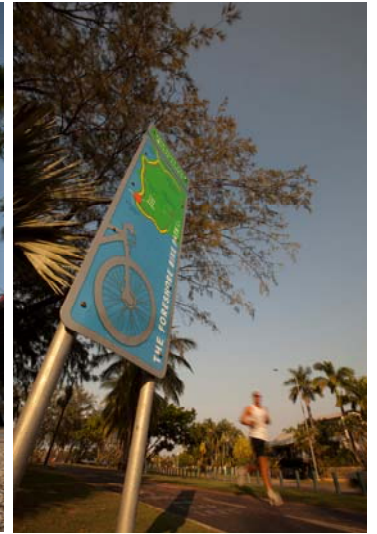


Community Satisfaction Survey



July 2012





THANK YOU

The City of Darwin would like to thank all of our residents who have taken the time to respond to this survey when they were contacted.

Your views and perceptions are invaluable and helping Council to target improvements in key areas.

Your feedback is vital to ensure the ongoing success of the Darwin municipality and Council would like to encourage further participation if you are contacted to participate in future years.



Lord Mayor's Foreword

On behalf of the City of Darwin I would like to personally thank all of the Darwin residents who participated in the 2012 Community Satisfaction Survey.

The survey results are an essential information source; the results not only tell us how we have performed over the past year, they also help inform what future strategies we should be developing and where we should be allocating resources into the future.

The 2012 results, together with the results of previous years, have been considered by the City of Darwin Aldermen and will be factored in to the current review of our Evolving Darwin; Towards 2020 Strategic Plan.

Whilst there is still some room for improvement, overall the 2012 results are a credit to both the current and previous Council and to all staff of the City of Darwin.



A handwritten signature in dark ink, which appears to read 'Katrina Fong Lim'. The signature is fluid and stylized, with a long horizontal stroke at the end.

Katrina Fong Lim
Lord Mayor

Executive Summary

The City of Darwin is pleased to release the results of our 2012 Community Satisfaction Survey.

The purpose and value of the survey is for Council to understand our community's level of satisfaction with our service quality and delivery. These results help Council to better monitor and understand the impacts of any changes we have made throughout the year, for example changes made in how we deliver services and projects, changes made to program funding or the impact of any legislative changes. This can assist Council to make informed decisions about future resourcing and service delivery.

We are pleased that our community's satisfaction with the overall performance of the City of Darwin remains relatively high with an overall satisfaction rating of 3.7 (out of 5) . This is a very commendable result when compared to other Local Government Councils around Australia that McGregor Tan Research have conducted surveys for this year.

Council is also proud of the quality of service provided by our Customer Service staff. The community has rated satisfaction extremely high with a result of 4.4 out of 5.0.

Our residents awareness of the services that the City of Darwin offers provides some interesting results. There are a number of core services that residents are aware of, however there is also number of services that Council offers which do not seem to be 'top of mind' for our residents.

The importance ranking of our services has been extremely consistent over the past three surveys, with residents still citing waste management services as the most important service.

As shown within the report, just over half (54%) of the residents surveyed had contacted Council in the previous 12 months. The reasons for contacting Council was quite consistent with last year, although there has been some movement in the percentages recorded. This is important information for Council to understand in order to allocate appropriate resources and to provide tailored information for the community. The City of Darwin is committed to identifying ways to improve our communication processes.

Based on the seven key goals of the Evolving Darwin, Towards 2020 and Beyond Strategic Plan, our residents have told us that their top three priorities are:-

- Creating and maintaining an environmentally sustainable city (59%)
- Demonstrating effective, open and responsible governance (53%)
- Enhancing Darwin's active, positive and flexible lifestyle (46%)

These results (including previous years) have been considered as part of the City of Darwin's current review of the Evolving Darwin Strategic Plan.

The City of Darwin will continue to strive for excellence for our residents by using these results in all future planning.



Brendan Dowd
Chief Executive Officer

Methodology

The City of Darwin regularly undertakes a community satisfaction survey in July of each year. The timing of the surveys has been specifically timed to avoid any other key dates such as school holidays and public holidays.

To undertake this survey Council engaged the services of McGregor Tan who are qualified and experienced researchers. McGregor Tan was chosen as they have acquired over more than 30 years working with many diverse and different organisations including having extensive experience in working in the Northern Territory. As part of their credentials they have received the ISO ISO9001:2000 and AS4752:2004 double accreditation for the full scope of research and strategy services including customised research for consumer, social and commercial studies.

700 residents within the Darwin municipality were drawn at random from an electronic listing of telephone numbers (landlines and mobiles) and were asked to participate in a telephone survey. Based on the current number of residents within the Darwin municipality, 700 is a statistically valid sample size which provides a maximum margin of error of 3.8% at a 95% confidence level, which is acceptable for a survey of this nature.

The survey was conducted through a Computer Aided Telephone Interview (CATI) System. CATI is a robust and proven research system, which allows for the provision and examination of more detailed data.

In addition to the phone survey, hard copies of the survey questions were made available at Council's Casuarina, City, Karama and Nightcliff libraries and also at the front counter of the Civic Centre in Harry Chan Ave. This provided all residents the opportunity to participate.

Throughout the survey a rating system of 1.0 – 5.0 is used where:-

- >4.5 represents an extremely high level of importance/satisfaction;
- 4.0 – 4.4 representing very high levels of importance/satisfaction;
- 3.5 – 3.9 representing relatively high levels of importance/satisfaction;
- 3.0 – 3.4 representing mixed level of importance/satisfaction; and
- <2.9 is an unsatisfactory result.

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Section 1

Introduction

Background

- 1.1 McGregor Tan Research was commissioned by the City of Darwin to conduct a Resident Satisfaction Survey in July 2012. The task of this research was to track public perceptions of the City of Darwin in relation to service quality, as well to assist in identifying any real or perceived gaps in the delivery of customer service in the City.
- 1.2 The previous resident satisfaction survey was conducted in 2011, 2010, 2009, and before that 2005 and 2000.
- 1.3 The 2012 questionnaire had minor changes from 2011, with the inclusion of a few additional questions. However, within this report, responses have been tracked where possible with those from the 2011 and 2010 Resident Satisfaction Surveys.

Methodology

- 1.4 A CATI survey was conducted between July 2nd and July 17th 2012 among 700 Darwin residents.

Reading the Report

- 1.5 This report has been set up into four main sections. The first section covers the project background and methodology. The second section is the Executive Summary and provides an overview of the research findings, while section three provides an in depth analysis of the City of Darwin research findings on a question by question basis, and includes text and graphical representations of the findings. Section four provides an analysis of the Importance / Performance Matrices.
- 1.6 The analysis section (section three) also identifies any significant differences which may have occurred between the sub-groups analysed. The sub-groups used for analysis were all of the standard demographics (age, gender, household composition, dwelling type, incidence of being an owner / rate payer or rental tenant, income and length time spent living in Darwin).

- 1.7 The significant differences presented in the analysis section of the report can be found in the computer tabulations. The computer tabulations show the comparisons between [1] the answers given by the total number of respondents and [2] those given by the various subgroups. This is done in the form of percentages. Under certain data, you may notice the presence of + or - signs. These indicate where there is a statistically significant difference between the responses of the subgroup (e.g. males, people over 65 etc.) and the group as a whole. When the responses of the subgroup are significantly less than the group as a whole, this is shown by a minus (-) sign. If, on the other hand, there is a significantly higher response by the subgroup, then a plus (+) sign appears. These can occur in single (- or +), double (-- or ++) or triple (--- or +++) signs.
- 1.8 In this report, only the significant differences which recorded +++ are identified in the report, which means that you can be 99% sure that this particular subgroup is in fact answering differently to the group as a whole, and that it is not just a random fluctuation in the data. Also, significant differences were only reported on the top or main responses provided for each question.

Section 2

Executive Summary

2.1

Overview

Satisfaction with the performance of the City of Darwin remains high, with an overall satisfaction rating of 3.7 (up from 3.5 in 2011 and unchanged from 2010).

Further, 71% of residents were satisfied with the overall performance of Council compared to just 8% who were dissatisfied.

There is also a very high level of satisfaction with the quality of life in Darwin with 86% of surveyed respondents indicating that they were satisfied, compared to just 5% who were dissatisfied.

Further positive findings were the satisfaction ratings for contact with Council staff, in particular, the quality of service from the counter staff at the Civic Centre.

A few key areas for improvement of service delivery were identified, including:

- Communicate better with public
- Parking (both in the CBD and suburban areas)
- Domestic dog control and education
- Public toilet maintenance
- Litter collection from public areas
- Improve the ability to contact Council staff after-hours

Successfully addressing these areas will have the greatest impact on increasing overall customer satisfaction.

2.2 **Key Findings**

Council Services

When asked to identify what services the City of Darwin offers to its residents, approximately two thirds (65%, down from 74% in 2011 and 71% in 2010) of those surveyed indicated that they were aware of the waste management services. Other services named included:

- Parks (40%, down from 46% in 2011)
- Library services (32%, down from 35% in 2011 and 2010)
- Streets (32%, down from 34% in 2011 and up from 29% in 2010)
- Community services (15%, up from 13% in 2011 and 12% in 2010)
- Recreational and leisure services (14%, up from 12% in 2011 and up slightly from 13% in 2010)
- Dog control and education (14%, down from 19% in 2011 and 22% in 2010)
- Footpaths (13%, up from 11% in 2011 and up slightly from 12% in 2010)
- Car parking – city and suburban (10%, down from 13% in 2011 and 15% in 2010)

Waste management services was outlined as the most important service by more than two in five (44%, down from 51% in 2011 and 46% in 2010) of those surveyed. Other services considered important, although to a lesser degree, included parks (8%, down slightly from 9% in 2011), library services (8%, unchanged from 2011 and down from 13% in 2010) and streets (7%, down from 9% in 2011 and up from 5% on 2010).

In the past twelve months, residents of the City of Darwin area were most likely to have used the following services:

- Waste management services (94%, up slightly from 93% in 2011 and up from 88% in 2010)
- Streets (94%, up from 91% in 2011 and 86% in 2010)
- Footpaths (91%, up from 89% in 2011 and 85% in 2010)
- Car parking (82%, up from 78% in 2011 and 76% in 2010)

- Recycling – seven types of plastic can now be recycled (78%, down from 87% in 2011)
- Parks (75%, up slightly from 74% in 2011)
- Walkways (75%, up from 66% in 2011 and 70% in 2010)

Importance and Satisfaction

IMPORTANCE	2012	2011	2010
Extremely High Levels of Importance			
The wheelie bin emptying service	4.8	4.8	4.8
Road maintenance	4.7	4.7	4.6
Storm water drainage	4.5	4.5	4.5
Street lighting	4.5	4.5	4.5
Very High Levels of Importance			
Litter collection from public areas	4.4	4.4	4.5
Maintenance of footpaths / cycle paths	4.4	4.4	4.4
The services provided at the Shoal Bay Waste Management Facility	4.3	4.4	4.5
Traffic management	4.3	4.3	4.3
Maintenance of parks	4.3	4.3	-
Recycling services – general	4.2	-	-
Public toilet maintenance	4.1	4.3	4.3
Recycling services – seven types of plastic can now be recycled	4.1	4.4	-
Car parking in the central business district	4.0	4.1	4.1
Recreational and leisure	4.0	4.1	4.1
Maintenance of playgrounds	4.0	4.2	-
Relatively High Levels of Importance			
Library services	3.9	4.0	4.1
Community services	3.9	4.0	4.1
Domestic dog control and education	3.8	3.9	4.0
Public swimming pools	3.8	3.9	3.9
Car parking in suburban areas	3.6	3.6	3.6
Mixed Levels of Importance			
Cat control and education	3.2	3.4	3.4
Control of advertising signage	3.0	3.0	3.1

SATISFACTION	2012	2011	2010
Very High Levels of Satisfaction			
The wheelie bin emptying service	4.4	4.4	4.3
Library services	4.2	4.2	4.2
The services provided at the Shoal Bay Waste Management Facility	4.1	4.2	4.2
Recreational and leisure	4.0	4.0	3.9
Relatively High Levels of Satisfaction			
Public swimming pools	3.9	3.9	4.0
Recycling services – general	3.8	-	-
Storm water drainage	3.8	3.7	3.7
Maintenance of parks	3.8	3.8	-
Community services	3.8	3.8	3.8
Recycling services – seven types of plastic can now be recycled	3.7	4.1	-
Maintenance of playgrounds	3.7	3.7	-
Street lighting	3.6	3.6	3.6
Traffic management	3.6	3.6	3.6
Maintenance of footpaths / cycle paths	3.6	3.5	3.6
Road maintenance	3.6	3.5	3.6
Litter collection from public areas	3.5	3.5	3.4
Car parking in suburban areas	3.5	3.5	3.6
Mixed Levels of Satisfaction			
Control of advertising signage	3.4	3.4	3.4
Domestic dog control and education	3.2	3.2	3.3
Public toilet maintenance	3.1	3.1	3.2
Cat control and education	2.9	2.9	3.0
Car parking in the central business district	2.9	2.8	2.9

Overall Satisfaction

Respondents' overall level of satisfaction with the City of Darwin was relatively high (3.7, up from 3.5 in 2011 and unchanged from 2010) with almost three quarters (71%, up from 61% in 2011 and 64% in 2010) of those surveyed satisfied, while only 8% (down from 13% in 2011 and up

slightly from 7% in 2010) were dissatisfied.

Contact with Council

Almost half (46%, up slightly from 45% in 2011 and up from 43% in 2010) of those surveyed had not made any contact with the City of Darwin in the past twelve months. Among those who have had contact, more than one third (36%, down from 38% in 2011 and 40% in 2010) had telephoned the Council, while others used the internet / email (14%, unchanged from 2011 and up from 11% in 2010) or went to the Civic centre in person (10%, unchanged from 2011 and down slightly from 11% in 2010).

A relatively high level of satisfaction 3.9 (up from 3.8 in 2011 and unchanged from 2010) was recorded among residents who had made contact with the City of Darwin, with the scaled responses as follows:

- Very satisfied (42%, up from 36% in 2011 and up slightly from 41% in 2010)
- Quite satisfied (31%, down from 36% in 2011 and down slightly from 32% in 2010)
- Neither satisfied nor dissatisfied (10%, up slightly from 9% in 2011 and down slightly from 11% in 2010)
- Quite dissatisfied (8%, unchanged from 2011 and up from 6% in 2010)
- Very dissatisfied (9%, down from 11% in 2011 and unchanged from 2010)

Among those who have had contact with the City of Darwin, the main reasons outlined were to discuss dog issues – control / lost (16%, down slightly from 17% in 2011 and up from 3% in 2010), to gain information (9%, up from 6% in 2011 and down from 12% in 2010), dog registration (9%, up from 6% in 2011 and down from 14% in 2010), infrastructure maintenance (9%, up from 5% in 2011) and to pay rates / fines (8%, down slightly from 9% in 2011 and down from 11% in 2010).

There were a range of reasons provided by the few respondents who had made a complaint, including issues relating to wheelie bins, street lighting and footpaths.

Approximately two in five (39%, down from 47% in 2011 and 2010) respondents identified the Northern Territory News as their main source of information used to find out about Council matters, while other sources included:

- Council's website (20%, down slightly from 21% in 2011 and down from 22% in 2010)
- Television (20%, down slightly from 21% in 2011 and up from 15% in 2010)
- Word of mouth (11%, up from 8% in 2011 and up slightly from 10% in 2010)
- Brochures / booklets / pamphlets / flyers (10%, down from 19% in 2011 and up from 6% in 2010)

The preferred source of information about Council matters was identified as the Northern Territory News by almost one third (31%, down from 34% in 2011 and up slightly from 30% in 2010) of respondents, while other responses included:

- Television (18%, down from 20% in 2011 and up from 15% in 2010)
- Council's website (18%, down from 20% in 2011 and down slightly from 19% in 2010)
- Brochures / flyers / booklets (16%, down from 19% in 2011 and down slightly from 17% in 2010)
- Letter (15%, up from 10% in 2011 and down from 21% in 2010)
- Email or e-newsletter (11%, up from 7% in 2011 and 2010)
- Radio (10%, down from 14% in 2011 and unchanged from 2010)
- Newsletters (10%, down from 14% in 2011 and up from 7% in 2010)

More than one quarter (28%, unchanged from 2011 and down slightly from 29% in 2010) of the residents surveyed outlined that they believed that City of Darwin has improved their communication processes over the past year, while 43% (up from 41% in 2011 and 36% in 2010) disagreed and a further 29% (down from 31% in 2011 and 34% in 2010) were unsure.

Use of New Media Technology

When respondents were asked how often they use range of new media technology for personal use, outside of their workplace, the following was recorded:

	Daily	Once or twice a week	Once or twice a month	Less often than once a month	Never
Internet	72%	12%	3%	2%	11%
Email	64%	17%	4%	2%	13%
Text messaging / SMS	57%	17%	4%	3%	19%
Facebook	27%	14%	5%	3%	51%
Twitter	3%	2%	1%	2%	92%
Other social media	9%	4%	2%	2%	82%

Transport

Residents surveyed were asked to indicate how often they use a car, walking, bicycle, public transport, motor bike, private hire car and taxi as a form of transport. The frequencies of usage were as follows:

	Car			Walking			Bicycle			Public Transport		
	2012	2011	2010	2012	2011	2010	2012	2011	2010	2012	2011	2010
Daily	77%	73%	74%	49%	43%	43%	7%	5%	7%	2%	2%	2%
Most days	9%	13%	9%	8%	14%	9%	3%	3%	3%	1%	2%	2%
Several days a week	6%	6%	7%	14%	13%	14%	7%	7%	6%	2%	2%	2%
Once or twice a week	4%	4%	4%	12%	16%	16%	12%	16%	15%	2%	4%	4%
Between once a fortnight and once a month	0%	1%	0%	3%	3%	5%	9%	6%	9%	7%	7%	8%
Less than once a month	1%	<1%	0%	6%	2%	4%	8%	8%	9%	24%	26%	26%
Never	3%	3%	5%	9%	7%	7%	55%	55%	51%	60%	57%	57%

	Motor Bike			Private Hire Car			Taxi		
	2012	2011	2010	2012	2011	2010	2012	2011	2010
Daily	2%	1%	2%	1%	N/A		<1%	N/A	
Most days	<1%	1%	1%	<1%			<1%		
Several days a week	1%	1%	1%	0%			1%		
Once or twice a week	1%	1%	1%	<1%			4%		
Between once a fortnight and once a month	1%	1%	1%	2%			17%		
Less than once a month	3%	2%	1%	21%			46%		
Never	92%	94%	94%	76%			32%		

Level of Satisfaction with Aspects of the Contact

An extremely high level of satisfaction (4.4, up from 4.3 in 2011 and down from 4.5 in 2010) was recorded for “specifically the quality of service from the front counter staff at the Civic Centre” among respondents who indicated that they went into the Civic Centre in person in the last twelve months.

Among all the residents surveyed, relatively high levels of satisfaction were recorded for the following:

- The ease with which you were put in touch with the right person to assist you (3.9, unchanged from 2011 and 2010)
- The knowledge of the person you dealt with in relation to your reason for making contact (3.9, unchanged from 2011 and down from 4.0 in 2010)
- The enthusiasm and interest shown to you by Council staff (3.8, unchanged from 2011 and 2010)
- Overall how satisfied are you with the quality of service that Council provided to you (3.8, up from 3.7 in 2011 and unchanged from 2010)
- The ability of Council staff and representatives to get it right first time (3.7, up from 3.5 in 2011 and unchanged from 2010)

A mixed level of satisfaction (2.7, down from 2.9 in 2011 and unchanged from 2010) was recorded for “your ability to contact Council staff out of office hours”.

Out of Office Hours Contact

Almost three quarters (71%) of those who were dissatisfied with their ability to contact Council staff out of office hours did not get a response from the after-hours call centre, while 15% did get a response and a further 14% did not know / were unsure.

The main reasons identified by respondents for being dissatisfied with their ability to contact Council staff out of office hours related to a lack of communication / contact (37%), they did not want to know / gave me the run around (22%), unprofessional / bad attitude (10%) and dog issues were not handled (8%).

The Role of Council

When survey participants were asked to rate their level of agreement with a number of statements, the following recorded an extremely high level of agreement: “The Council should play a role in improving urban enhancement around Darwin such as landscaping, streetscapes, providing a clean, safe and liveable City (4.5, unchanged from 2011 and 2010).

Very high levels of agreement were attributed to the following:

- The Council should play a role in the development of the City’s infrastructure, such as transport, car parking and public amenities (4.4, up from 4.3 in 2011 and unchanged from 2010)
- The Council should play a role in the promotion of Darwin and attract tourism (4.0, unchanged from 2011 and 2010)
- The Council should provide family friendly and healthy activities (4.0, unchanged from 2011 and down from 4.2 in 2010)
- The Council should increase recreational, leisure and heritage experiences such as managing the pathway and cycleway network, providing new facilities (4.0, down from 4.1 in 2011 and 4.2 in 2010)

The following recorded relatively high levels of agreement:

- The Council should play a role in promoting Darwin's culture (3.9, unchanged from 2011 and down from 4.0 in 2010)
- The Council should play a role in climate change, the protection of the environment and improving water conservation (3.8, down from 3.9 in 2011 and 4.1 in 2010)
- The Council acts responsibly and with integrity (3.8, up from 3.7 in 2011 and down from 3.9 in 2010)
- The Council should be sponsoring major community events – e.g. Darwin Festival and the Darwin Entertainment Centre (3.8, up from 3.7 in 2011)
- The Council should play a role in the development of other community support programs (3.7, unchanged from 2011 and down from 3.8 in 2010)
- The Council should be sponsoring minor community events – e.g. Nightcliff Seabreeze Festival, Arafura Games, NT Tennis championships etc. (3.6, new statement for 2012)

Mixed levels of agreement were recorded for the following:

- The Council consults with the community sufficiently (3.3, up from 3.2 in 2011 and down from 3.4 in 2010)
- The Council should play a role in increasing and promoting the use of technology (3.2, down from 3.5 in 2011 and 2010)

WiFi

Over half (54%, up from 29% in 2011) of those surveyed were aware that the City of Darwin had introduced WiFi in the Mall and all four Council libraries, while 45% (down from 70% in 2011) were not aware. Please note that in 2011 respondents were only asked if they were aware of the WiFi in the Mall.

More than four in five (85%, up from 76% in 2011) of those who were aware that the City of Darwin had introduced WiFi in the Mall and all four Council libraries thought this was a valuable service, while less than one in ten (9%, down from 18% in 2011) disagreed.

Of those who were aware that the City of Darwin had introduced WiFi in the Mall and all four Council libraries, more than one quarter (27%, up from 10% in 2011) had used the service, while 73% (down from 90% in 2011) had not.

The overwhelming majority (90%) of those who had used the WiFi service were satisfied with it, while just 6% were dissatisfied and a further 4% did not know / were unsure.

Council Priorities

The top three priorities for the City of Darwin were identified as creating and maintaining an environmentally sustainable city (59%, down from 61% in 2011 and 65% in 2010), demonstrating effective, open and responsible governance (53%, down slightly from 54% in 2011 and up from 50% in 2010) and enhancing Darwin's active, positive and flexible lifestyle (46%, up from 39% in 2011 and down from 48% in 2010).

Service Improvements

Half (50%, down from 58% in 2011 and unchanged from 2010) of those surveyed indicated that there were ways in which the City of Darwin could improve its service to residents, including:

- Communicate better with public (8%, down from 11% in 2011 and 10% in 2010)
- Footpaths / bikeways – improve and maintain (6%, down from 8% in 2011 and down slightly from 7% in 2010)
- Parking (6%, down from 10% in 201 and up slightly from 5% in 2010)
- Improve community services – library, websites, activities for children etc. (5%, up slightly from 4% in 2011 and up from 3% in 2010)

Key Issues and Suggestions

The key issues identified as currently affecting the lives of Darwin residents included:

- Cost of living (29%, up from 22% in 2011 and 15% in 2010)
- Housing affordability (25%, up from 13% in 2011 and 18% in 2010)
- Crime and anti-social behaviour (20%, up from 15% in 2011 and down from 22% in 2010)

There was a very high level of satisfaction (4.2, down from 4.3 in 2011 and 2010) with the quality of life in Darwin, with the overwhelming majority (86%, down from 89% in 2011 and 2010) of respondents being satisfied and only 5% (up from 3% in 2011 and 2% in 2010) of those surveyed were dissatisfied with the quality of life in Darwin.

