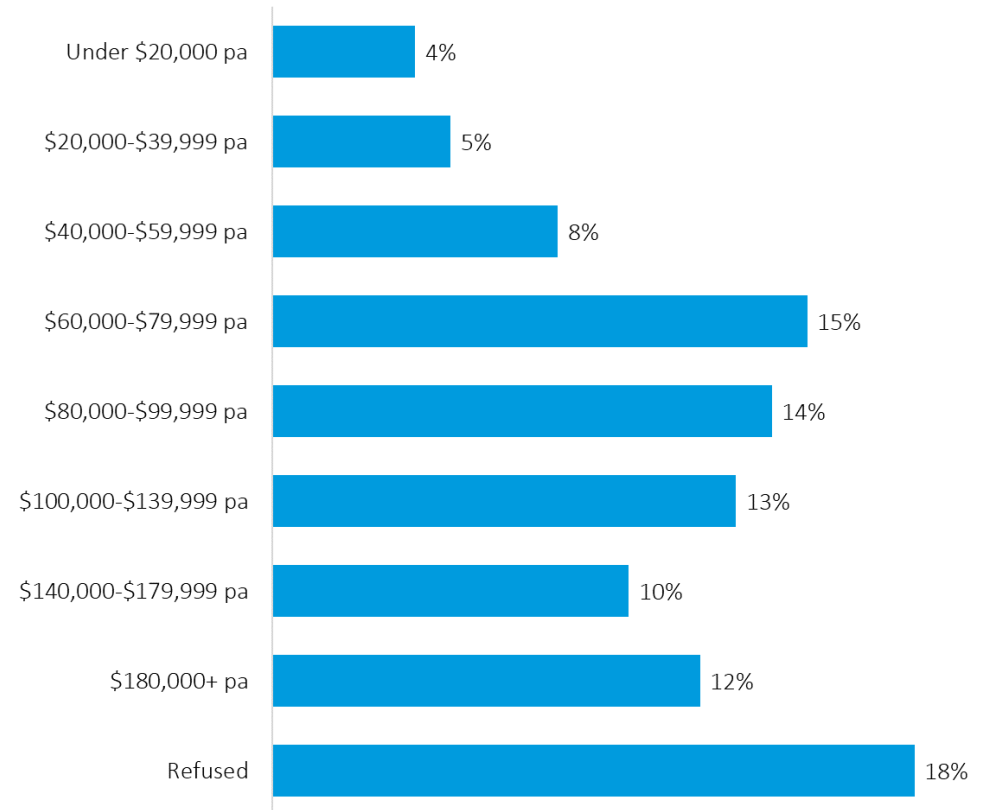


Respondent Profile (cont.)

