



City of Palmerston

Community Satisfaction Research 2026

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Research Objectives

City of Palmerston Council commissioned Micromex Research to conduct a representative phone survey (with opt-in online) with residents living in the City of Palmerston local government area (LGA).

Objectives (Why?)

- Understand and identify community priorities for the LGA and their willingness to recommend living in Palmerston
- Identify the community's overall level of satisfaction with Council performance and their attitudes toward Council
- Explore resident satisfaction with contacting Council, and their contact reasons and methods

Sample (How?)

- Total sample N=406
 - Telephone survey (landline N=32 and mobile N=370) to N=402 residents
 - Opt-in online survey completed by N=4 residents
- The questionnaire used an 11-point scale (e.g. 0 = very poor, 10 = very good)
- Greatest margin of error +/- 4.9%

Timing (When?)

- Fieldwork conducted 9th – 27th July 2026

Methodology and Sample

Sample selection and error

A total of 406 resident interviews were completed. 402 respondents were selected by means of a computer based random selection process using Australian marketing lists, and 4 respondents completed the opt-in online survey.

A sample size of 406 residents provides a maximum sampling error of plus or minus 4.9% at 95% confidence. This means that if the survey was replicated with a new universe of N=406 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.9%. For example, an answer such as 'yes' (50%) to a question could vary from 45% to 55%.

Interviewing

Interviewing was conducted in accordance with The Research Society Code of Professional Behaviour.

Data analysis

The data within this report was analysed using Q Professional.

Within the report, blue and red font colours and ↑/↓ are used to identify statistically significant differences between groups/years – i.e., blue and red represent significant differences for 2026 vs. the 2021-2025 average and within demographic groups (gender, age, etc), while ↑/↓ shows significant differences for 2026 vs. 2025. Significance difference testing is a statistical test performed to evaluate the difference between two measurements. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

Note: All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.



Ratings questions

The Unipolar Scale of 0 to 10 was used in all rating questions, where 0 was the lowest agreement or satisfaction and 10 the highest agreement or satisfaction.

Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from over 80 unique councils, more than 250 surveys and over 120,000 interviews since 2012. For the Palmerston survey, our benchmarks are 'indicative', as we generally use a five-point unipolar scale.

Online Respondents

In 2025, 15 supplementary online responses were reported separately in an appendix. In 2026, only four opt-in online responses were received, which was insufficient for meaningful separate analysis. A sensitivity analysis confirmed that adding these four responses to the 402 telephone interviews did not affect the reported results, so we have reported based on a total sample of N=406.

Comparison to Previous Research

An assessment of the historical results indicates that 2025 was an unusually strong year, with a number of measures reaching their highest recorded levels. A direct comparison between 2026 and 2025 alone could therefore overstate the extent of any changes, as some movement may reflect normal year-to-year variation following a particularly strong result. To provide a more stable benchmark, 2026 results are generally compared with the average result across the previous five years, from 2021 to 2025 (though comparisons between 2026 and 2025 are also shown). This approach reduces the influence of any single year and provides a more robust basis for assessing how the 2026 results compare with recent performance.



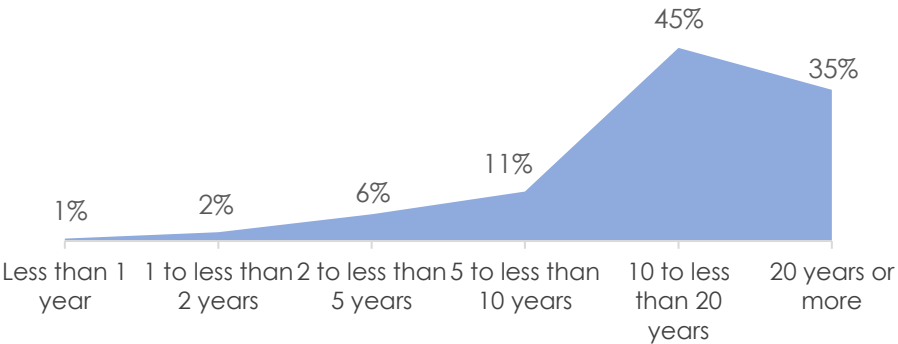
Sample Profile

The sample was weighted by age and gender to reflect the 2021 ABS Census data for City of Palmerston.

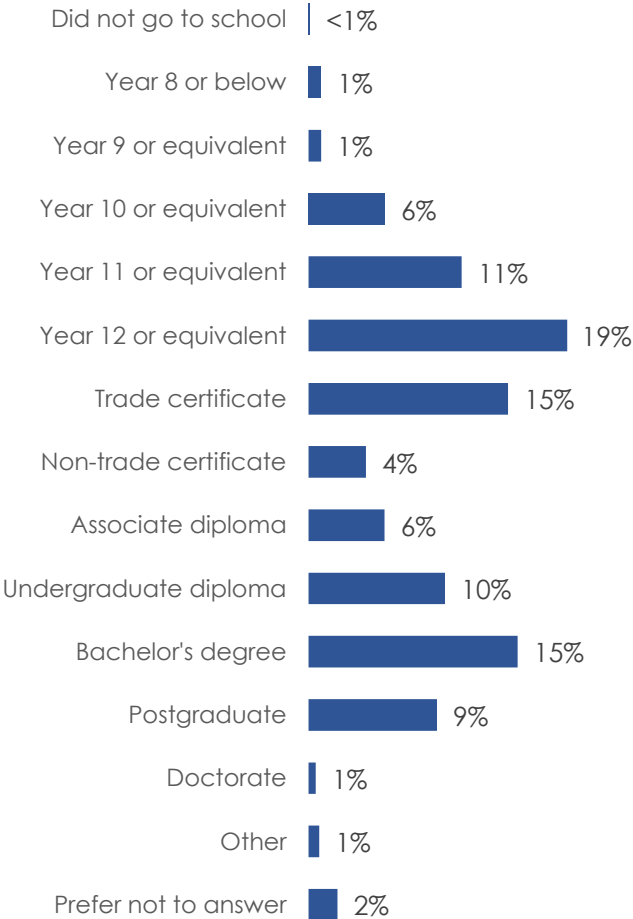
Gender



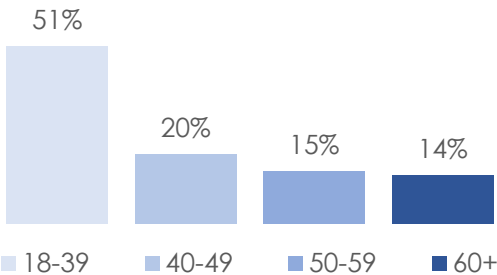
Time lived in the area



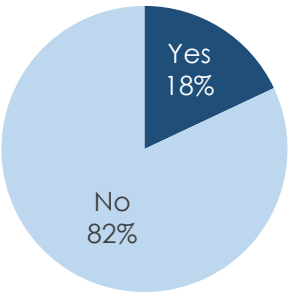
Highest level of education



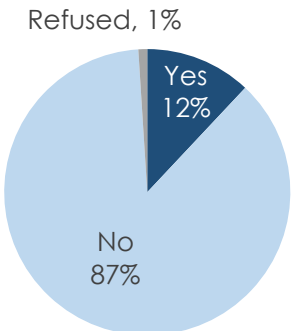
Age



Do you speak any languages other than English at home?



Do you identify as Aboriginal or Torres Strait Islander?



Sample Profile

The sample was weighted by age and gender to reflect the 2021 ABS Census data for City of Palmerston.

Suburb

	N=406
Gray	12%
Zuccoli	12%
Durack	11%
Woodroffe	11%
Bakewell	9%
Moulden	8%
Rosebery	7%
Driver	7%
Bellamack	6%
Johnston	5%
Gunn	5%
Farrar	4%
Marlow Lagoon	3%
Pinelands	1%
Yarrowonga	1%
Palmerston City	<1%

Household annual income

	N=406
\$130,000 or more (\$2,500 or more/week)	54%
\$104,000 - \$129,999 (\$2,000 - \$2,499/week)	12%
\$78,000 - \$103,999 (\$1,500 - \$1,999/week)	6%
\$52,000 - \$77,999 (\$1,000 - \$1,499/week)	6%
\$31,200 - \$51,999 (\$600 - \$999/week)	4%
\$15,600 - \$31,199 (\$300 - \$599/week)	2%
\$6,240 - \$15,599 (\$120 - \$299/week)	<1%
\$1 - \$6,239 (\$1 - \$119/week)	<1%
Nil/Negative income	<1%
Can't say	5%
Refused	9%

Number of people living in household

	N=406
1	11%
2	22%
3	17%
4	28%
5	12%
6	6%
7+	1%
Can't say/don't know	<1%
Refused	2%

Summary Findings – Overall



Snapshot Key Stats

Results are lower in 2026 across most key metrics compared with the 2021-2025 average. Gaps are largest for 'A Future Focus' (-0.56 based on seven attributes), 'Council is effective' (-0.42), and 'Council is flexible' (-0.39).

Awareness of Council's slogan has remained at its highest level over the past eight years (55%), and the NPS for recommending living in Palmerston has improved from the 2021–2025 average of -10 to -4.

We have hypothesised on Slide 32 that this apparent inconsistency between increasing NPS and decreasing ratings elsewhere reflects Palmerston's continuing appeal as a place to live while largely being independent of indicative changes in the perceptions of Council.

Section	Measure	2026	Average 2021-2025	Gap
Living in Palmerston	Awareness of Council's slogan 'A place for people'	55%	48%	+7%
	Agreement with Council's slogan 'A place for people'	6.66	6.81	-0.15
	Recommend Living in Palmerston (NPS)	-4	-10	+6
	Inclusion of Indigenous Community	6.37	6.64	-0.27
Performance of Council	Overall satisfaction	6.84	7.00	-0.16
	Council has a long term vision for economy	6.50	6.65	-0.15
	Council is accountable	6.41	6.59	-0.18
	Council is effective	6.16	6.58	-0.42
	Council is innovative	6.10	6.39	-0.29
	Elected Members are accessible	6.08	6.43	-0.35
	Council is flexible	5.89	6.28	-0.39
	Category Sat: Family and Community (7 measures)	6.92	7.15	-0.23
	Category Sat: Vibrant Economy (1 measure)	5.79	5.97	-0.18
	Category Sat: Cultural Diversity (4 measures)	7.09	7.47	-0.38
	Category Sat: A Future Focus (7 measures)	6.45	7.01	-0.56
	Category Sat: Environmental Sustainability (7 measures)	7.04	7.31	-0.27
	Category Sat: Governance (2 measures)	6.01	6.35	-0.34
Contact and Communication	Contact with Council	39%	34%	+5%
	Council making it easy for you to interact with them	6.91	7.11	-0.20
	Council's Customer Service Delivery when you dealt with them	6.77	6.99	-0.22

Services and Facilities – Satisfaction Scorecard

Among all 28 service areas surveyed, 10 received 'good performance' satisfaction scores (≥ 7). Only four measures had satisfaction ratings below 6, which mainly centred on support for local businesses, opportunities to comment on Council decision making and interact with Council, and advocacy for the community on planning issues.



Good performance
(mean rating ≥ 7)



Monitor
($6 \leq$ mean rating < 7)



Needs improvement
(mean rating < 6)

Family and Community	Cultural Diversity	A Future Focus
Hosting enough quality community events	Providing libraries and library services to the community	Maintaining drainage facilities
Managing SWELL – Swimming Wellness Events Leisure Lifestyle	Supporting culturally diverse events	Ensuring footpaths built by developers are fit for purpose
Managing the Palmerston Recreation Centre	Providing recognition and support for our Aboriginal and Torres Strait and multicultural community	Providing and maintaining shared pathways
Maintaining parks and playgrounds	Promoting art and culture	Ensuring the roads built by developers are fit for purpose
Providing animal management services	Environmental Sustainability	Maintaining footpaths
Providing and maintaining community halls	Providing and maintaining Archer Waste Management Facility	Maintaining local roads
Advocating for the community in planning issues	Kerbside waste collection	Supporting innovation in the business community
	Providing opportunities for recycle and re-use through the Pre-Cyclone Clean Up	Governance
	Maintaining Lakes	Achieving funding and getting things done by working in partnership with government and the community
Vibrant Economy	Managing gardens and nature reserves	Providing you with the opportunity to comment on Council's decision making and interact with Council
Supporting and attracting new and existing businesses	Increasing shading and greening in the city	
	Promoting environmental sustainability	

Executive Summary – Overview

Although many key measures are lower in 2026 than the 2021–2025 averages, the results remain generally positive in absolute terms. Residents are more willing to recommend living in Palmerston than the five-year average, while awareness of Council's slogan, 'A Place for People', was significantly above the 2021–2025 average and remained at its recent high. Overall, 67% of residents rated Council's performance as 'good' or 'very good'. Ten of the 28 services and facilities achieved a 'good performance' mean score of 7.0 or higher. Among residents who contacted Council in the previous 12 months, 66% rated the ease of interaction as 'good' or 'very good', while 63% gave the same rating to Council's customer service delivery.



Executive Summary – Opportunities

Potential opportunities/areas of focus for Council include the following:

- **Crime and safety:** Whilst crime and safety goes beyond Council's remit (and hence no specific ratings were sought on the topic, so regression analysis could not be undertaken), it remains a dominant community concern, being the single largest 'concern' open-ended comment on the NPS-reasons question (see Slide 33), the largest 'most important issue' based on an open-ended question (see Slide 35), and being mentioned by just over a third of the 26 respondents who provided a rating of 3 or less for Council's overall performance (see Slide 42)
- **Roads/Footpaths:** Three of the four road/footpath attributes featured in the top ten drivers of overall satisfaction with Council (see Slide 60), and they all have relatively low performance ratings (see Slide 51). These findings reflect the open-ended comments, where references to roads/footpaths were the second highest issue on the 'most important issues in your local area' question (see Slide 35), and they were mentioned as a reason for Council's overall rating (see Slide 42).

On a positive note, roads/footpaths were one of the top four achievements by Council in the last 12 months according to residents, suggesting some improvements are being noted (see Slide 43)

- **Business Support:** The two business related attributes ('Supporting and attracting new and existing businesses' and 'Supporting innovation in the business community') have relatively low performance ratings (see Slide 51), and are seemingly below our benchmarks (see Slide 69). And 'Supporting and attracting new and existing businesses' is the equal fourth highest driver of overall satisfaction with Council (see Slide 60). It may be worth adding a question to future waves about whether respondents are business owners/decision makers, so we can better understand these results.
- **Environmental Sustainability:** Ratings of 'Increasing shading and greening in the city' and 'Promoting environmental sustainability' both generated relatively low performance ratings (see Slide 51) – and the latter is the ninth highest driver of overall satisfaction with Council (see Slide 60).

It is also worth noting that 'Maintaining lakes' and 'Maintaining gardens and nature reserves' are also within the top ten drivers of overall satisfaction with Council (see Slide 60), and unprompted comments were also made about the natural environment (see Slide 35).



Executive Summary – Opportunities

Potential opportunities/areas of focus (continued):

- **Communication/Engagement/Advocacy:** 'Providing you with the opportunity to comment on Council's decision making and interact with Council' generates the lowest performance rating score – and 'Advocating for the community in planning issues' (so a mix of planning and advocacy) generates the fourth lowest performance rating (see Slide 51). And the regression analysis identifies both these attributes as the equal second highest drivers of overall satisfaction with Council (see Slide 60). The opportunity here is for Council to leverage the 'multiplier effect' – that is, by communicating with residents about issues such as crime and safety, achievements in roads/footpaths, etc, Council also addresses the need for greater engagement.
- **Events/Festivals:** Following on from the above point, it is encouraging to see that the community provides a strong rating of Council's performance in this area (see Slide 51), it appears to be above our satisfaction benchmarks (see Slide 69), and it is the eighth highest driver of overall satisfaction with Council (see Slide 60). It is also an area of achievement for Council (see Slide 43).
- **Transactional Satisfaction:** Still on the topic of communication/engagement, on Slide 75 we have demonstrated the connection between transactional satisfaction and overall satisfaction with Council – that is, those transactional 'moments of truth' have a strong impact on overall perceptions – and this likely relates to virtually all Council staff (and Councillors), not just the frontline Customer Service Team.

Council could combine the improvements/maintenance in these priority areas with clear and regular communication about its actions and progress. Email represents a seemingly underused supplementary channel: among residents who gave lower ratings to opportunities to provide feedback, 24% would prefer to provide feedback by email (see Slide 58). More broadly, 20% of residents would prefer to receive Council information by email in future, compared with 5% who currently do so (see Slide 79). However, social media and the Council website should remain central to the communication strategy because they are the leading current and preferred information channels.



Summary – Family and Community

Across all seven performance measures, three received a rating above 7, while only one fell below 6. However, compared with the 2021-2025 averages, all 7 service areas received lower satisfaction ratings, significantly so for providing and maintaining community halls and advocating for the community on planning issues.

Category Satisfaction	2026	Average 2021-2025	Gap
Category Satisfaction Average: Family and Community	6.92	7.15	-0.23
Hosting enough quality community events	7.62	7.70	-0.08
Managing SWELL – Swimming Wellness Events Leisure Lifestyle	7.39	7.44	-0.05
Managing the Palmerston Recreation Centre	7.19	7.38	-0.19
Maintaining parks and playgrounds	6.82	7.08	-0.26
Providing animal management services	6.76	6.95	-0.19
Providing and maintaining community halls	6.76	7.13	-0.37
Advocating for the community in planning issues	5.94	6.34	-0.40



Summary – Vibrant Economy

Awareness of Council's slogan 'A place for people' has improved over recent years. However, based on mean ratings, the 2026 results are lower than the 2021–2025 average for all the other 3 measures associated with 'Vibrant Economy' outcome.

Individual Metrics	2026	Average 2021-2025	Gap
Awareness of Council's slogan 'A place for people'	55%	48%	+7%
Agreement that Palmerston is 'A place for people'	6.66	6.81	-0.15
Council has a long term vision for Palmerston's Economy	6.50	6.65	-0.15
Category Satisfaction	2026	Average 2021-2025	Gap
Supporting and attracting new and existing businesses	5.79	5.97	-0.18
NET Average: Vibrant Economy	2026	Average 2021-2025	Gap
Average of the 3 individual/satisfaction metrics	6.32	6.48	-0.16

Blue/Red = A significantly higher/lower percentage (compared to average 2021-2025)



Summary – Cultural Diversity

Similar to previous years, satisfaction with library services is the highest within 'Cultural Diversity' outcome. Declines have been observed compared to the 2021–2025 average ratings, significantly so for library services, culturally diverse events, and promoting art and culture.

Category Satisfaction	2026	Average 2021-2025	Gap
Category Satisfaction Average: Cultural Diversity	7.09	7.47	-0.38
Providing libraries and library services to the community	7.77	8.13	-0.36
Supporting culturally diverse events, such as NAIDOC celebrations, Multicultural Festival and Pride events	7.24	7.63	-0.39
Providing recognition and support for our Aboriginal and Torres Strait and multicultural community	6.84	7.11	-0.27
Promoting art and culture (e.g. public art, murals, paving etc.)	6.51	7.02	-0.51

Blue/Red = A significantly higher/lower rating (compared to average 2021-2025)



Summary – A Future Focus

Ratings significantly declined for 6 areas compared to the 2021-2025 averages, with the largest gap for local roads ('maintaining local roads' and 'ensuring roads built by developers are fit for purpose'). Among the 7 satisfaction measures, 6 received a rating below 7, with the lowest being for 'supporting innovation in the business community'.

Individual Metrics	2026	Average 2021-2025	Gap
Council is innovative	6.10	6.39	-0.29
Council is flexible	5.89	6.28	-0.39
Category Satisfaction	2026	Average 2021-2025	Gap
Category Satisfaction Average: A Future Focus	6.45	7.01	-0.56
Maintaining drainage facilities	7.16	7.43	-0.27
Ensuring footpaths built by developers are fit for purpose	6.83	7.16	-0.33
Providing and maintaining shared pathways	6.52	NA	NA
Ensuring the roads built by developers are fit for purpose	6.45	7.11	-0.66
Maintaining footpaths	6.42	6.94	-0.52
Maintaining local roads	6.04	7.08	-1.04
Supporting innovation in the business community	5.77	6.32	-0.55
NET Average: A Future Focus	2026	Average 2021-2025	Gap
Average of the 9 individual/satisfaction metrics	6.35	6.84	-0.49

Blue/Red = A significantly higher/lower rating (compared to average 2021-2025)



Summary – Environmental Sustainability

Consistent with the previous five-year pattern, satisfaction is higher for waste management and recycling and lower for environment related measures. 'Maintaining lakes' is the only measure with a higher satisfaction rating compared with the 2021–2025 average, whereas four out of seven measures received significantly lower satisfaction ratings.