A relatively high rating (4.0, unchanged from 2011 and up from 3.9 in 2010) was recorded for feeling safe in their local suburb among the residents surveyed. Approximately three quarters (76%, unchanged from 2011 and up from 74% in 2010) of respondents indicated that they felt safe in their local suburb, compared to 8% (unchanged from 2011 and down from 10% in 2010) who did not.

Among the many suggestions provided by the City of Darwin residents for the future, those more frequently identified included:

- Beautification / greening of areas – parks, clean ups, develop areas – maintain (9%, up slightly from 8% in 2011 and down slightly from 10% in 2010)
- Improve safety and security (8%, up from 3% in 2011 and up from 6% in 2010)
- Affordable living (7%, up from 2% in 2011 and 3% in 2010)
- Roads / infrastructure maintenance (7%, unchanged from 2011 and down slightly from 8% in 2010)
- Promote city and attractions (7%, up from 3% in 2011 and 4% in 2010)
- Town planning and developments (6%, up from 4% in 2011 and up slightly from 5% in 2010)
- Housing (6%, up from 2% in 2011 and 3% in 2010)

Section 3

Survey Results

This section outlines the key findings of the research. Where possible, comparisons with the 2011 and 2010 Surveys have been made.

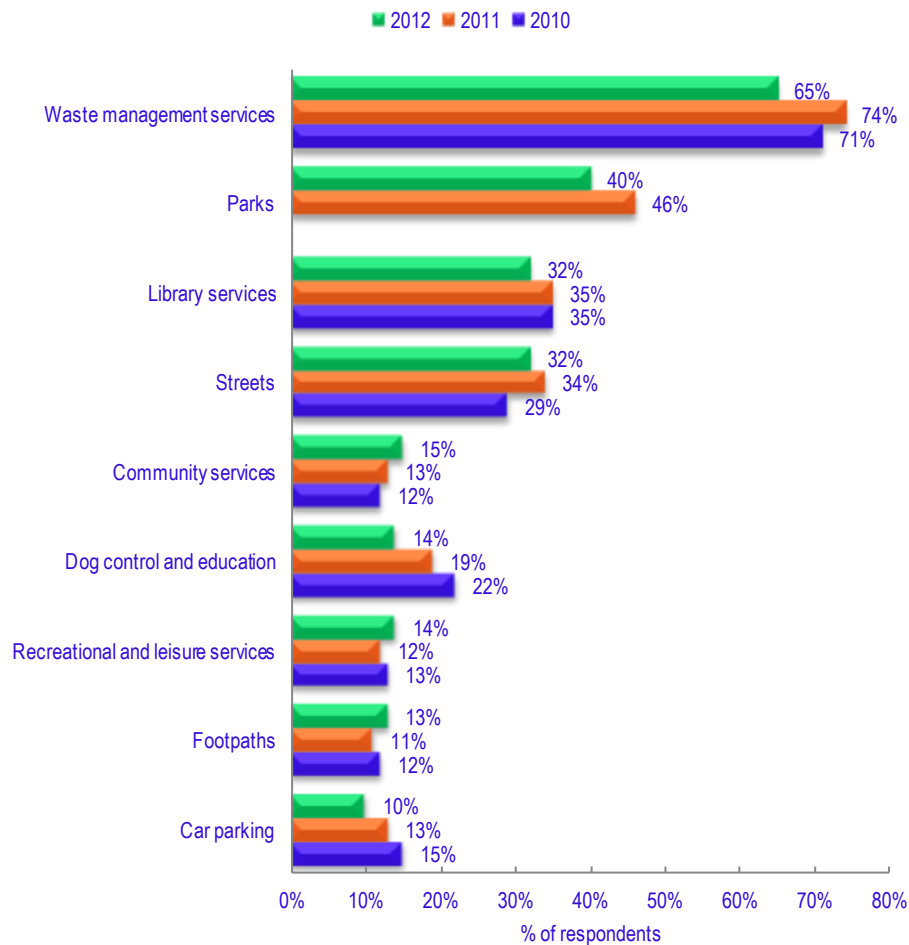
3.1 *Awareness of Council Services*

3.1.1 Those surveyed were asked what services they were aware of that the City of Darwin offers to Darwin residents.

3.1.2 The main services identified were:

- Waste management services (65%, down from 74% in 2011 and 71% in 2010)
- Parks (40%, down from 46% in 2011)
- Library services (32%, down from 35% in 2011 and 2010)
- Streets (32%, down from 34% in 2011 and up from 29% in 2010)
- Community services (15%, up from 13% in 2011 and 12% in 2010)
- Recreational and leisure services (14%, up from 12% in 2011 and up slightly from 13% in 2010)
- Dog control and education (14%, down from 19% in 2011 and 22% in 2010)
- Footpaths (13%, up from 11% in 2011 and up slightly from 12% in 2010)
- Car parking – city and suburban (10%, down from 13% in 2011 and 15% in 2010)

**Q1. What services are you aware of that the City of Darwin offers to Darwin residents?
TOP RESPONSES**



3.1.3

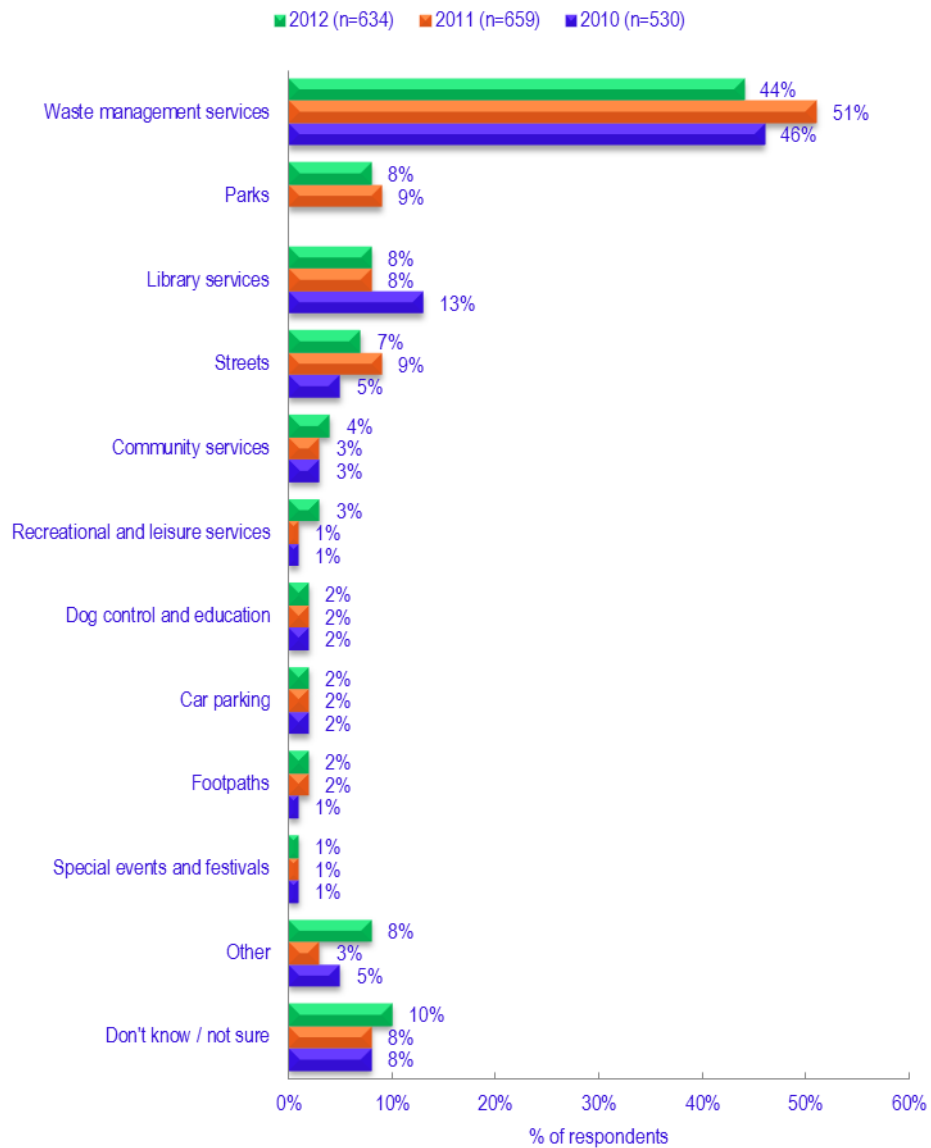
There were a number of other variances to these responses among the groups surveyed, including:

- Waste management services was more likely to be identified by males (70%), those aged 41 to 54 (75%), owners / rate payers (70%) and those with an income of \$100,000 to \$139,999 per annum (87%)
- Community services was identified by higher proportions of females (19%)
- Dog control and education had a higher incidence of being named by females (17%) and those aged 41 to 54 (19%)
- Car parking was more likely to be named by those aged 41 to 54 (15%)

3.2 *Most Important Services*

- 3.2.1 Those who were aware of services offered by the City of Darwin (n=634), were then asked to identify which one of these services they were aware of was of the most importance to them.
- 3.2.2 Waste management services named by more than two in five (44%, down from 51% in 2011 and 46% in 2010) of this group, was clearly identified as the most important of these services.
- 3.2.3 Others named as most important included:
- Parks (8%, down slightly from 9% in 2011)
 - Library services (8%, unchanged from 2011 and down from 13% in 2010)
 - Streets (7%, down from 9% in 2011 and up from 5% on 2010)

**Q2. Of all the services that you are aware of,
which ONE is of the most importance to you?**
BASE: Aware of services



3.2.4

Waste management services was more likely to be outlined as the most important by males (52%) and owners / rate payers (47%).

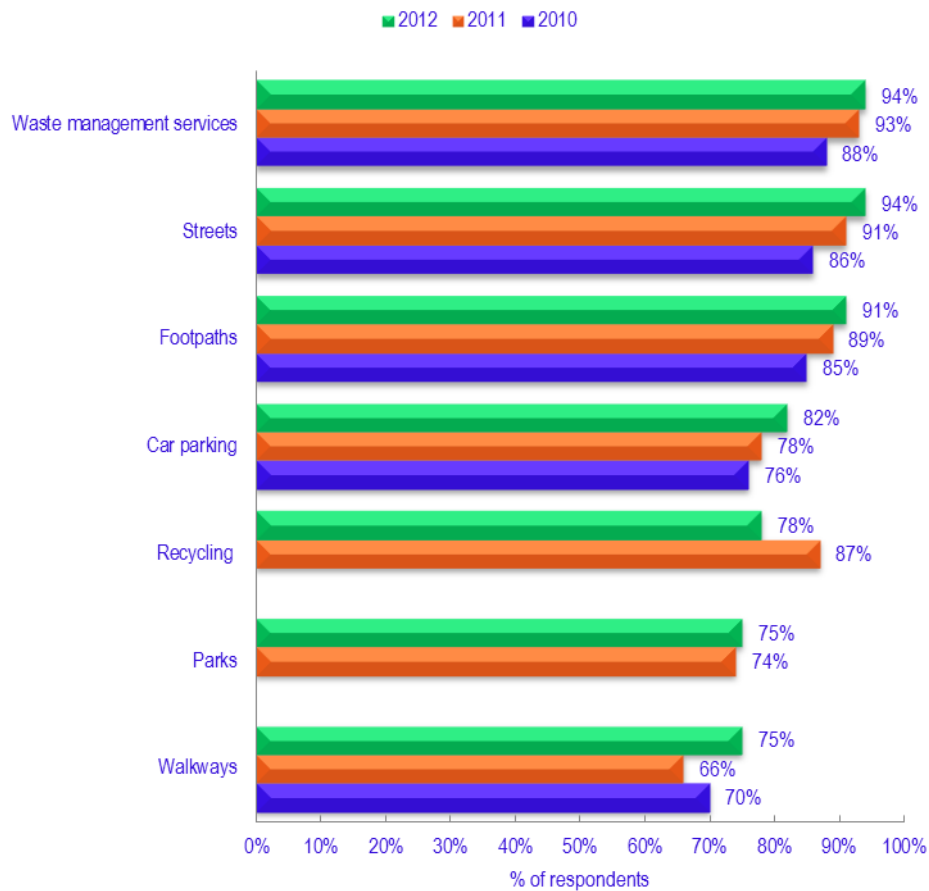
3.3 *Council Services Used*

3.3.1 Respondents were then read a list of services provided by the City of Darwin and asked which of these services they had used in the past twelve months.

3.3.2 The overwhelming majority (94%, up slightly from 93% in 2011 and up from 88% in 2010) of those surveyed identified that they had used waste management services in the past twelve months, while other services named included:

- Streets (94%, up from 91% in 2011 and 86% in 2010)
- Footpaths (91%, up from 89% in 2011 and 85% in 2010)
- Car parking (82%, up from 78% in 2011 and 76% in 2010)
- Recycling – 7 types of plastic can now be recycled (78%, down from 87% in 2011)
- Parks (75%, up slightly from 74% in 2011)
- Walkways (75%, up from 66% in 2011 and 70% in 2010)
- Recreational and leisure services (56%, up from 51% in 2011 and 54% in 2010)
- Special events and festivals (50%, up from 40% in 2011 and 43% in 2010)
- Cycle paths (50%, unchanged from 2011 and down from 53% in 2010)
- Library services (46%, down from 48% in 2011 and 52% in 2010)
- Public toilets (43%, down slightly from 44% in 2011 and 2010)
- Playgrounds (36%, up slightly from 35% in 2011)
- City of Darwin website (33%, down slightly from 34% in 2011 and up from 30% in 2010)
- Dog control and education (21%, down from 25% in 2011 and 26% in 2010)
- Community services (20%, down slightly from 21% in 2011 and unchanged from 2010)
- Cat control and education (6%, down from 11% in 2011 and 8% in 2010)

**Q3. Which of these City of Darwin services have you used
in the past 12 months?
TOP RESPONSES**



3.3.3

There were a number of variances to these responses among the groups surveyed, including:

- Waste management services was more likely to be identified by those aged 41 to 54 (99%) and those living in a house / single dwelling (96%)
- Recycling was named by higher proportions of females (82%)
- Parks was more likely to be nominated by those aged 18 to 40 (84%) and those from family households with the youngest child under 12 (89%)
- Walkways was identified by higher proportions of those aged 18 to 40 (89%), especially those 31 to 35 (93%), those aged 41 to 54 (81%), those from family households with the youngest child under 12 (88%) and those with as income of \$80,000 to \$99,999 per annum (85%)

3.4 Importance Ratings of Council Services

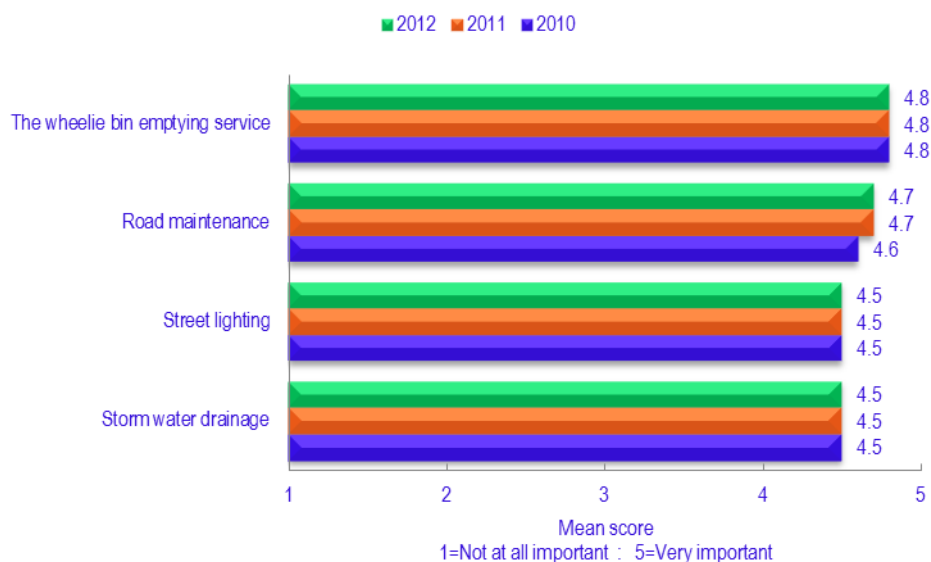
3.4.1 Those surveyed were asked to rate the importance of the services provided by the City of Darwin. This rating was on a scale of 1 to 5, where 5 is very important and 1 is not at all important.

3.4.2 It is generally considered that an average rating of 2.5 to 3.4 represents a mixed level of importance, 3.5 to 3.9 equates to a relatively high level of importance, 4.0 to 4.4 indicates a very high level of importance while 4.5 and above represents an extremely high level of importance.

3.4.3 Based on these parameters, there were extremely high levels of importance attributed to the following services:

- The wheelie bin emptying service (4.8, unchanged from 2011 and 2010)
- Road maintenance (4.7, unchanged from 2011 and up from 4.6 in 2010)
- Storm water drainage (4.5, unchanged from 2011 and 2010)
- Street lighting (4.5, unchanged from 2011 and 2010)

Q4. Now thinking of the services provided by the Council, please rate the level of importance of each of the following services.
EXTREMELY HIGH LEVELS OF IMPORTANCE

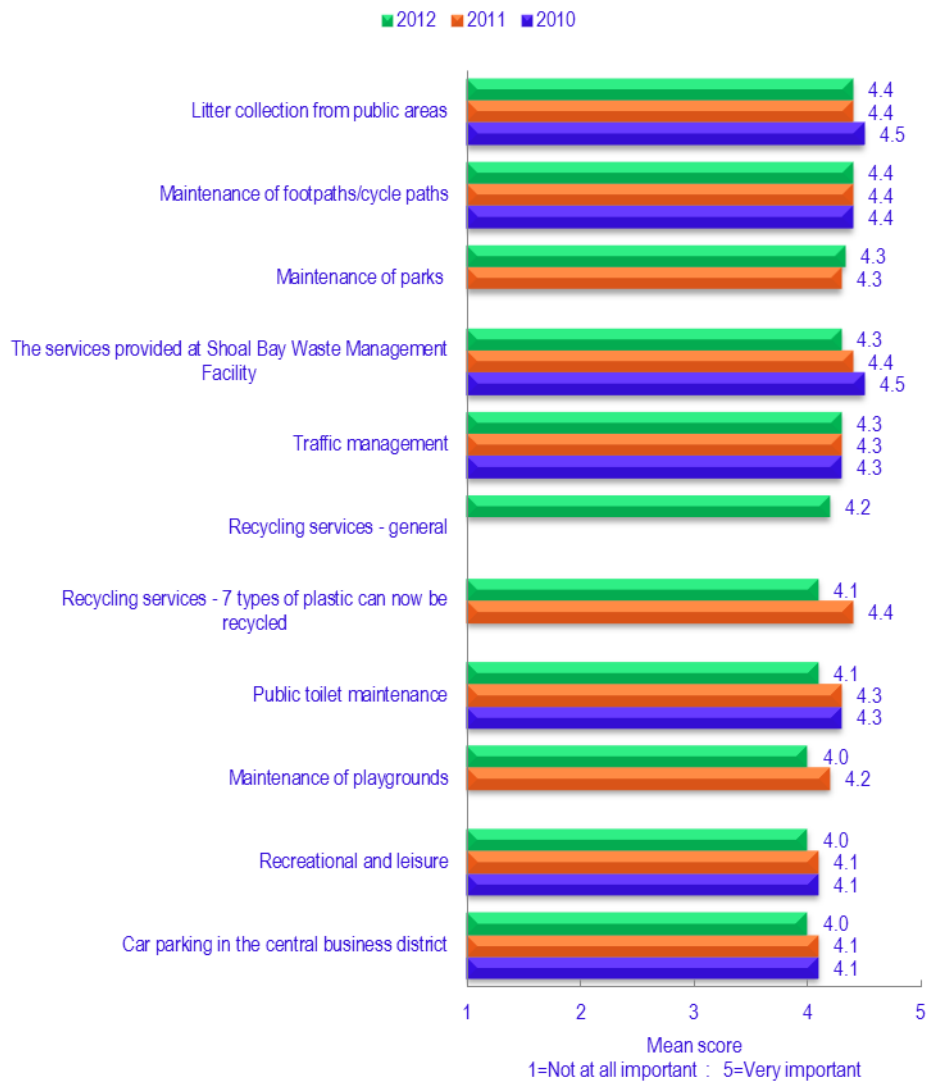


3.4.4

Very high levels of importance were associated with the following:

- Litter collection from public areas (4.4, unchanged from 2011 and down from 4.5 in 2010)
- Maintenance of footpaths / cycle paths (4.4, unchanged from 2011 and 2010)
- The services provided at the Shoal Bay Waste Management Facility (4.3, down from 4.4 in 2011 and 4.5 in 2010)
- Traffic management (4.3, unchanged from 2011 and 2010)
- Maintenance of parks (4.3, unchanged from 2011)
- Recycling services – general (4.2, not tested in previous years)
- Public toilet maintenance (4.1, down from 4.3 in 2011 and 2010)
- Recycling services – seven types of plastic can now be recycled (4.1, down from 4.4 in 2011)
- Car parking in the central business district (4.0, down from 4.1 in 2011 and 2010)
- Recreational and leisure (4.0, down from 4.1 in 2011 and 2010)
- Maintenance of playgrounds (4.0, down from 4.2 in 2011)

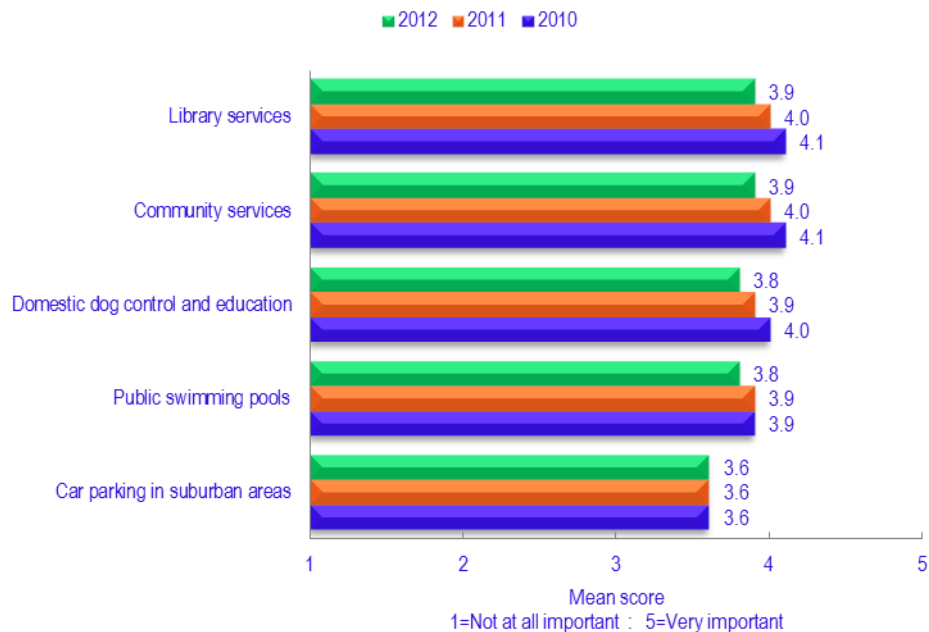
Q4. Now thinking of the services provided by the Council, please rate the level of importance of each of the following services.
VERY HIGH LEVELS OF IMPORTANCE