43. Please describe your occupation.

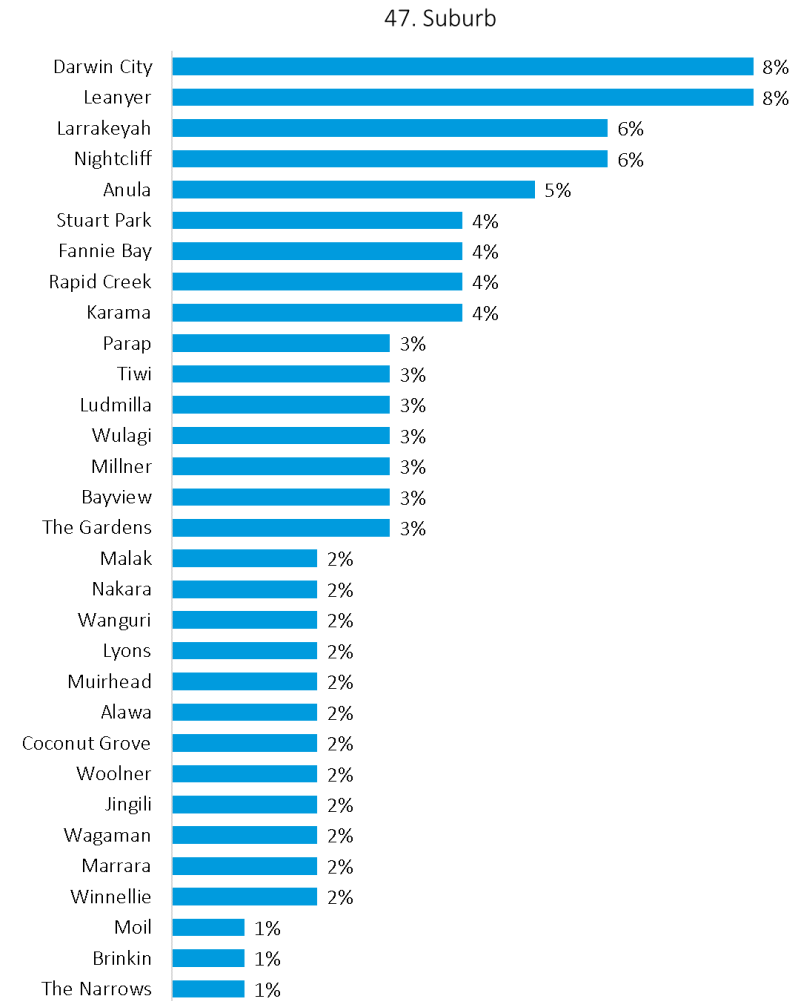
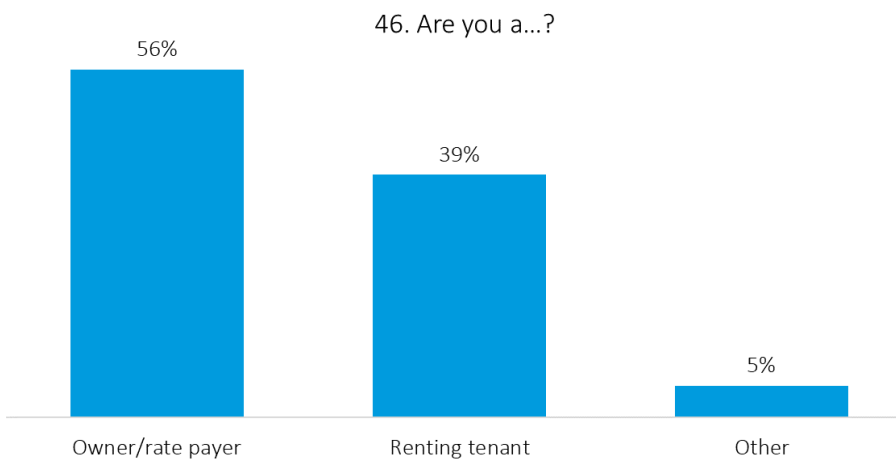
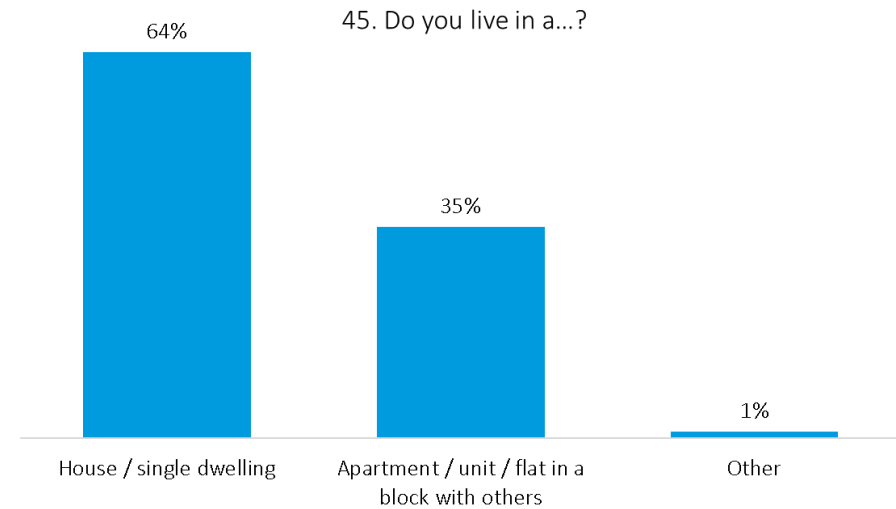


44. Which of these categories does your income fall into (before tax)?



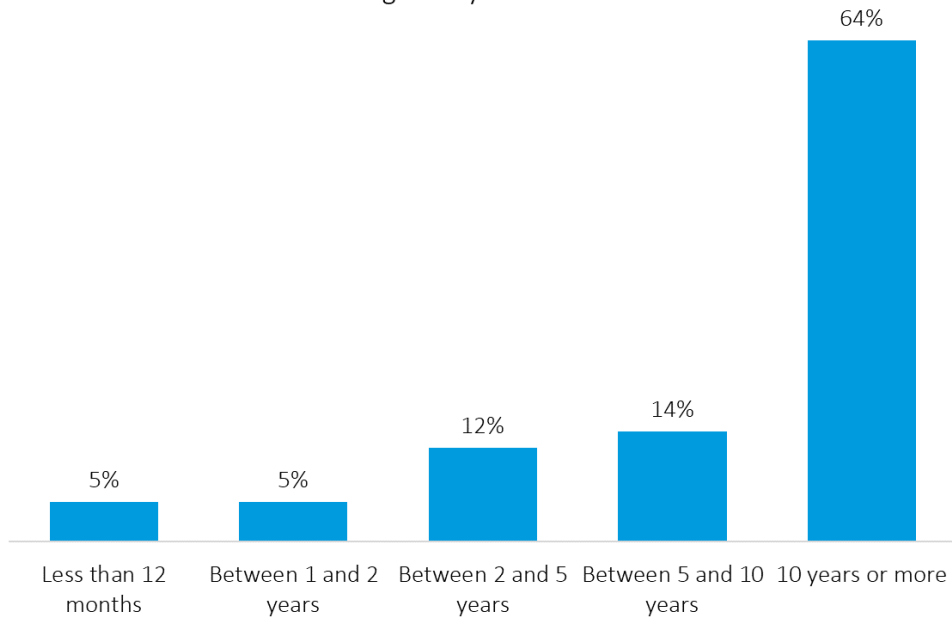
BASE: Employed (n=553)

Respondent Profile (cont.)