Category Satisfaction	2026	Average 2021-2025	Gap
Category Satisfaction Average: Environmental Sustainability	7.04	7.31	-0.27
Providing and maintaining Archer Waste Management Facility	7.80	7.96	-0.16
Kerbside waste collection	7.70	8.16	-0.46
Providing opportunities for recycle and re-use through the Pre-Cyclone Clean Up	7.61	7.77	-0.16
Maintaining Lakes	7.03	6.91	+0.12
Managing gardens and nature reserves	6.76	7.24	-0.48
Increasing shading and greening in the city	6.20	6.62	-0.42
Promoting environmental sustainability	6.19	6.53	-0.34



Summary – Governance

Ratings declined for all measures within 'Governance' outcome, significantly for agreement with 'Council is effective', and for satisfaction with 'achieving funding and getting things done by working in partnership with government and the community'.

Individual Metrics	2026	Average 2021-2025	Gap
Council is accountable	6.41	6.59	-0.18
Council is effective	6.16	6.58	-0.42
Category Satisfaction	2026	Average 2021-2025	Gap
Category Satisfaction Average: Governance	6.01	6.35	-0.34
Achieving funding and getting things done by working in partnership with government and the community	6.29	6.62	-0.33
Providing you with the opportunity to comment on Council's decision making and interact with Council	5.73	6.08	-0.35
NET Average: Governance	2026	Average 2021-2025	Gap
Average of the 4 individual/satisfaction metrics	6.15	6.47	-0.32

Blue/Red = A significantly higher/lower rating (compared to average 2021-2025)



Summary Findings – 2026 vs. 2025

The previous section looked at results of 2026 vs 2021–25 (previous 5 years). In this section, we show the comparisons between 2026 and 2025.



Snapshot Key Stats

Compared with 2025, results declined for most key measures in 2026. Gaps are largest for 'Council is effective' (-0.68), 'Governance' (-0.65: based on two measures), 'Council is flexible' (-0.61), and 'Elected Members are accessible' (-0.60).

Awareness of Council's slogan and the NPS for recommending living in Palmerston have remained stable since 2025.

Section	Measure	2026	2025	Gap
Living in Palmerston	Awareness of Council's slogan	55%	55%	0%
	Agreement with Council's slogan	6.66↓	7.12	-0.46
	Recommend Living in Palmerston (NPS)	-4	-6	+2
	Inclusion of Indigenous Community	6.37	6.65	-0.28
Performance of Council	Overall satisfaction	6.84↓	7.26	-0.42
	Council has a long term vision for economy	6.50	6.86	-0.36
	Council is accountable	6.41	6.72	-0.31
	Council is effective	6.16↓	6.84	-0.68
	Council is innovative	6.10↓	6.61	-0.51
	Elected Members are accessible	6.08↓	6.68	-0.60
	Council is flexible	5.89↓	6.50	-0.61
	Category Sat: Family and Community (7 measures)	6.92↓	7.43	-0.51
	Category Sat: Vibrant Economy (1 measure)	5.79	6.09	-0.30
	Category Sat: Cultural Diversity (4 measures)	7.09↓	7.63	-0.54
	Category Sat: A Future Focus (7 measures)	6.45↓	7.04	-0.59
	Category Sat: Environmental Sustainability (7 measures)	7.04↓	7.52	-0.48
	Category Sat: Governance (2 measures)	6.01↓	6.66	-0.65
Contact and Communication	Contact with Council	39%	37%	+2%
	Council making it easy for you to interact with them	6.91	7.10	-0.19
	Council's Customer Service Delivery when you dealt with them	6.77	6.98	-0.21

Summary – Family and Community

Five out of 7 measures received significantly lower satisfaction ratings than in 2025. Gaps are the largest for 'advocating for the community in planning issues', 'managing SWELL', and 'providing and maintaining community halls'.

Category Satisfaction	2026	2025	Gap
Category Satisfaction Average: Family and Community	6.92↓	7.43	-0.51
Hosting enough quality community events	7.62↓	8.11	-0.49
Managing SWELL – Swimming Wellness Events Leisure Lifestyle	7.39↓	8.03	-0.64
Managing the Palmerston Recreation Centre	7.19↓	7.75	-0.56
Maintaining parks and playgrounds	6.82	7.13	-0.31
Providing animal management services	6.76	7.02	-0.26
Providing and maintaining community halls	6.76↓	7.37	-0.61
Advocating for the community in planning issues	5.94↓	6.62	-0.68



Summary – Vibrant Economy

Awareness of Council's slogan 'A place for people' has remained stable. However, the 2026 results are lower than in 2025 for all the other 3 measures, significantly so for agreement with 'Palmerston is a place for people'.

Individual Metrics	2026	2025	Gap
Awareness of Council's slogan 'A place for people'	55%	55%	0%
Agreement that Palmerston is 'A place for people'	6.66↓	7.12	-0.46
Council has a long term vision for Palmerston's Economy	6.50	6.86	-0.36
Category Satisfaction	2026	2025	Gap
Supporting and attracting new and existing businesses	5.79	6.09	-0.30
NET Average: Vibrant Economy	2026	2025	Gap
Average of the 3 individual/satisfaction metrics	6.32↓	6.69	-0.37

↑/↓ = A significantly higher/lower rating (compared to 2025)



Summary – Cultural Diversity

Results have declined significantly for all measures within ‘Cultural Diversity’ outcome.

Category Satisfaction	2026	2025	Gap
Category Satisfaction Average: Cultural Diversity	7.09↓	7.63	-0.54
Providing libraries and library services to the community	7.77↓	8.27	-0.50
Supporting culturally diverse events, such as NAIDOC celebrations, Multicultural Festival and Pride events	7.24↓	7.81	-0.57
Providing recognition and support for our Aboriginal and Torres Strait and multicultural community	6.84↓	7.29	-0.45
Promoting art and culture (e.g. public art, murals, paving etc.)	6.51↓	7.16	-0.65

↑/↓ = A significantly higher/lower rating (compared to 2025)



Summary – A Future Focus

Ratings declined significantly for all eight comparable measures, with the largest decline for maintaining local roads.

Individual Metrics	2026	2025	Gap
Council is innovative	6.10↓	6.61	-0.51
Council is flexible	5.89↓	6.50	-0.61
Category Satisfaction	2026	2025	Gap
Category Satisfaction Average: A Future Focus	6.45↓	7.04	-0.59
Maintaining drainage facilities	7.16↓	7.56	-0.40
Ensuring footpaths built by developers are fit for purpose	6.83↓	7.21	-0.38
Providing and maintaining shared pathways	6.52	NA	NA
Ensuring the roads built by developers are fit for purpose	6.45↓	7.04	-0.59
Maintaining footpaths	6.42↓	6.97	-0.55
Maintaining local roads	6.04↓	6.94	-0.90
Supporting innovation in the business community	5.77↓	6.51	-0.74
NET Average: A Future Focus	2026	2025	Gap
Average of the 9 individual/satisfaction metrics	6.35↓	6.92	-0.57

↑/↓ = A significantly higher/lower rating (compared to 2025)



Summary – Environmental Sustainability

Among environment-related measures, 5 out of 7 received significantly lower satisfaction ratings compared to 2025.

Category Satisfaction	2026	2025	Gap
Category Satisfaction Average: Environmental Sustainability	7.04↓	7.52	-0.48
Providing and maintaining Archer Waste Management Facility	7.80	8.12	-0.32
Kerbside waste collection	7.70↓	8.23	-0.53
Providing opportunities for recycle and re-use through the Pre-Cyclone Clean Up	7.61↓	8.05	-0.44
Maintaining Lakes	7.03	7.33	-0.30
Managing gardens and nature reserves	6.76↓	7.37	-0.61
Increasing shading and greening in the city	6.20↓	6.80	-0.60
Promoting environmental sustainability	6.19↓	6.74	-0.55

↑/↓ = A significantly higher/lower rating (compared to 2025)



Summary – Governance

Ratings declined for all measures within the 'Governance' outcome, significantly for agreement with 'Council is effective', and for satisfaction with 'achieving funding and getting things done by working in partnership with government and the community', and 'providing you with the opportunity to comment on Council's decision making and interact with Council'.

Individual Metrics	2026	2025	Gap
Council is accountable	6.41	6.72	-0.31
Council is effective	6.16↓	6.84	-0.68
Category Satisfaction	2026	2025	Gap
Category Average: Governance	6.01↓	6.66	-0.65
Achieving funding and getting things done by working in partnership with government and the community	6.29↓	6.94	-0.65
Providing you with the opportunity to comment on Council's decision making and interact with Council	5.73↓	6.38	-0.65
NET Average: Governance	2026	2025	Gap
Average of the 4 individual/satisfaction metrics	6.15↓	6.72	-0.57

↑/↓ = A significantly higher/lower rating (compared to 2025)



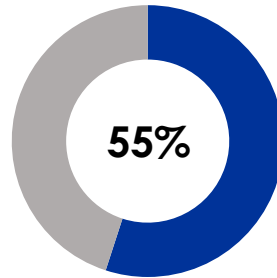


Section One

Living in Palmerston

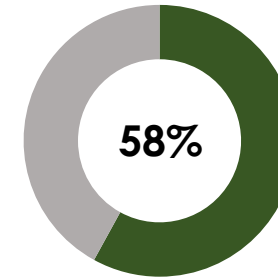
This section gauges residents' awareness of Council's slogan and their agreement with it, and residents' willingness to recommend living in Palmerston to friends or family.

In Summary: Living in Palmerston



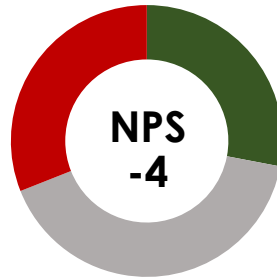
Awareness of Council's slogan

55% of residents were aware of Council's slogan 'A place for people'.



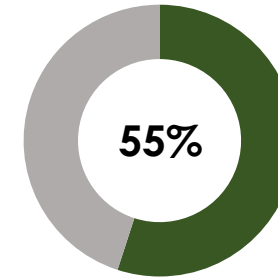
Agreement with Council's slogan

58% of residents agree that Palmerston is a place for people.



Recommend Living in Palmerston (NPS)

28% rated their likelihood to recommend living in the Palmerston area in 2026 a 9 or 10 (very likely).



Inclusion of Indigenous Community

55% of Aboriginal and Torres Strait Islander respondents agree that Council is inclusive and has a strong relationship with the Indigenous community.

Top 4 Most important issues

- Crime / safety / antisocial behaviour / youth crime/ policing and justice
- Road / footpath maintenance
- Provision and maintenance of parks / green spaces
- Cleanliness / managing rubbish and litter

Usage of Council community facilities

In the last 12 months, 92% of residents have used at least one Council facility, with 78% having used Archer Waste Management Facility.

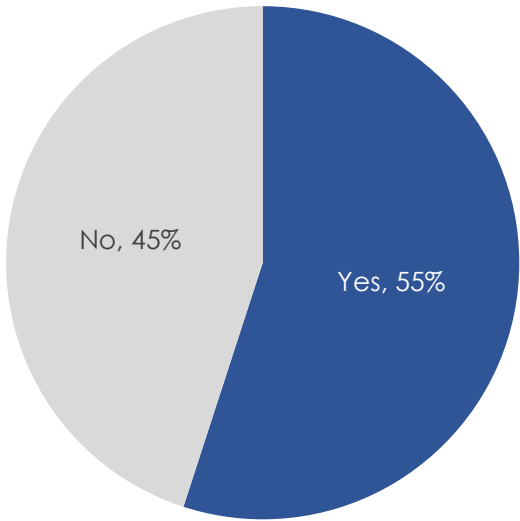


Council Slogan Awareness

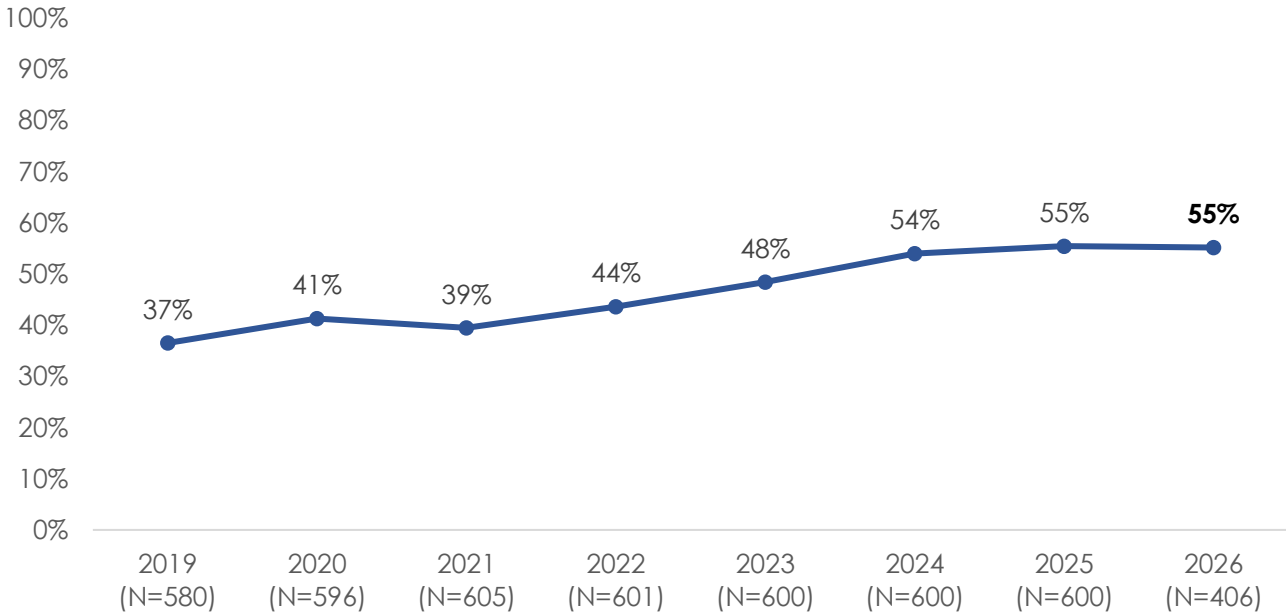
55% of residents were aware of Council's slogan 'A place for people'. Awareness has generally risen since 2021 and remained at 55% in 2026.

By demographic, awareness is higher among residents who have lived in Palmerston for 20 years or more, and lower among households earning less than \$78,000 annually (see Appendix 1).

Before today, were you aware of Council's slogan 'A place for people'?



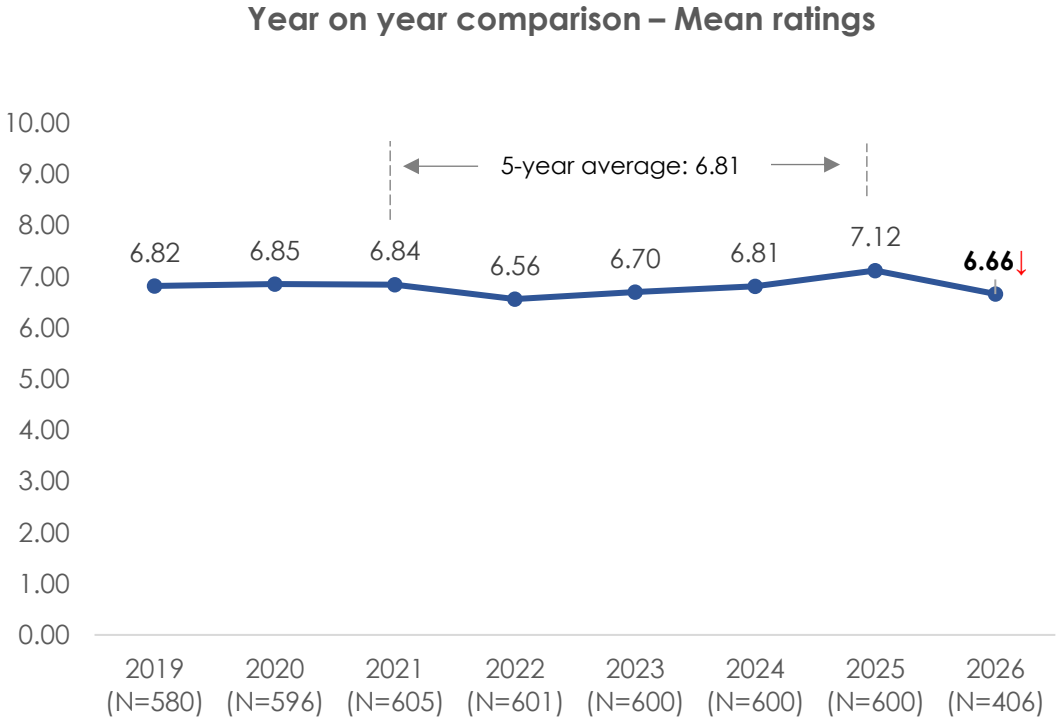
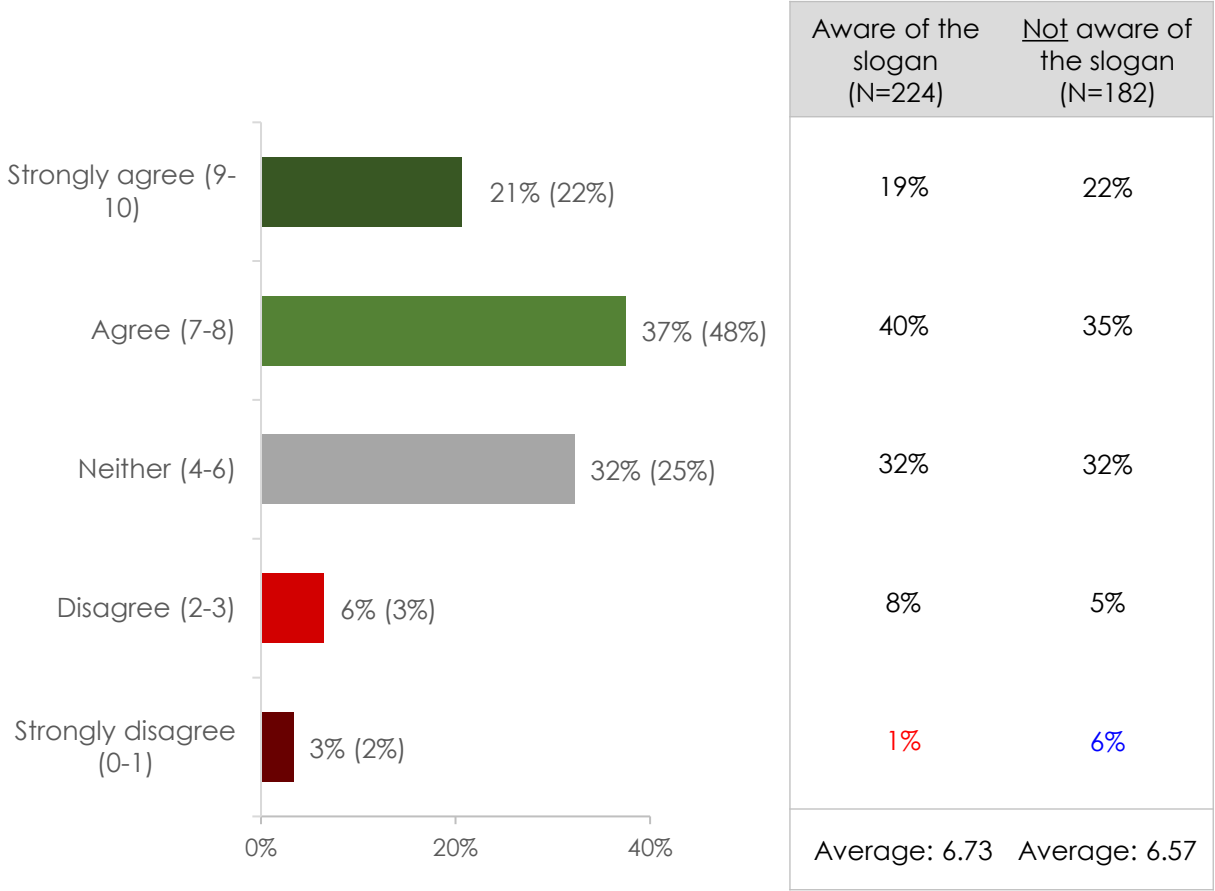
Year on year comparison – Yes %



Agreement with ‘A Place for People’

In 2026, 58% of residents agree that Palmerston is a place for people, a result that is on par with the 2021–2025 average (6.66 vs. 6.81).

Females and multilingual speakers are more likely to agree that Palmerston is a place for people (see Appendix 1). However, agreement is not overly impacted by awareness of the slogan.