3.4.5 Relatively high levels of importance were attributed to the following:

- Library services (3.9, down from 4.0 in 2011 and 4.1 in 2010)
- Community services (3.9, down from 4.0 in 2011 and 4.1 in 2010)
- Domestic dog control and education (3.8, down from 3.9 in 2011 and 4.0 in 2010)
- Public swimming pools (3.8, down from 3.9 in 2011 and 2010)
- Car parking areas in suburban areas (3.6, unchanged from 2011 and 2010)

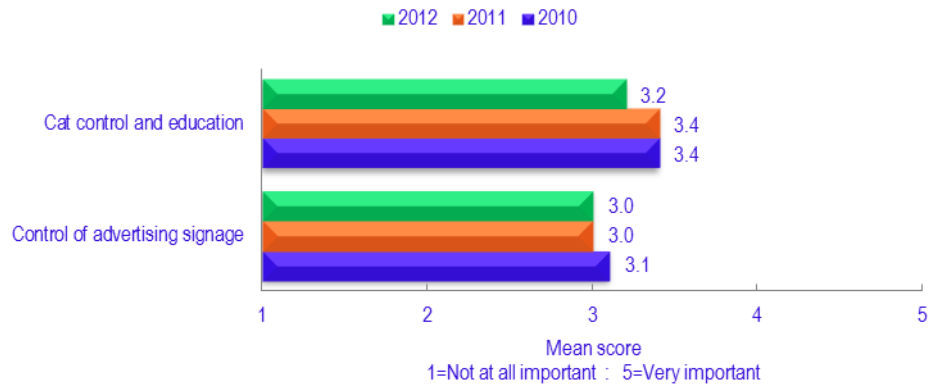
Q4. Now thinking of the services provided by the Council, please rate the level of importance of each of the following services.
RELATIVELY HIGH LEVELS OF IMPORTANCE



3.4.6 The following recorded mixed levels of importance:

- Cat control and education (3.2, down from 3.4 in 2011 and 2010)
- Control of advertising signage (3.0, unchanged from 2011 and down from 3.1 in 2010)

Q4. Now thinking of the services provided by the Council, please rate the level of importance of each of the following services.
MIXED LEVELS OF IMPORTANCE

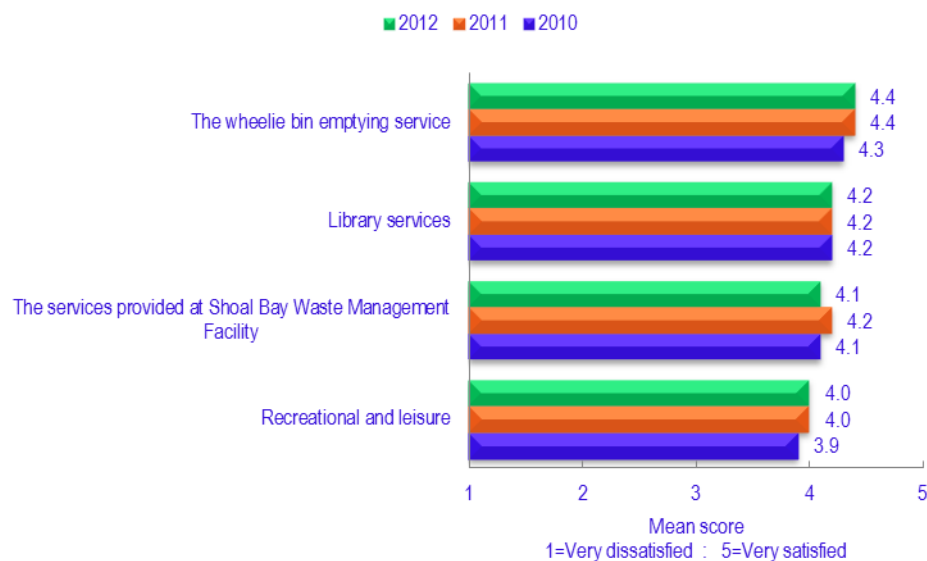


3.5 *Satisfaction Ratings With Council Services*

Individual Services

- 3.5.1 Residents were then asked to rate their level of satisfaction with these services provided by the City of Darwin. This rating was on a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied.
- 3.5.2 It is generally considered that an average rating of 2.5 to 3.4 represents a mixed level of satisfaction, 3.5 to 3.9 indicates a relatively high level of satisfaction, 4.0 to 4.4 equates to a very high level of satisfaction while 4.5 and above represents an extremely high level of satisfaction.
- 3.5.3 Based on these parameters, there were very high levels of satisfaction with the following:
- The wheelie bin emptying service (4.4, unchanged from 2011 and up from 4.3 in 2010)
 - Library services (4.2, unchanged from 2011 and 2010)
 - The services provided at the Shoal Bay Waste Management Facility (4.1, down from 4.2 in 2011 and unchanged from 2010)
 - Recreational and leisure (4.0, unchanged from 2011 and up from 3.9 in 2010)

Q5. Still thinking of the services provided by Council, please rate your level of satisfaction with the standard of each service.
VERY HIGH LEVELS OF SATISFACTION

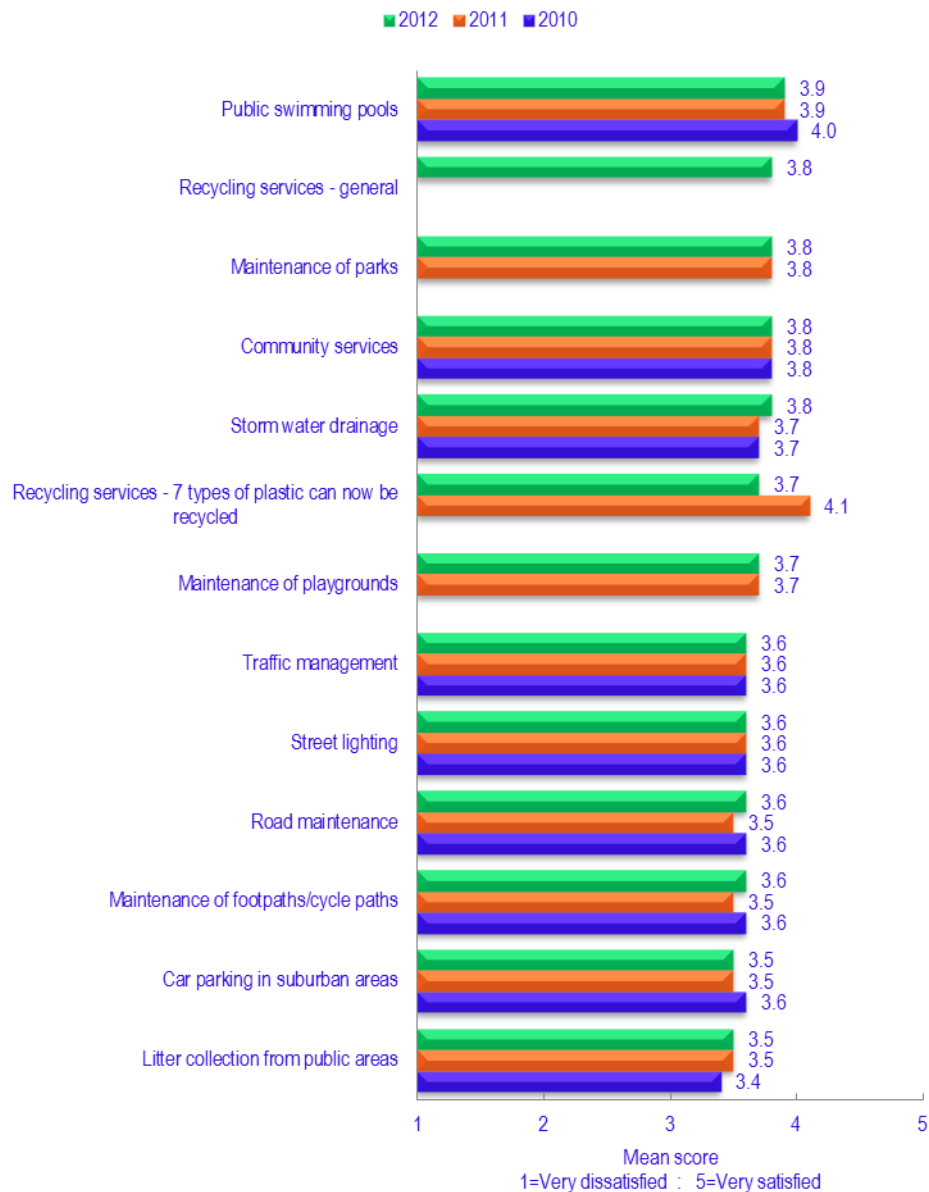


3.5.4

Relatively high levels of satisfaction were recorded for the following:

- Public swimming pools (3.9, unchanged from 2011 and down from 4.0 in 2010)
- Recycling services – general (3.8, not mentioned in 2011)
- Storm water drainage (3.8, up from 3.7 in 2011 and 2010)
- Maintenance of parks (3.8, unchanged from 2011)
- Community services (3.8, unchanged from 2011 and 2010)
- Recycling services – seven types of plastic can now be recycled (3.7, down from 4.1 in 2011)
- Maintenance of playgrounds (3.7, unchanged from 2011)
- Street lighting (3.6, unchanged from 2011 and 2010)
- Traffic management (3.6, unchanged from 2011 and 2010)
- Maintenance of footpaths / cycle paths (3.6, up from 3.5 in 2011 and unchanged from 2010)
- Litter collection from public areas (3.5, unchanged from 2011 and up from 3.4 in 2010)
- Car parking in suburban areas (3.5, unchanged from 2011 and down from 3.6 in 2010)
- Road maintenance (3.6, up from 3.5 in 2011 and unchanged from 2010)

Q5. Still thinking of the services provided by Council, please rate your level of satisfaction with the standard of each service.
RELATIVELY HIGH LEVELS OF SATISFACTION



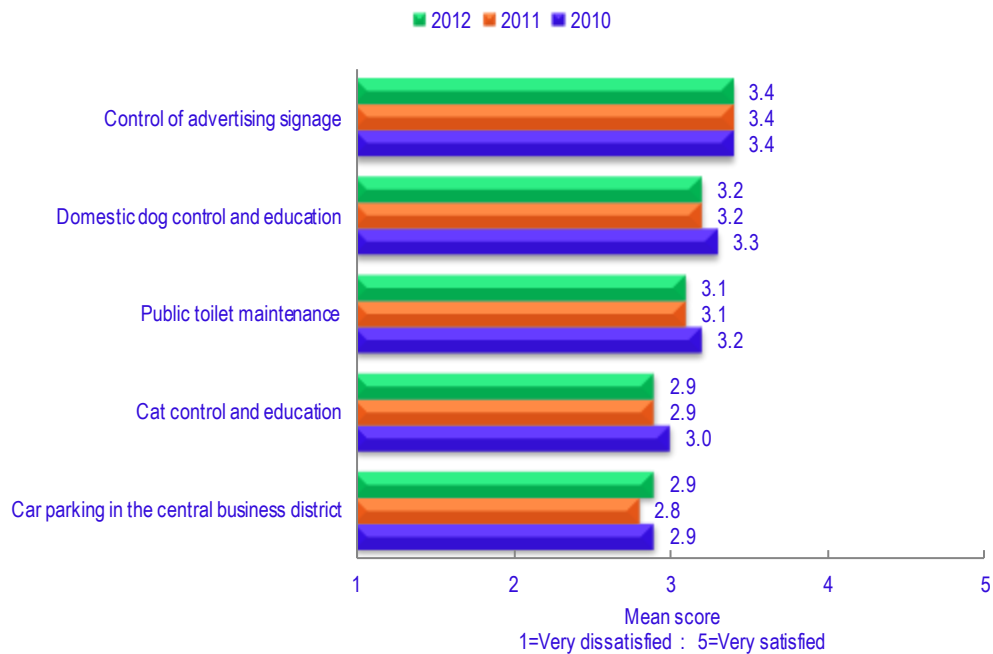
3.5.5

The following recorded mixed levels of satisfaction:

- Control of advertising signage (3.4, unchanged from 2011 and 2010)
- Domestic dog control and education (3.2, unchanged from 2011 and down from 3.3 in 2010)
- Public toilet maintenance (3.1, unchanged from 2011 and down from 3.2 in 2010)
- Cat control and education (2.9, unchanged from 2011 and down from 3.0 in 2010)

- Car parking in the central business district (2.9, up from 2.8 in 2011 and unchanged from 2010)

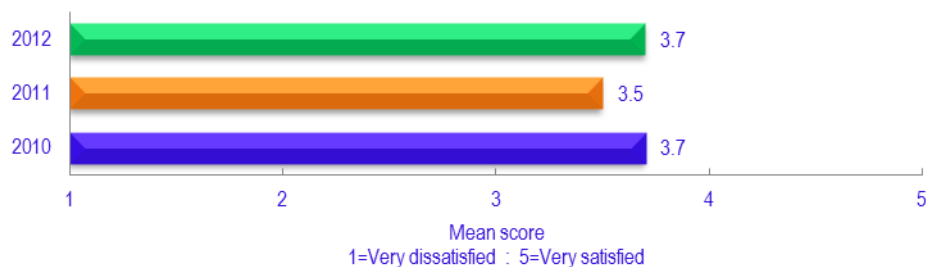
Q5. Still thinking of the services provided by Council, please rate your level of satisfaction with the standard of each service.
MIXED LEVELS OF SATISFACTION



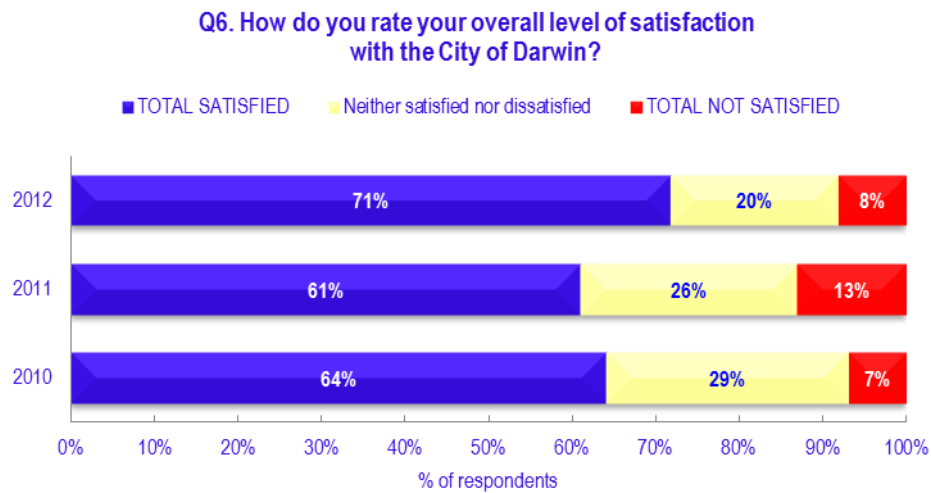
Overall Satisfaction

- 3.5.6 Those surveyed were then asked to rate their overall level of satisfaction with the City of Darwin.
- 3.5.7 The overall satisfaction with the City of Darwin was relatively high, with an average rating of 3.7 (up from 3.5 in 2011 and unchanged from 2010).

Q6. How do you rate your overall level of satisfaction with the City of Darwin?

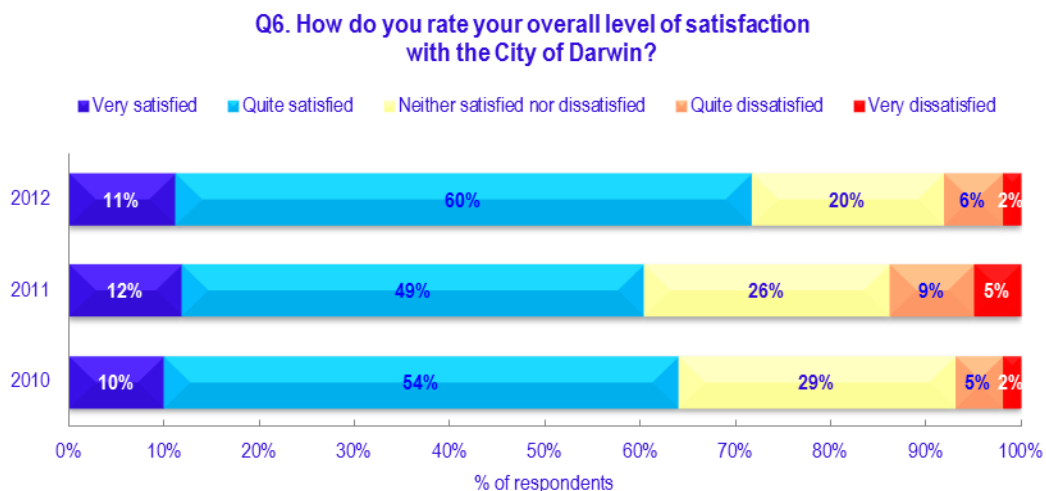


3.5.8 These findings indicate that almost three quarters (71%, up from 61% in 2010 and 64% in 2011) of respondents were satisfied with the City of Darwin.



3.5.9 The scaled responses were as follows:

- Very satisfied (11%, down slightly from 12% in 2011 and up slightly from 10% in 2010)
- Quite satisfied (60%, up from 49% in 2011 and 54% in 2010)
- Neither satisfied nor dissatisfied (20%, down from 26% in 2011 and 29% in 2010)
- Quite dissatisfied (6%, down from 9% in 2011 and up slightly from 5% in 2010)
- Very dissatisfied (2%, down from 5% in 2011 and unchanged from 2010)

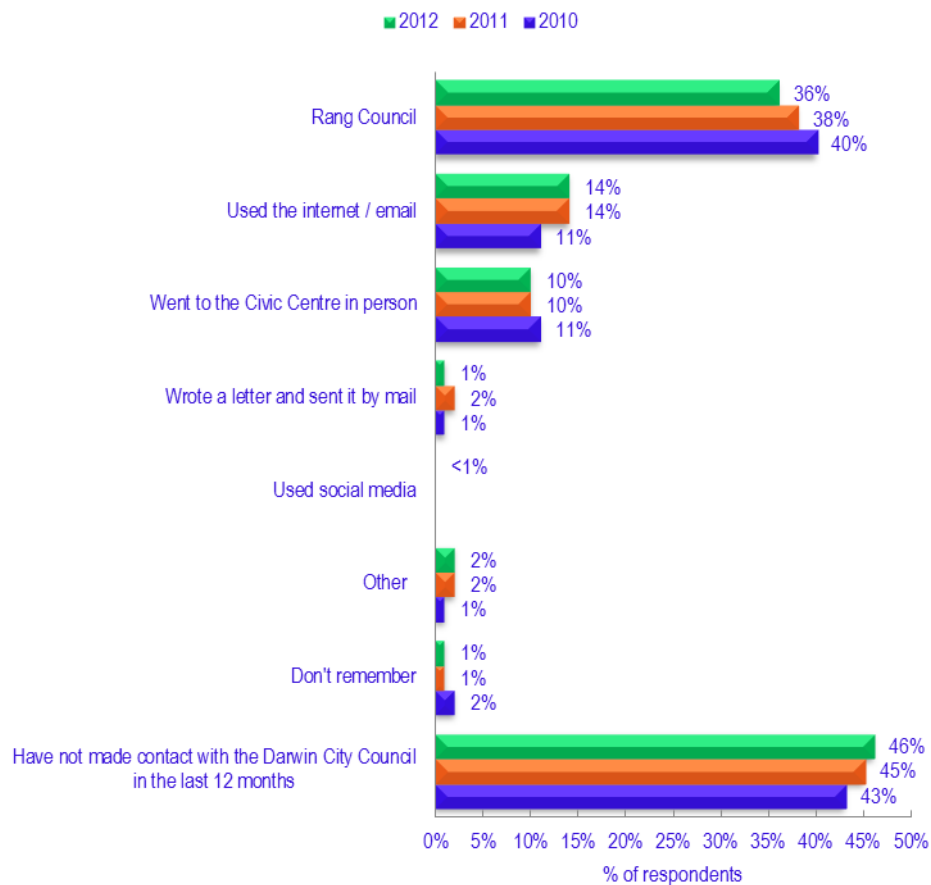


3.6 *Contact With the Council*

Method of Contact

- 3.6.1 All respondents were asked if they had made contact with the City of Darwin in the last twelve months, and those who had made contact were asked what methods they used to make that contact.
- 3.6.2 Almost half (46%, up slightly from 45% in 2011 and up from 43% in 2010) of those surveyed indicated that they had not made any contact with the Council in the past twelve months. Among those who have had contact, the methods identified included:
- Rang Council (36%, down from 38% in 2011 and 40% in 2010)
 - Used the internet / email (14%, unchanged from 2011 and up from 11% in 2010)
 - Went to the Civic centre in person (10%, unchanged from 2011 and down slightly from 11% in 2010)

Q7. Have you made contact with the City of Darwin in the last 12 months? If yes, what methods did you use to make that contact?

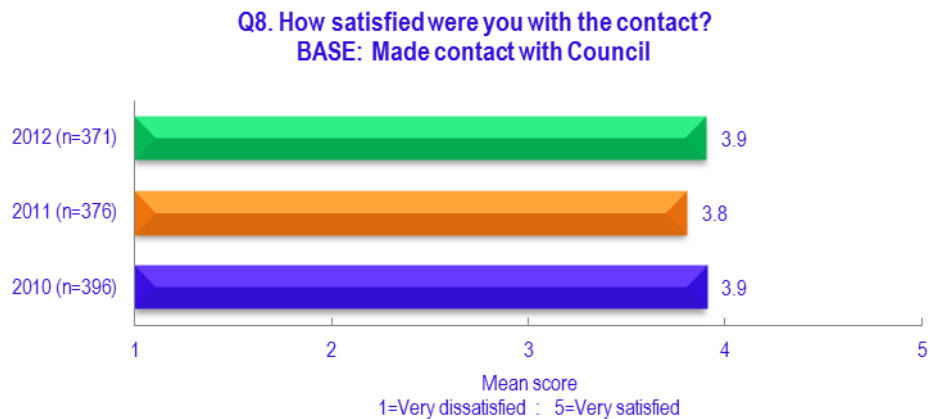


- 3.6.3 Rang Council was identified by higher proportions of those aged 41 to 54 (44%) and owners / rate payers (39%).
- 3.6.4 Internet / email was more likely to be identified by owners / rate payers (16%).
- 3.6.5 Those aged over 40 (12%) had a higher incidence of visiting the Civic Centre in person.
- 3.6.6 Those that had not made contact with the City of Darwin in the last twelve months were more likely to be those living in a unit / flat in block with others (56%) and rental tenants (61%).

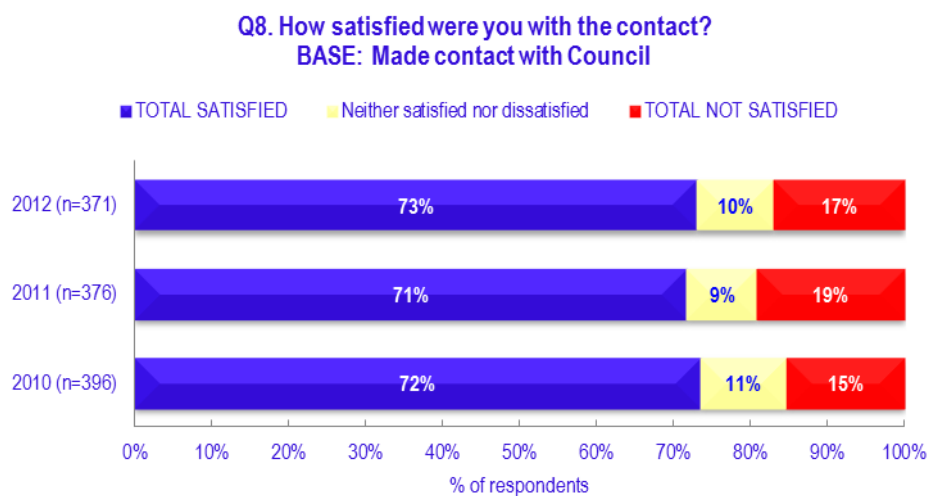
Satisfaction with Contact

- 3.6.7 Those who had made contact with the City of Darwin (n=371) were then asked how satisfied they were with that contact.