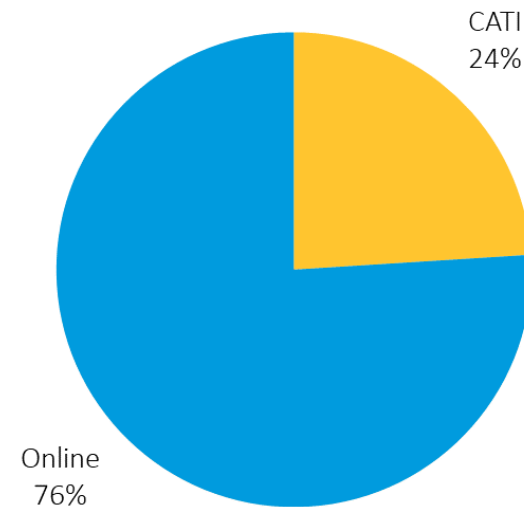


Respondent Profile (cont.)

48. How long have you lived in Darwin?



Survey Type



APPENDIX 3: GUIDE TO READING THE REPORT



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%.

The use of arrows may have been used in this report to show movement between surveys.

- ↑ The current year % is up from the previous survey
- ↓ The current year % is down from the previous survey
- ↔ The current year % is the same as the previous survey

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

Disclaimer Statement

The material in this report is assembled in good faith and is based on the perceptions of respondents who may have been surveyed. It is made available on the understanding that any views, suggestions or recommendations expressed in this report does not constitute professional advice, and McGregor Tan Research accepts no liability for its use.

Importance Versus Satisfaction (Performance) Analysis

The Importance / Performance Satisfaction graphs in the following pages attempt to isolate the tested attributes into 4 categories:

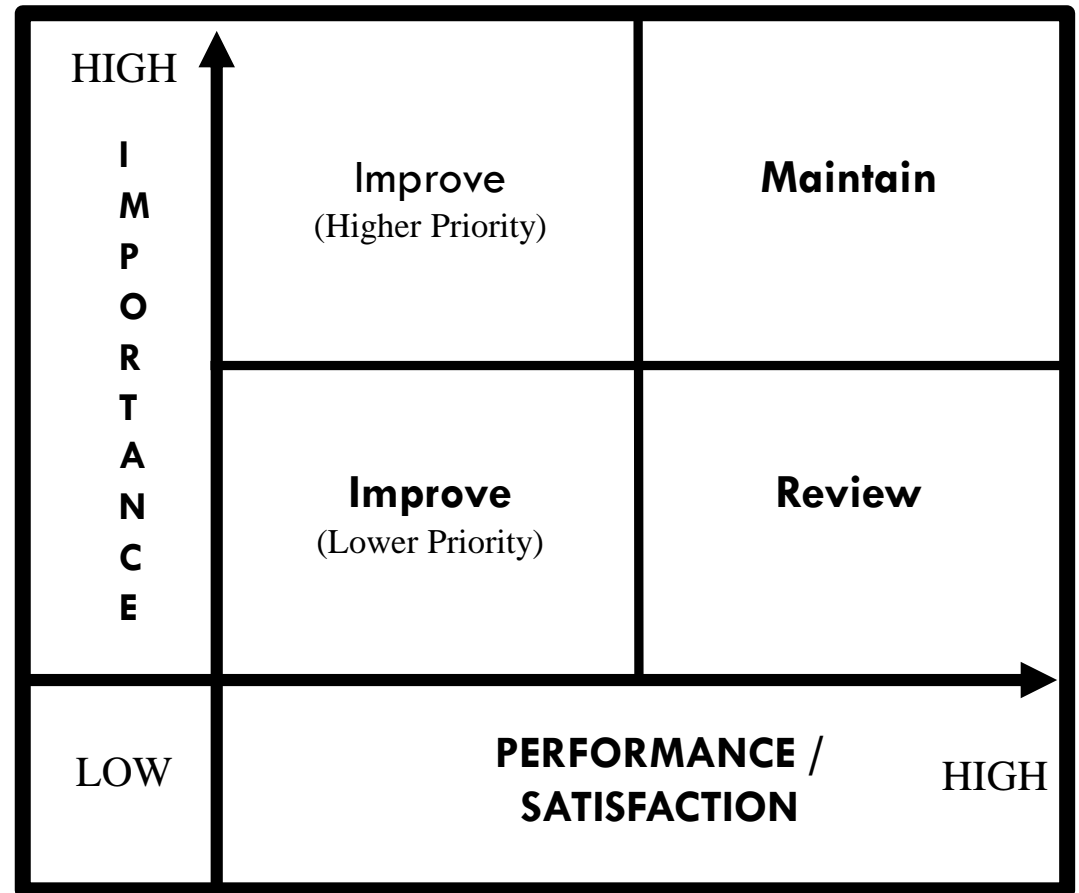
- Key primary priority areas for improvement (attributes considered relatively more important, and with lower levels of satisfaction)
- Secondary priority areas for improvement (attributes considered relatively less important, and with lower levels of satisfaction)
- Maintain the good work (attributes considered relatively more important, and with higher levels of satisfaction)
- Review for possible over-servicing (attributes considered relatively less important, and with higher levels of satisfaction)

The midpoints shown are the halfway points of the highest and lowest ranked attributes in terms importance and performance / satisfaction for this study.