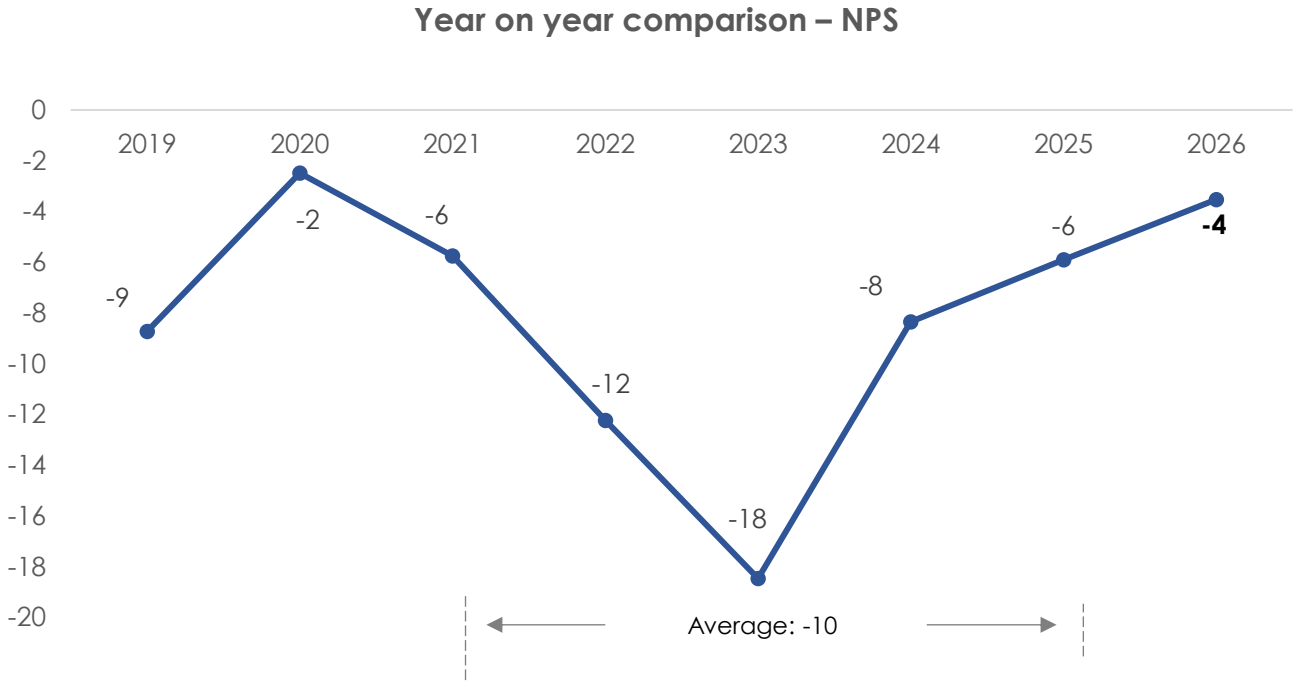
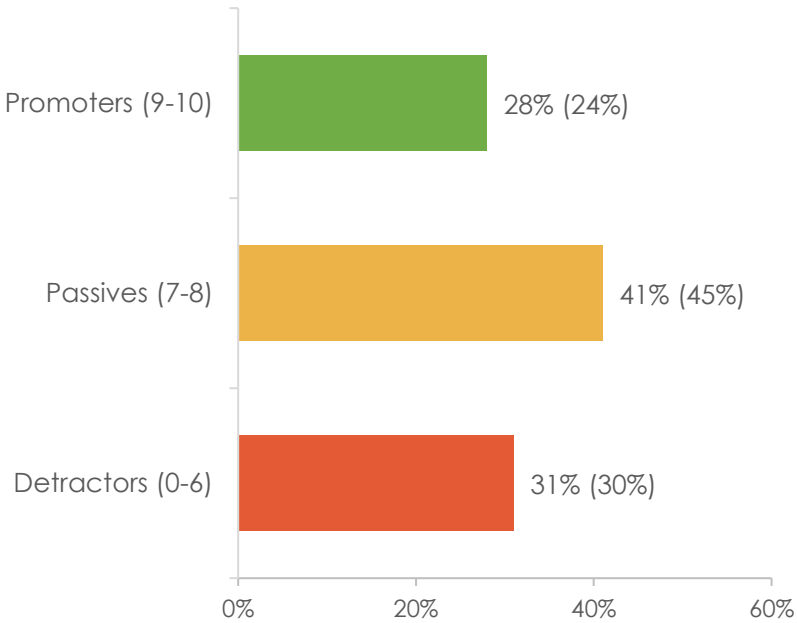
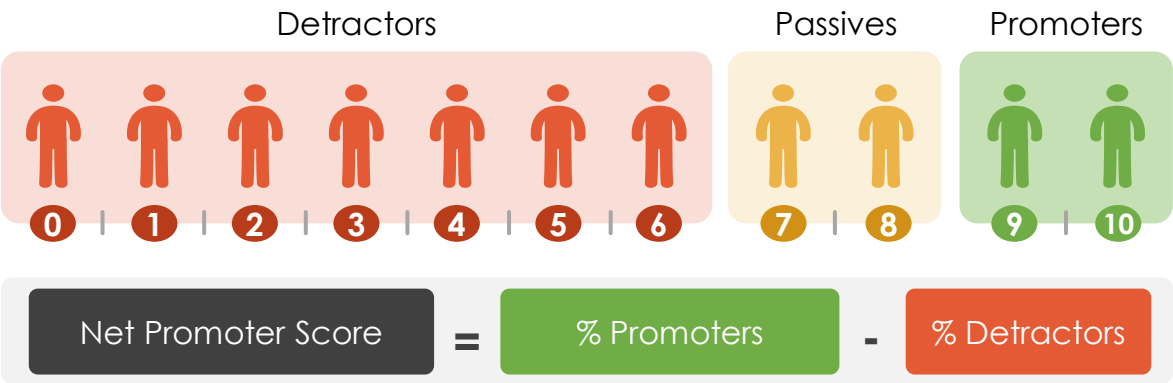
Note: percentages in brackets represent 2025 results
Base: N=406
Q7. On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, to what extent do you agree or disagree that Palmerston is a place for people?

Scale: 0 = Strongly disagree, 10 = Strongly agree
Blue/Red = A significantly higher/lower percentage (by group)
↑/↓ = A significantly higher/lower rating (compared to 2025)
Please see Appendix 1 for results by demographics

Recommend Living in Palmerston (NPS)

The Net Promoter Score is calculated by subtracting the proportion of detractors (those who gave a 0-6 rating) from the proportion of promoters (those who gave a 9-10, see visual explanation to the right), we can see below that the NPS continues to increase from 2023.

Overall, 28% rated their likelihood to recommend living in the Palmerston area in 2026 a 9 or 10 (very likely). Based on the NPS values, 2026 recorded the second highest result since 2019.



Note: percentages in brackets represent 2025 results
Base: 2019 (N=580), 2020 (N=596), 2021 (N=605), 2022 (N=601), 2023 (N=600), 2024 (N=600), 2025 (N=600), 2026 (N=406)

Q8. On a scale from 0 to 10 where 0 is very unlikely and 10 is very likely, how likely are you to recommend living in the Palmerston area to friends or family?

Recommend Living in Palmerston (NPS)

In the table below, selected key metrics from across the report are reported by NPS group, with the 2026 results compared with the corresponding 2021–2025 averages. In both the 2026 results and the historical averages, residents' willingness to recommend Palmerston is closely associated with their perceptions of Council: promoters rated every measure higher than passives, while passives rated every measure higher than detractors.

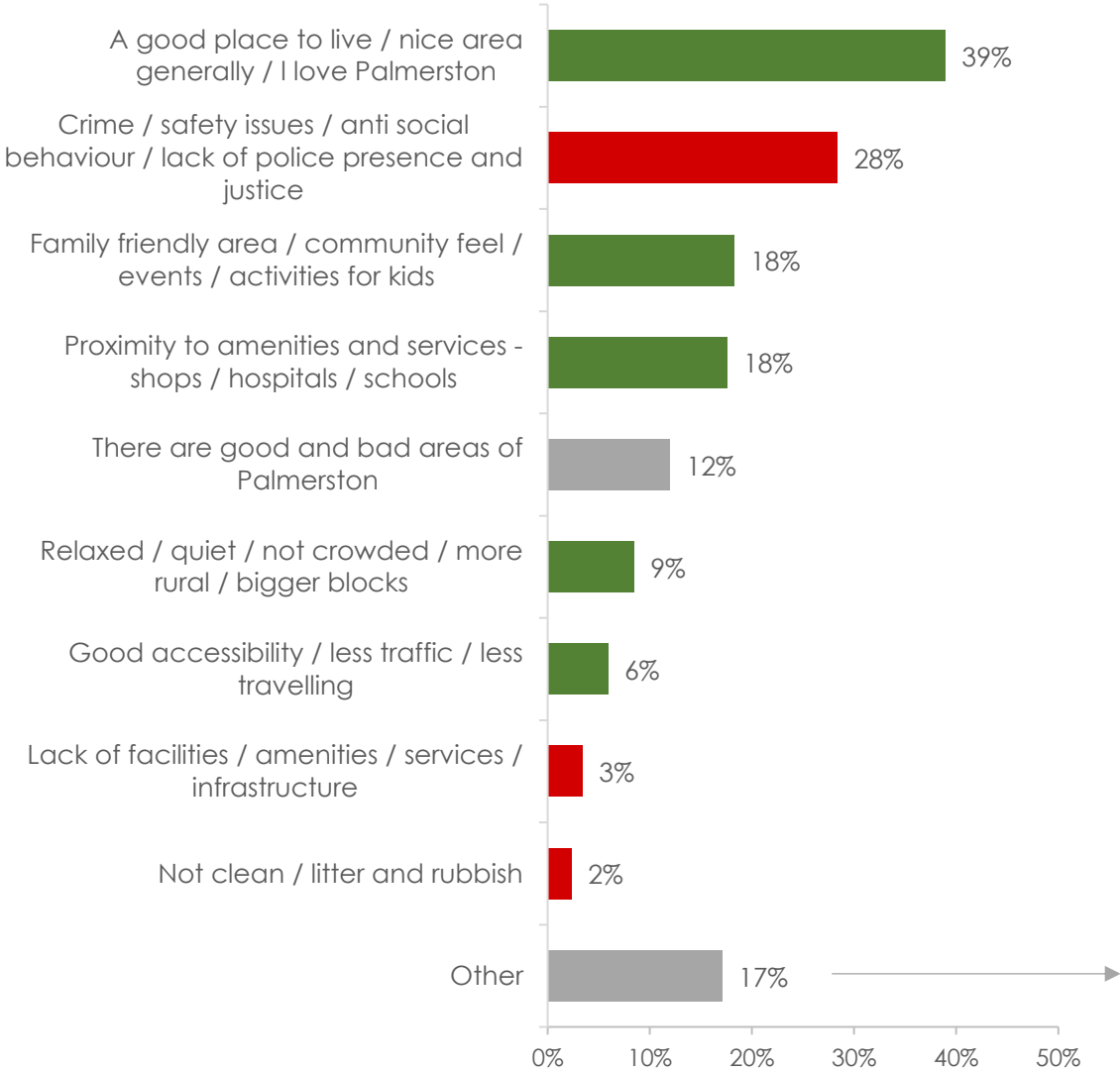
However, the lower ratings in 2026 on the eight measures below have occurred across all three NPS categories: Average ratings fell by 0.33 points among detractors, 0.39 points among passives and 0.33 points among promoters. This consistent pattern suggests that the improved NPS in 2026 primarily reflects Palmerston's continuing appeal as a place to live and is largely independent of indicative changes in the perceptions of Council. This interpretation is consistent with the wider report: the NPS question specifically measures willingness to recommend living in Palmerston, and the reasons given by promoters (see next Slide) largely relate to place-based qualities such as Palmerston being a good place to live, its family-friendly character and proximity to amenities.

	2026			2025-2021 average			Difference: 2026 vs 2025-21		
	Detractors	Passives	Promoters	Detractors	Passives	Promoters	Detractors	Passives	Promoters
Q9.29. Overall satisfaction	5.66	7.02	7.92	5.84	7.29	8.14	-0.18	-0.28	-0.22
Q9.1-28. 28 Services/facilities	5.86	6.84	7.64	6.22	7.23	8.10	-0.36	-0.38	-0.46
Q13. Council has a long term vision for economy	4.84	6.74	8.00	5.20	6.98	8.04	-0.37	-0.24	-0.04
Q14. Council is accountable	5.03	6.50	7.77	5.32	6.82	7.89	-0.29	-0.32	-0.12
Q15. Council is innovative	4.90	6.25	7.18	5.16	6.67	7.61	-0.26	-0.42	-0.42
Q16. Council is flexible	4.58	6.09	7.00	5.07	6.47	7.54	-0.48	-0.38	-0.54
Q17. Council is effective	5.03	6.33	7.14	5.29	6.91	7.80	-0.26	-0.57	-0.65
Q18. Elected Members are accessible	4.87	6.07	7.51	5.28	6.61	7.69	-0.40	-0.54	-0.18
Total metric average	5.10	6.48	7.52	5.42	6.87	7.85	-0.33	-0.39	-0.33

Base: 2019 (N=580), 2020 (N=596), 2021 (N=605), 2022 (N=601), 2023 (N=600), 2024 (N=600), 2025 (N=600), 2026 (N=406)

Q8. On a scale from 0 to 10 where 0 is very unlikely and 10 is very likely, how likely are you to recommend living in the Palmerston area to friends or family?

Recommend Living in Palmerston (Reasons)



About two in five residents described Palmerston as a good place to live, while nearly three in ten raised crime and safety concerns. The following slide provides context by analysing the open-ended comments by NPS category.

Other specified	N=406	Other specified	N=406
Not appealing/not managed well	3%	Small blocks of land/Neighbours are too close	<1%
Housing affordability/availability	3%	Hot weather	<1%
Safe	2%	Clean	<1%
Not plenty to do in the area	1%	Animal control (e.g. dog problem)	<1%
Low cost of living	1%	Noisy neighbours	<1%
Nature around	1%	Environmental issues	<1%
Council/The Mayor is doing a good job	1%	Palmerston City app	<1%
Lots of things to do	1%	Need a green waste bin	<1%
High cost of living	1%	Have no one to tell	<1%
Personal reason	<1%	Don't recommend place to live	2%
Want family to live closer	<1%	Not sure/Don't know	1%

Base: N=406

Q8. On a scale from 0 to 10 where 0 is very unlikely and 10 is very likely, how likely are you to recommend living in the Palmerston area to friends or family?

Q8a. Why is that?

Recommend Living in Palmerston (Reasons)

By NPS groups, it is clearer that residents who are very likely to recommend living in Palmerston are significantly more likely to view it as a generally nice place to live, and to see it as family friendly with a strong community feel.

In contrast, detractors are more likely to cite crime, safety issues, anti social behaviour, and a lack of police presence and justice as reasons for not recommending the area.

Reasons	Detractors (N=127)	Passives (N=167)	Promoters (N=112)
A good place to live / nice area generally / I love Palmerston	8%	41%	71%
Crime / safety issues / anti social behaviour / lack of police presence and justice	60%	22%	3%
Family friendly area / community feel / events / activities for kids	1%	23%	31%
Proximity to amenities and services - shops / hospitals / schools	2%	25%	24%
There are good and bad areas of Palmerston	14%	14%	6%
Relaxed / quiet / not crowded / more rural / bigger blocks	4%	9%	13%
Good accessibility / less traffic / less travelling	1%	8%	7%
Lack of facilities / amenities / services / infrastructure	9%	2%	0%
Not clean / litter and rubbish	6%	1%	0%
Other	20%	15%	17%

Base: N=406

Q8. On a scale from 0 to 10 where 0 is very unlikely and 10 is very likely, how likely are you to recommend living in the Palmerston area to friends or family?

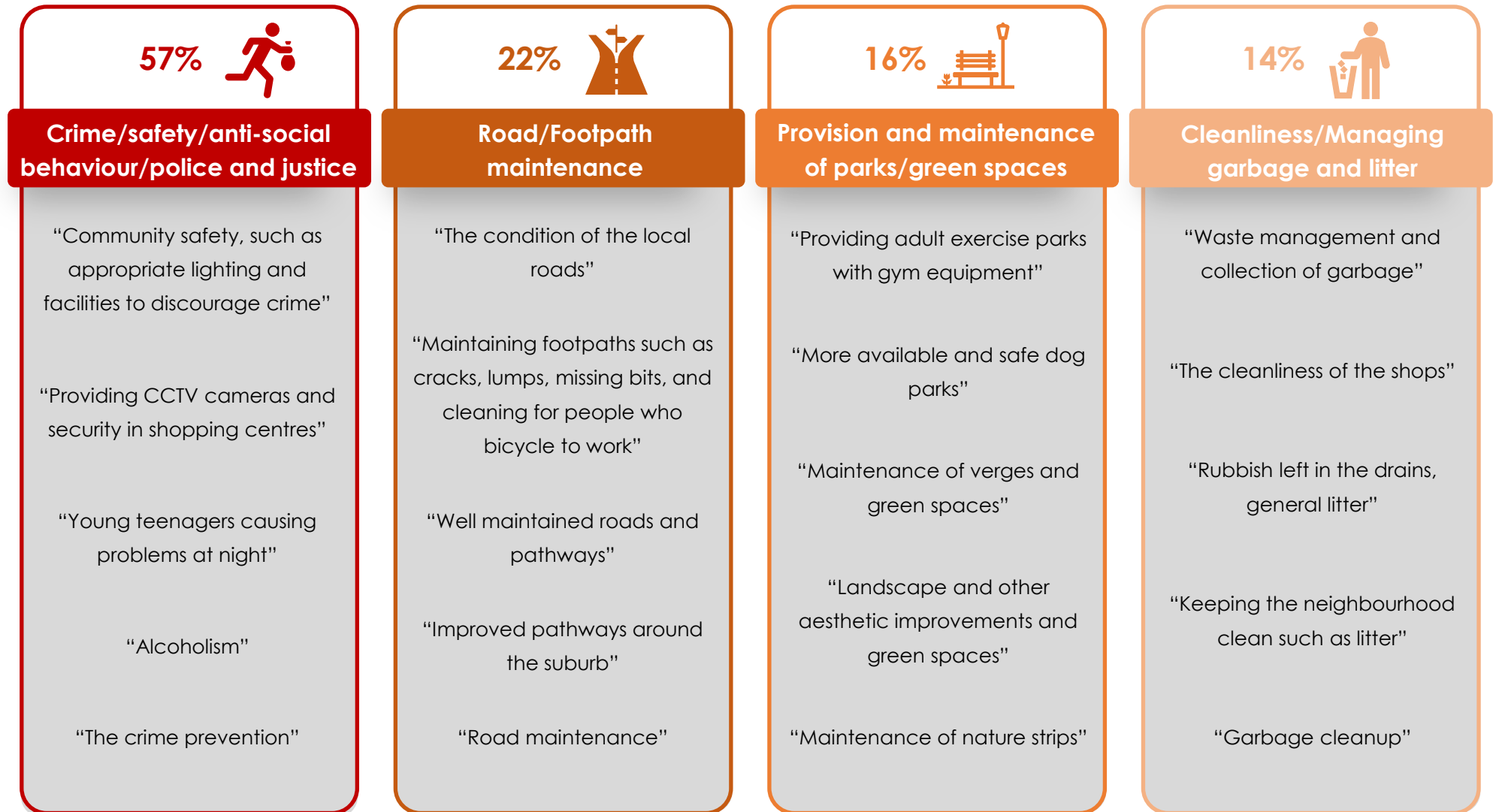
Q8a. Why is that?

Most Important Issues – Top 4 Mentions

Residents were asked a separate open-ended question about the two most important issues in their suburb. We have summarised the top four responses based on all suburbs combined at right:

57% of residents cited community safety as an important issue. Other frequently mentioned areas include roads and footpaths, parks and green spaces, and cleanliness/managing garbage and litter.

The following slide shows the complete list of responses, by suburb.



Base: N=406

Q10. What are the two most important issues to you in your local area of [INSERT SUBURB FROM QS2]? Please let us know the most important first, followed by the second most important.

Most Important Issues – Full List

Crime and safety is the leading issue citywide (57%) and in most suburbs, particularly Woodroffe (82%) and Gray (73%). However, priorities beyond safety vary considerably by location: parks and green spaces narrowly lead in Durack (41%), road and footpath maintenance is especially important in Driver (55%), and sustainability is a standout concern in Bellamack (32%). Note: only suburbs with a base size of N=20 or more are shown, however all suburb base sizes are less than N=50 and results should be treated as indicative.