3.6.8 The overall satisfaction with the contact was relatively high, with an average rating of 3.9 (up from 3.8 in 2011 and unchanged from 2010).



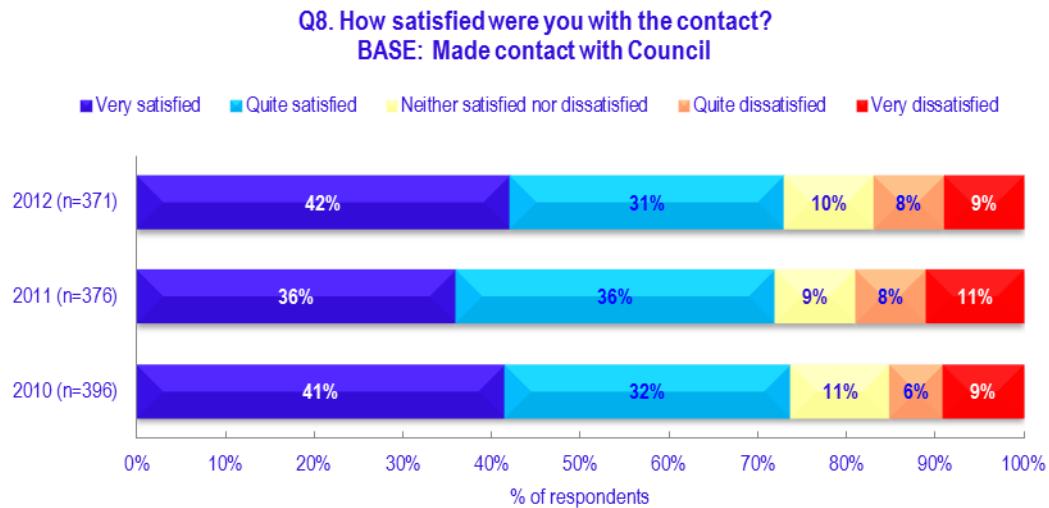
3.6.9 Almost three quarters (73%, up from 71% in 2011 and up slightly from 72% in 2010) of these respondents were satisfied with the contact they had with Council, while 17% (down from 19% in 2011 and 15% in 2010) were dissatisfied.



3.6.10 The scaled responses were as follows:

- Very satisfied (42%, up from 36% in 2011 and up slightly from 41% in 2010)
- Quite satisfied (31%, down from 36% in 2011 and down slightly from 32% in 2010)
- Neither satisfied nor dissatisfied (10%, up slightly from 9% in 2011 and down slightly from 11% in 2010)

- Quite dissatisfied (8%, unchanged from 2011 and up from 6% in 2010)
- Very dissatisfied (9%, down from 11% in 2011 and unchanged from 2010)



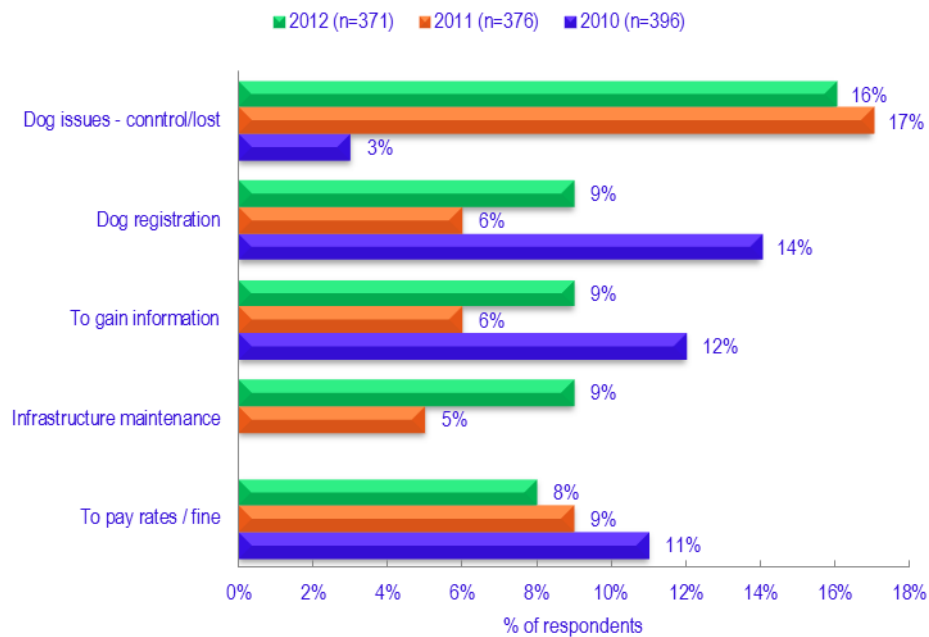
Reason for Contact

3.6.11 Those who had made contact with the Council (n=371) were asked what the main reason was for their most recent contact with the Council.

3.6.12 A number of reasons were identified, including:

- Dog issues – control / lost (16%, down slightly from 17% in 2011 and up from 3% in 2010)
- Dog registration (9%, up from 6% in 2011 and down from 14% in 2010)
- Infrastructure maintenance (9%, up from 5% in 2011)
- To gain information (9%, up from 6% in 2011 and down from 12% in 2010)
- To pay rates / fines (8%, down from 9% in 2011 and 11% in 2010)

Q9. What was the main reason for that contact?
BASE: Made contact with Council
TOP RESPONSES



- 3.6.13 Dog issues – control / lost has named by higher proportions of those living in a house / single dwelling (19%).
- 3.6.14 Infrastructure maintenance was more likely to be identified by those from older couple households with no children in the home (15%).
- 3.6.15 Dog registration had a higher incidence of being identified by those with an income of under \$20,000 per annum (22%).
- 3.6.16 To pay rates / fines had a higher incidence of being named by those from older single / widowed / divorced households with no children in the home (16%).

Nature of Complaint

- 3.6.17 Those who had made a complaint (n=23) were asked to identify the nature of their complaint.
- 3.6.18 There were a range of responses provided, with the main ones relating to wheelie bins, street lighting and footpaths. This was evidenced by the following, however, for the full list of verbatim comments please see Appendix Two:

Broken street light.

Collecting bins.

Complaint about signage on the footpaths.

Garbage men damaged a wall.

I complained about the footpaths.

Street lighting being too bright, we cannot sleep. Dog issues, our dog was killed by a neighbour's dog after we had previously complained about their dog.

The footpaths outside of my house is shocking.

The lights were out in the nearby parklands.

The street light was out.

They failed to empty my wheelie bin.

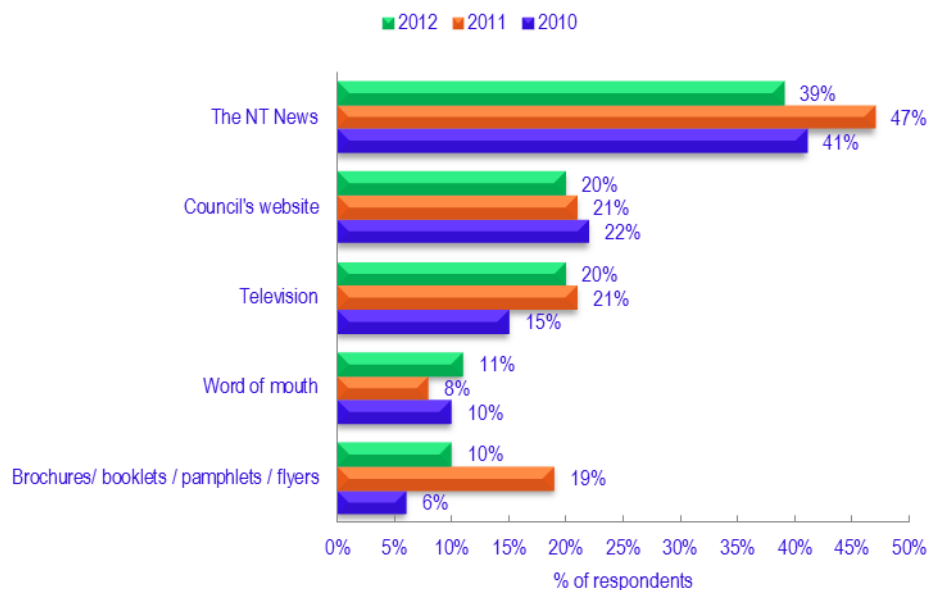
Wheelie bin emptying.

Wife had slipped over and the pavement was resurfaced.

Current Sources of Information about Council Matters

- 3.6.19 The residents surveyed were asked how they currently find out about Council matters.
- 3.6.20 Almost two in five (39%, down from 47% in 2011 and 2010) respondents identified the Northern Territory News, while other sources of information used to find out about Council matters included:
- Council's website (20%, down slightly from 21% in 2011 and down from 22% in 2010)
 - Television (20%, down slightly from 21% in 2011 and up from 15% in 2010)
 - Word of mouth (11%, up from 8% in 2011 and up slightly from 10% in 2010)
 - Brochures / booklets / pamphlets / flyers (10%, down from 19% in 2011 and up from 6% in 2010)

**Q11. How do you currently find out about Council matters?
TOP RESPONSES**



3.6.21 The Northern Territory News was identified by higher proportions of those aged over 40 (44%), those from older couple households with no children in the home (49%) and owners / rate payers (42%).

Preferred Sources of Information about Council Matters

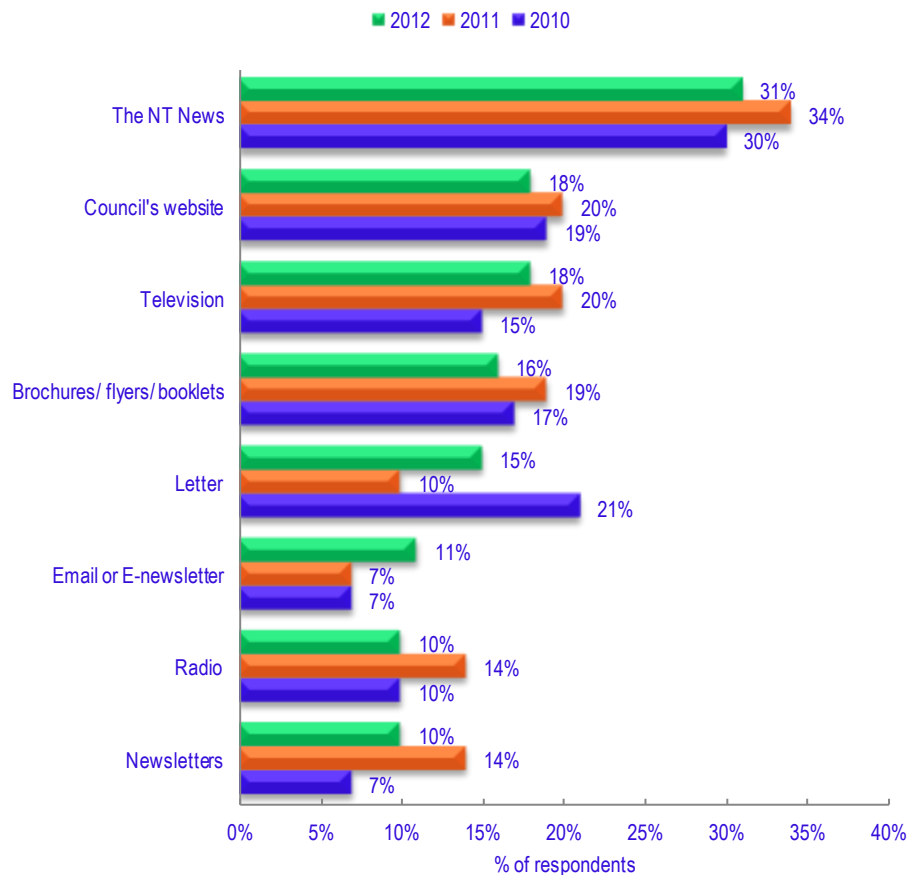
3.6.22 All respondents were then asked how they would like to be informed about Council matters.

3.6.23 Almost one third (31%, down from 34% in 2011 and up slightly from 30% in 2010) of those surveyed indicated that they would like to be informed about Council matters via the Northern Territory News, while other responses included:

- Television (18%, down from 20% in 2011 and up from 15% in 2010)
- Council's website (18%, down from 20% in 2011 and down slightly from 19% in 2010)
- Brochures / flyers / booklets (16%, down from 19% in 2011 and down slightly from 17% in 2010)
- Letter (15%, up from 10% in 2011 and down from 21% in 2010)
- Email or e-newsletter (11%, up from 7% in 2011 and 2010)
- Radio (10%, down from 14% in 2011 and unchanged from 2010)

- Newsletters (10%, down from 14% in 2011 and up from 7% in 2010)

**Q12. How do you want to be informed about Council matters?
TOP RESPONSES**



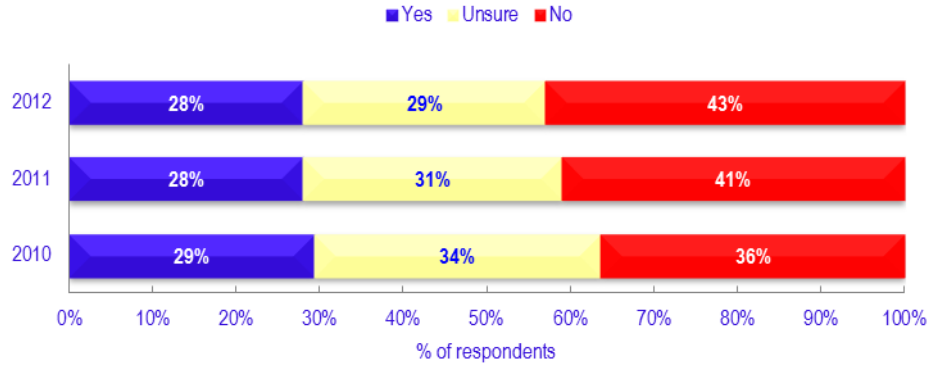
- 3.6.24 The NT News was more likely to be identified by those aged over 40 (34%).
- 3.6.25 Brochures / flyers / booklets had a higher incidence of being named by those aged 65 years or older (25%).
- 3.6.26 Email or e-newsletter was named by higher proportions of those aged 18 to 40 (18%), those from family households with the youngest child under 12 (18%) and those with an income of \$60,000 to \$79,999 per annum (19%).

Incidence of Improvement to Communication Processes

- 3.6.27 Those surveyed were asked if they believed that the City of Darwin has improved their communication processes over the past year.
- 3.6.28 There was a mixed response to this among the respondents surveyed, with 28% (unchanged from 2011 and down slightly from 29% in 2010) agreeing that the communication processes had improved over the past year, while

43% (up from 41% in 2011 and 36% in 2010) disagreed and a further 29% (down from 31% in 2011 and 34% in 2010) were unsure.

Q13. Do you believe that the City of Darwin has improved their communication processes over the past year?



3.6.29 Those who believed that the City of Darwin has improved their communication processes over the past year were more likely to be those aged 18 to 40 (40%), in particular those aged 18 to 24 (53%), those from young single / shared households (50%) and rental tenants (39%).

3.6.30 Those who disagreed were more likely to be those aged over 40 (48%), those from an older couple household with no children in the home (51%) and owners / rate payers (47%).

3.7 Use of New Media Technology

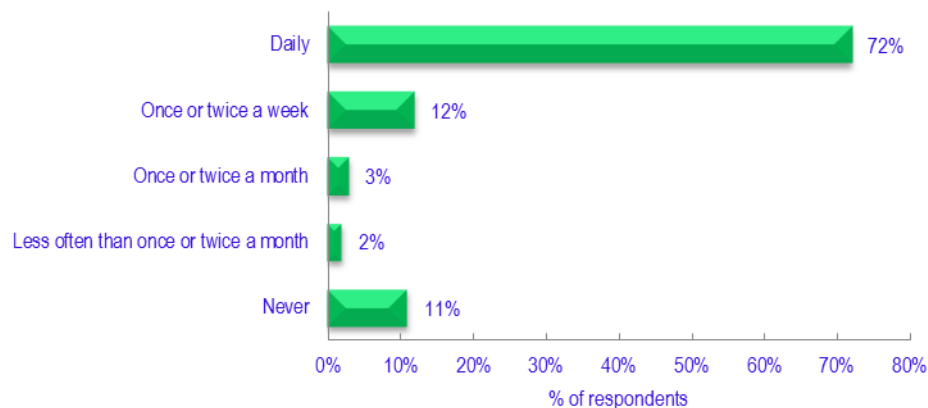
3.7.1 Those surveyed were asked how often they used a range of new media technologies outside of their workplace.

Internet

3.7.2 Almost three quarters (72%) of respondents used the internet daily, with smaller proportions outlining:

- Once or twice a week (12%)
- Once or twice a month (3%)
- Less often than once or twice a month (2%)
- Never (11%)

14. In regards to your personal use of new media technology outside of your workplace, how often do you use the following?
INTERNET



3.7.3 Daily use of the internet was higher among those aged 18 to 40 (91%), in particular those 18 to 24 (97%) and 36 to 40 (90%) and those from family households with the youngest child under 12 (83%).

3.7.4 Once or twice a week was more likely to be named by those aged over 40 (14%), especially those 41 to 54 (18%).

3.7.5 Those who never use the internet had a higher incidence of being those aged over 40 (14%), in particular those 65 plus (31%), those from older single / widowed / divorced households with no children at home (25%), rental tenants (18%), those with an income of under \$20,000 per annum

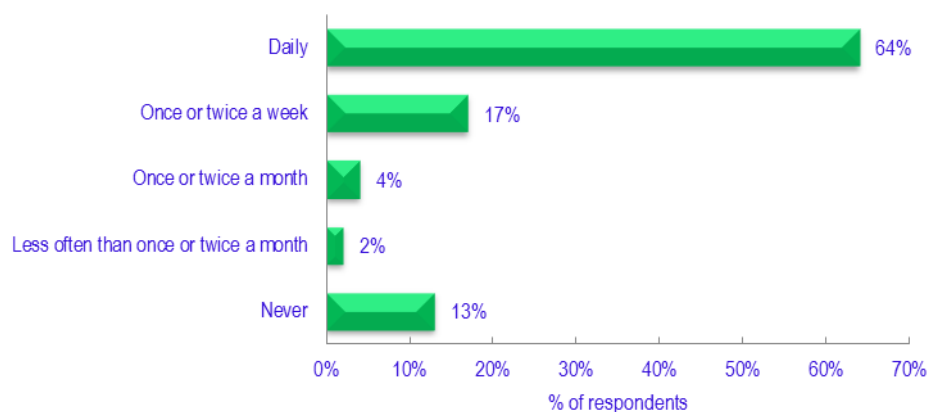
(21%) and \$20,000 to \$39,999 per annum (23%) and those who have been living in Darwin for ten years or more (13%).

Email

3.7.6 Approximately two thirds (64%) of respondents used email daily, with other frequencies of use including:

- Once or twice a week (17%)
- Once or twice a month (4%)
- Less often than once or twice a month (2%)
- Never (13%)

14. In regards to your personal use of new media technology outside of your workplace, how often do you use the following?
EMAIL



3.7.7 Daily use of email was higher among those aged 18 to 40 (78%), in particular those 36 to 40 (88%) and those from families with the youngest child under 12 (77%).

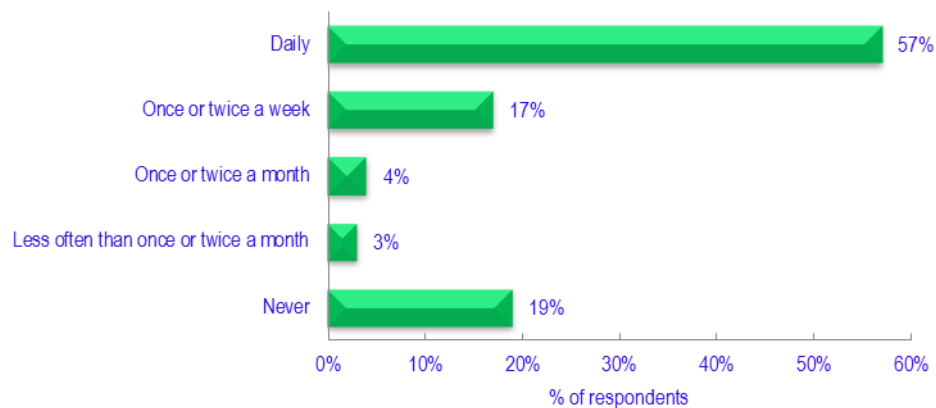
3.7.8 Those who never use email were more likely to be those aged over 40 (16%), in particular those 65 plus (30%), those from older single / widowed / divorced households with no children at home (27%), rental tenants (22%), those with an income of \$20,000 to \$39,999 per annum (26%) and those who have been living in Darwin for ten years or more (15%).

Text Messaging / SMS

3.7.9 More than half (57%) of those surveyed used text messaging / SMS on a daily basis, while other frequencies of use included:

- Once or twice a week (17%)
- Once or twice a month (4%)
- Less often than once or twice a month (3%)
- Never (19%)

14. In regards to your personal use of new media technology outside of your workplace, how often do you use the following?
TEXT MESSAGING / SMS



3.7.10 Daily use of text messaging / SMS was more likely among females (62%), those aged 18 to 40 (83%) and 41 to 54 (67%), those from family households with teenage / adult children living in the home (68%), those with an income of \$100,000 to \$139,999 per annum (73%) and those who have been living in Darwin between five and ten years (70%).

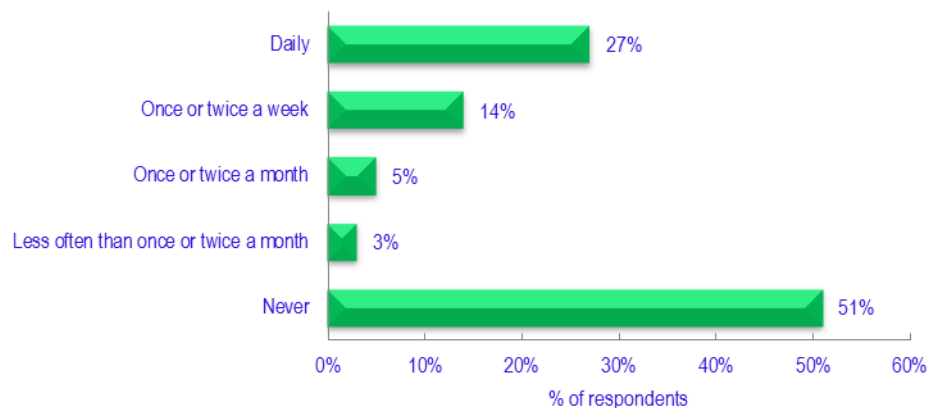
3.7.11 Those who never use text messaging / SMS had a higher incidence of being those aged over 40 (24%), especially those 65 plus (49%), those from older couple households with no children in the home (27%) and older single / widowed / divorced households with no children in the home (35%), those with an income of under \$20,000 per annum (34%) and those who have been living in Darwin for 10 years or more (22%).

Facebook

3.7.12 Facebook was used on a daily basis by more than one quarter (27%) of survey participants, while other frequencies of use included:

- Once or twice a week (14%)
- Once or twice a month (5%)
- Less often than once or twice a month (3%)
- Never (51%)

14. In regards to your personal use of new media technology outside of your workplace, how often do you use the following?
FACEBOOK



3.7.13 Those who used Facebook daily had a higher incidence of being females (33%), those aged 18 to 40 (53%), in particular those 18 to 24 (71%) and 31 to 35 (54%) and those from family households with teenage / adult children living in the home (36%).