The Importance / Performance Satisfaction graphs are based on a 1 to 5 scale in terms of 1 being the lowest rating and 5 being the highest rating possible.

The Importance / Performance Satisfaction scores are not absolute but relative to each organisation, identifying areas for improvement and should be interpreted as such.

Generally however any rating of 4 and above on the importance scale is seen as being particularly important; and 4 and above on the performance / satisfaction scale indicates very high satisfaction.



APPENDIX 4: SAMPLING TOLERANCE



Sampling Tolerance

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

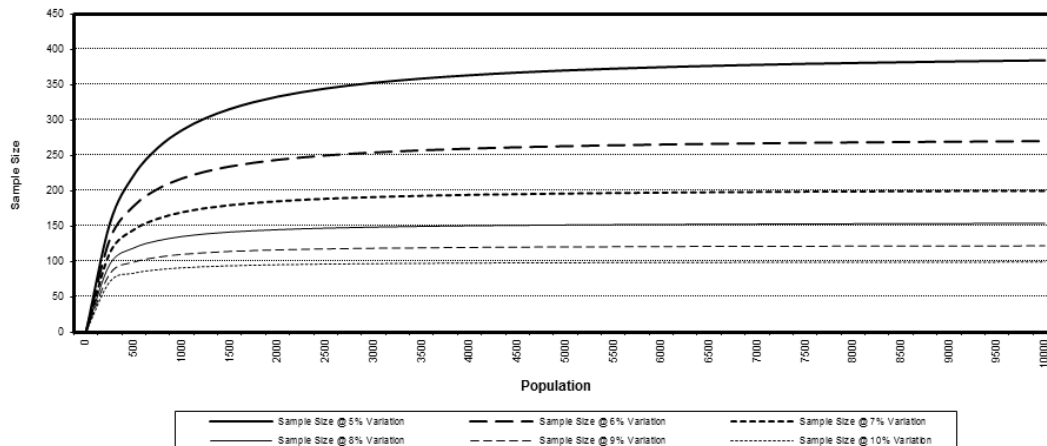
That is, where a sample is used to represent an entire population, the resulting figures should not be regarded as absolute values, but rather as the mid-point of a range plus or minus x% (see sampling tolerance table).

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.

MARGIN OF ERROR TABLE (95% confidence level)										
SAMPLE SIZE ↓	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	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



A person with long hair, wearing a white long-sleeved shirt, is sitting at a wooden desk. They are typing on a silver laptop. In front of the laptop is a white pen and a spiral-bound notebook. The background is a blurred office setting with a window. A large red vertical bar is on the left side of the image, containing white text.

APPENDIX 5: SURVEY TOOLS

Survey Tool

PROJECT: 10896
 CITY OF DARWIN – 2018 COMMUNITY SATISFACTION SURVEY
 FINAL

Online introduction:

McGregor Tan, as an independent social and market research company, is conducting a survey on behalf of the City of Darwin and we are really interested in your opinions.

All respondents who complete the survey will go into a prize draw for 1 of 20 Boutique Vouchers to the value of \$50 each (from the Darwin and Waterfront Association for use at any Darwin City Centre or Waterfront business), a \$200 cash prize to be drawn late April 2018, also at the end of the year everyone goes into the McGregor Tan prize draw for \$1,000 cash.

Participation in the survey is voluntary. 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.

CATI introduction:

Hi, my name is ... from McGregor Tan. We are conducting a survey with people aged 18+ on behalf of the City of Darwin and are really interested in your opinions.

All respondents who complete the survey will go into a prize draw for 1 of 20 Boutique Vouchers to the value of \$50 each (from the Darwin and Waterfront Association for use at any Darwin City Centre or Waterfront business), a \$200 cash prize to be drawn late April 2018, also at the end of the year everyone goes the McGregor Tan prize draw for \$1,000 cash.

MT Screener: Do you live in within the City of Darwin Council area or pay council rates the City of Darwin?

1.	Yes
2.	No – thank and terminate

Before I begin I 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 voluntary.

Survey Tool (cont.)

1. What services are you aware of that City of Darwin offers to Darwin residents?
Multiple response [unprompted CATI / unprompted Online]

1.	Animal control and education (Dog/Cat)
2.	Arts and cultural activities
3.	Car parking (city and suburban)
4.	Child Care Centres
5.	City of Darwin website
6.	Community centres / facilities
7.	Community markets
8.	Community services (e.g. Fun Bus, youth programs, disability support)
9.	Cycle paths / shared paths
10.	Darwin Entertainment Centre
11.	Footpaths
12.	Library Services
13.	Parks
14.	Playgrounds
15.	Public toilets
16.	Recreational and leisure services (e.g. sports ovals)
17.	Special events and festivals (e.g. Bombing of Darwin Commemoration)
18.	Shoal Bay Waste Mgmt Facility
19.	Services for Seniors
20.	Social Media (e.g. Facebook, Twitter, Instagram)
21.	Streets
22.	Swimming Pools
23.	Verges
24.	Walkways
25.	Wayfinding Signage

Survey Tool (cont.)