Most Important Issues	2026	Gray	Zuccoli	Durack	Woodroffe	Bakewell	Moulden	Rosebery	Driver	Bellamack	Johnston
Crime / safety / antisocial behaviour / youth crime /policing and justice	57%	73%	37%	39%	82%	43%	62%	63%	66%	51%	44%
Road / footpath maintenance	22%	3%	23%	29%	21%	23%	15%	24%	55%	6%	28%
Provision and maintenance of parks / green spaces	16%	19%	1%	41%	8%	24%	13%	18%	4%	15%	25%
Cleanliness / managing rubbish and litter	14%	22%	12%	3%	16%	12%	14%	20%	17%	29%	15%
Provision and maintenance of infrastructure / amenities / services	9%	7%	12%	8%	1%	4%	17%	5%	14%	13%	26%
Sustainability policies / protecting the environment	6%	0%	4%	9%	1%	1%	0%	5%	3%	32%	9%
Animal management	6%	11%	2%	1%	7%	8%	3%	12%	0%	0%	2%
Traffic management / parking	6%	2%	12%	13%	1%	2%	0%	0%	0%	14%	12%
Improved lighting / streetlights	3%	5%	2%	5%	0%	4%	2%	2%	4%	0%	0%
Town planning / housing availability / licensed premises	3%	4%	1%	0%	7%	0%	15%	1%	0%	0%	0%
Provision of community events	2%	0%	0%	11%	0%	0%	0%	11%	1%	5%	0%
Affordability / cost of living	2%	3%	3%	1%	0%	7%	2%	0%	5%	0%	4%
Community feel / cohesiveness / support of minority groups	2%	5%	8%	0%	0%	0%	1%	6%	0%	0%	0%
Homelessness	2%	1%	0%	1%	12%	2%	0%	0%	2%	0%	0%
Youth diversion programs / youth centres	1%	1%	0%	0%	4%	0%	0%	2%	2%	8%	0%
Other	6%	10%	8%	3%	0%	15%	2%	1%	9%	0%	3%
No / nothing / no issues	3%	0%	6%	2%	0%	9%	2%	2%	0%	0%	0%
Don't know / not sure	22%	16%	39%	16%	17%	25%	26%	16%	5%	41%	16%
Base	406	48	47	45	44	35	30	28	28	23	21

Base: N=406

Q10. What are the two most important issues to you in your local area of [INSERT SUBURB FROM QS2]?
Please let us know the most important first, followed by the second most important.

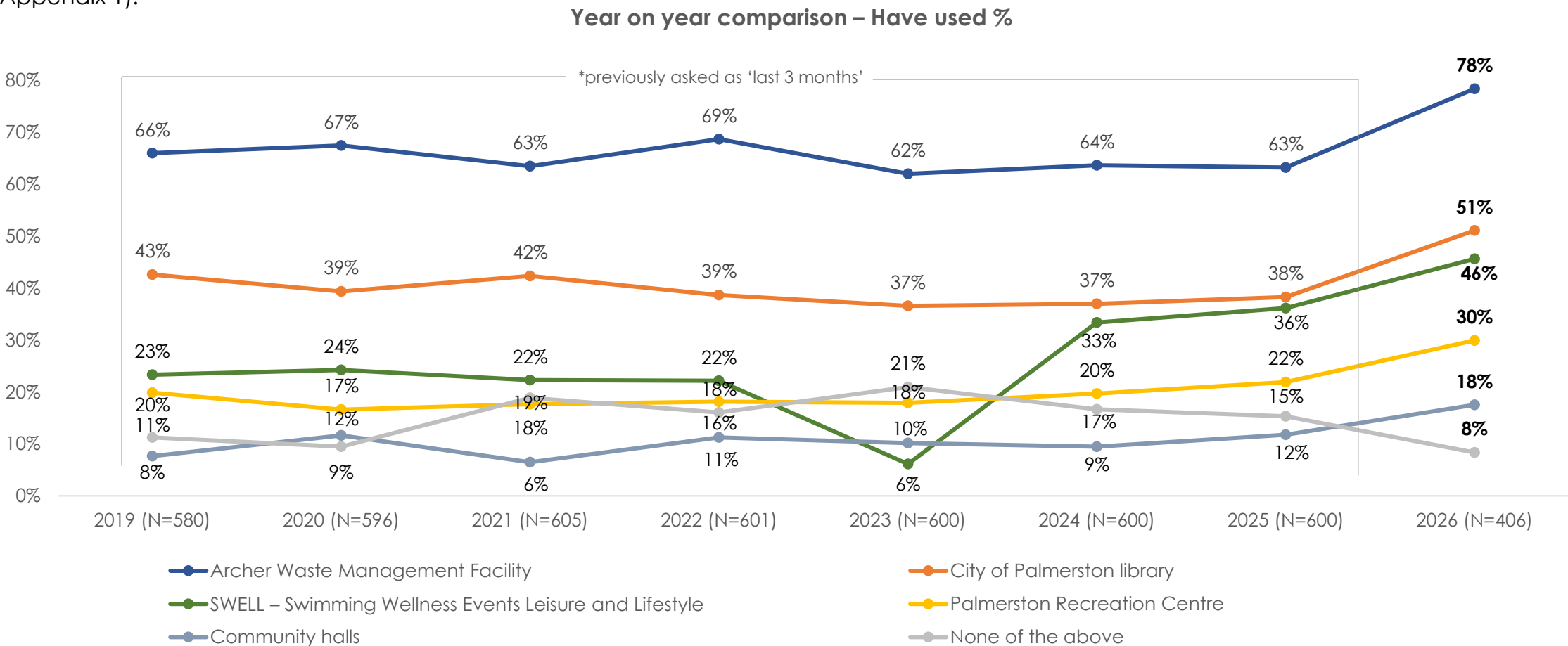
Blue/Red = A significantly higher/lower percentage (by suburb)

Note: issues where no suburb had a result of 5% or more are not shown, see Appendix for full list

Usage of Council Community Facilities

Residents were asked about their usage of five community facilities **in the last 12 months**. Importantly, historical results in the chart below are based on usage in the last 3 months, hence the increased results in 2026.

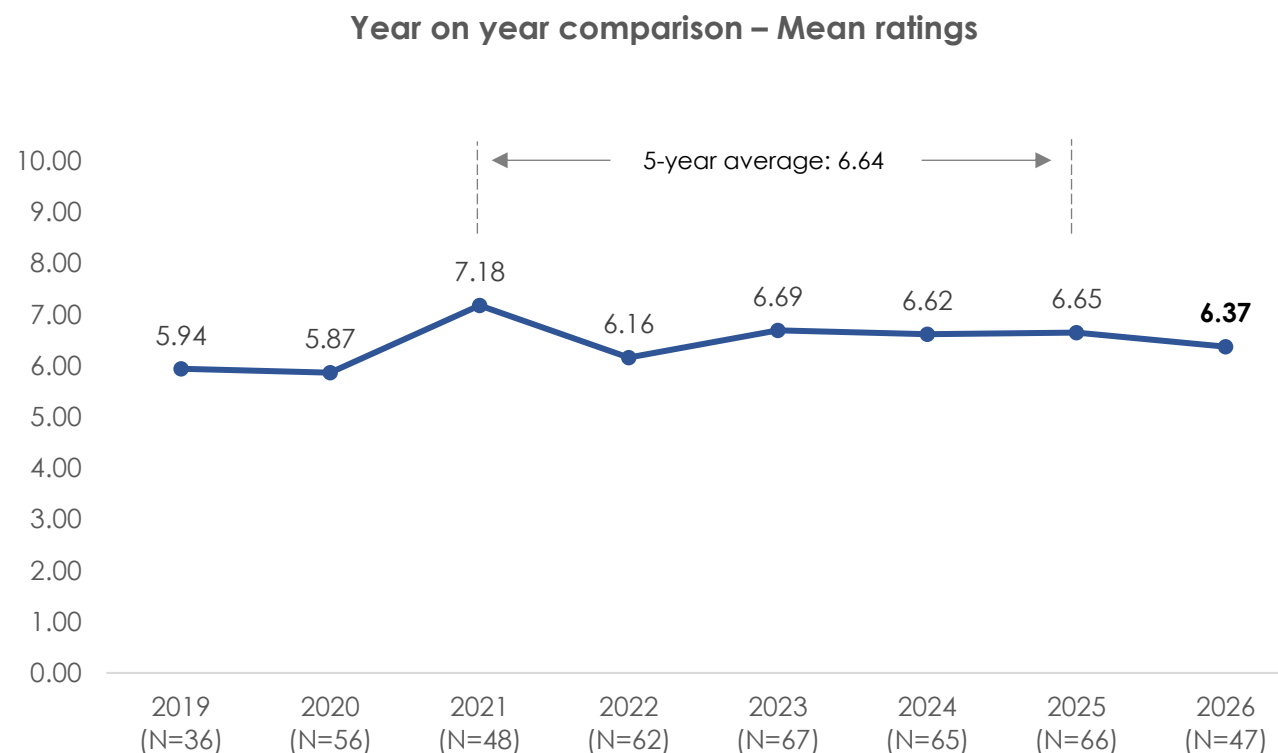
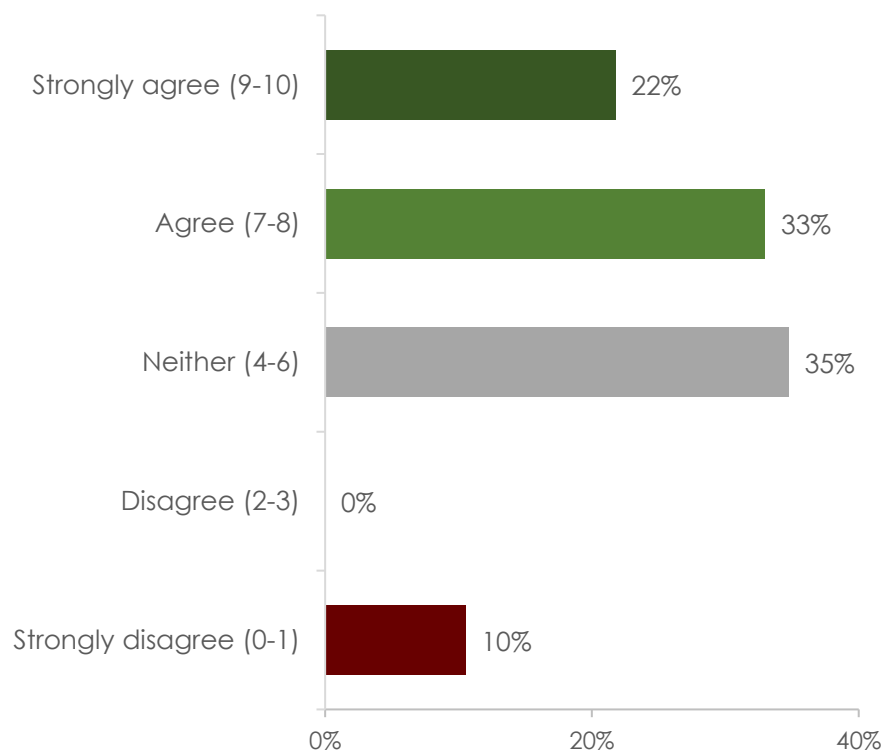
92% of residents have used at least one Council facility, with 78% having used Archer Waste Management Facility. High income households are more likely to have used Archer Waste Management Facility, while multilingual speakers are more likely to have used community halls. (see Appendix 1).



*Note: in previous years, respondents were asked 'in the last 3 months' not '12 months', the comparison was only for points of interest

Inclusion of Indigenous Community

55% of Aboriginal and Torres Strait Islander respondents agree or strongly agree that Council is inclusive and has a strong relationship with the Indigenous community. On average, the result is on par with the previous 5 years (6.37 vs. 6.64), particularly given the relatively low sample size per year.



Base: Identify as Aboriginal or Torres Strait Islander, 2026 N=47

Q31a. [If Yes on Q31] On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, how much do you agree or disagree that council is inclusive and has a strong relationship with their indigenous community?

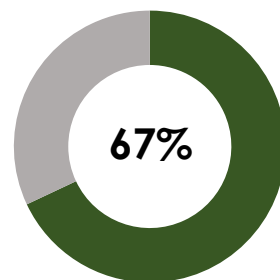
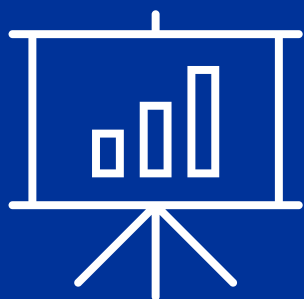


Section Two

Performance of Council

This section explores resident overall satisfaction with Council's performance and their attitudes toward Council. It also summarises their satisfaction with the 28 surveyed services and facilities provided by Council.

In Summary: Performance of Council



Overall Satisfaction

67% of residents rated their satisfaction with Council's performance as 'good' or 'very good'.

Key drivers of overall satisfaction:

Based on the regression model, 'maintaining local roads' is the most important driver of overall satisfaction. Other key drivers include 'advocating for the community in planning issues', 'providing you with the opportunity to comment on Council's decision making and interact with Council', 'supporting and attracting new and existing businesses', and 'maintaining footpaths'.

Attitudinal statements (mean ratings)



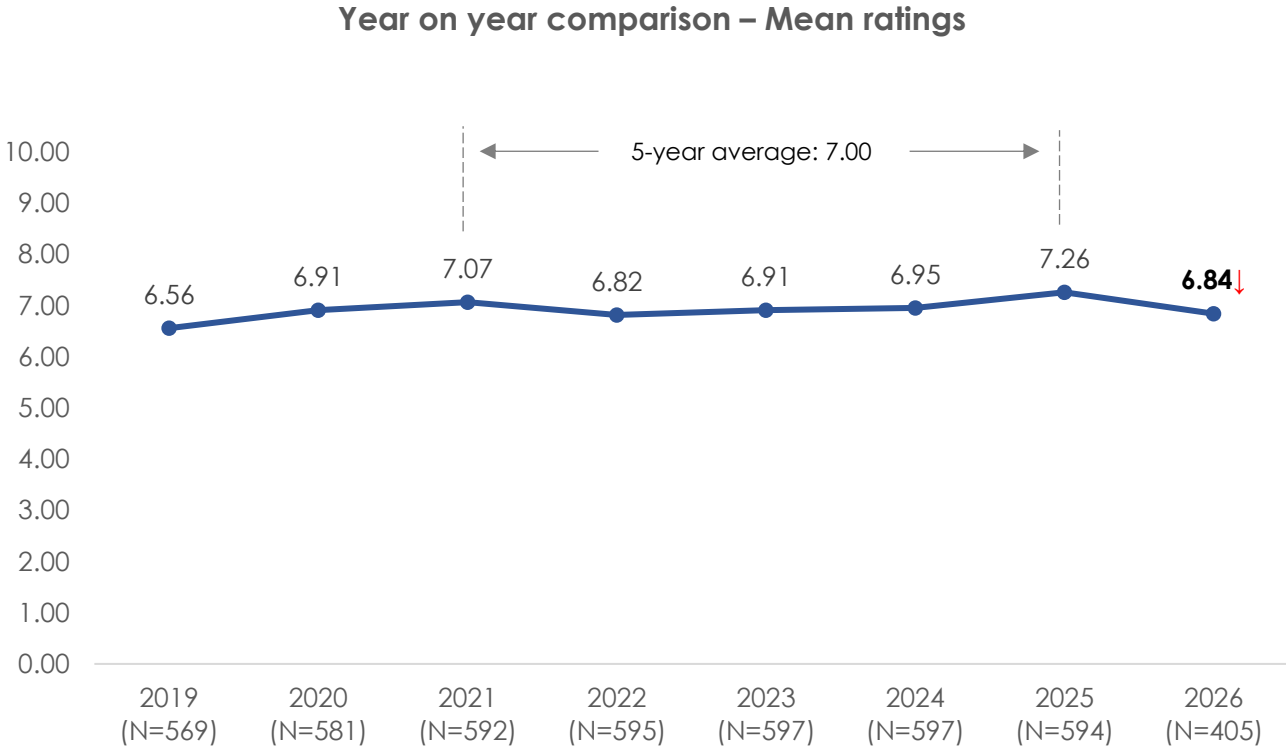
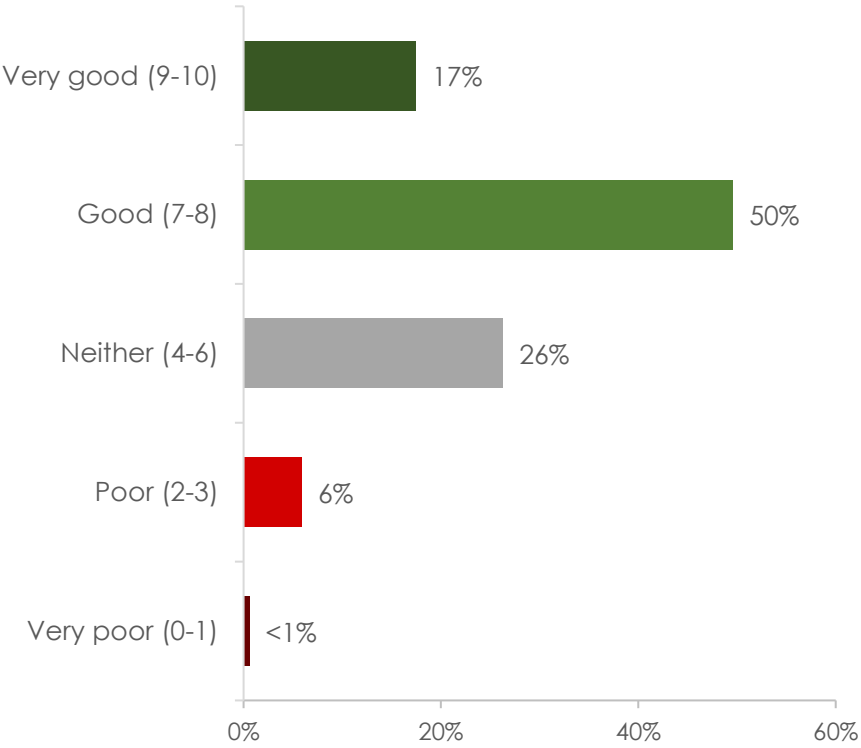
Services/Facilities with highest satisfaction ratings

- Providing and maintaining Archer Waste Management Facility
- Providing libraries and library services to the community
- Kerbside waste collection
- Hosting enough quality community events
- Providing opportunities for recycle and re-use through the Pre-Cyclone Clean Up

Overall Satisfaction with Council's Performance

67% of residents rated Council's overall performance as good (7-8) or very good (9-10), 6% rated it as poor and fewer than 1% as very poor. Based on mean ratings, resident overall satisfaction has remained within a consistent range over the past 8 years.

Based on over 128,000 interviews conducted by Micromex since 2012, we have noticed a decline in 'overall satisfaction with Council' scores since the start of 2022: during the main COVID years of 2020 and 2021, we saw an increase in some scores as residents were travelling less for work, spending more time with family/using local open spaces, etc. The RBA started increasing rates in 2022, and we noticed a general softening in overall satisfaction scores. Within that context, Palmerston's steady increases in 2023, 2024 and 2025 are encouraging – although perhaps 2026 has seen a 'correction'.



Scale: 0 = Very poor, 10 = Very good
↑/↓ = A significantly higher/lower rating (compared to 2025)
Please see Appendix 1 for results by demographics

Base: N=405 (Respondents who selected 'Can't say' were not included)
Q9. How has your Council performed overall?

Reasons for Performance Ratings

Reasons for performance ratings	Overall 2026	Q9.29. Overall satisfaction		
		Very poor/ Poor (N=26)	Neither (N=107)	Very good/ Good (N=272)
Council doing a good job / Mayor doing an amazing job / no issues	34%	0%	2%	50%
There's room for improvement	32%	29%	43%	28%
Poor maintenance - road / footpath / parks / trees / lighting / lakes	22%	42%	31%	16%
Issues with crime / antisocial behaviour / safety	9%	36%	15%	5%
Good community feel and inclusion via events / activities / youth support	9%	0%	1%	13%
Good maintenance - infrastructure / roads / footpaths / lighting / lake	9%	0%	5%	11%
Lack of communication / should provide more information	9%	4%	21%	4%
Well maintained parks / increased green spaces / aesthetically looks good	6%	0%	1%	9%
Cleanliness/ litter an issue	6%	7%	13%	4%
Poor customer service - slow to react / nonresponsive	6%	22%	10%	2%
Don't know enough / need more information	6%	0%	7%	5%
Proactive in making changes / changes evident	5%	0%	1%	8%
Facilities / infrastructure lacking	5%	8%	12%	2%
Certain areas prioritised / areas not treated the same	3%	0%	4%	3%
Rates are high / unaffordable housing / cost of living crisis	2%	12%	4%	1%
Lack of community feel / diversity / events / family friendly activities	2%	4%	0%	3%
Lack of consultation and interaction / poor community input	2%	17%	2%	0%
Good communication/engagement with the community	2%	0%	0%	2%
They are average / they are doing OK	1%	0%	1%	1%
Good customer service - fast / responsive / helpful	1%	0%	0%	1%
Poor animal management	1%	0%	1%	0%
Safe	<1%	0%	0%	1%
Poor support of businesses / economic growth	<1%	0%	2%	0%
Other	2%	3%	2%	1%

Positive

Neutral

Negative

Residents were asked to explain their rating of Council. Open-ended comments were coded into themes.