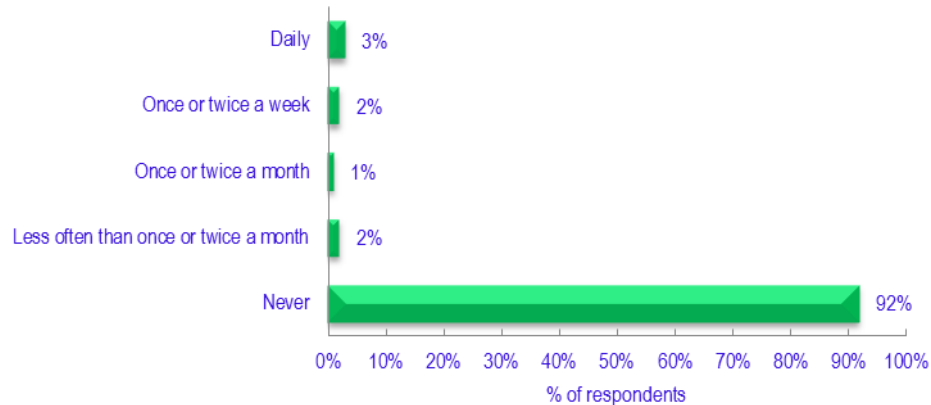
3.7.14 Those who never use Facebook were more likely to be males (58%), those aged over 40 (60%), in particular those 55 to 64 (61%) and 65 plus (81%), those from older couple households with no children at home (64%) and older single / widowed / divorced households with no children at home (68%), owners / rate payers (54%) and those who have lived in Darwin for ten years or more (54%).

Twitter

3.7.15 Twitter was used by relatively small proportions of respondents, with 92% stating they never use it. Among those who did use Twitter, the frequency of doing so included:

- Daily (3%)
- Once or twice a week (2%)
- Once or twice a month (1%)
- Less often than once or twice a month (2%)

14. In regards to your personal use of new media technology outside of your workplace, how often do you use the following?
TWITTER



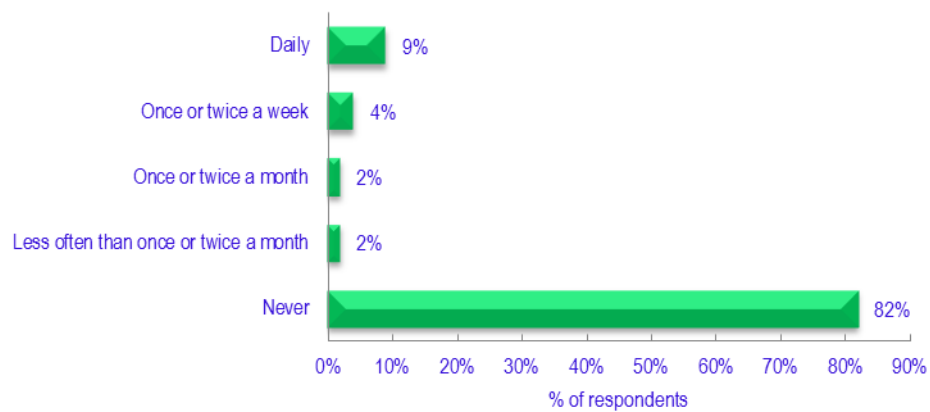
3.7.16 Those who never use Twitter were more likely to be those aged 40 plus (94%), in particular those 65 plus (98%) and those from older single / widowed / divorced households with no children at home (98%).

Other social media

3.7.17 The frequency of using other social media accounts was as follows:

- Daily (9%)
- Once or twice a week (4%)
- Once or twice a month (2%)
- Less often than once or twice a month (2%)
- Never (82%)

14. In regards to your personal use of new media technology outside of your workplace, how often do you use the following?
OTHER SOCIAL MEDIA



- 3.7.18 The incidence of using other social media daily was higher among those aged 18 to 40 (17%).
- 3.7.19 Those who never use other social media had a higher incidence of being those aged over 40 (85%), in particular those over 65 plus (92%) and those from older single / widowed / divorced households with no children at home (92%).

3.8 *Transport*

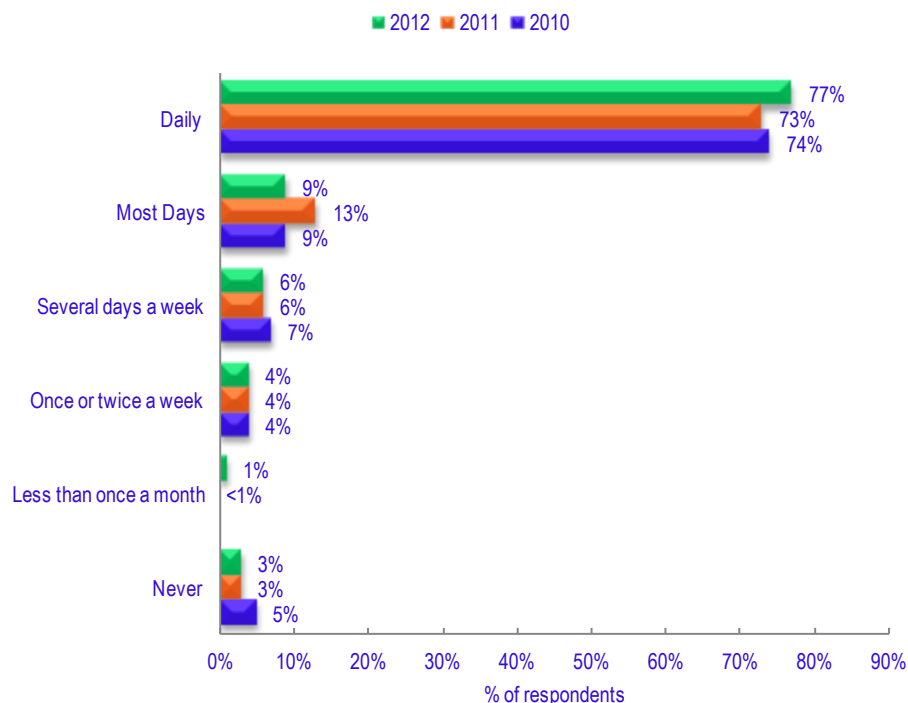
3.8.1 All respondents were asked how often they use a car, public transport, bicycle, motor bike and walking as forms of transport.

Car

3.8.2 More than three quarters (77%, up from 73% in 2011 and 74% in 2010) of respondents indicated that they use a car daily, while other frequencies of usage included:

- Most days (9%, down from 13% in 2011 and unchanged from 2010)
- Several days a week (6%, unchanged from 2011 and down slightly from 7% in 2010)
- Once or twice a week (4%, unchanged from 2011 and 2010)
- Less than once a month (1%, up slightly from <1% in 2011)
- Never (3%, unchanged from 2011 and down from 5% in 2010)

Q15. How often do you use the following forms of transport?
CAR



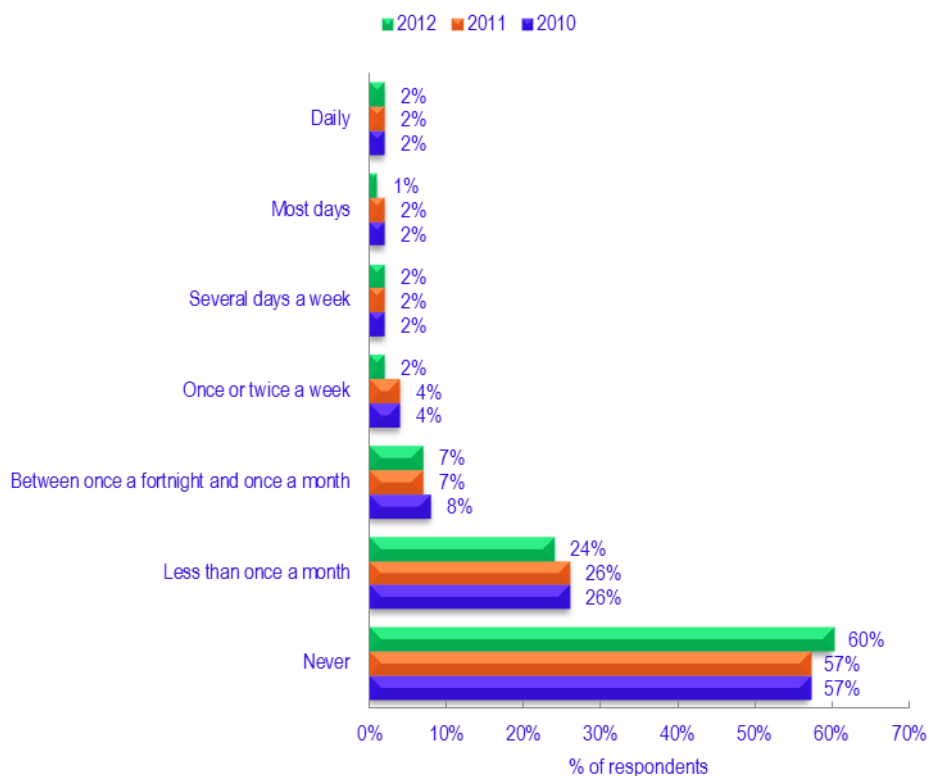
3.8.3 Daily was more likely to be identified by those from family households with the youngest child under 12 (89%).

Public Transport

3.8.4 Three in five (60%, up from 57% in 2011 and 2010) of those surveyed indicated that they never use public transport, however, those that used public transport identified the following frequencies:

- Daily (2%, unchanged from 2011 and 2010)
- Most days (1%, down slightly from 2% in 2011 and 2010)
- Several days a week (2%, unchanged from 2011 and 2010)
- Once or twice a week (2%, down from 4% in 2011 and 2010)
- Between once a fortnight and once a month (7%, unchanged from 2011 and down slightly from 8% in 2010)
- Less than once a month (24%, down from 26% in 2011 and 2010)

Q15. How often do you use the following forms of transport?
PUBLIC TRANSPORT



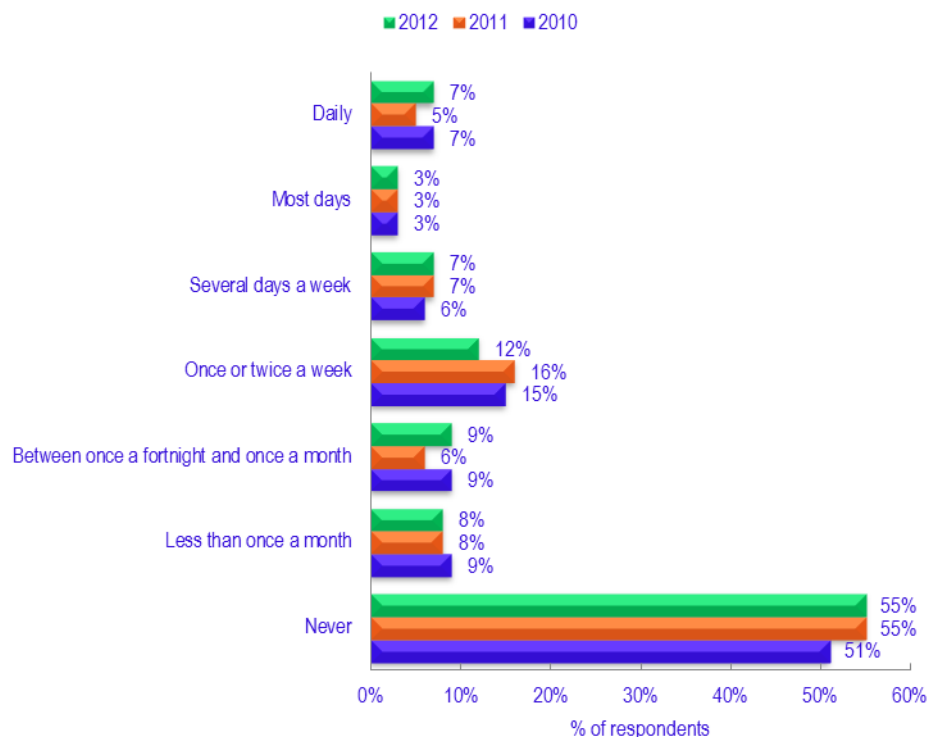
3.8.5 There were few variances to these responses among the groups surveyed.

Bicycle

3.8.6 Over half (55%, unchanged from 2011 and up from 51% in 2010) of those surveyed indicated that they never used a bicycle as a form of transport, however, others indicated they used a bike:

- Daily (7%, up from 5% in 2011 and unchanged from 2010)
- Most days (3%, unchanged from 2011 and 2010)
- Several days a week (7%, unchanged from 2011 and up slightly from 6% in 2010)
- Once or twice a week (12%, down from 16% in 2011 and 15% in 2010)
- Between once a fortnight and once a month (9%, up from 6% in 2011 and unchanged from 2010)
- Less than once a month (8%, unchanged from 2011 and down slightly from 9%)

Q15. How often do you use the following forms of transport?
BICYCLE



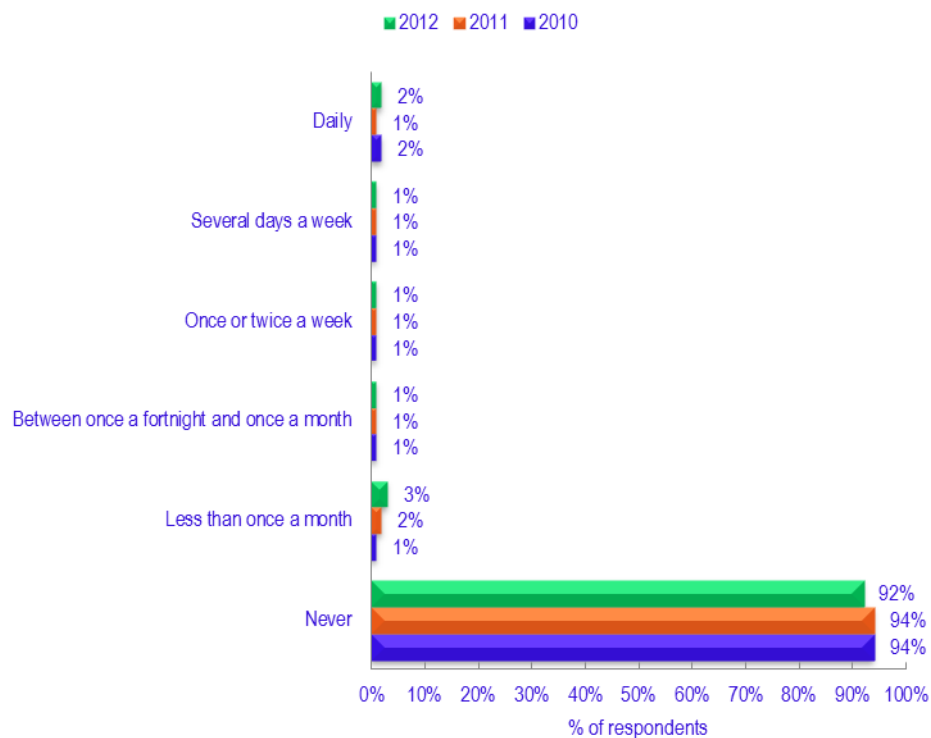
3.8.7 Once or twice a week was more likely to be named by those aged 18 to 40 (22%).

- 3.8.8 Never had a higher incidence of being named by those aged over 40 (61%), in particular those 55 to 64 (64%) and 65 plus (83%), those from older couple households with no children at home (65%) and older single / widowed / divorced households with no children at home (73%), those with an income of under \$20,000 per annum (70%) and those who have lived in Darwin for ten years or more (60%).

Motor Bike

- 3.8.9 The overwhelming majority (92%, down from 94% in 2011 and 2010) of those surveyed indicated that they never used a motor bike as a form of transport, however, others indicated they used a motor bike:
- Daily (2%, up slightly from 1% in 2011 and unchanged from 2010)
 - Several days a week (1%, unchanged from 2011 and 2010)
 - Once or twice a week (1%, unchanged from 2011 and 2010)
 - Between once a fortnight and once a month (1%, unchanged from 2011 and 2010)
 - Less than once a month (3%, up slightly from 2% in 2011 and up from 1% in 2010)

Q15. How often do you use the following forms of transport?
MOTOR BIKE



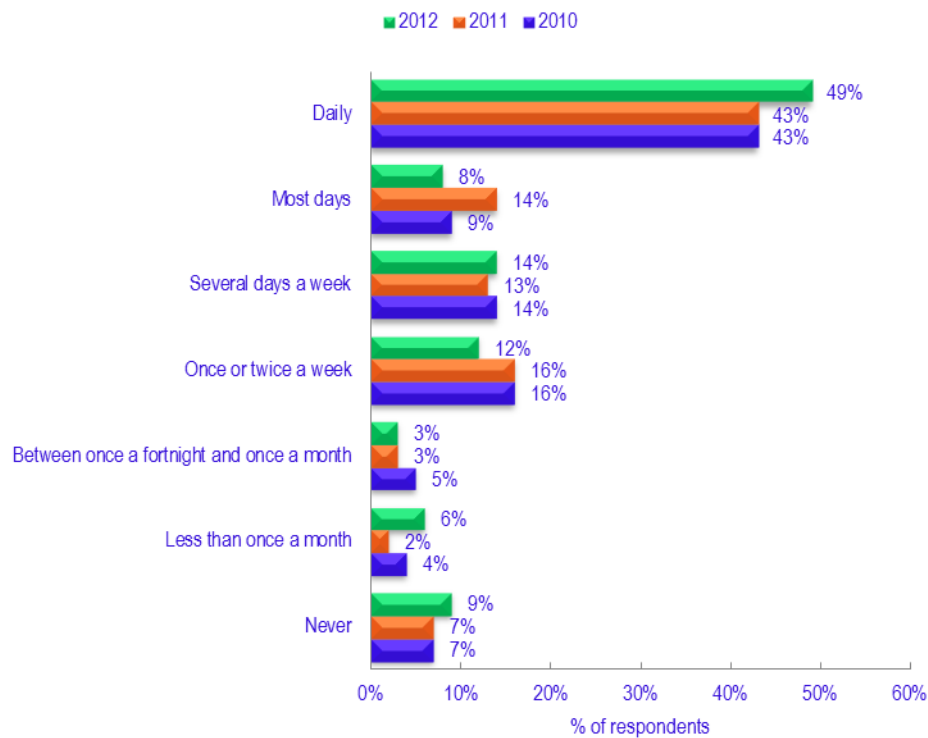
3.8.10 Those who never ride a motorbike were more likely to be females (96%).

Walking

3.8.11 Almost half (49%, up from 43% in 2011 and 2010) of those surveyed indicated that they walked daily as a form of transport, while other frequencies identified included:

- Most days (8%, down from 14% in 2011 and down slightly from 9% in 2010)
- Several days a week (14%, up slightly from 13% in 2011 and unchanged from 2010)
- Once or twice a week (12%, down from 16% in 2011 and 2010)
- Between once a fortnight and once a month (3%, unchanged from 2011 and down from 5% in 2010)
- Less than once a month (6%, up from 2% in 2011 and 4% in 2010)
- Never (9%, up from 7% in 2011 and 2010)

Q15. How often do you use the following forms of transport?
WALKING



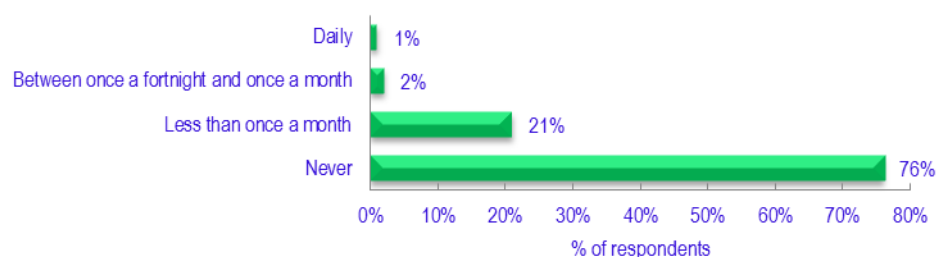
3.8.12 There were few variances to these responses among the groups surveyed.

Private Hire Car

3.8.13 Approximately three quarters (76%) of respondents indicated they never use private car hire as a form of transport, while among those who did, the frequencies of doing so included:

- Daily (1%)
- Between once a fortnight and once a month (2%)
- Less than once a month (21%)

Q15. How often do you use the following forms of transport?
PRIVATE HIRE CAR



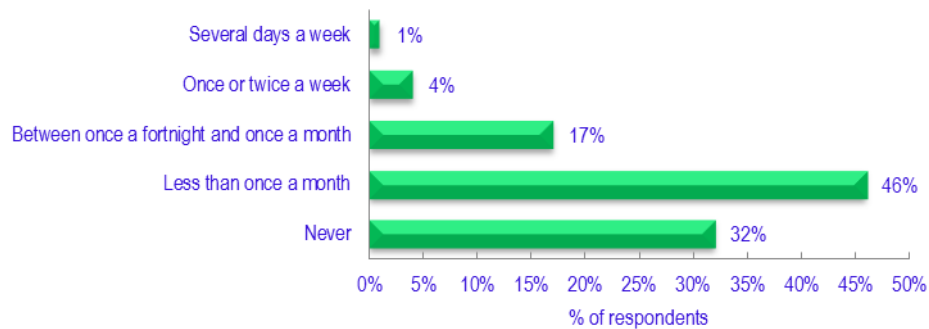
- 3.8.14 Never was more likely to be identified by those with an income of \$20,000 to \$39,999 per annum (88%).

Taxi

- 3.8.15 Approximately one third (32%) of respondents indicated they never use private car hire as a form of transport, while among those who did, the frequencies of doing so included:

- Several days a week (1%)
- Once or twice a week (4%)
- Between once a fortnight and once a month (17%)
- Less than once a month (46%)

Q15. How often do you use the following forms of transport?
TAXI

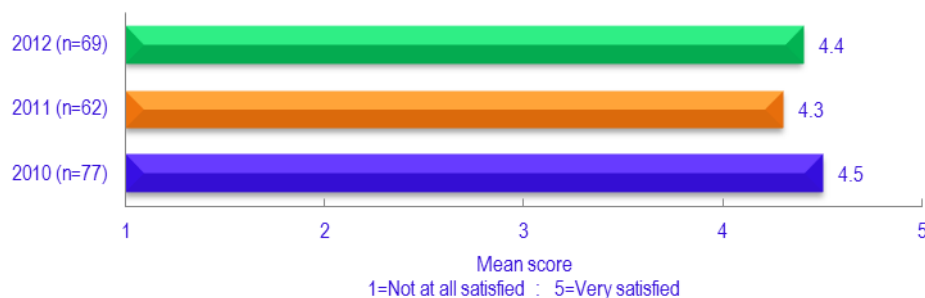


- 3.8.16 Between once a fortnight and once a month was more likely to be named by males (22%), those aged 41 to 54 (24%) and those with an income of \$100,000 to \$139,999 per annum (30%).
- 3.8.17 Less than once a month was identified by higher proportions of those from older couple households with no children at home (55%) and owners / rate payers (49%).
- 3.8.18 Never had a higher incidence of being named by those living in a house / single dwelling (35%) and those with an income of \$20,000 to \$39,999 per annum (54%).

Level of Satisfaction with Aspects of the Contact

- 3.8.19 All residents were then asked to think of any contact that they have had with the Council, and to rate on a scale of 1 to 5, where 5 is very satisfied and 1 is very dissatisfied, their level of satisfaction with how that contact was handled.
- 3.8.20 A rating of 2.5 to 3.4 represents a mixed level of satisfaction, 3.5 to 3.9 equates to a relatively high level of satisfaction, 4.0 to 4.4 demonstrates a very a high level of satisfaction and 4.5 or above outlines an extremely high level of satisfaction.
- 3.8.21 Further, those who indicated in a prior question that they went to the Civic Centre in person (n=69) were asked to rate their level of satisfaction with a statement relating to quality of service they received in the Civic Centre.
- 3.8.22 A very high level of satisfaction was recorded for the following, among respondents who went to the Civic Centre in person, “specifically the quality of service from the front counter staff at the Civic Centre” (4.4, up from 4.3 in 2011 and down from 4.5 in 2010).