26.	Wheelie Bin collection service
27.	Other - specify
28.	Not aware of any services

2. F1: Answer for only those services aware [pipe in list from Q1]: Of all of the services that you are aware of, which ONE is of the most importance to you? Single response [read out CATI /prompted Online]

1.	Animal control and education (Dog/Cat)
2.	Arts and cultural activities
3.	Car parking (city and suburban)
4.	Child Care Centres
5.	City of Darwin website
6.	Community centres / facilities
7.	Community markets
8.	Community services (e.g. Fun Bus, youth programs, disability support)
9.	Cycle paths / shared paths
10.	Darwin Entertainment Centre
11.	Footpaths
12.	Library Services
13.	Parks
14.	Playgrounds
15.	Public toilets
16.	Recreational and leisure services (e.g. sports ovals)
17.	Special events and festivals (e.g. Bombing of Darwin Commemoration)
18.	Shoal Bay Waste Mgmt Facility
19.	Services for Seniors
20.	Social Media (e.g. Facebook, Twitter, Instagram)

Survey Tool (cont.)

21.	Streets
22.	Swimming Pools
23.	Verges
24.	Walkways
25.	Wayfinding Signage
26.	Wheelie Bin collection service
27.	Other - specify

3. ASK ALL: Which of these City of Darwin services have you used in the past 12 months?
Multiple response [read out CATI (rotated) / prompted Online (rotated)]

1.	Animal control and education (Dog/Cat)
2.	Arts and cultural activities
3.	Car parking (city and suburban)
4.	Child Care Centres
5.	City of Darwin website
6.	Community centres / facilities
7.	Community markets
8.	Community services (e.g. Fun Bus, youth programs, disability support)
9.	Cycle paths / shared paths
10.	Darwin Entertainment Centre
11.	Footpaths
12.	Library Services
13.	Parks
14.	Playgrounds
15.	Public toilets
16.	Recreational and leisure services (e.g. sports ovals)

Survey Tool (cont.)

17.	Special events and festivals (e.g. Bombing of Darwin Commemoration)
18.	Shoal Bay Waste Mgmt Facility
19.	Services for Seniors
20.	Social Media (e.g. Facebook, Twitter, Instagram)
21.	Streets
22.	Swimming Pools
23.	Verges
24.	Walkways
25.	Wayfinding Signage
26.	Wheelie Bin collection service
27.	Other - specify
28.	Not aware of any services

4/5. Now thinking of the services provided by the Council, I would like you to rate first, the importance and then, your level of satisfaction with each of the following, with 5 being very important or satisfied and 1 being not at all important or satisfied. [read out CATI (rotated) / prompted Online (rotated)]

	1 Not at all important / satisfied		→	5 Very important / satisfied		Don't know
Access to/location of public toilets	1	2	3	4	5	6
Arts and cultural activities	1	2	3	4	5	6
Car parking in the CBD	1	2	3	4	5	6
Car parking in the suburban areas	1	2	3	4	5	6
Animal control and education (Dog/Cat)	1	2	3	4	5	6
Community consultation	1	2	3	4	5	6

Survey Tool (cont.)

Community events	1	2	3	4	5	6
Community services (e.g. Fun Bus, youth programs, Disability Support)	1	2	3	4	5	6
Darwin Entertainment Centre	1	2	3	4	5	6
Library Services	1	2	3	4	5	6
Litter collection from public areas	1	2	3	4	5	6
Maintenance of footpaths	1	2	3	4	5	6
Maintenance of parks	1	2	3	4	5	6
Maintenance of playground equipment	1	2	3	4	5	6
Maintenance of shared/cycle paths	1	2	3	4	5	6
Markets (e.g. Mindil, Rapid Creek, Nightcliff)	1	2	3	4	5	6
Mobile food stalls	1	2	3	4	5	6
Public swimming pools	1	2	3	4	5	6
Public toilet maintenance	1	2	3	4	5	6
Recreational and leisure (e.g. sports ovals)	1	2	3	4	5	6
Road maintenance	1	2	3	4	5	6
Road safety (i.e. placement of roundabouts, lights, traffic calming devices etc.)	1	2	3	4	5	6
Storm water drainage	1	2	3	4	5	6
Street lighting	1	2	3	4	5	6

Survey Tool (cont.)

Shoal Bay Waste Mgmt Facility	1	2	3	4	5	6
The wheelie bin collection service	1	2	3	4	5	6
Waste recycling services	1	2	3	4	5	6

6. How do you rate your overall level of satisfaction with the City of Darwin?

1.	Very dissatisfied
2.	Quite dissatisfied
3.	Neither satisfied nor dissatisfied
4.	Quite satisfied
5.	Very satisfied
6.	Don't know / not sure

COUNCIL SERVICES

7. Now thinking about car parking, specifically in the CBD, please rate how satisfied you are.

1.	Very dissatisfied
2.	Quite dissatisfied
3.	Neither satisfied nor dissatisfied
4.	Quite satisfied
5.	Very satisfied
6.	Don't know / not sure

8. F2: Not satisfied with CBD car parking (code 1 or 2 in Q7): What is the primary reason for being dissatisfied with car parking in the CBD?
[read out CATI (rotated) / prompted Online (rotated)]

1.	Availability and location of car parks
----	--

Survey Tool (cont.)