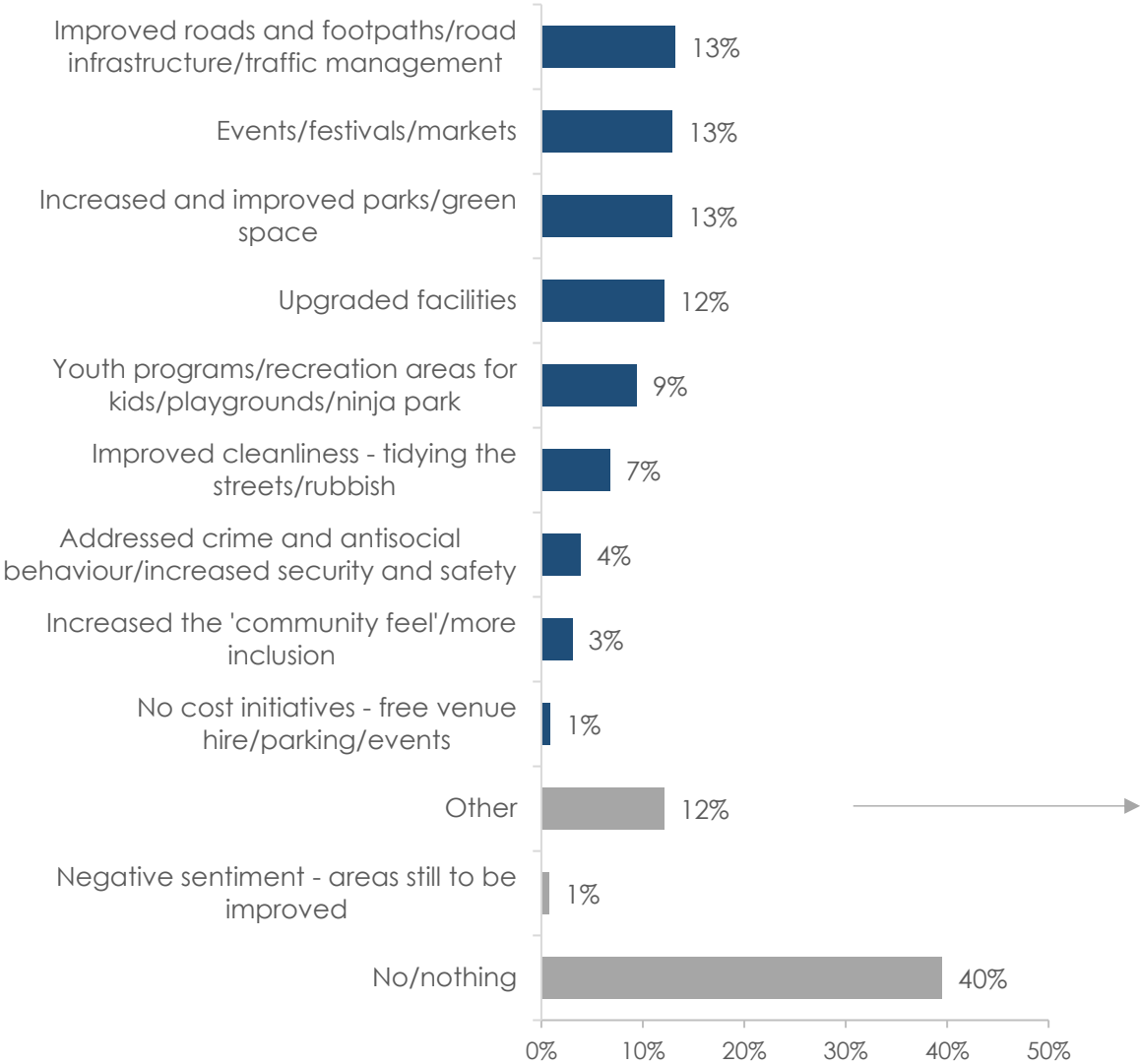
34% of residents stated that Council/The Mayor is doing a good job/ no issues. However, 32% believe that there is still room for improvement, and 22% stated that the maintenance of roads/footpaths/parks/trees/ lighting/lakes was poor.

Those who rated their overall satisfaction with Council as poor or very poor are significantly more likely than other residents to mention issues with crime/antisocial behaviour/safety and poor customer service from Council, rates and lack of interaction with Council. Those who rated their satisfaction as good or very good are more likely to state that Council is doing a good job, and there is a good community feel and inclusion in the area.

Q9. The next set of questions relate to how well your local council has PERFORMED in conducting or providing services, facilities and information to the community. As I read each item, please answer on a scale from 0 to 10, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in...
Q9a. Why is that?

Base: N=406
Blue/Red = A significantly higher/lower percentage (by level of satisfaction)

Achievements And Outcomes by Council



When asked about Council's top achievements or outcomes that are most important to them, the most frequently mentioned were 'improved roads, footpaths and traffic management', 'events, festivals, markets' and 'improved parks and green spaces'.

Other specified	N=406
Recycling and waste collection	3%
Community support (e.g. the elderly, local businesses)	2%
Cyclone clean up	2%
General communication	2%
Animal control	2%
Built more houses	1%
Keep rates rises reasonable	1%
Council is doing their best	<1%
Signage	<1%
Improvement with everything	<1%
Public transport	<1%
Don't know	1%

Base: N=406

Q11. Thinking about the last 12 months, what are the top achievements or outcomes by council that are most important to you?

Attitudinal Statements – Summary

Year on year comparison – Mean ratings



Specific agreement ratings of Council’s performance have declined for all six attributes compared with the 2021-2025 average, significantly so for ‘Council is effective’ and ‘Council is flexible’. Has the news of 4.9% rate increases for the 2026-27 FY impacted these attributes (and the overall satisfaction measure on Slide 41)?

‘Council has a long-term vision for Palmerston’s economy’ received the highest rating (6.50), while ‘Council is flexible’ recorded the lowest rating across all 6 statements.

Statements	2026 Mean rating	2021-2025 average
Council has a long term vision for economy	6.50	6.65
Council is accountable	6.41	6.59
Council is effective	6.16	6.58
Council is innovative	6.10	6.39
Elected Members are accessible	6.08	6.43
Council is flexible	5.89	6.28

Scale: 0 = Strongly disagree/Not at all...; 10 = Strongly agree/Completely.../Very...

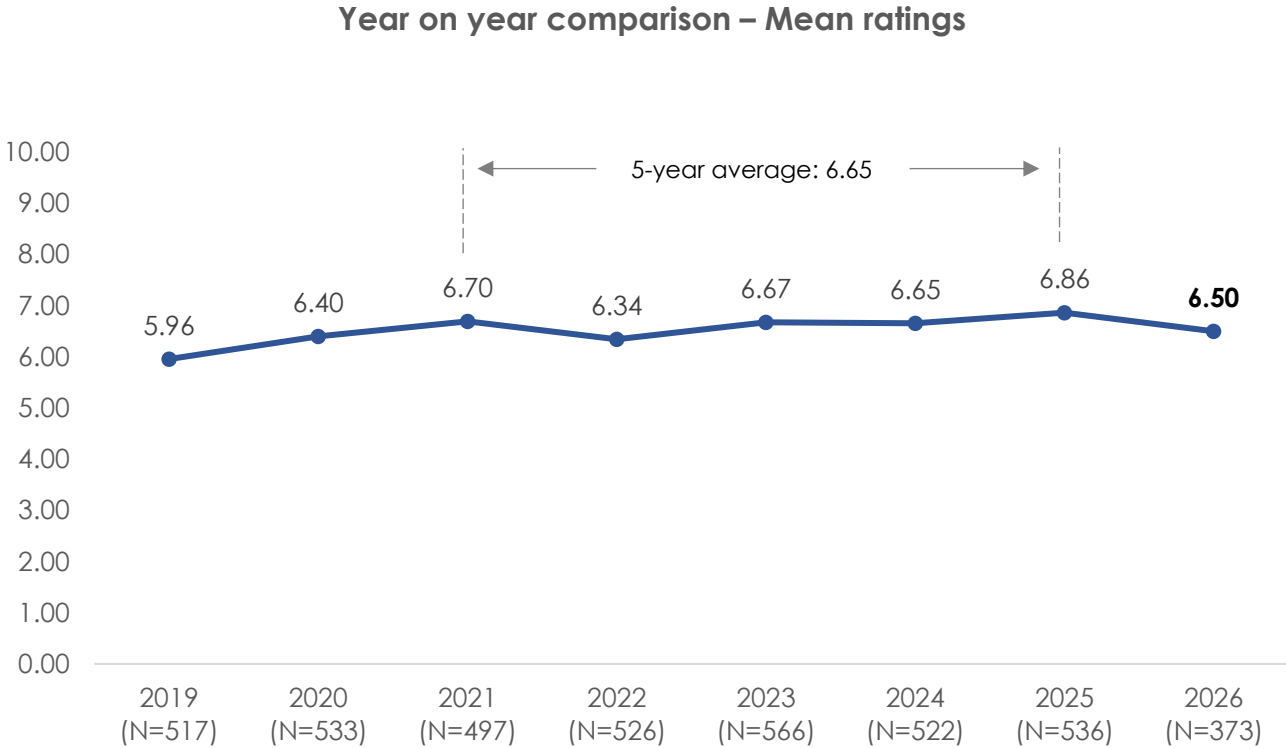
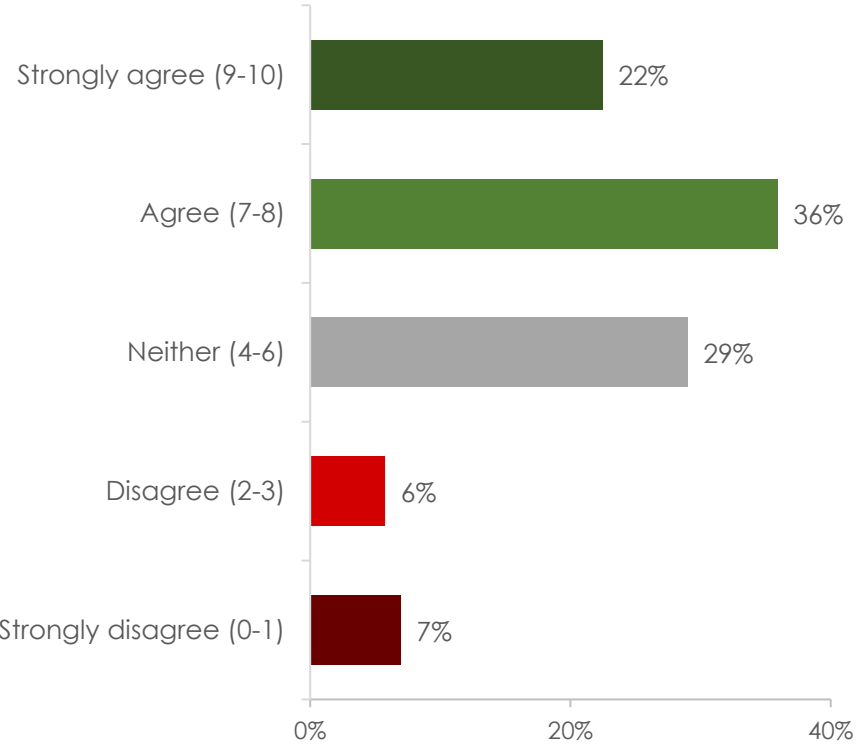
Blue/Red = A significantly higher/lower rating (compared to average 2021-2025)

↑/↓ = A significantly higher/lower rating (compared to 2025)

Statement 1: Council Has A Long-term Vision for Palmerston's Economy

58% of residents agree or strongly agree that Council has a long-term vision for Palmerston's economy. The mean rating of agreement is on par with the previous five years (6.50 vs. 6.65).

Female residents, those who lived in the area for less than 10 years, and multilingual speakers are significantly more likely to agree (see Appendix 1).



Base: N=373 (Respondents who selected 'Can't say' were not included)

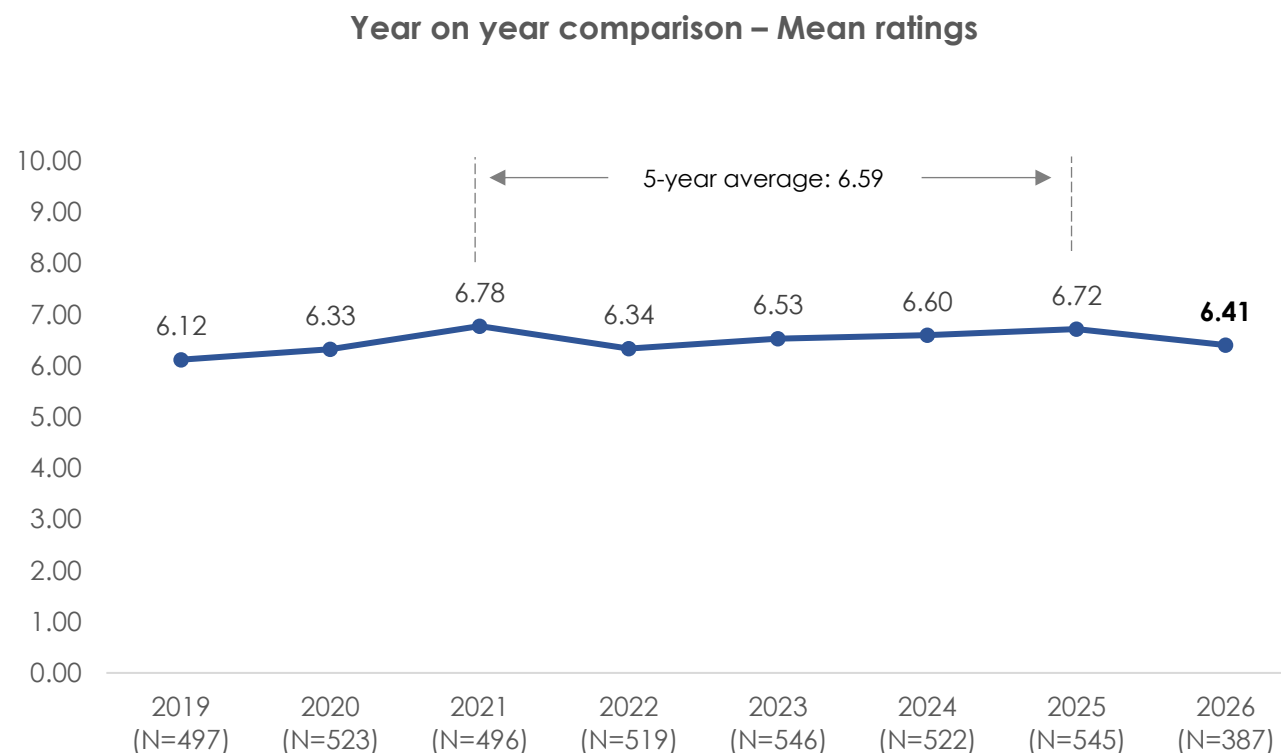
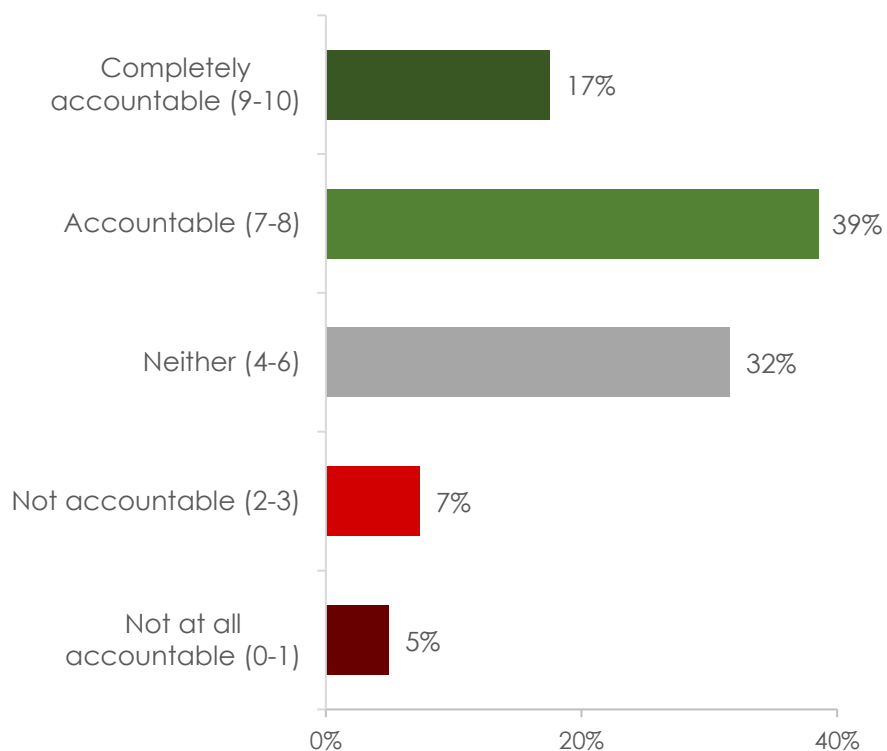
Q13. On a scale from 0 to 10, where 0 is strongly disagree, and 10 is strongly agree, how much do you agree with the statement that Council has a long term vision for Palmerston's economy?

Scale: 0 = Strongly disagree, 10 = Strongly agree
Please see Appendix 1 for results by demographics

Statement 2: Council is Accountable

56% of residents believed that Council is accountable (7-8) or completely accountable (9-10) – based on the mean ratings, there has been a slight decline from the 2021-2025 average.

As per the previous slide (long-term vision for Palmerston's economy): female residents, those who have lived in the area for less than 10 years, and multilingual speakers are significantly more likely to believe that Council is accountable (see Appendix 1).