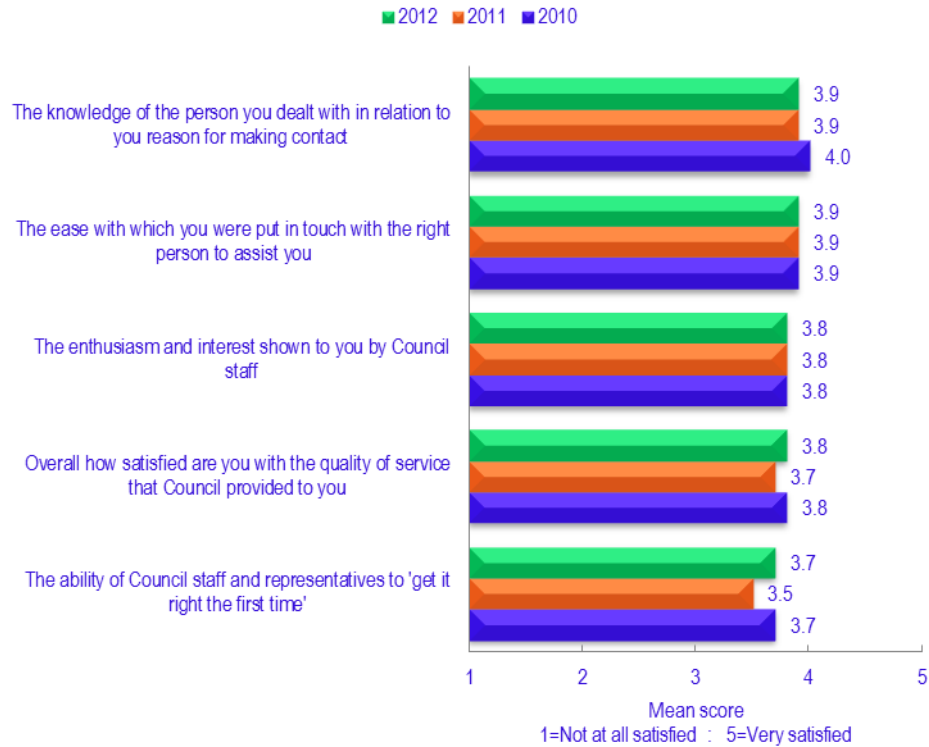
Q16. Satisfaction with how the contact, specifically the quality of service from the front counter staff at the Civic Centre, was handled.
BASE: Those who have been to the Civic Centre in person (n=69)



- 3.8.23 There were relatively high levels of satisfaction recorded for the following:
- The knowledge of the person you dealt with in relation to your reason for making contact (3.9, unchanged from 2011 and down from 4.0 in 2010)
 - The ease with which you were put in touch with the right person to assist you (3.9, unchanged from 2011 and 2010)
 - The enthusiasm and interest shown to you by Council staff (3.8, unchanged from 2011 and 2010)

- Overall how satisfied are you with the quality of service that Council provided to you (3.8, up from 3.7 in 2011 and unchanged from 2010)
- The ability of Council staff and representatives to get it right first time (3.7, up from 3.5 in 2011 and unchanged from 2010)

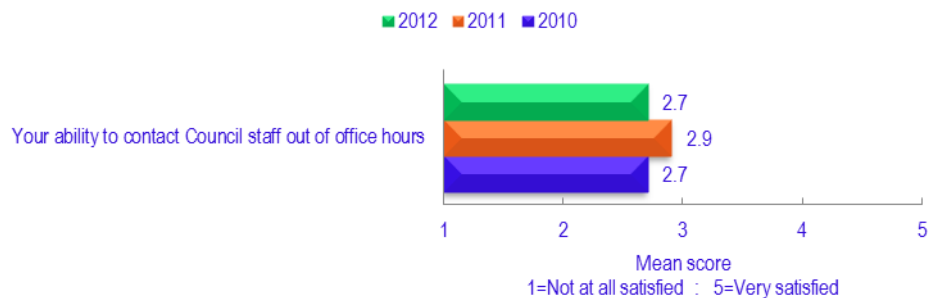
Q16. Now thinking about any contact that you have had with Council, could you please rate how satisfied you were with how that contact was handled.
RELATIVELY HIGH LEVELS OF SATISFACTION



3.8.24

A mixed level of satisfaction was recorded for “your ability to contact Council staff out of office hours” (2.7, down from 2.9 in 2011 and unchanged from 2010).

Q16. 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.
LOW LEVEL OF SATISFACTION



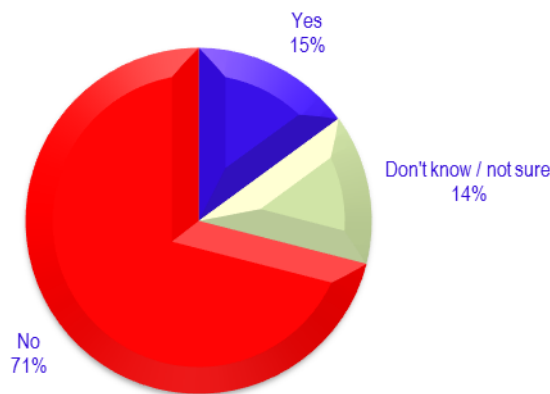
3.9 *Out of Office Hours Contact*

Incidence of a Response

3.9.1 Those surveyed who were dissatisfied with their ability to contact Council staff out of office hours (n=78) were asked if they got a response from the after-hours call centre.

3.9.2 Almost three quarters (71%) of these respondents did not get a response from the after-hours call centre, while 15% did and a further 14% did not know / were unsure.

17. In relation to your ability to contact Council staff out of office hours,
Did you get a response from the after-hours call centre?
BASE: Dissatisfied (n=78)



3.9.3 These responses were relatively consistent among the groups surveyed.

Reasons for Dissatisfaction

3.9.4 Those who were dissatisfied with their ability to contact Council staff out of office hours (n=78) were then asked why they were dissatisfied with how the contact was handled.

3.9.5 More than one third (37%) nominated lack of communication / contact as a reason why they were dissatisfied with how the contact was handled, while other responses included:

- They did not want to know / gave me the run around (22%)
- Unprofessional / bad attitude (10%)
- Dog issues were not handled (8%)

18. Why were you dissatisfied with how the contact was handled?
BASE: Dissatisfied (n=78)

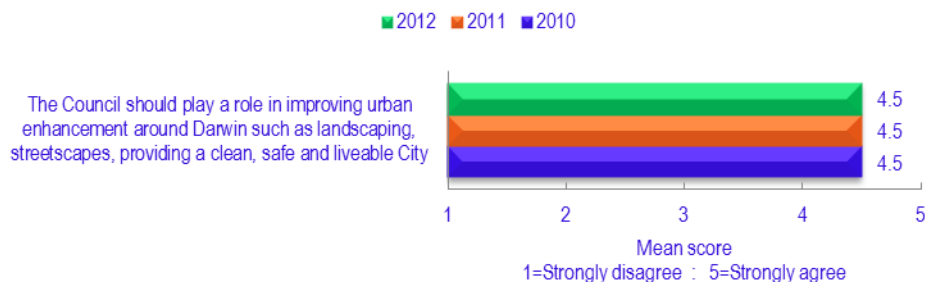


3.9.6 There were few variances to these responses among the groups surveyed.

3.10 *The Role of Council*

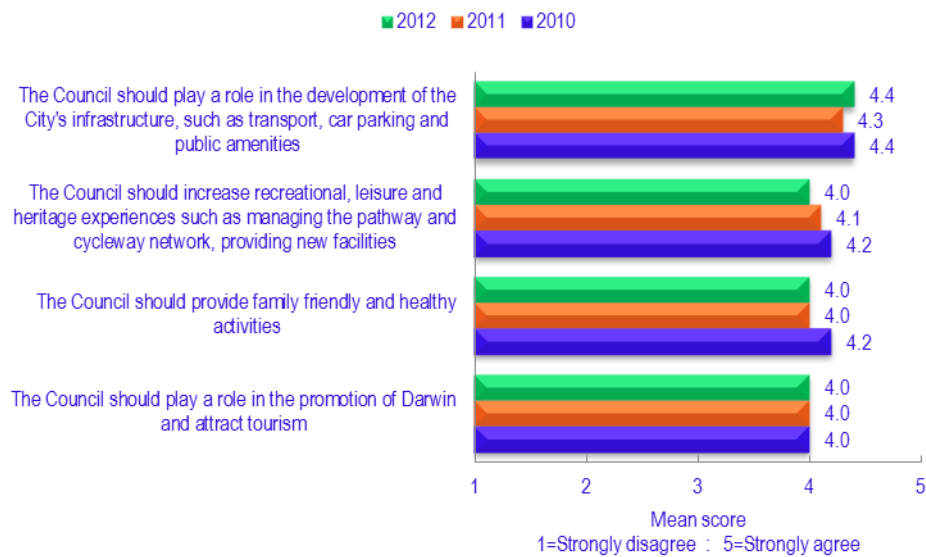
- 3.10.1 Residents were read a number of statements relating to the role of Council, and asked to rate their level of agreement with these statements on a scale of 1 to 5, where 5 represents strongly agree and 1 represents strongly disagree.
- 3.10.2 It is generally considered that an average rating of 2.5 to 3.4 represents a mixed level of agreement, 3.5 to 3.9 equates to a relatively high level of agreement, 4.0 to 4.4 indicates a very high level of agreement and 4.5 or above corresponds to an extremely high level of agreement.
- 3.10.3 An extremely high level of agreement was recorded for “the Council should play a role in improving urban enhancement around Darwin such as landscaping, streetscapes, providing a clean, safe and liveable City”, with an average rating of 4.5 (unchanged from 2011 and 2010).

Q19. Please rate your level of agreement with the following statements.
EXTREMELY HIGH LEVEL OF AGREEMENT



- 3.10.4 The following recorded very high levels of agreement:
- The Council should play a role in the development of the City’s infrastructure, such as transport, car parking and public amenities (4.4, up from 4.3 in 2011 and unchanged from 2010)
 - The Council should increase recreational, leisure and heritage experiences such as managing the pathway and cycleway network, providing new facilities (4.0, down from 4.1 in 2011 and 4.2 in 2010)
 - The Council should provide family friendly and healthy activities (4.0, unchanged from 2011 and down from 4.2 in 2010)
 - The Council should play a role in the promotion of Darwin and attract tourism (4.0, unchanged from 2011 and 2010)

Q19. Please rate your level of agreement with the following statements.
VERY HIGH LEVEL OF AGREEMENT

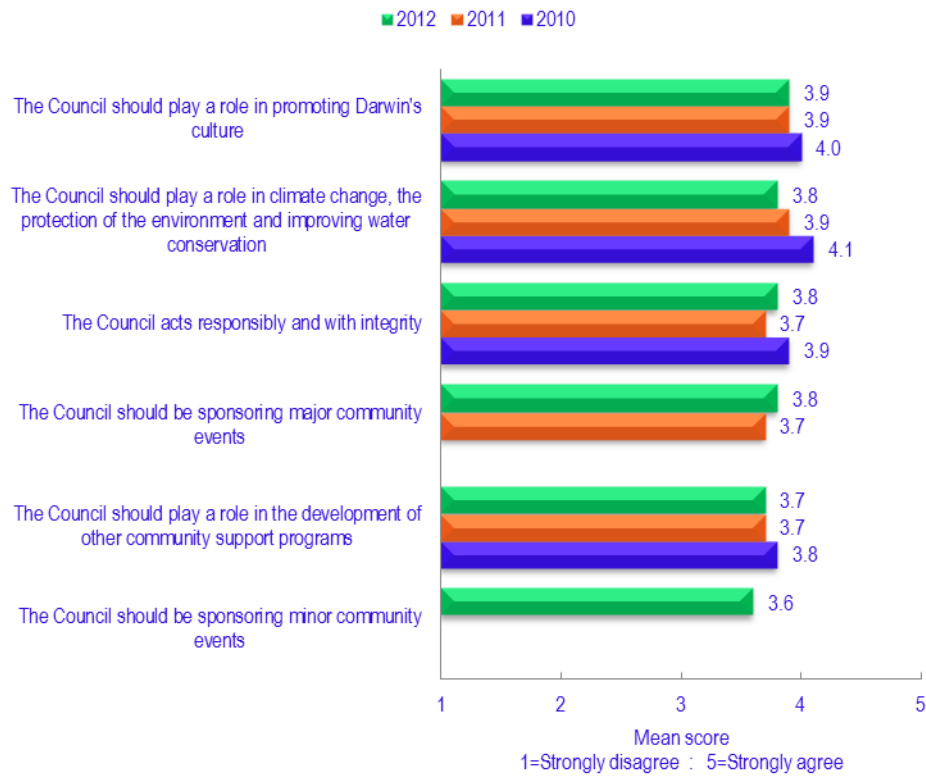


3.10.5

The following recorded relatively high levels of agreement:

- The Council should play a role in promoting Darwin's culture (3.9, unchanged from 2011 and down from 4.0 in 2010)
- The Council should play a role in climate change, the protection of the environment and improving water conservation (3.8, down from 3.9 in 2011 and 4.1 in 2010)
- The Council acts responsibly and with integrity (3.8, up from 3.7 in 2011 and down from 3.9 in 2010)
- The Council should be sponsoring major community events – e.g. Darwin Festival and the Darwin Entertainment Centre etc. (3.8, up from 3.7 in 2011)
- The Council should play a role in the development of other community support programs (3.7, unchanged from 2011 and down from 3.8 in 2010)
- The Council should be sponsoring minor community events – e.g. Nightcliff Seabreeze Festival, Arafura Games, NT Tennis Championships etc. (3.6, new statement for 2012)

**Q19. Please rate your level of agreement with the following statements.
RELATIVELY HIGH LEVEL OF AGREEMENT**

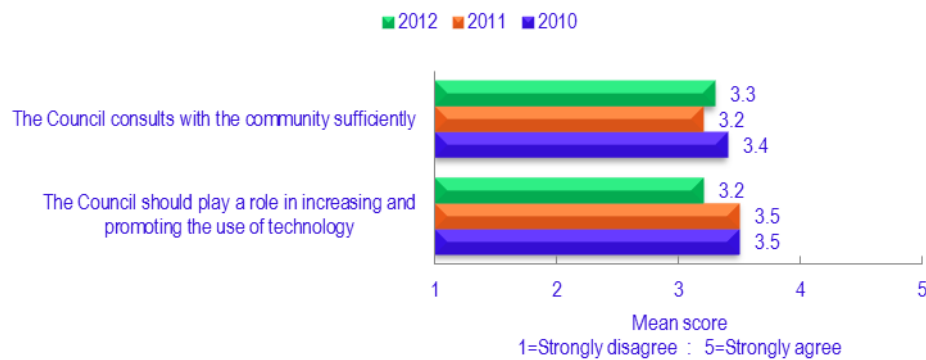


3.10.6

The following recorded a mixed level of agreement:

- The Council consults with the community sufficiently (3.3, up from 3.2 in 2011 and down from 3.4 in 2010)
- The Council should play a role in increasing and promoting the use of technology (3.2, down from 3.5 in 2011 and 2010)

**Q19. Please rate your level of agreement with the following statements.
MIXED LEVEL OF AGREEMENT**

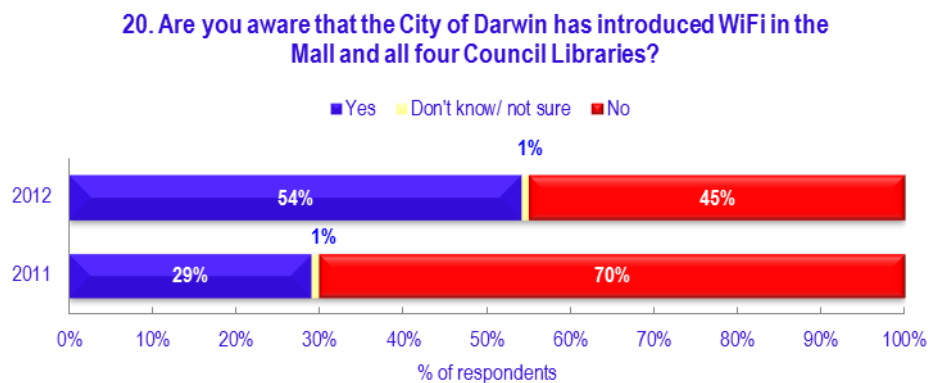


3.11 WiFi

WiFi Awareness

3.11.1 Those surveyed were asked if they were aware that the City of Darwin has introduced WiFi in the Mall and all four Council libraries. *Please note that in 2011 respondents were only asked for their awareness of WiFi in the mall, while in 2012 Council libraries was included into the question.*

3.11.2 More than half (54%, up from 29% in 2011) of the respondents surveyed were aware of the WiFi in the Mall and all four Council libraries, while 45% (down from 70% in 2011) were unaware of this.



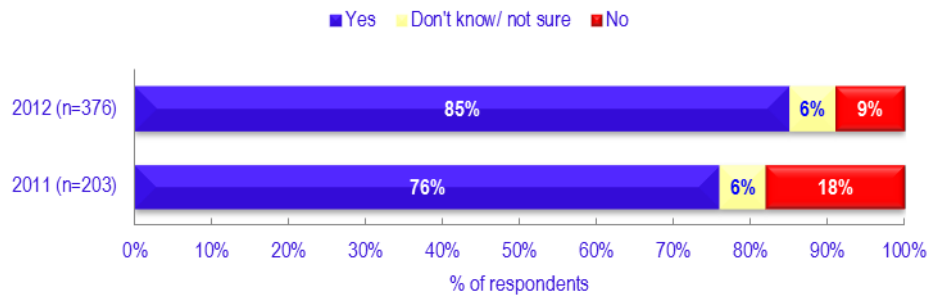
3.11.3 There were few variances to these responses among the groups surveyed.

Value of WiFi

3.11.4 Those surveyed who were aware the City of Darwin has introduced WiFi in the Mall and all four Council libraries (n=376) were asked if they thought this was a valuable service.

3.11.5 More than four in five (85%, up from 76% in 2011) of these survey participants thought that WiFi in the Mall and all four Council libraries was a valuable service, while less than one in ten (9%, down from 18% in 2011) disagreed.

21. Do you think the WiFi is a valuable service?
BASE: Aware of WiFi in the Mall and all 4 Council Libraries



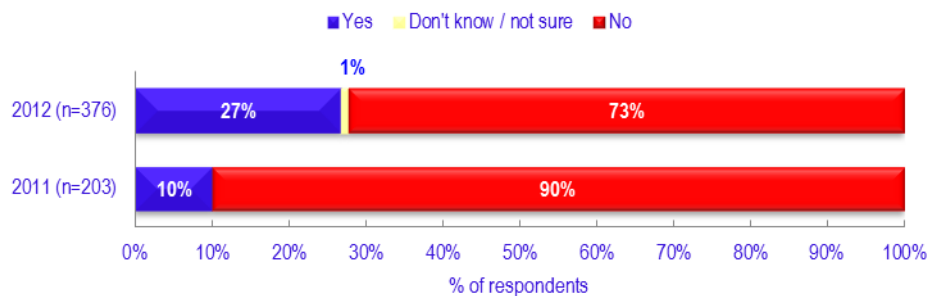
- 3.11.6 Those who thought this was a valuable service had a higher incidence of being those aged 41 to 54 (92%).

WiFi Usage

- 3.11.7 Those surveyed who were aware the City of Darwin has introduced WiFi in the mall and all four Council libraries (n=376) were asked if they had used the service in any of these locations.

- 3.11.8 More than one quarter (27%, down from 10% in 2011) of these respondents had used the WiFi in any of these locations, while 73% (down from 90% in 2011) had not.

22. Have you used the WiFi service in any of these locations?
BASE: Aware of WiFi in the mall and all 4 Council Libraries (n=376)

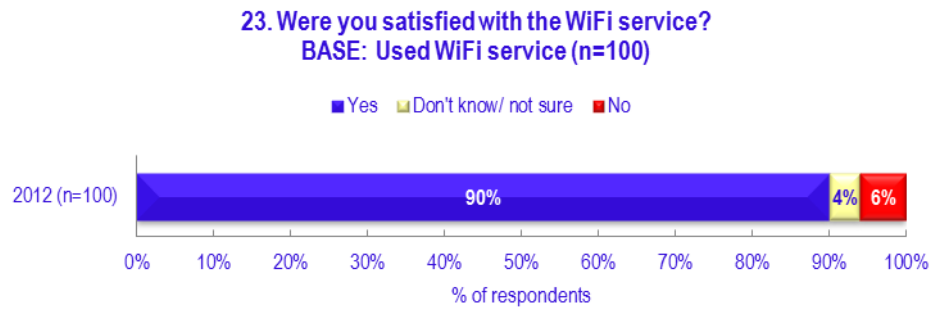


- 3.11.9 Those aged 41 to 54 (38%) were more likely to have used the service, while those aged 55 to 64 (87%) had a higher incidence of stating they have not used the WiFi service.

Satisfaction with WiFi

3.11.10 Those who had used the WiFi service (n=100) were asked if they were satisfied with the service.

3.11.11 Nine in ten (90%) of these respondents were satisfied with the WiFi service, while just 6% were dissatisfied and a further 4% did not know / were unsure.

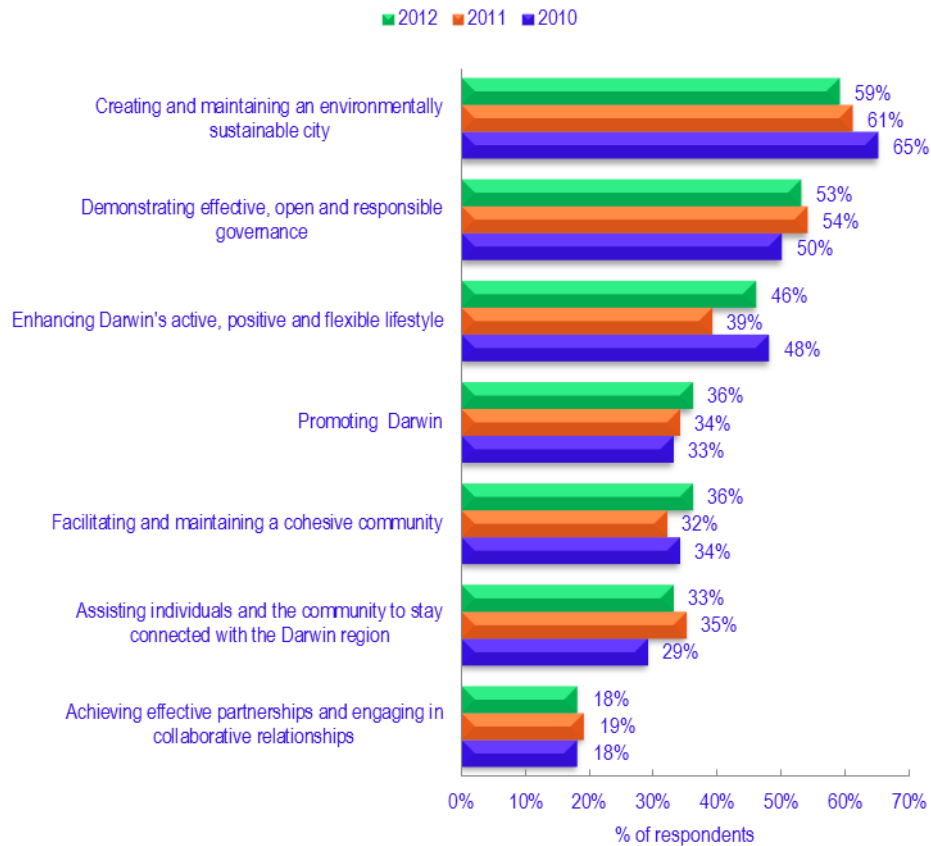


3.11.12 There were few variances to these responses among the groups surveyed.

3.12 Council Priorities

- 3.12.1 Those surveyed were then read a list of a number of roles / services and asked to identify the top three priorities of the Council from this list.
- 3.12.2 The number one priority was considered to be creating and maintaining an environmentally sustainable city (59%, down from 61% in 2011 and 65% in 2010). The other top two priorities named were:
- Demonstrating effective, open and responsible governance (53%, down slightly from 54% in 2011 and up from 50% in 2010)
 - Enhancing Darwin's active, positive and flexible lifestyle (46%, up from 39% in 2011 and down from 48% in 2010)
- 3.12.3 The remaining attributes which were considered by residents to be less of a priority but not insignificant, included:
- Facilitating and maintaining a cohesive community (36%, up from 32% in 2011 and 34% in 2010)
 - Promoting Darwin (36%, up from 34% in 2011 and 33% in 2010)
 - Assisting individuals and the community to stay connected with the Darwin region, e.g. by promoting the use of public spaces, enhancing transport system and increasing and promoting use of technology (33%, down from 35% in 2011 and up from 29% in 2010)
 - Achieving effective partnerships and engaging in collaborative relationships (18%, down slightly from 19% in 2011 and unchanged from 2010)

Q24. Please rate from the following list, what you consider to be the top three priorities of the City of Darwin.