2.	Cost of car parking
3.	Enforcement of car parking

9. ASK ALL: Thinking specifically about council consultation, please rate how satisfied you.

1.	Very dissatisfied
2.	Quite dissatisfied
3.	Neither satisfied nor dissatisfied
4.	Quite satisfied
5.	Very satisfied
6.	Don't know / not sure

10. F3: Not satisfied with council consultation (code 1 or 2 in Q9): What is the primary reason for being dissatisfied with council consultation? [read out CATI (rotated) / prompted Online (rotated)]

1.	Council needs to keep the community better informed or consult more
2.	Council needs to be more honest and transparent or information can be misleading
3.	Council needs to publicise or promote consultation session and inform us of the results

11. ASK ALL: Now thinking specifically about public toilet maintenance, accessibility and location, please rate how satisfied you are.

1.	Very dissatisfied
2.	Quite dissatisfied
3.	Neither satisfied nor dissatisfied
4.	Quite satisfied
5.	Very satisfied
6.	Don't know / not sure

Survey Tool (cont.)

12. F4: Not satisfied with public toilet maintenance (code 1 or 2 in Q11): What is the primary reason for being dissatisfied with public toilets?
[read out CATI (rotated) / prompted Online (rotated)]

1.	Location of public toilets
2.	Cleanliness of public toilets
3.	Opening hours of public toilets

CUSTOMER SERVICE and CONTACT

13. ASK ALL: Have you made contact with City of Darwin in the last 12 months?

1.	Yes
2.	No, have not made contact with the City of Darwin in the last 12 months

14. F5: Made contact with Council (codes 1 in Q13): What methods did you use to make that contact?
Multiple response [unprompted CATI / prompted Online (rotated)]

1.	Attended a Council function
2.	Click and Fix phone app
3.	Contacted an Alderman directly
4.	Rang Council
5.	Used social media (e.g. Facebook, Twitter)
6.	Used the internet /email
7.	Wrote a letter and sent it by mail
8.	Went to the Civic Centre in person
9.	Other - specify
10.	Don't remember

Survey Tool (cont.)

15. F5: Made contact with Council (codes 1 in Q13): What was the main reason for that contact?
Single response [unprompted CATI / prompted Online (rotated)]

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
6.	To use a facility
7.	To use a service
8.	Other – specify
9.	Don't remember

16. F5: Made contact with Council (codes 1 in Q13): How satisfied were you with the contact?

1.	Very dissatisfied
2.	Quite dissatisfied
3.	Neither satisfied nor dissatisfied
4.	Quite satisfied
5.	Very satisfied
6.	Don't know / not sure

17. F6: Dissatisfied with contact (codes 1 or 2 in Q16): Why is it that you are dissatisfied with the customer service provided by Council? Multiple response [read out CATI (rotated) / prompted Online (rotated)]

1.	Impolite / rude manner / tone
2.	Issue not resolved in a satisfactory manner
3.	Lack of follow up

Survey Tool (cont.)

4.	Need longer opening hours / afterhours contacts
5.	Not enough information / keep community informed
6.	Not knowledgeable
7.	Passed around departments
8.	Poor customer service / need to improve communication skills / more personal service
9.	Spent too long waiting in queue / on phone
10.	Too hard to get through to anyone / kept getting machine
11.	Digital or Online Options not available/does not suit my needs
12.	Other – specify

18. ASK ALL: How do you currently find out about Council information / matters?
Multiple response [unprompted CATI / prompted Online (rotated)]

1.	Council's website
2.	Council's eNewsletter
3.	Letter
4.	Flyers / leaflets
5.	Library
6.	Phone them
7.	Radio
8.	Social media (e.g. Facebook, Twitter)
9.	Television
8.	The Darwin Sun
9.	The NT News (general)
10.	The NT News (monthly 1 page City of Darwin feature)
11.	Word of mouth
12.	Other – specify
13.	Don't know/not sure

Survey Tool (cont.)

19. Where do you want to find out about Council information? Multiple response [unprompted CATI / prompted Online (rotated)]

1.	Council's website
2.	Council's eNewsletter
3.	Letter
4.	Lord Mayor and/or Aldermen
5.	Radio
6.	Social media (e.g. Facebook, Twitter)
7.	Television
8.	The Darwin Sun
9.	The NT News (general)
10.	The NT News (monthly 1 page City of Darwin feature)
11.	Word of mouth
12.	Other – specify
13.	Don't know/not sure

20. How frequently do you view Council news and information via social media sites?

1.	Daily
2.	Once or twice a week
3.	Once or twice a month
4.	Less often
5.	Never

21. Please rate your satisfaction with the level of communication from the City of Darwin over the past year.

1.	Very dissatisfied
----	-------------------

Survey Tool (cont.)