Base: N=387 (Respondents who selected 'Can't say' were not included)

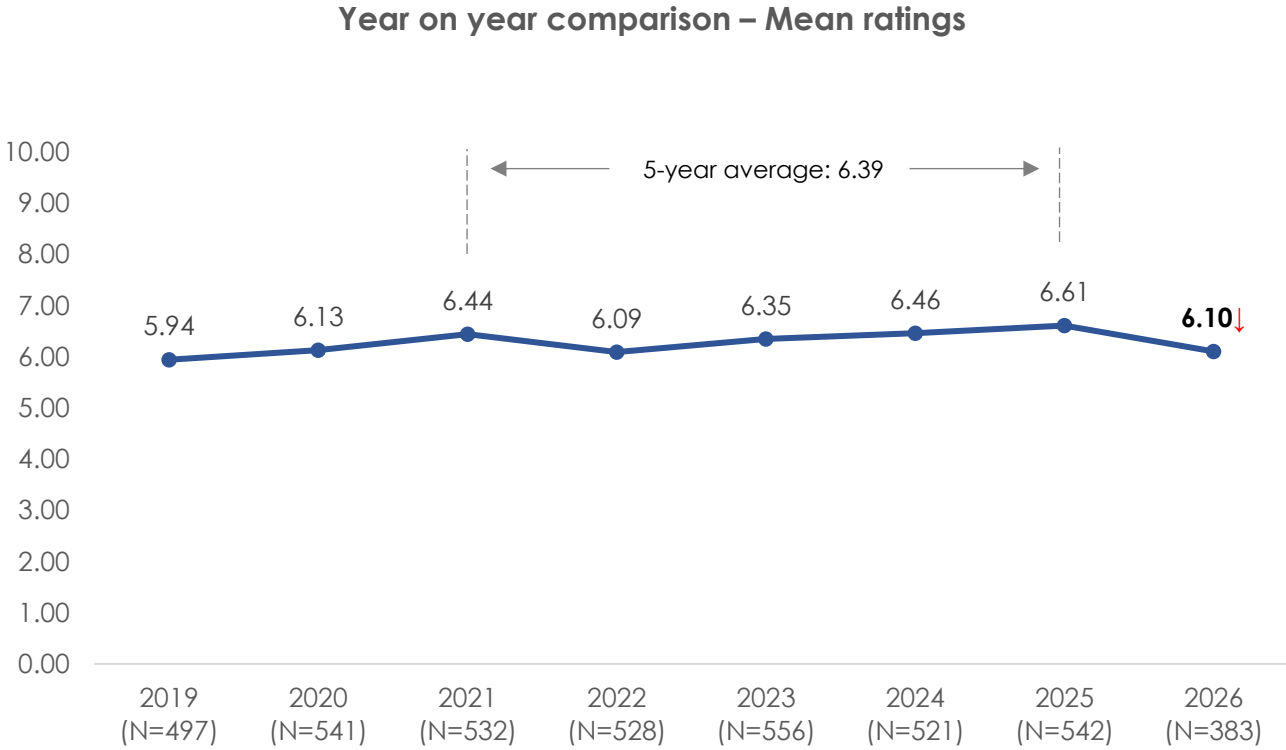
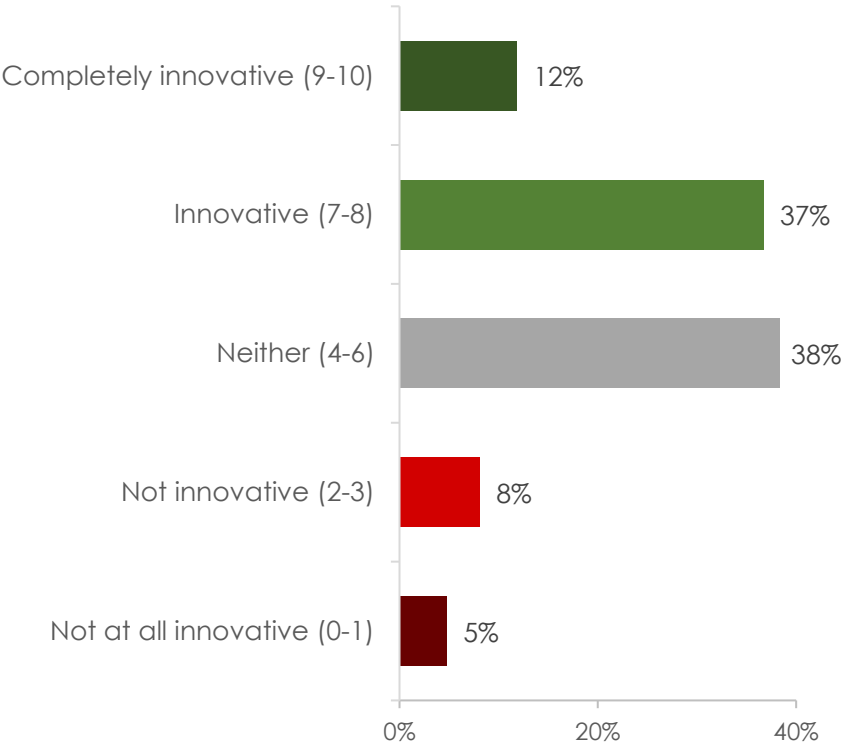
Q14. On a scale from 0 to 10, where 0 is not at all accountable, and 10 is completely accountable, how accountable is the City of Palmerston Council?

Scale: 0 = Not at all accountable, 10 = Completely accountable
Please see Appendix 1 for results by demographics

Statement 3: Council is Innovative

49% of residents rated Council as innovative (7–8) or completely innovative (9–10). Based on mean ratings, the 2026 result is slightly lower than the 2021–2025 average (6.10 vs. 6.39), but the decline is not statistically significant.

Again, women, newcomers, and multilingual speakers rated Council's innovation higher (see Appendix 1).



Base: N=383 (Respondents who selected 'Can't say' were not included)

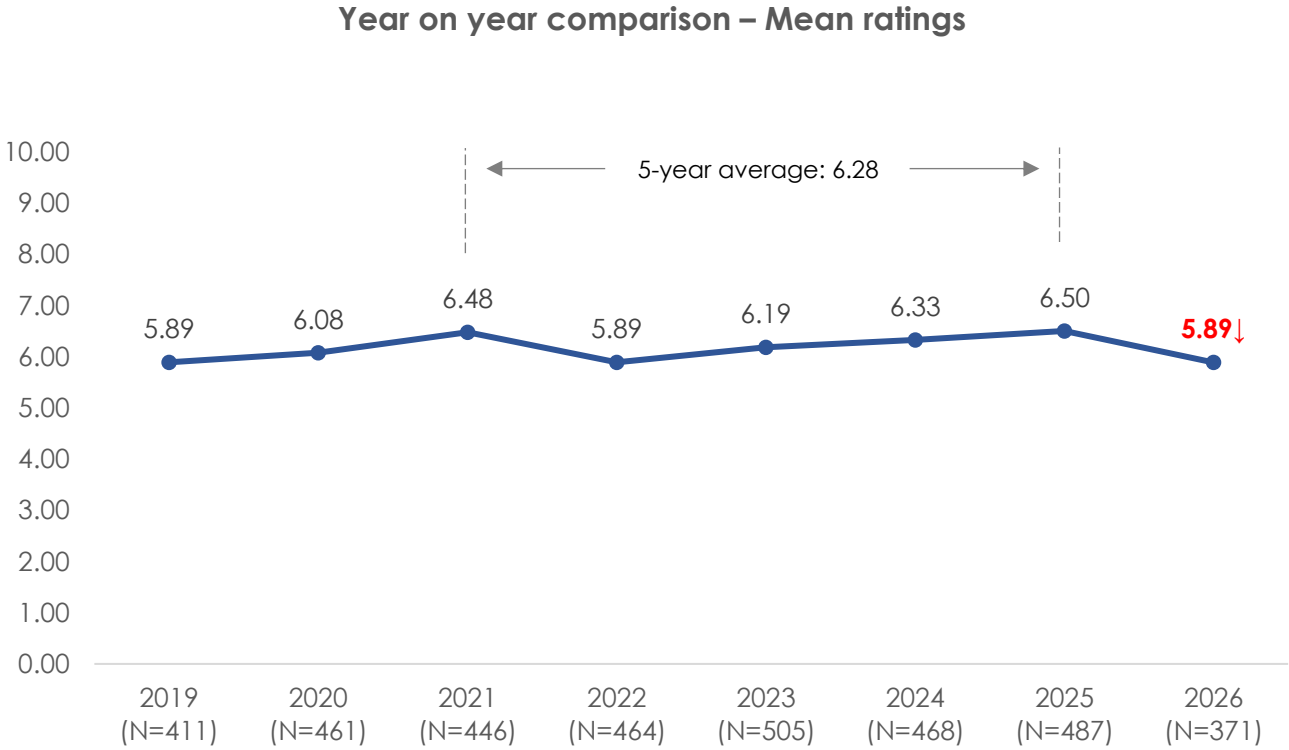
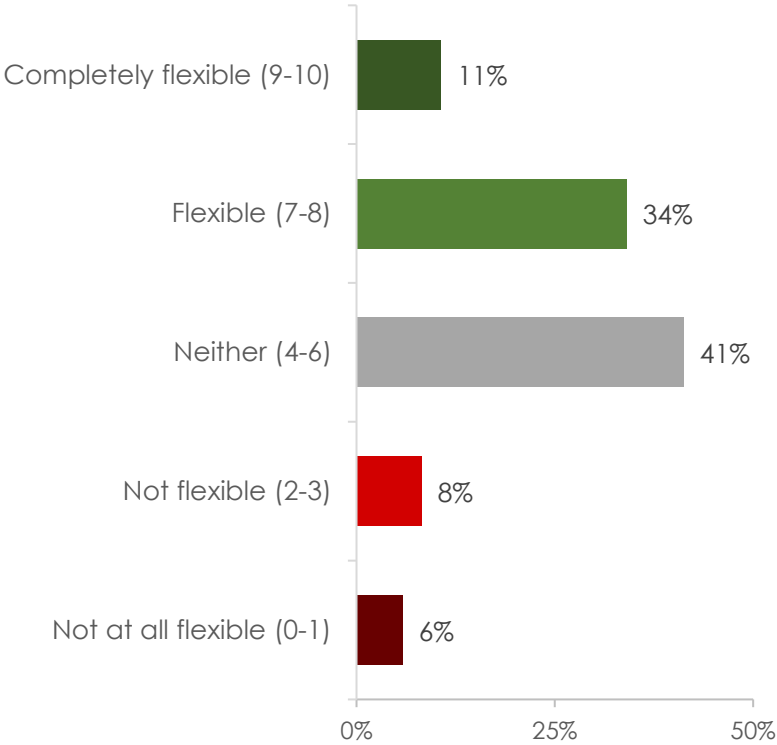
Q15. On a scale from 0 to 10, where 0 is not at all innovative, and 10 is completely innovative, how innovative is the City of Palmerston Council?

Scale: 0 = Not at all innovative, 10 = Completely innovative
↑/↓ = A significantly higher/lower rating (compared to 2025)
Please see Appendix 1 for results by demographics

Statement 4: Council is Flexible

45% of residents believed that Council is flexible (7–8) or completely flexible (9–10), while based on mean ratings, the result is significantly lower than the 2021–2025 average (5.89 vs. 6.28).

Females and multilingual speakers are significantly more likely to believe that Council is flexible (see Appendix 1).



Scale: 0 = Not at all flexible, 10 = Completely flexible

Blue/Red = A significantly higher/lower rating (compared to average 2021-2025)

↑/↓ = A significantly higher/lower rating (compared to 2025)

Please see Appendix 1 for results by demographics

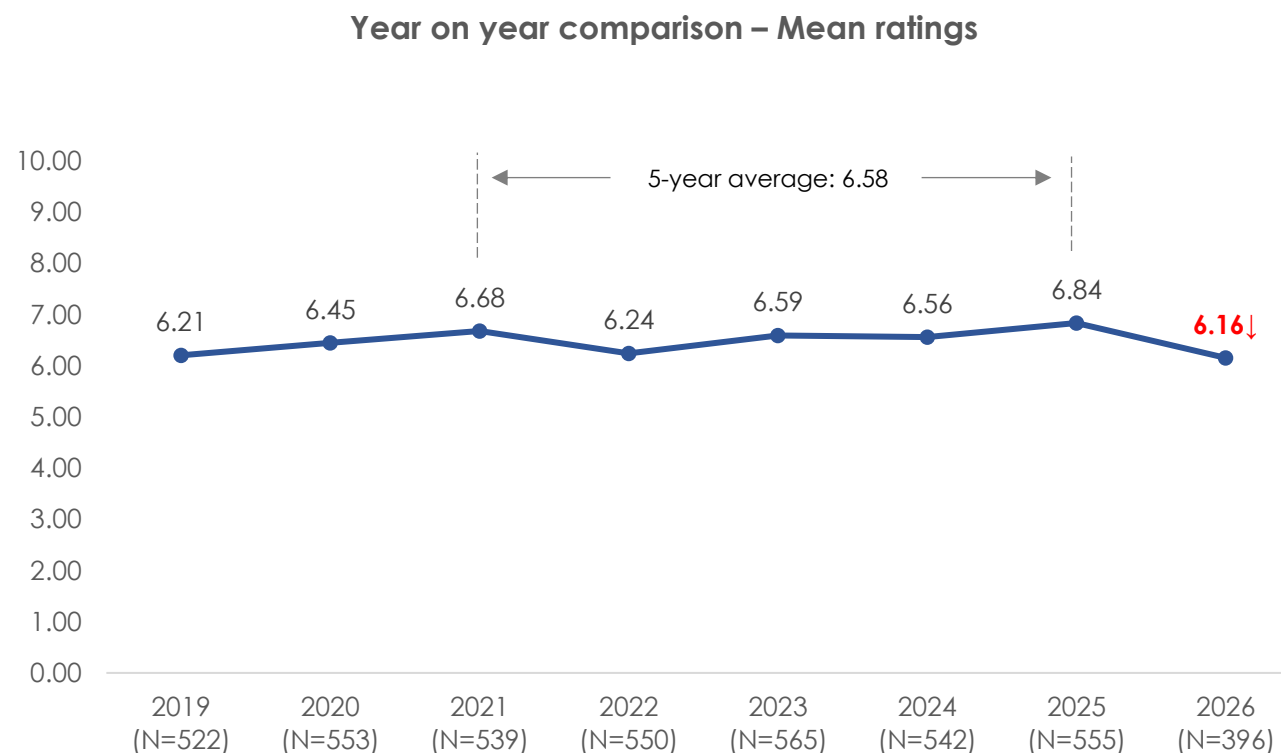
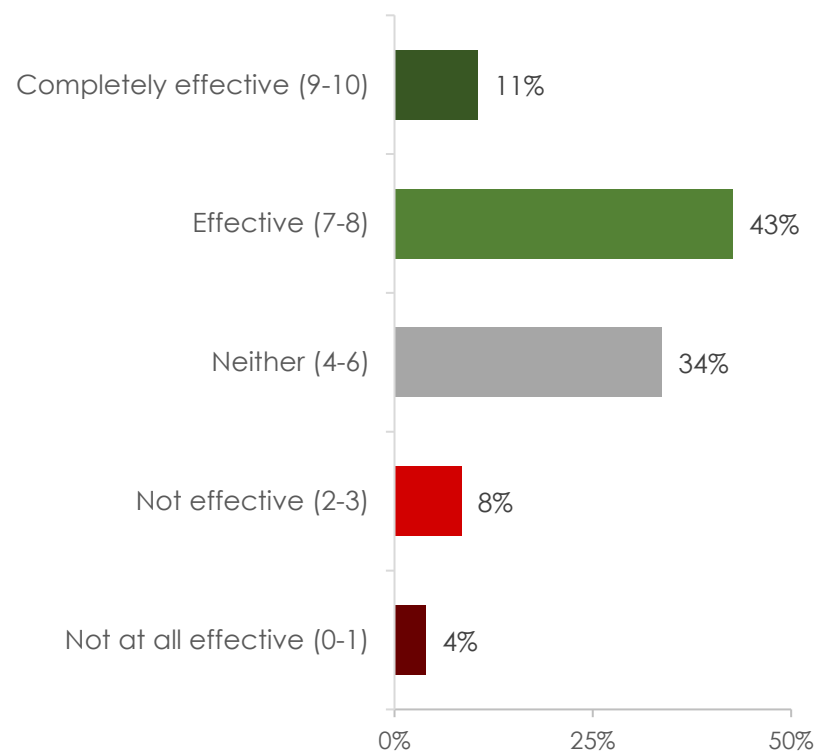
Base: N=371 (Respondents who selected 'Can't say' were not included)

Q16. On a scale from 0 to 10, where 0 is not at all flexible, and 10 is completely flexible, how flexible is the City of Palmerston Council?

Statement 5: Council is Effective

54% of residents believed that Council is effective (7–8) or completely effective (9–10). However, mean ratings indicate that the 2026 result is significantly lower than the 2021–2025 average (6.16 vs. 6.58).

Females and multilingual speakers are significantly more likely to believe that Council is effective (see Appendix 1).



Base: N=396 (Respondents who selected 'Can't say' were not included)

Q17. On a scale from 0 to 10, where 0 is not at all effective at doing what they say they will do, and 10 is completely effective, how effective is the City of Palmerston Council?

Scale: 0 = Not at all effective, 10 = Completely effective
Blue/Red = A significantly higher/lower rating (compared to average 2021-2025)

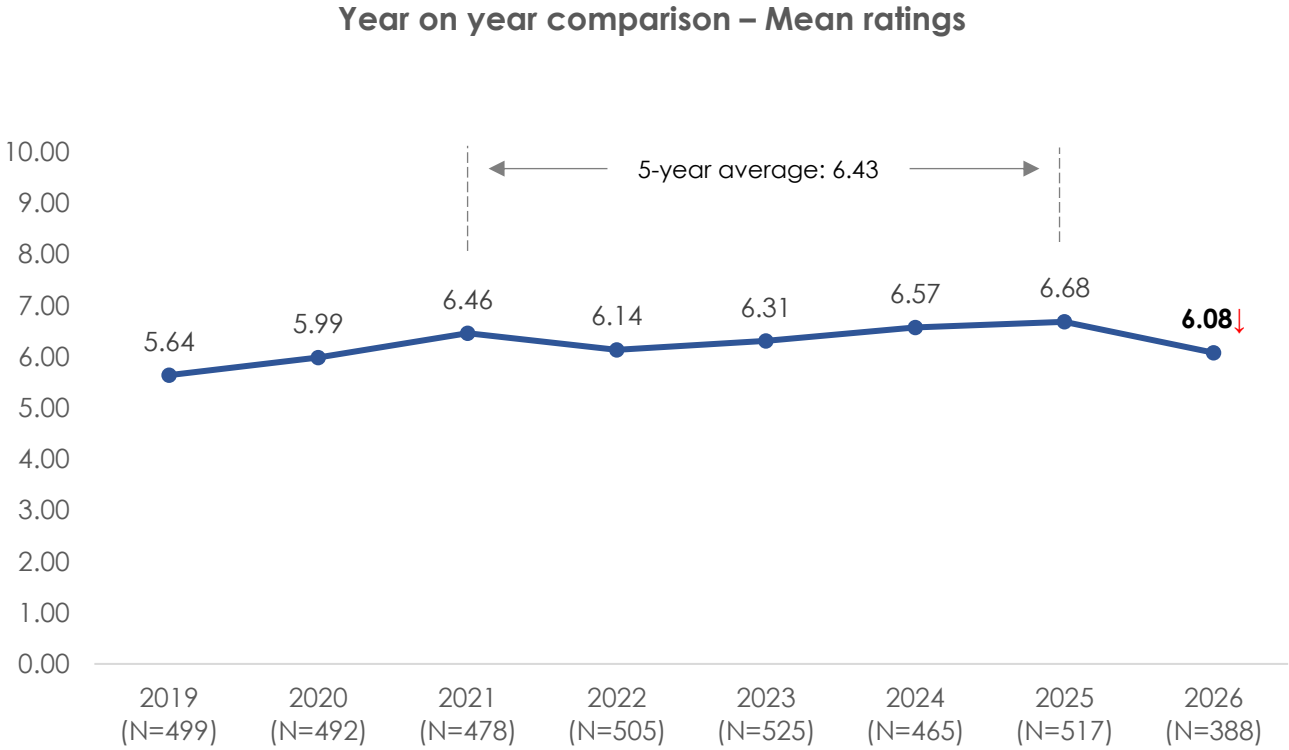
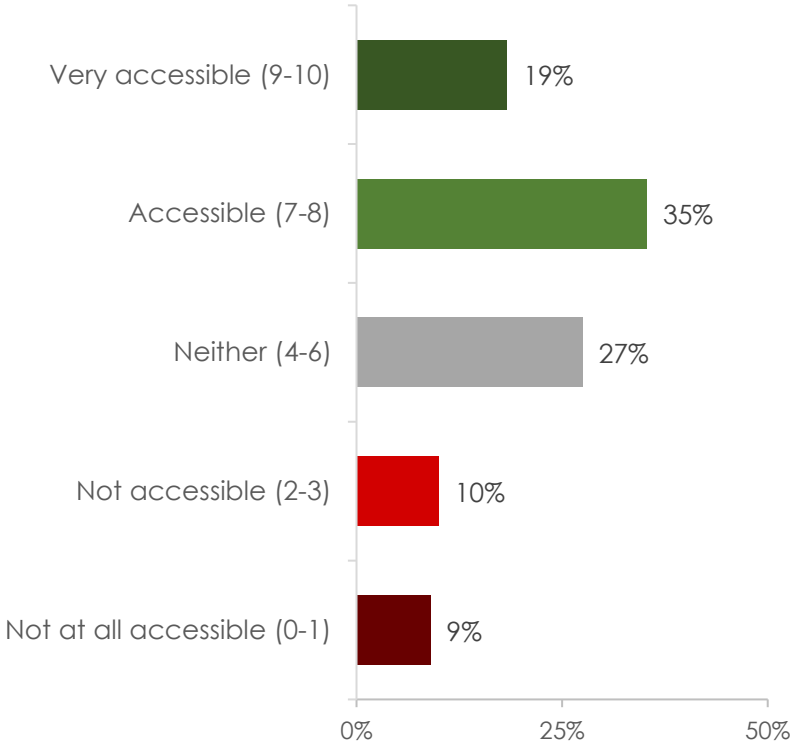
↑/↓ = A significantly higher/lower rating (compared to 2025)

Please see Appendix 1 for results by demographics

Statement 6: Elected Members Are Accessible

54% of residents believed that Council's Elected Members are accessible (7–8) or very accessible (9–10). According to mean ratings, the 2026 result is lower than the 2021–2025 average.