- 3.12.4 Demonstrating effective, open and responsible governance was more likely to be identified by those aged over 40 (57%).
- 3.12.5 Enhancing Darwin's active, positive and flexible lifestyle had a higher incidence of being named by those aged 18 to 40 (56%).
- 3.12.6 Assisting individuals and the community to stay connected with the Darwin region was identified by higher proportions of females (37%).

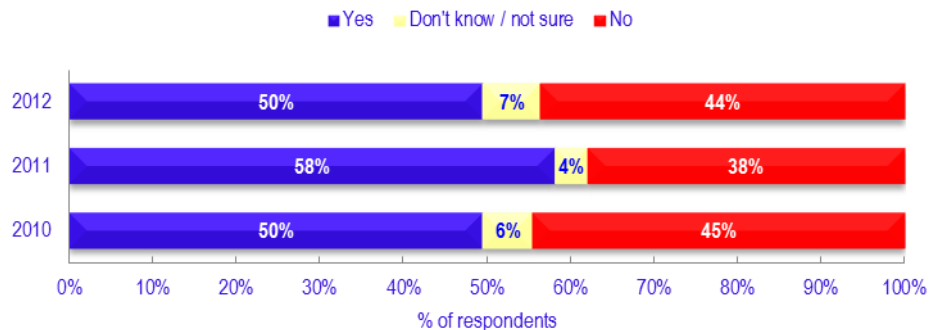
3.13 *Service Improvements*

3.13.1 Residents were asked if there were any ways in which the City of Darwin could improve its services to residents.

3.13.2 There was a mixed response, as outlined below:

- Yes (50%, down from 58% in 2011 and unchanged from 2010)
- No (44%, up from 38% in 2011 and down slightly from 45% in 2010)
- Unsure (7%, up from 4% in 2011 and down slightly from 6% in 2010)

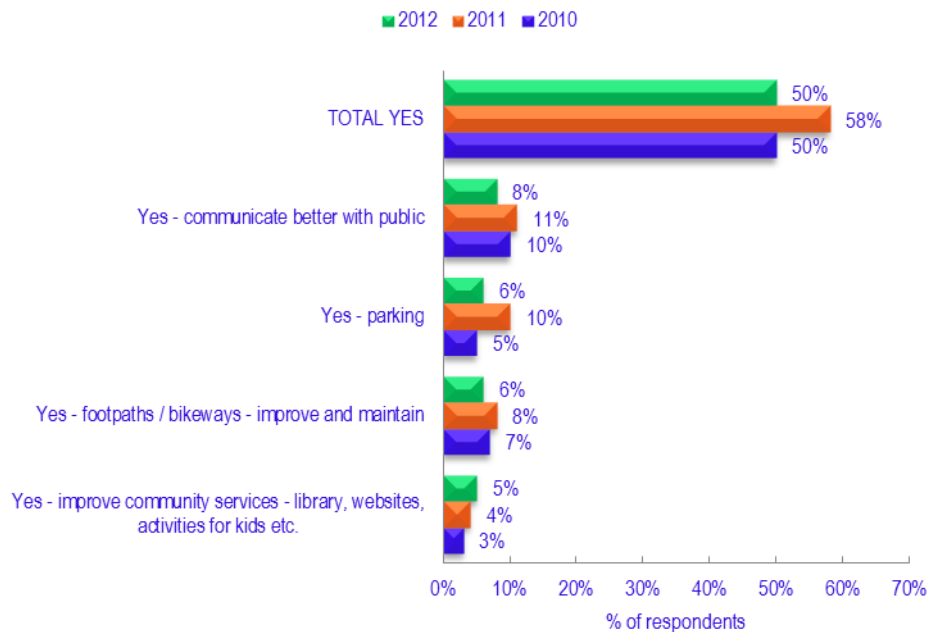
Q25. Are there any ways that the City of Darwin can improve its service to you?



3.13.3 Among those who indicated that services could be improved, there were many ways in which this could be done that were identified by small proportions of respondents. These included:

- Communicate better with public (8%, down from 11% in 2011 and 10% in 2010)
- Parking (6%, down from 10% in 2011 and up slightly from 5% in 2010)
- Footpaths / bikeways – improve and maintain (6%, down from 8% in 2011 and down slightly up from 7% in 2010)
- Improve community services – library, websites, activities for children etc. (5%, up slightly from 4% in 2011 and up from 3% in 2010)

**Q25. Are there any ways that the City of Darwin
can improve its service to you?
TOP RESPONSES**



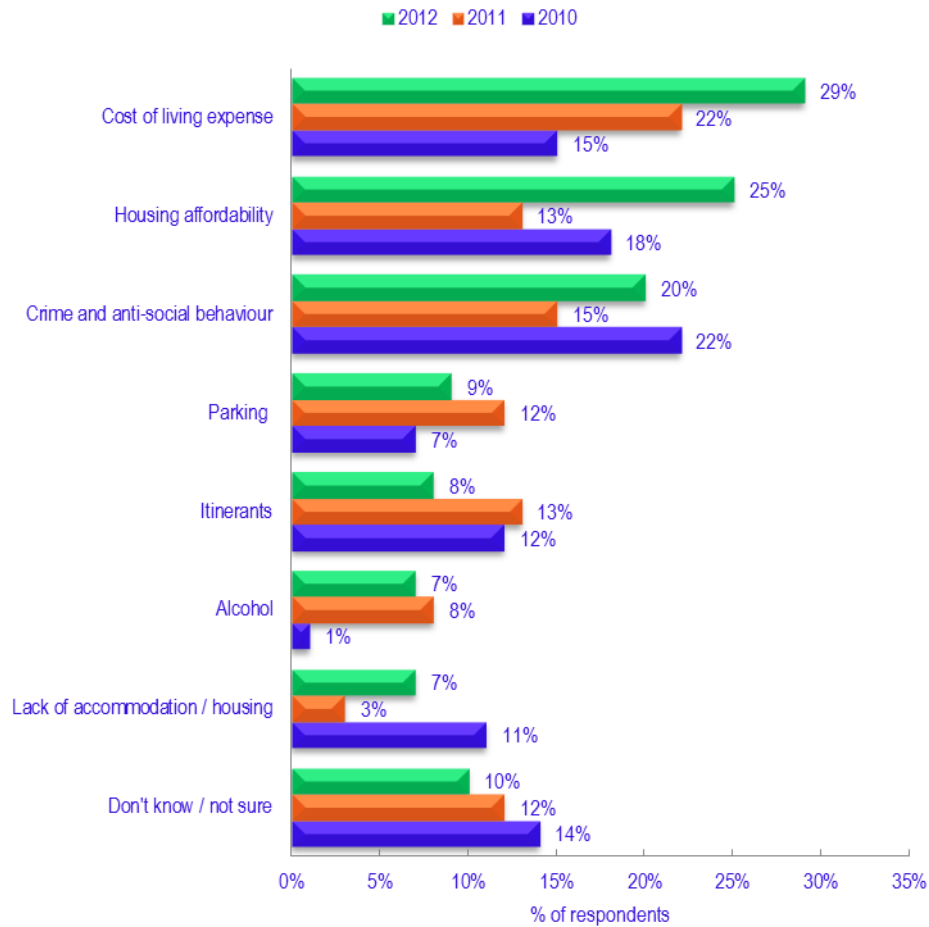
- 3.13.4 Those who indicated there were ways in which the City of Darwin can improve its services were more likely to be those aged 41 to 54 (62%) and owners / rate payers (53%).
- 3.13.5 Those who did not think the City of Darwin could improve its services had a higher incidence of being rental tenants (60%).

3.14 ***Key Issues and Suggestions***

Key Issues

- 3.14.1 Those surveyed were asked what they considered to be the key issues currently affecting the lives of Darwin residents.
- 3.14.2 More than one quarter (29%, up from 22% in 2011 and 15% in 2010) identified the cost of living expense as a key issue currently affecting the lives of Darwin residents, while other responses included:
- Housing affordability (25%, up from 13% in 2011 and 18% in 2010)
 - Crime and anti-social behaviour (20%, up from 15% in 2011 and down from 22% in 2010)
 - Parking (9%, down from 12% in 2011 and up from 7% in 2010)
 - Itinerants (8%, down from 13% in 2011 and 12% in 2010)

**Q26. What do you think are the key issues currently affecting the lives of Darwin residents?
TOP RESPONSES**



3.14.3 There were few variances to these responses among the groups surveyed.

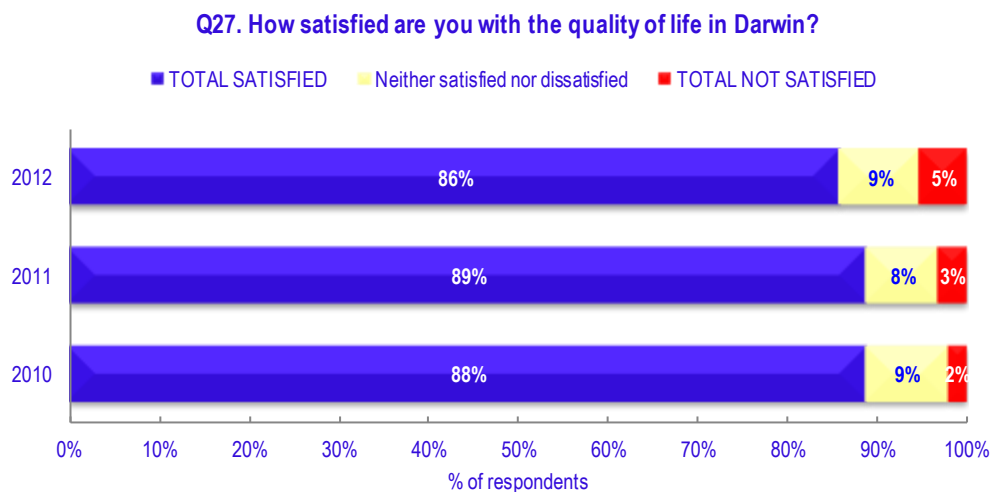
Quality of Life

3.14.4 All residents were then asked how satisfied they were with the quality of life in Darwin.

3.14.5 Overall satisfaction with the quality of life in Darwin was very high, with an average rating of 4.2 (down from 4.3 in 2011 and 2010).



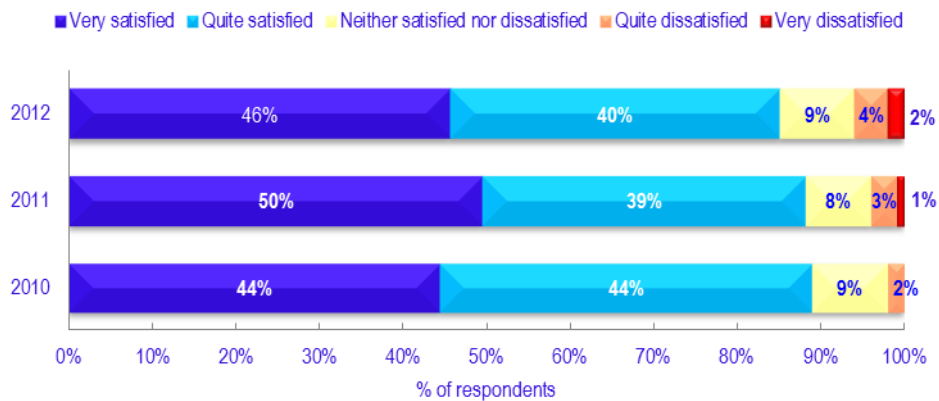
3.14.6 The majority (86%, down from 89% in 2011 and 88% in 2010) of respondents were satisfied with the quality of life in Darwin, while just 5% (up from 3% in 2011 and 2% in 2010) were dissatisfied.



3.14.7 The scaled responses were as follows:

- Very satisfied (46%, down from 50% in 2011 and up from 44% in 2010)
- Quite satisfied (40%, up slightly from 39% in 2011 and down from 44% in 2010)
- Neither satisfied nor dissatisfied (9%, up slightly from 8% in 2011 and unchanged from 2010)
- Quite dissatisfied (4%, up slightly from 3% in 2011 and up from 2% in 2010)
- Very dissatisfied (2%, up slightly from 1% in 2011 and not recorded in 2010)

Q27. How satisfied are you with the quality of life in Darwin?



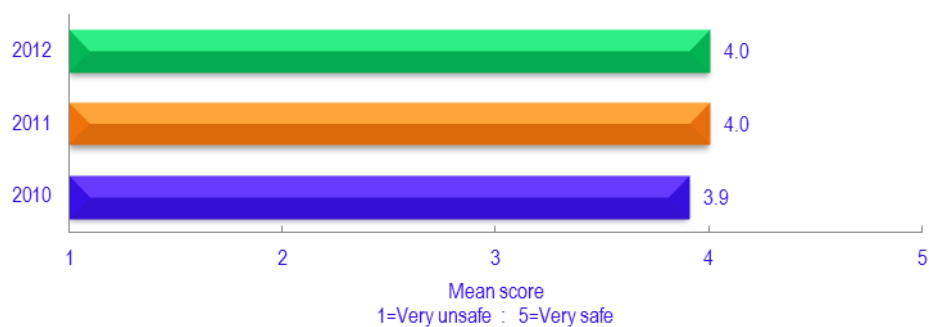
3.14.8 These responses were relatively consistent among the groups surveyed.

Perceptions of Safety in Local Suburb

3.14.9 Those surveyed were asked how safe they felt in their local suburb.

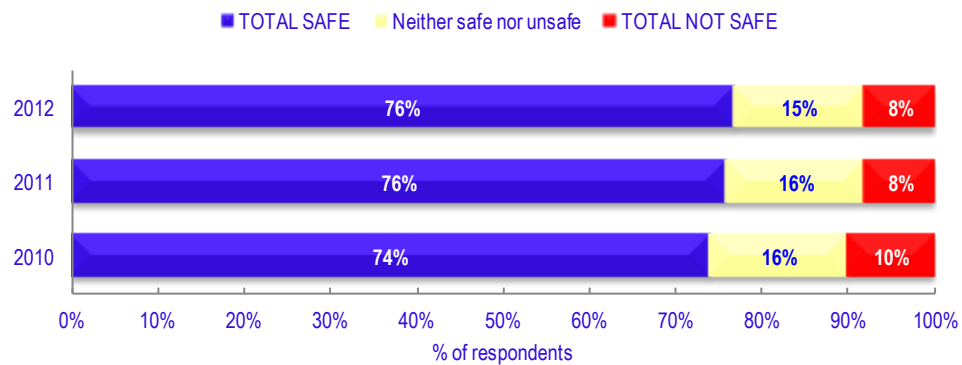
3.14.10 The overall feeling of safety was very high, with an average rating of 4.0 (unchanged from 2011 and up from 3.9 in 2010).

Q28. How safe do you feel in your local suburb?



3.14.11 Approximately three quarters (76%, unchanged from 2011 and up from 74% in 2010) of respondents indicated they felt safe in their local suburb, while just 8% (unchanged from 2011 and down from 10% in 2010) felt unsafe.

Q28. How safe do you feel in your local suburb?

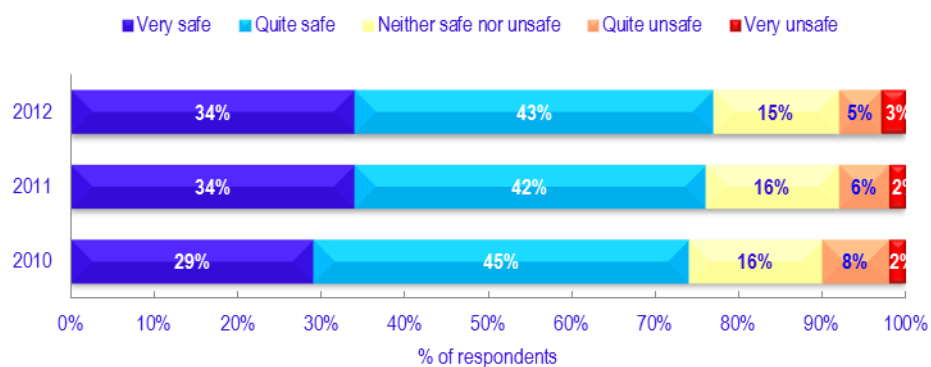


3.14.12

The scaled responses were as follows:

- Very safe (34%, unchanged from 2011 and up from 29% in 2010)
- Quite safe (43%, up slightly from 42% in 2011 and down from 45% in 2010)
- Neither safe nor unsafe (15%, down slightly from 16% in 2011 and 2010)
- Quite unsafe (5%, down slightly from 6% in 2011 and down from 8% in 2010)
- Very unsafe (3%, up slightly from 2% in 2011 and 2010)

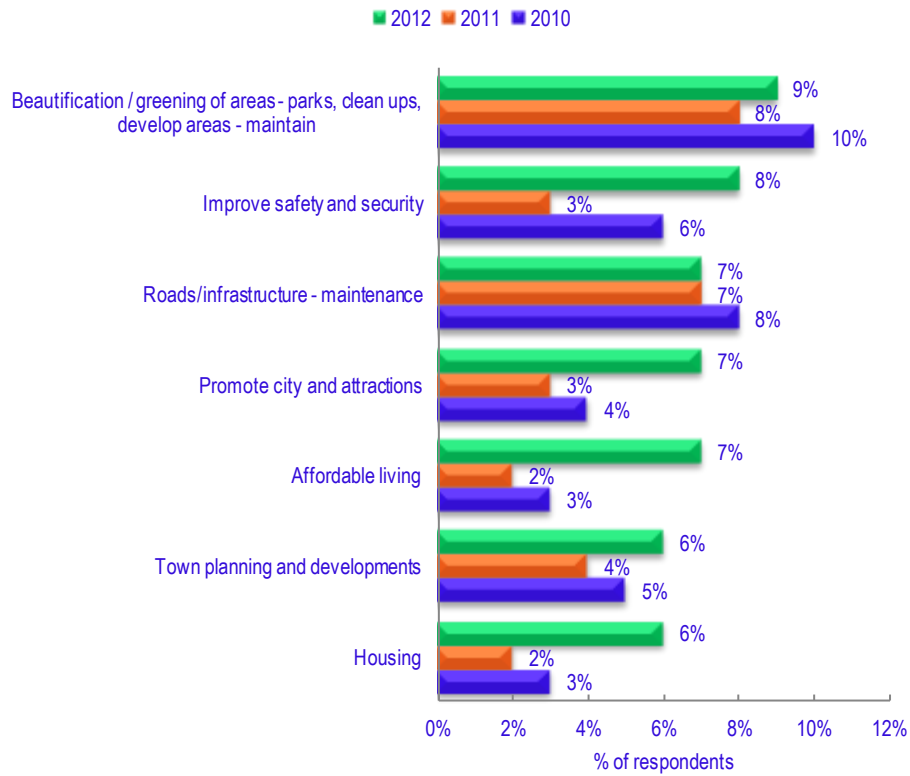
Q28. How safe do you feel in your local suburb?



Suggestions

- 3.14.13 Residents were asked, if they had one suggestion about what the City of Darwin should be focusing on in the future, what it would be.
- 3.14.14 A variety of comments were made by small proportions of those surveyed, including:
- Beautification / greening of areas – parks, clean ups, develop areas – maintain (9%, up slightly from 8% in 2011 and down slightly from 10% in 2010)
 - Improve safety and security (8%, up from 3% in 2011 and up from 6% in 2010)
 - Affordable living (7%, up from 2% in 2011 and 3% in 2010)
 - Roads / infrastructure maintenance (7%, unchanged from 2011 and down slightly from 8% in 2010)
 - Promote city and attractions (7%, up from 3% in 2011 and 4% in 2010)
 - Town planning and developments (6%, up from 4% in 2011 and up slightly from 5% in 2010)
 - Housing (6%, up from 2% in 2011 and 3% in 2010)
- 3.14.15 Less than one in ten (9%, up from 5% in 2011 and 2010) respondents did not make a comment, while a further 7% (down slightly from 8% in 2011 and down from 11% in 2010) indicated that they did not know or were not sure.

**Q29. If you had one suggestion about what the City of Darwin should
be focussing on in the future, what would it be?
TOP RESPONSES**



3.14.16 There were few variances to these responses among the groups surveyed.

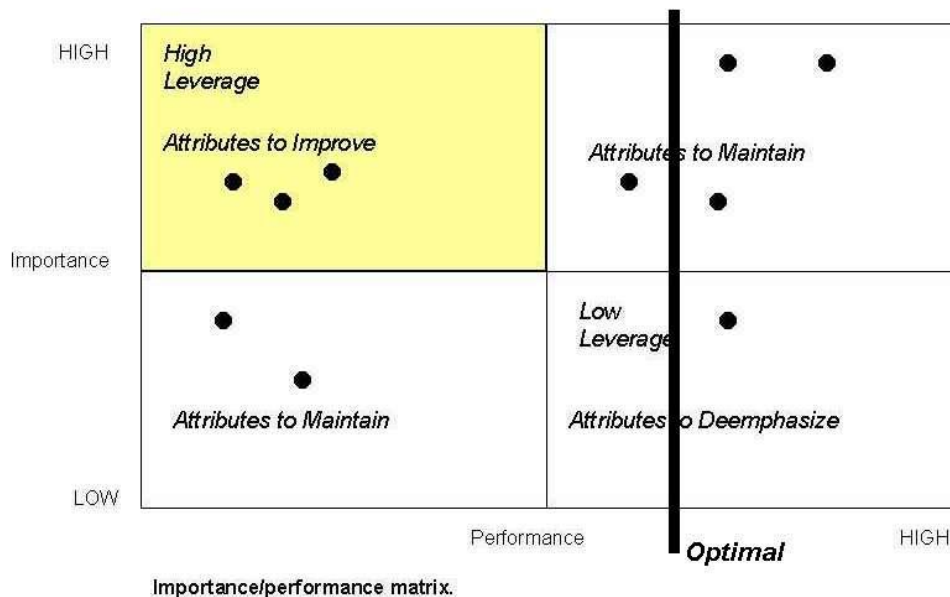
Section 4

Importance/Performance Analysis

This section further analyses the results of the Importance/Performance questions.

4.1 *Importance/Performance Matrix*

- 4.1.1 The following Importance/Performance Matrices have been developed based on the findings of Sections 3.4 and 3.5 above.
- 4.1.2 This matrix combines information about both the residents' importance and satisfaction. *Importance* is represented on the vertical axis from high at the top to low at the bottom, while *Performance* is shown on the horizontal axis from low at the left to high at the right.
- 4.1.3 The shaded top left-hand quadrant on the chart indicates the area of highest leverage for service quality improvements – where importance is high and perceptions of performance are low.
- 4.1.4 In the adjacent upper quadrant are the attributes that need to be maintained, i.e. ones that an organisation performs well and that are very important to members. The lower two quadrants contain attributes that are less important, some of which are performed well and others poorly.