2.	Quite dissatisfied
3.	Neither satisfied nor dissatisfied
4.	Quite satisfied
5.	Very satisfied
6.	Don't know / not sure

22. What is one (1) strategy the City of Darwin can do to improve communication with the community? Open response
23. Now thinking about any contact that you have had with Council, could you please rate how satisfied you were with how that contact was handled. On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied. [read out CATI (rotated) / prompted Online (rotated)]

F7: Filter - only those who answered code 8 in Q14	1 Very dissatisfied → 5 Very satisfied					Don't know
Specifically, the quality of service from the front counter staff at the Civic Centre	1	2	3	4	5	6
ASK ALL	1 Very dissatisfied → 5 Very satisfied					Don't know
The ease with which you were put in touch with the right person to assist you	1	2	3	4	5	6
The enthusiasm and interest shown to you by Council staff	1	2	3	4	5	6
The ease of the process you were asked to follow to address your enquiry	1	2	3	4	5	6

Survey Tool (cont.)

The knowledge of the person you dealt with in relation to your reason for making contact	1	2	3	4	5	6
Your ability to contact Council for emergency events after hours	1	2	3	4	5	6
Overall how satisfied are you with the quality of service that Council provided to you	1	2	3	4	5	6

COMMUNITY SAFETY and KEY ISSUES

24. How safe do you feel in your local area in the daytime?

1.	Very unsafe
2.	Quite unsafe
3.	Neither safe nor unsafe
4.	Quite safe
5.	Very safe
6.	Don't know / not sure

25. How safe do you feel in your local area at night?

1.	Very unsafe
2.	Quite unsafe
3.	Neither safe nor unsafe
4.	Quite safe
5.	Very safe

Survey Tool (cont.)

6.	Don't know / not sure
----	-----------------------

26. Are there any particular areas or situations in the City of Darwin where you feel unsafe?
Multiple response [unprompted CATI / prompted Online (rotated)]

1.	Beaches
2.	Bus stops / interchanges
3.	Car parks
4.	Cycle / shared paths
5.	Licensed premises
6.	Local suburbs
7.	Mitchell Street
8.	Parks
9.	Public events
10.	Public spaces
11.	Retail / shopping precincts
12.	Sporting events
13.	The City Centre
14.	Walkways
15.	Other – specify
16.	Don't know
17.	No

27. From the following list, please rate what you consider to be the top three priorities of the City of Darwin? Multiple response (maximum of 3 responses) [read out CATI (rotated) / prompted Online (rotated)]

1.	Being recognised as a welcoming and culturally rich and diverse city
----	--

Survey Tool (cont.)

2.	Encourage social inclusion by providing activities that enable individuals to stay connected
3.	Ensure its business is conducted in a transparent, accountable and responsible way
4.	Leading and advocating for the sustainability and protection of our environment
5.	Providing services and infrastructure that supports people to live, work and play

28. Please rate on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, your level of agreement with the following statements. [read out CATI (rotated) / prompted Online (rotated)]

	1 Strongly disagree → 5 Strongly agree					Don't know
I am satisfied with how the City of Darwin plans for the future of the City	1	2	3	4	5	6
Council's vision and goals for the City are clearly communicated to residents	1	2	3	4	5	6

29. Can you suggest one way in which City of Darwin can improve its service to you? Open response
30. What do you think are the key issues currently affecting the lives of Darwin residents? Multiple response [unprompted CATI / prompted Online (rotated)]

1.	Accessibility
2.	Climate change
3.	Cost of living
4.	Crime and anti-social behaviour
5.	Housing affordability

Survey Tool (cont.)

6.	Itinerants
7.	Level of service
8.	Location
9.	Power and Water Costs
10.	Public intoxication impacts on community life (alcohol)
11.	Safety (community / personal)
12.	The environment
13.	The increasing pace of living
14.	The increasing size of the City
15.	Other – specify
16.	Don't know / not sure

31. F8: Issues identified (codes 1-15 in Q30): Whose responsibility do you think this is?
Multiple response [unprompted CATI / prompted Online (rotated)]

1.	Australian Government's
2.	City of Darwin's
3.	Northern Territory Government's
4.	NT Police
5.	Society in general/everyone's
6.	Other – specify
7.	Don't know

32. ASK ALL: 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 Darwin to others? (*Net Promoter Score*)

Survey Tool (cont.)

33. How satisfied are you with the quality of life in Darwin?

1.	Very dissatisfied
2.	Quite dissatisfied
3.	Neither satisfied nor dissatisfied
4.	Quite satisfied
5.	Very satisfied
6.	Don't know / not sure

34. What do you think are the key environmental issues of importance currently impacting on residents in the City of Darwin? Multiple response [unprompted CATI / prompted Online (rotated)]

1.	Alternative transport modes
2.	Biodiversity (i.e. plant and animals)
3.	Cane toads
4.	Car dependency
5.	Climate change
6.	Darwin Harbour issues – development / pollution etc.
7.	Destruction / clearing of mangroves
8.	Dredging I the port/ harbour / mangroves
9.	Energy consumption
10.	Erosion (beaches / coastlines)
11.	High rise buildings / over development
12.	Itinerants / homeless / long grass people
13.	Mining / gas exploration
14.	Nightcliff development
15.	Noise pollution
16.	Pollution

Survey Tool (cont.)