Females are more likely to believe that Council's Elected Members are accessible (see Appendix 1).



Base: N=388 (Respondents who selected 'Can't say' were not included)

Q18. On a scale of 0 to 10, where 0 is not at all accessible and 10 is very accessible, how accessible do you consider Council's Elected Members to be?

Scale: 0 = Not at all accessible, 10 = Very accessible
↑/↓ = A significantly higher/lower rating (compared to 2025)
Please see Appendix 1 for results by demographics

Satisfaction With Services/Facilities – Summary

Residents were asked to rate 28 services/facilities on an 11-point very good to very poor scale.

Waste management and recycling, events and recreation facilities, and library services received relatively higher satisfaction ratings, while opportunities to comment on Council's decision making and interact with Council, support for local businesses, and advocacy for the community in planning issues recorded the lowest ratings.

Across all 27 comparable measures in 2026, 15 received significantly lower satisfaction ratings compared to the 2021–2025 average.

Results by service area are provided on the following slides.

**AVERAGE
6.75**

Service/Facility	2026	Average 2021-2025	2025
Providing and maintaining Archer Waste Management Facility	7.80	7.96	8.12
Providing libraries and library services to the community	7.77↓	8.13	8.27
Kerbside waste collection	7.70↓	8.16	8.23
Hosting enough quality community events	7.62↓	7.70	8.11
Providing opportunities for recycle and re-use through the Pre-Cyclone Clean Up	7.61↓	7.77	8.05
Managing SWELL – Swimming Wellness Events Leisure Lifestyle	7.39↓	7.44	8.03
Supporting culturally diverse events	7.24↓	7.63	7.81
Managing the Palmerston Recreation Centre	7.19↓	7.38	7.75
Maintaining drainage facilities	7.16↓	7.43	7.56
Maintaining Lakes	7.03	6.91	7.33
Providing recognition and support for our Aboriginal and Torres Strait and multicultural community	6.84↓	7.11	7.29
Ensuring footpaths built by developers are fit for purpose	6.83↓	7.16	7.21
Maintaining parks and playgrounds	6.82	7.08	7.13
Providing animal management services	6.76	6.95	7.02
Managing gardens and nature reserves	6.76↓	7.24	7.37
Providing and maintaining community halls	6.76↓	7.13	7.37
Providing and maintaining shared pathways	6.52	NA	NA
Promoting art and culture	6.51↓	7.02	7.16
Ensuring the roads built by developers are fit for purpose	6.45↓	7.11	7.04
Maintaining footpaths	6.42↓	6.94	6.97
Achieving funding and getting things done by working in partnership with government and the community	6.29↓	6.62	6.94
Increasing shading and greening in the city	6.20↓	6.62	6.80
Promoting environmental sustainability	6.19↓	6.53	6.74
Maintaining local roads	6.04↓	7.08	6.94
Advocating for the community in planning issues	5.94↓	6.34	6.62
Supporting and attracting new and existing businesses	5.79	5.97	6.09
Supporting innovation in the business community	5.77↓	6.32	6.51
Providing you with the opportunity to comment on Council's decision making and interact with Council	5.73↓	6.08	6.38



Note: Respondents who selected 'Can't say' were not included

Q9. The next set of questions relate to how well your local council has PERFORMED in conducting or providing services, facilities and information to the community. As I read each item, please answer on a scale from 0 to 10, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in...

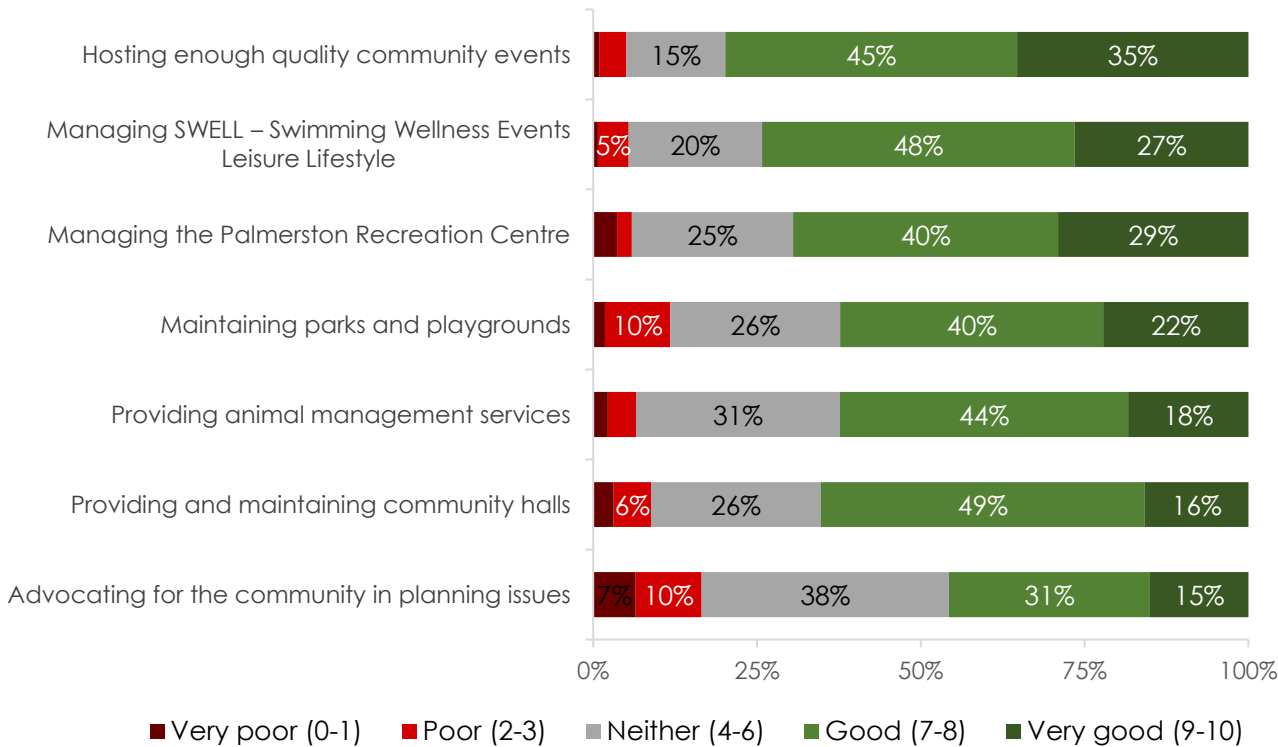
Blue/Red = A significantly higher/lower rating (compared to average 2021-2025)
↑/↓ = A significantly higher/lower rating (compared to 2025)

Satisfaction With Services/Facilities – Family and Community

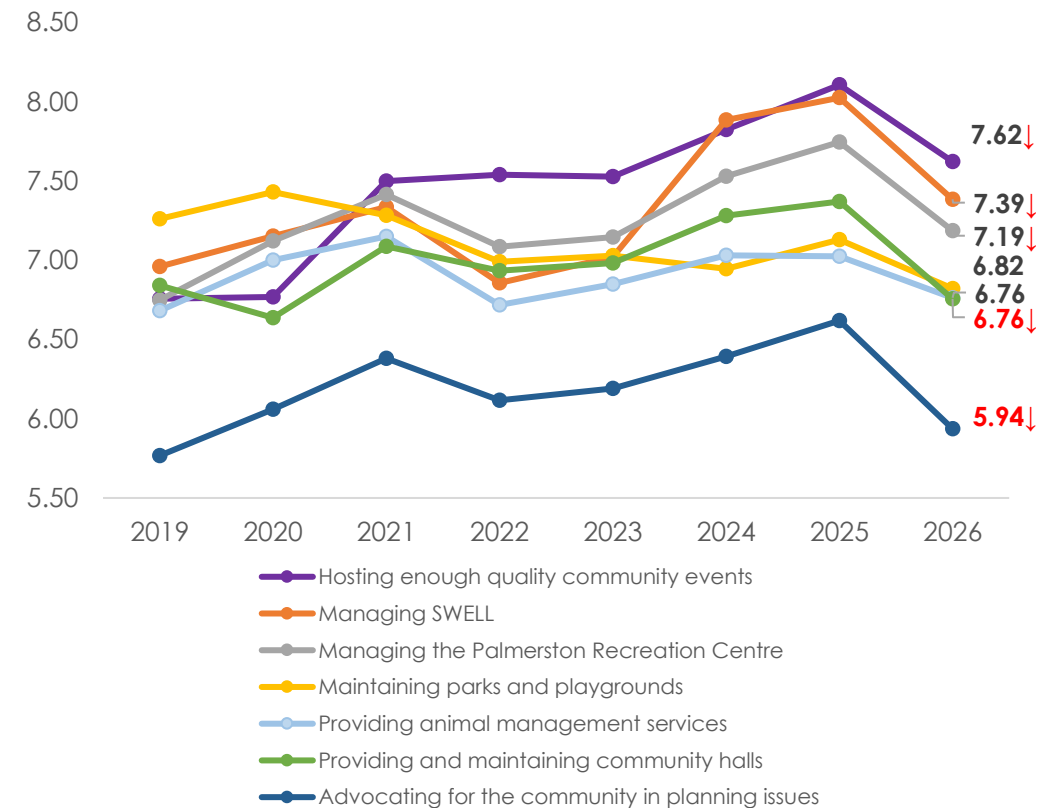
Within the 'Family and Community' domain, 'hosting enough quality community events' remains the measure with the highest satisfaction (7.62), followed by managing SWELL (7.39) and managing the Palmerston Recreation Centre (7.19). Ratings declined across all measures compared to the 2021-2025 average, significantly so for 'providing and maintaining community halls' and 'advocating for the community in planning issues'.



Family and Community: Total average rating (6.92)



Year on year comparison – Mean ratings



Data <5% is not shown in the chart

Base: N=331-398 (Respondents who selected 'Can't say' were not included)

Q9. The next set of questions relate to how well your local council has PERFORMED in conducting or providing services, facilities and information to the community. As I read each item, please answer on a scale from 0 to 10, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in...

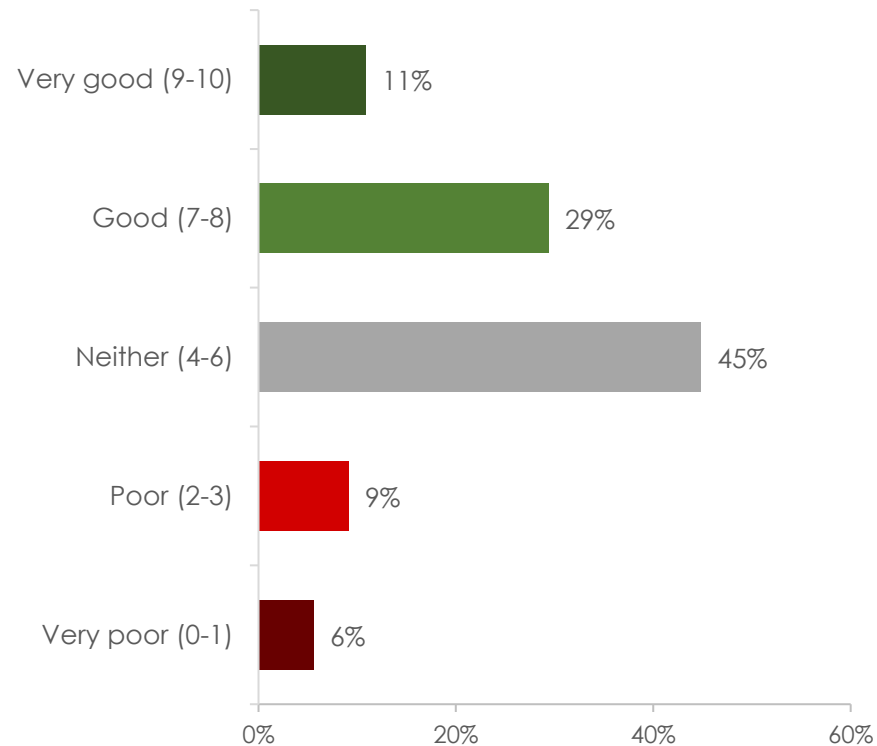
Scale: 0 = very poor, 10 = very good
Blue/Red = A significantly higher/lower rating (compared to average 2021-2025)
↑/↓ = A significantly higher/lower rating (compared to 2025)

Satisfaction With Services/Facilities – Vibrant Economy

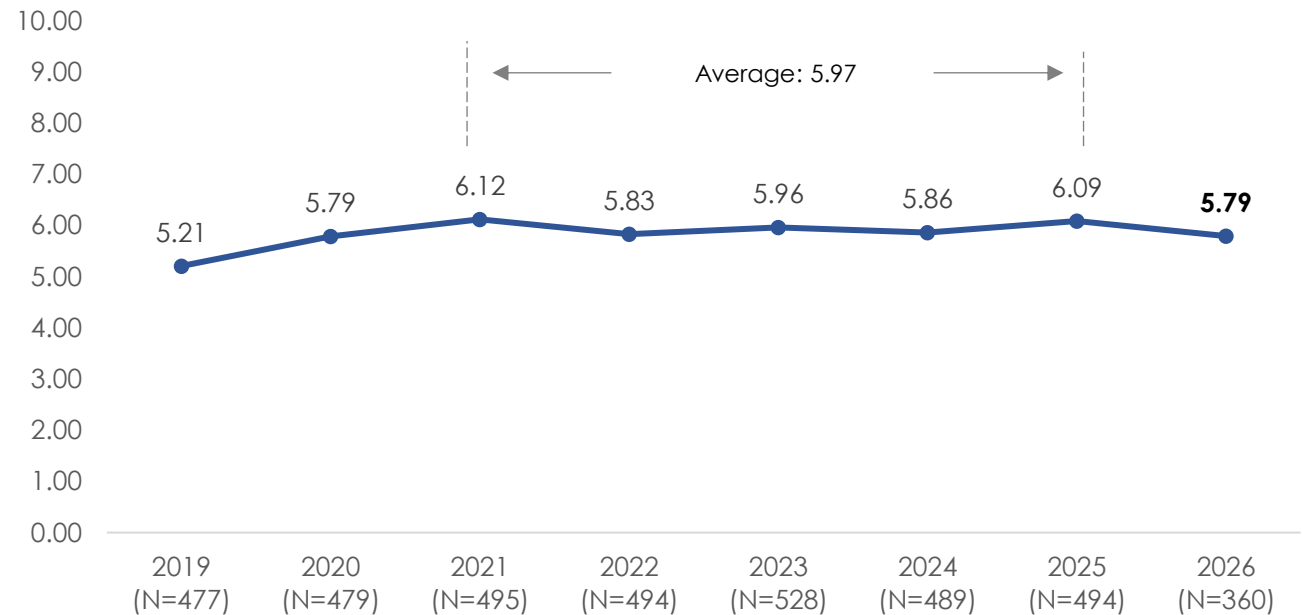
40% of residents rated 'supporting and attracting new and existing businesses' as 'good' or 'very good'. Based on mean ratings, the 2026 result is on par with the average rating from 2021 to 2025.



Supporting and attracting new and existing businesses (Mean rating: 5.79)



Year on year comparison – Mean ratings



Base: N=360 (Respondents who selected 'Can't say' were not included)

Q9. The next set of questions relate to how well your local council has PERFORMED in conducting or providing services, facilities and information to the community. As I read each item, please answer on a scale from 0 to 10, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in...

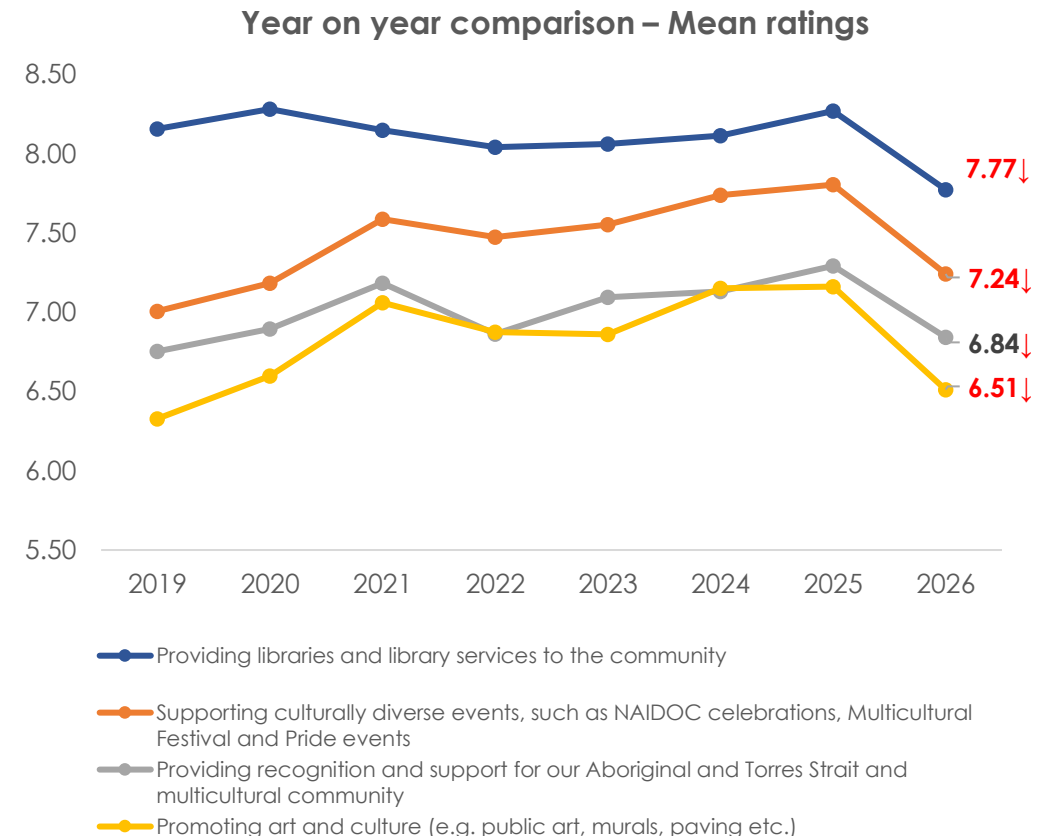
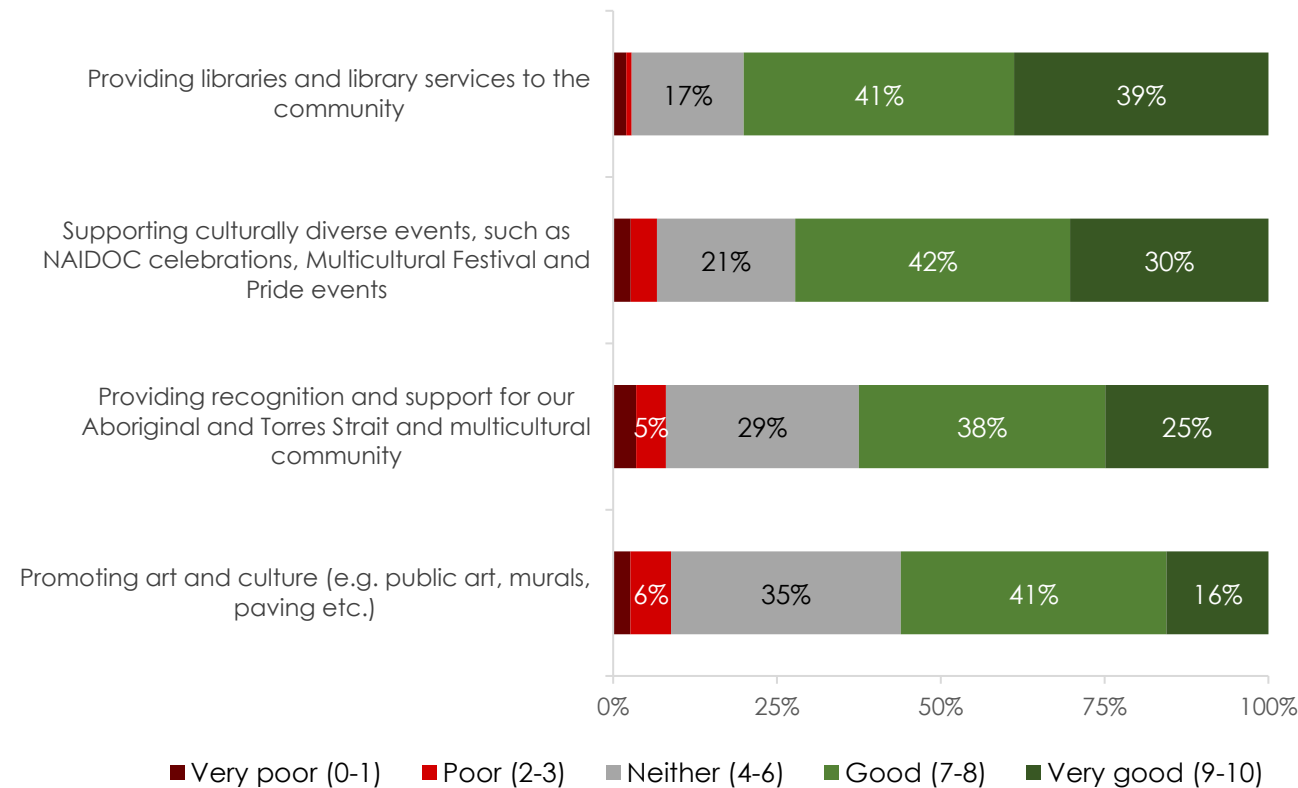
Scale: 0 = very poor, 10 = very good

Satisfaction With Services/Facilities – Cultural Diversity

Satisfaction is highest for 'providing libraries and library services to the community' (7.77), while it is lowest for 'promoting art and culture' (6.51). Compared to the 2021-2025 average, the satisfaction mean ratings in 2026 declined significantly for 3 of 4 measures within 'Cultural Diversity' outcome.