4.1.5

The following charts reveal that service attributes in each of the four quadrants are:

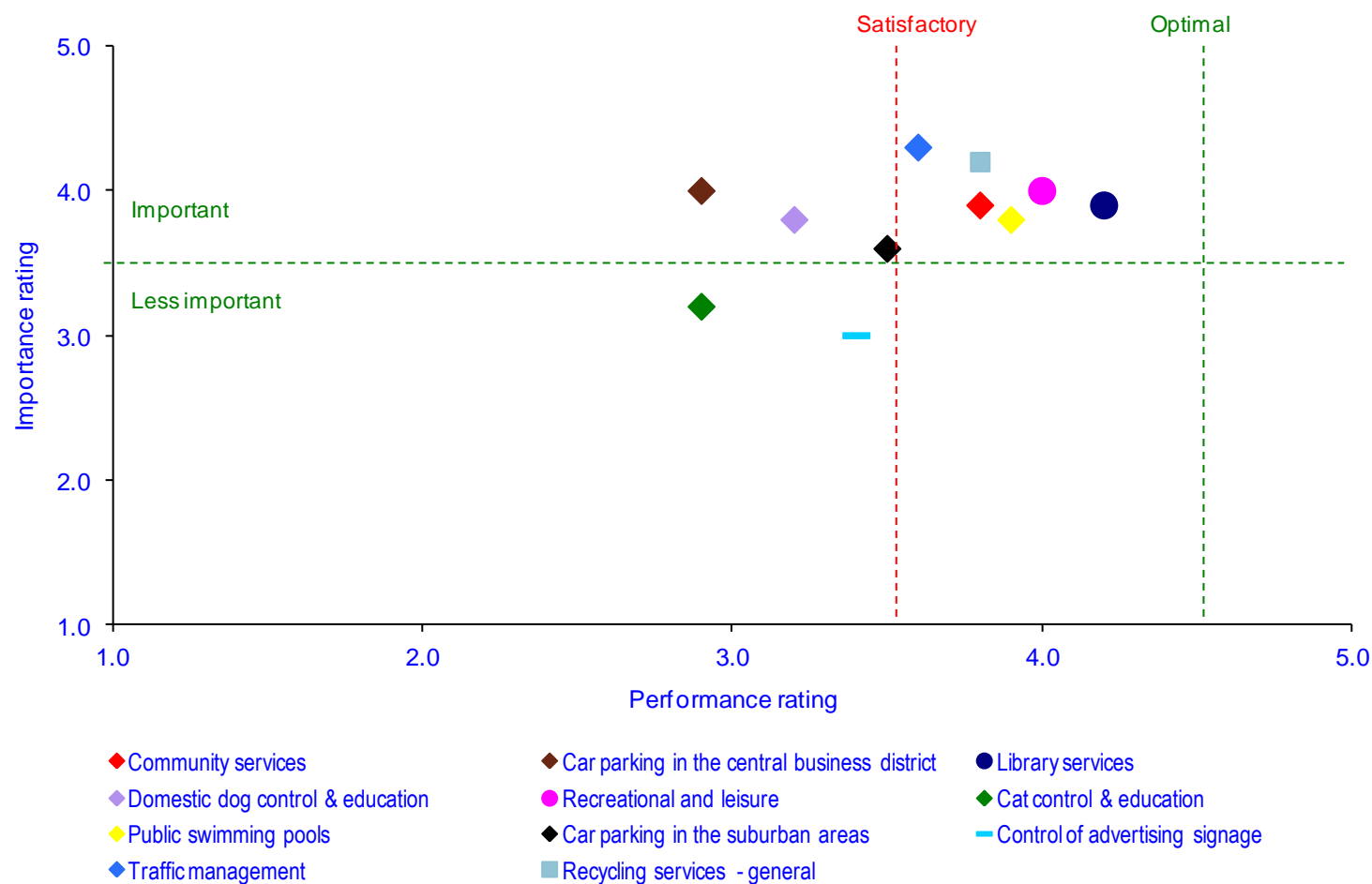
- High Priority Maintenance Strategy – traffic management, recycling services – general, community services, public swimming pools, recreational and leisure, library services, road maintenance, street lighting, maintenance of playgrounds, storm water drainage, maintenance of parks, the services provided at the Shoal Bay Waste Management Facility, maintenance of footpaths/cycle paths, the wheelie bin emptying service and recycling services – seven types of plastic can now be recycled
- Maximum Priority Improvement Critical – car parking in the central business district, domestic dog control and education, car parking in the suburban areas, public toilet maintenance and litter collection from public areas
- Medium Priority Gradual Improvement – cat control and education and control of advertising signage

4.1.6

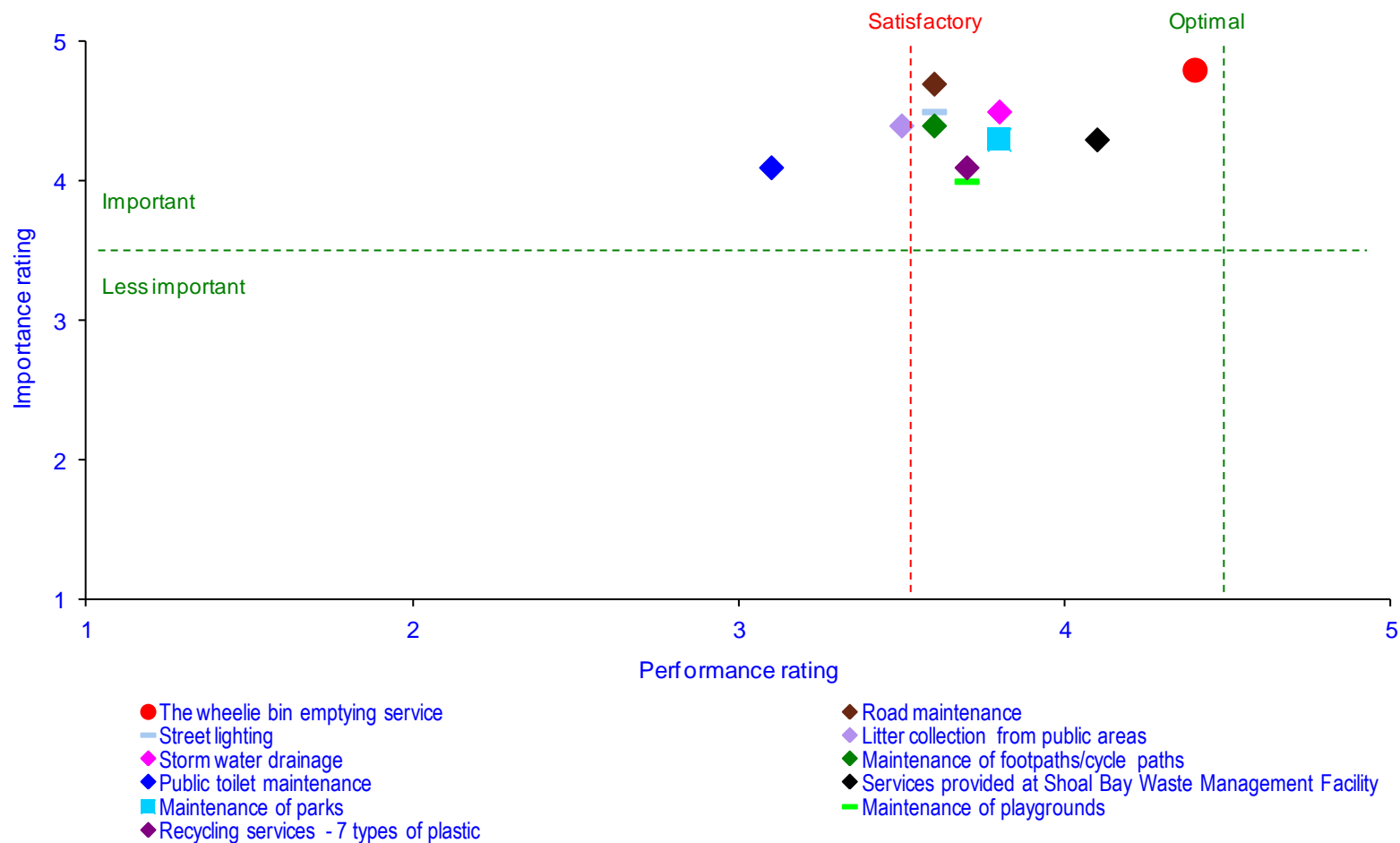
The following similarities and changes were recorded between the 2011 and 2012 Matrices:

- The majority of attributes tested remained unchanged from 2011, however the main shifts recorded were that road maintenance and maintenance of playgrounds have moved from the Maximum Priority Improvement Critical to High Priority Maintenance Strategy in 2012, indicating improved satisfaction with these aspects among residents

IMPORTANCE OF AND SATISFACTION WITH - Services Provided by the City of Darwin (Matrix 1 of 2) -



IMPORTANCE OF AND SATISFACTION WITH - Services Provided by the City of Darwin (Matrix 2 of 2) -



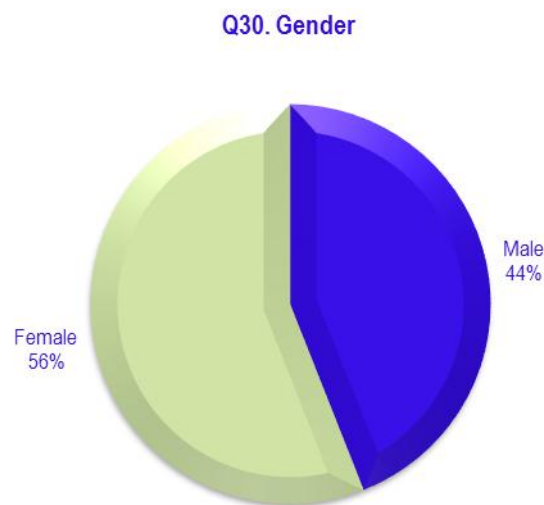
Appendix 1: About The Research

How We Did The Research

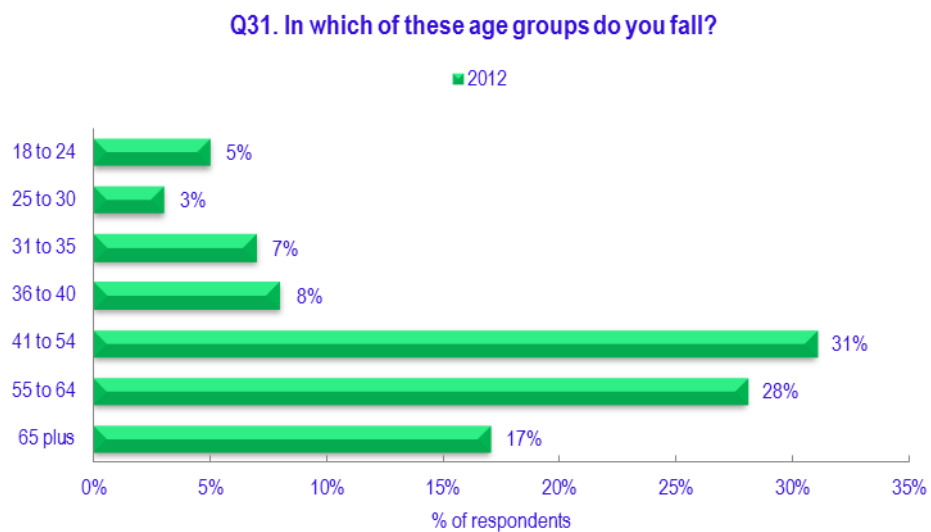
A CATI survey was conducted between July 2nd and July 17th 2012 among 700 Darwin residents.

Who was Involved

Gender

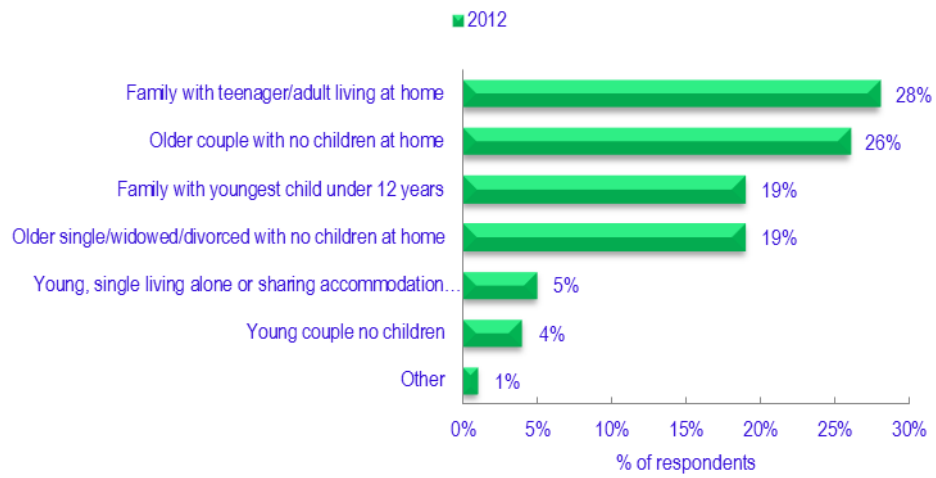


Age group



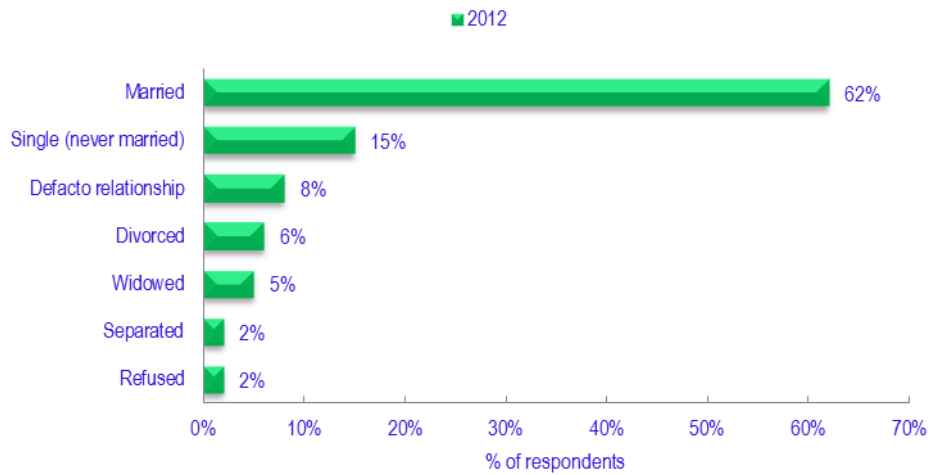
Household Composition

Q32. Which of the following describes your household?



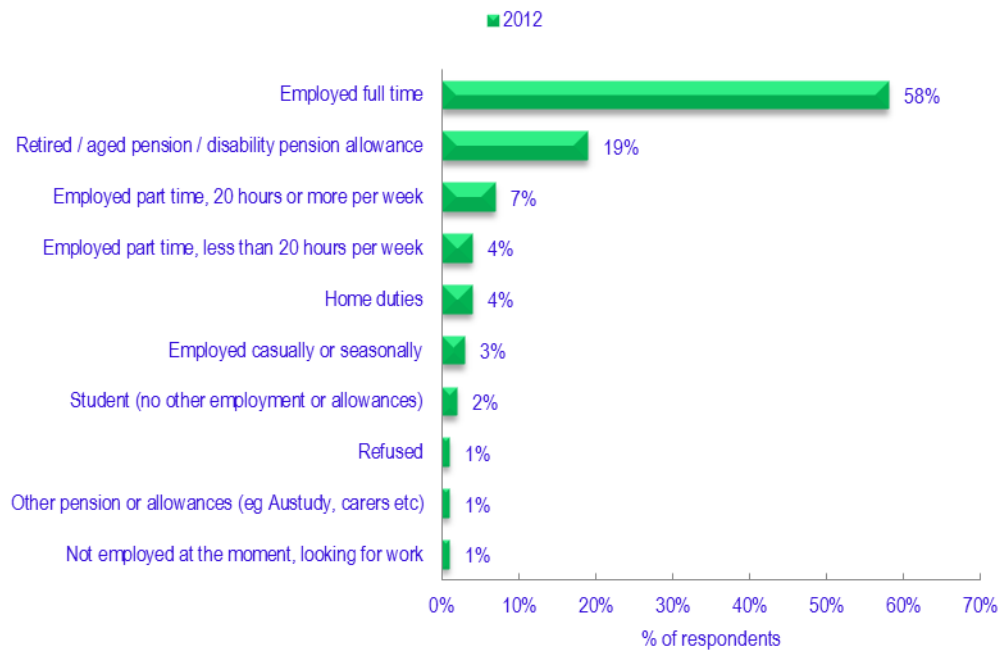
Marital Status

Q33. What is your current marital status?



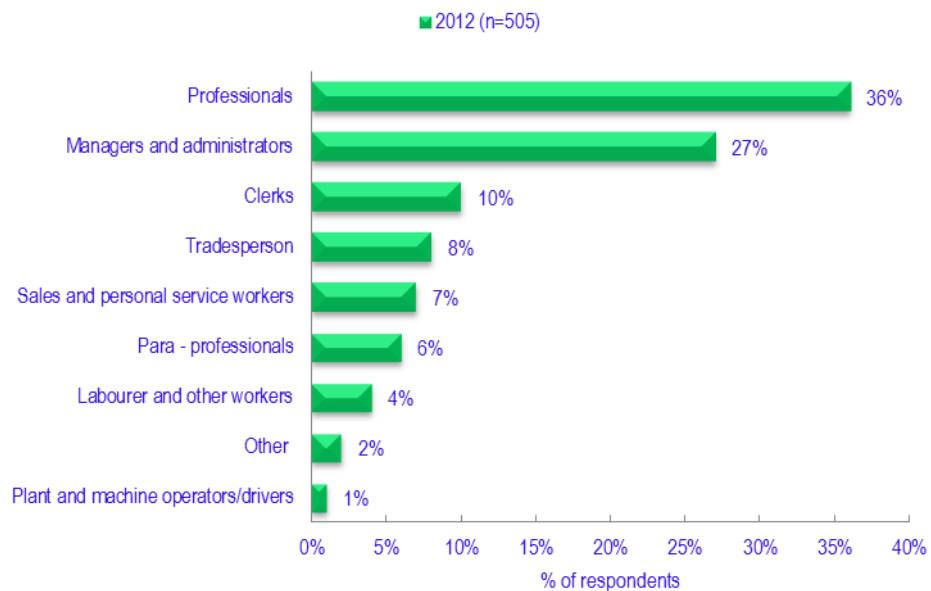
Employment Status

Q34. From the following which best describes your employment status?



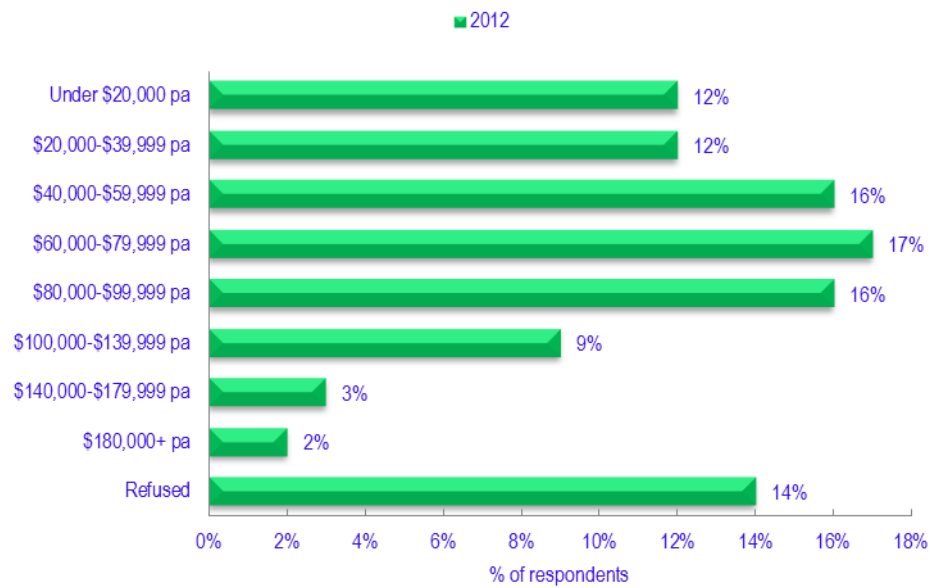
Occupation (BASE: Employed)

Q35. Please describe your occupation.
BASE: Employed (n=505)



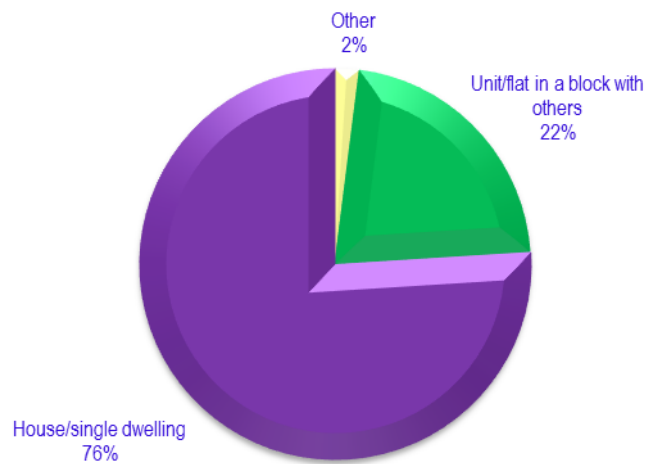
Income

Q36. Which of these categories does your income fall into (before tax)?

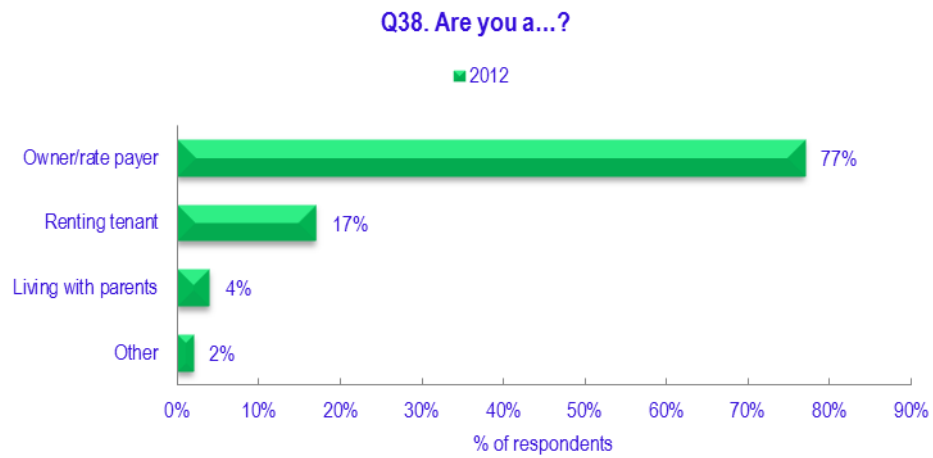


Type of Residence

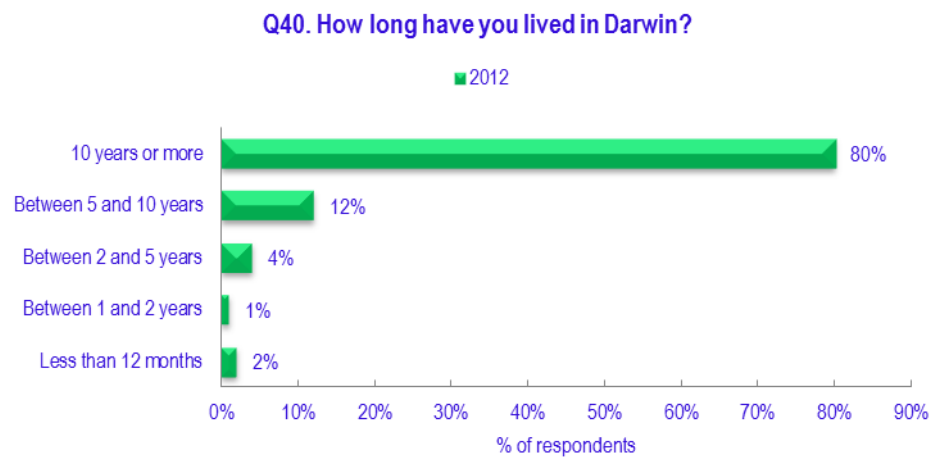
Q37. Do you live in a...?



Type of Resident



Number of Years Lived in Darwin



Suburb

Q39. Which of the following suburbs do you live in?