17.	Sewerage disposal
18.	Traffic
19.	Tree planting / removal
20.	Waste recycling
21.	Water quality
22.	Water supply / conservation
23.	Other – specify
24.	Don't know

35. How often do you use the following forms of transport? [read out CATI (rotated) / prompted Online (rotated)]

	Daily	Most days	Several days a week	Once or twice a week	Between once a fortnight and once a month	Less than once a month	Never
Bicycle	1	2	3	4	5	6	7
Car	1	2	3	4	5	6	7
Car pooling	1	2	3	4	5	6	7
Motor Bike	1	2	3	4	5	6	7
Public transport	1	2	3	4	5	6	7
Taxi	1	2	3	4	5	6	7
Walking	1	2	3	4	5	6	7

36. If you had one suggestion about what the City of Darwin should be focussing on in the future, what would it be?

1.	Suggestion made – specify details
----	-----------------------------------

Survey Tool (cont.)

2.	Don't know/ not sure
3.	No suggestion made

CLASSIFICATIONS:

37. Record gender:

1.	Male
2.	Female

38. What year were you born?

<i>Hidden: Automatic recode into the following age groups</i>		
1.	<i>18 to 24</i>	<i>1994-2000</i>
2.	<i>25 to 30</i>	<i>1988-1993</i>
3.	<i>31 to 35</i>	<i>1983-1987</i>
4.	<i>36 to 40</i>	<i>1978-1982</i>
5.	<i>41 to 54</i>	<i>1964-1977</i>
6.	<i>55 to 64</i>	<i>1954-1963</i>
7.	<i>65+</i>	<i>1918-1953</i>
8.	<i>Prefer not to answer</i>	

39. Do you identify as an Aboriginal or Torres Strait Islander? Single response

1.	No
2.	Aboriginal
3.	Torres Strait Islander
4.	Both
5.	Prefer not to answer

Survey Tool (cont.)

40. Which of the following describes your household? [read out CATI / prompted Online]

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

41. What is your current marital status? [read out CATI / prompted Online]

1.	Married
2.	Defacto relationship
3.	Divorced
4.	Separated
5.	Widowed
6.	Single (never married)
7.	Prefer not to answer

42. From the following which best describes your employment status? [read out CATI / prompted Online]

1.	Employed full time
2.	Employed part time, 20 hours or more per week
3.	Employed part time, less than 20 hours per week
4.	Employed casually or seasonally
5.	Not employed at the moment, looking for work
6.	Not employed, receiving pension allowance

Survey Tool (cont.)

7.	Retired aged pension/disability pension allowance
8.	Other pension or allowances (e.g. Austudy, carers etc.)
9.	Student (no other employment or allowances)
10.	Home duties
11.	Other – specify
12.	Prefer not to answer

43. F9: Employed (codes 1-4 in Q42): Please describe your occupation. [unprompted CATI / prompted Online]

1.	Managers and Administrators
2.	Professionals
3.	Para – professionals
4.	Tradesperson
5.	Gas industry
6.	Sales and personal service workers
7.	Plant and machine operators drivers
8.	Labourer and other workers
9.	Other – specify
10.	Prefer not to answer

44. ASK ALL: Which of these categories does your household income fall into (before tax)?
[read out CATI / prompted Online]

1.	Under \$20,000 pa
2.	\$20,000-39,999 pa
3.	\$40,000-59,999 pa
4.	\$60,000-79,999 pa
5.	\$80,000-99,999 pa

Survey Tool (cont.)

6.	\$100,000-\$139,999 pa
7.	\$140,000-\$179,999 pa
8.	\$180,000+ pa
9.	Prefer not to answer

45. Do you live in a...? [read out CATI / prompted Online]

1.	House/single dwelling
2.	Apartment/unit/flat in a block with others
3.	Other – specify

46. Are you a...? [read out CATI / prompted Online]

1.	Owner/rate payer
2.	Renting tenant
3.	Other – specify

47. Which suburb do you live in?

1.	Alawa
2.	Anula
3.	Bayview
4.	Berrimah
5.	Brinkin
6.	Casuarina
7.	Coconut Grove
8.	Coonawarra
9.	Cullen Bay

Survey Tool (cont.)

10.	Darwin City
11.	East Point
12.	Fannie Bay
13.	Jingli
14.	Karama
15.	Larrakeyah
16.	Leanyer
17.	Lee Point
18.	Ludmilla
19.	Lyons
20.	Malak
21.	Marrara
22.	Millner
23.	Moil
24.	Muirhead
25.	Nakara
26.	Nightcliff
27.	Northlakes
28.	Parap
29.	RAAF Base
30.	Rapid Creek
31.	Stuart Park
32.	The Gardens
33.	The Narrows
34.	Tiwi
35.	Wagaman
36.	Wanguri

Survey Tool (cont.)

37.	Winnellie
38.	Woolner
39.	Wulagi
40.	None of these

48. How long have you lived in Darwin?

1.	Less than 12 months
2.	Between 1 and 2 years
3.	Between 2 and 5 years
4.	Between 5 and 10 years
5.	10 years or more

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.



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