Cultural Diversity: Total average rating (7.09)



Scale: 0 = very poor, 10 = very good
Blue/Red = A significantly higher/lower rating (compared to average 2021-2025)
↑/↓ = A significantly higher/lower rating (compared to 2025)

Data <5% is not shown in the chart

Base: N=326-386 (Respondents who selected 'Can't say' were not included)

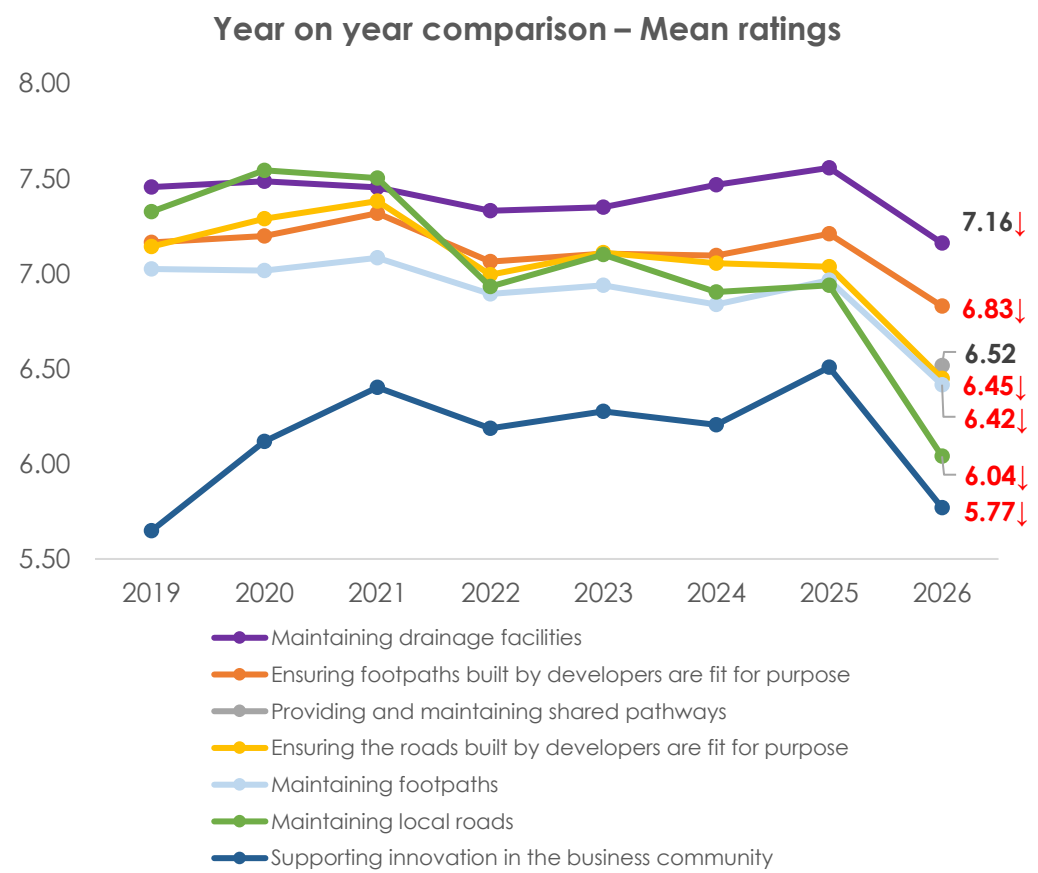
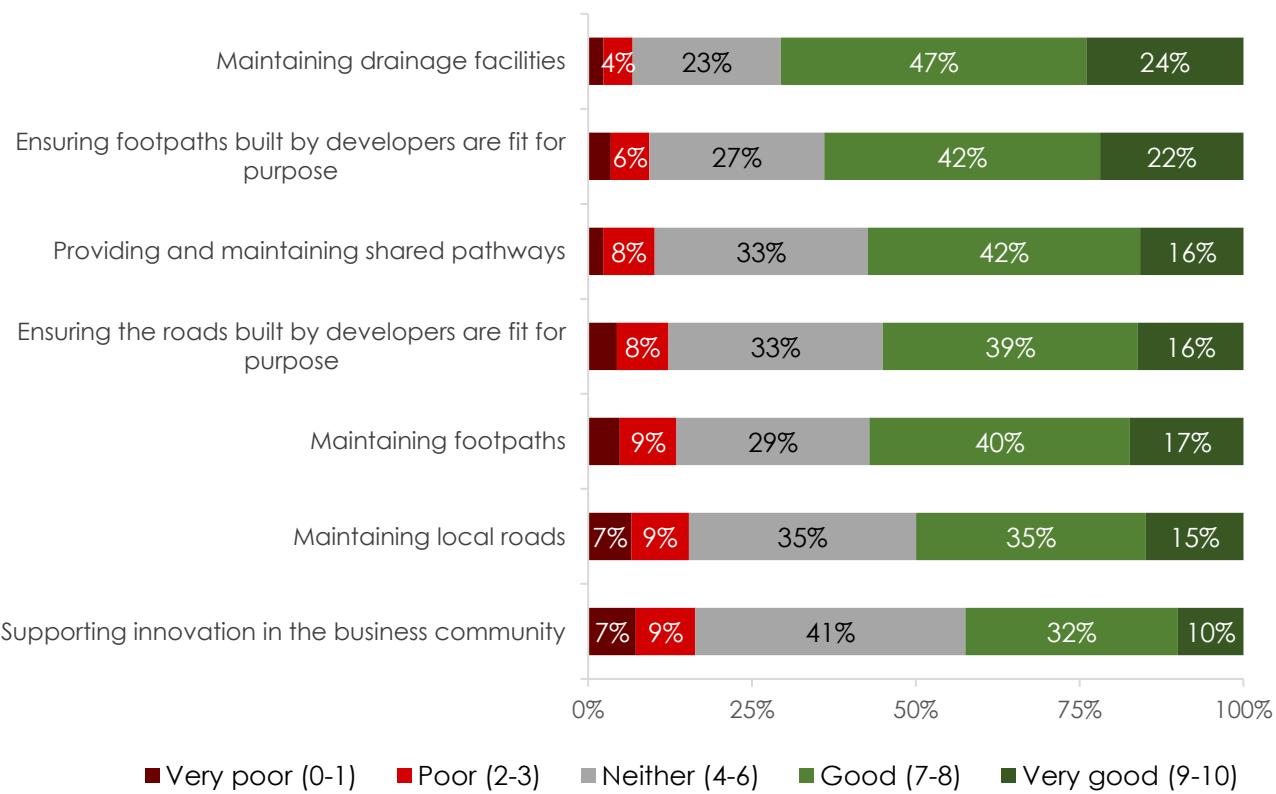
Q9. The next set of questions relate to how well your local council has PERFORMED in conducting or providing services, facilities and information to the community. As I read each item, please answer on a scale from 0 to 10, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in...

Satisfaction With Services/Facilities – A Future Focus

Satisfaction is highest for "maintaining drainage facilities" and lowest for "supporting innovation in the business community." Compared to the 2021–2025 average mean ratings, 5 of the 6 comparable measures have declined significantly this year. Satisfaction with maintaining local roads has declined overall since 2021, from 7.50 to 6.04, falling from the highest-rated measure in this outcome to the second lowest in 2026.



A Future Focus: Total average rating (6.45)



Data <5% is not shown in the chart
Base: N=331-405 (Respondents who selected 'Can't say' were not included)
Q9. The next set of questions relate to how well your local council has PERFORMED in conducting or providing services, facilities and information to the community. As I read each item, please answer on a scale from 0 to 10, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in...

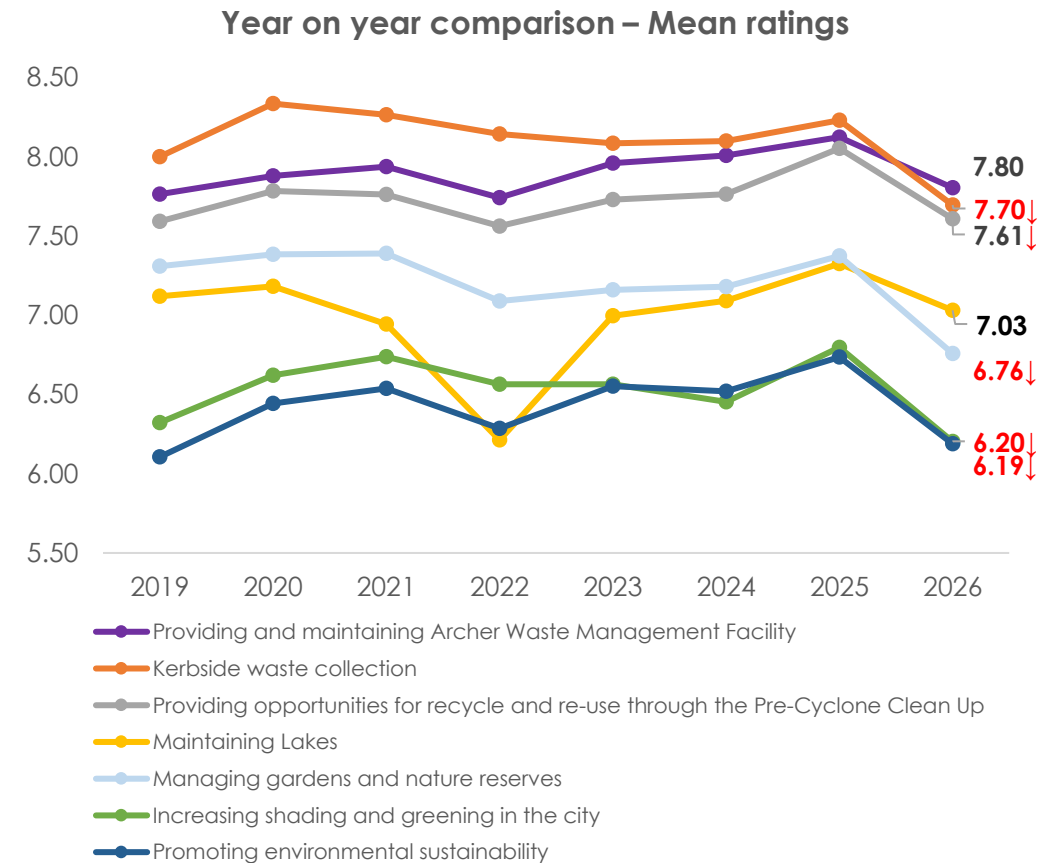
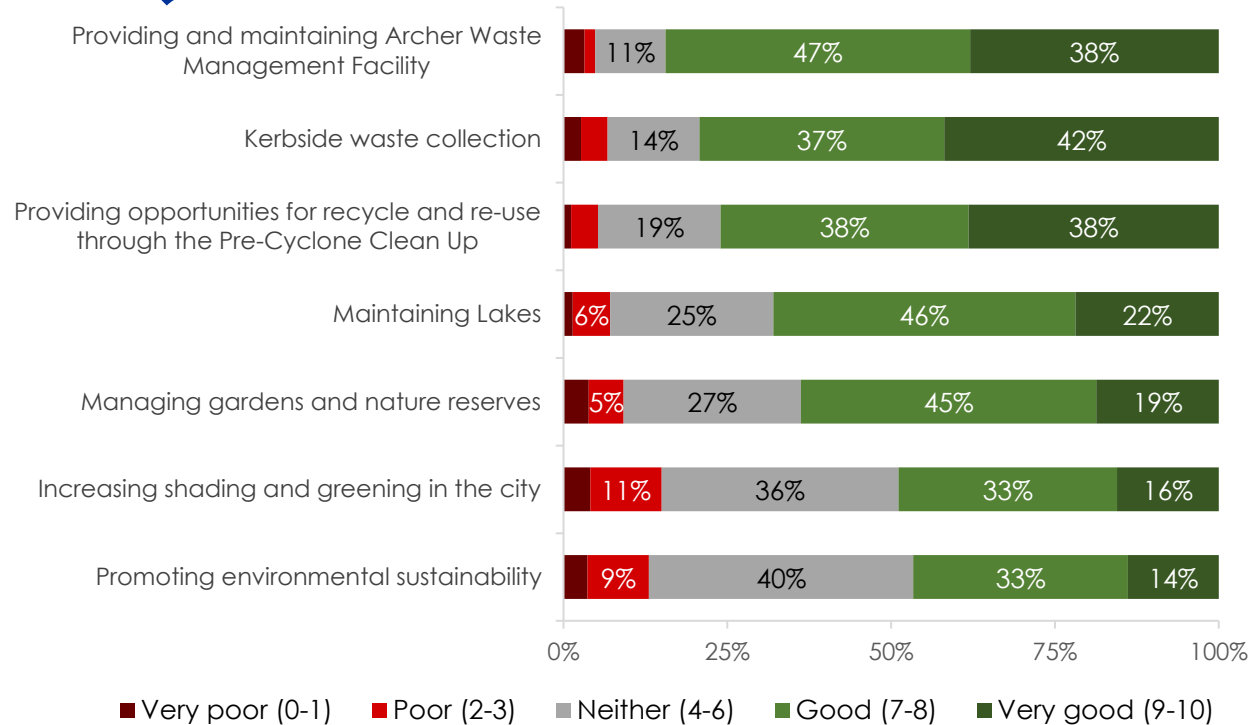
Scale: 0 = very poor, 10 = very good
Blue/Red = A significantly higher/lower rating (compared to average 2021-2025)
↑/↓ = A significantly higher/lower rating (compared to 2025)

Satisfaction With Services/Facilities – Environmental Sustainability

Waste management and recycling measures, such as Archer Waste Management Facility, kerbside waste collection, and opportunities for recycling and re-use through the pre-cyclone clean-up, received relatively higher satisfaction ratings within the "Environmental sustainability" domain. In contrast, shading and greening in the city and promoting environmental sustainability recorded the lowest ratings. Four of the seven statements received significantly lower satisfaction ratings compared with the 2021–2025 average.



Environmental Sustainability: Total average rating (7.04)



Scale: 0 = very poor, 10 = very good
 Blue/Red = A significantly higher/lower rating (compared to average 2021-2025)
 ↑/↓ = A significantly higher/lower rating (compared to 2025)

Data <5% is not shown in the chart

Base: N=366-404 (Respondents who selected 'Can't say' were not included)

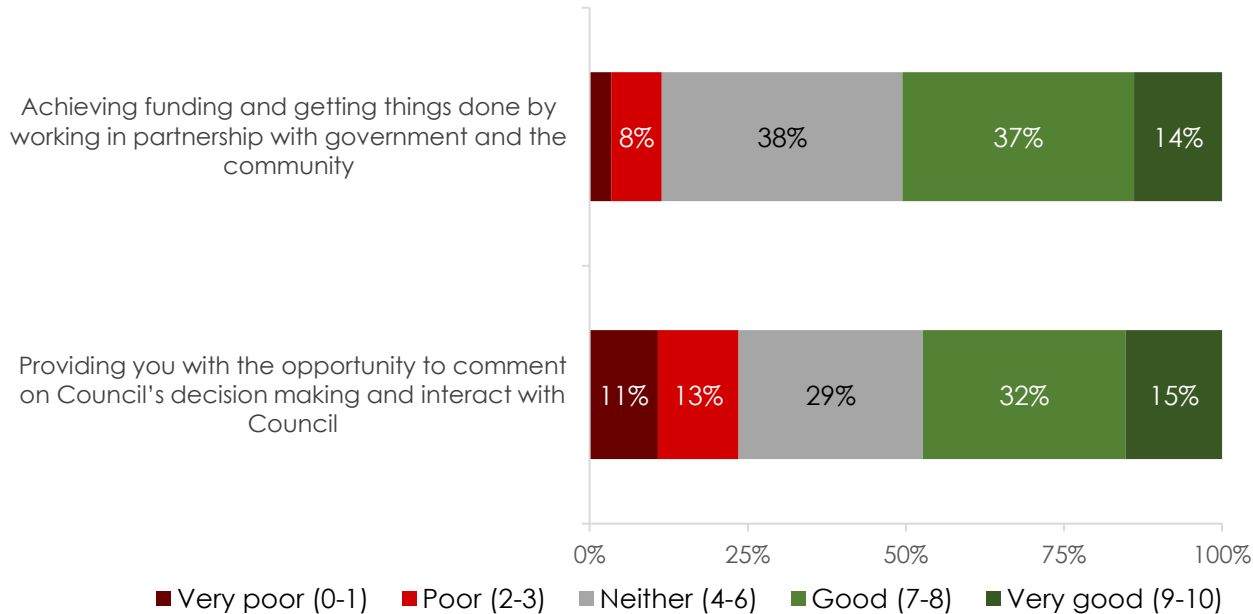
Q9. The next set of questions relate to how well your local council has PERFORMED in conducting or providing services, facilities and information to the community. As I read each item, please answer on a scale from 0 to 10, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in...

Satisfaction With Services/Facilities – Governance

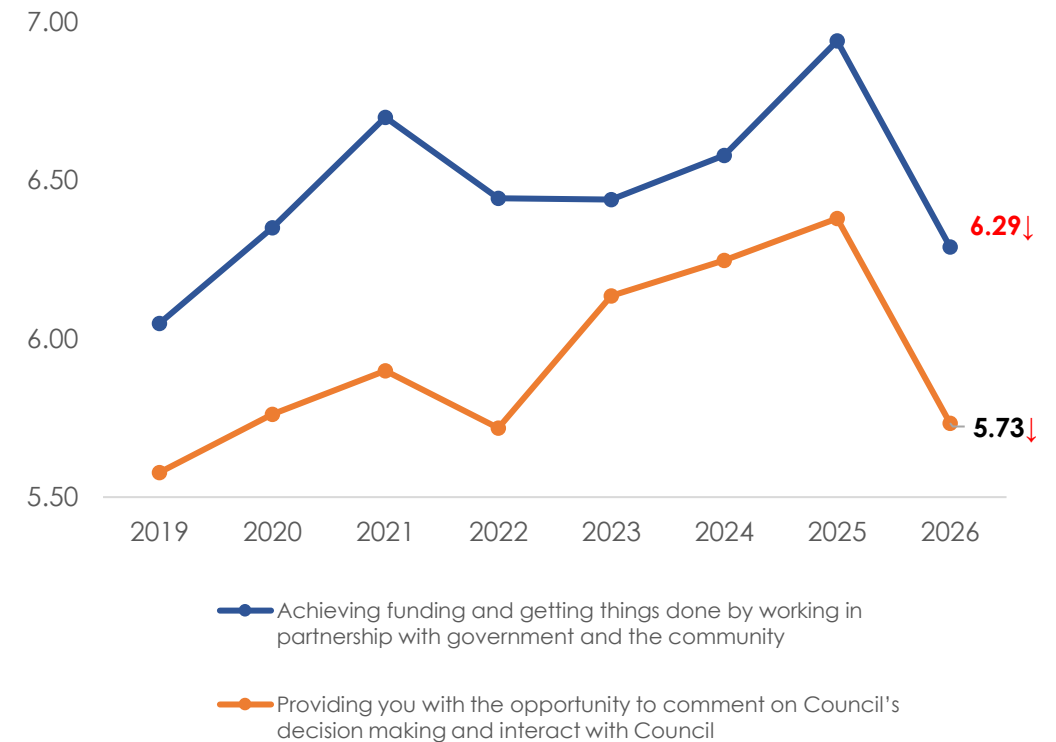
Within the 'Governance' outcome, satisfaction ratings declined for both measures compared with the 2021-2025 average, significantly so for 'achieving funding and getting things done by working in partnership with government and the community'.



Governance: Total average rating (6.01)



Year on year comparison – Mean ratings



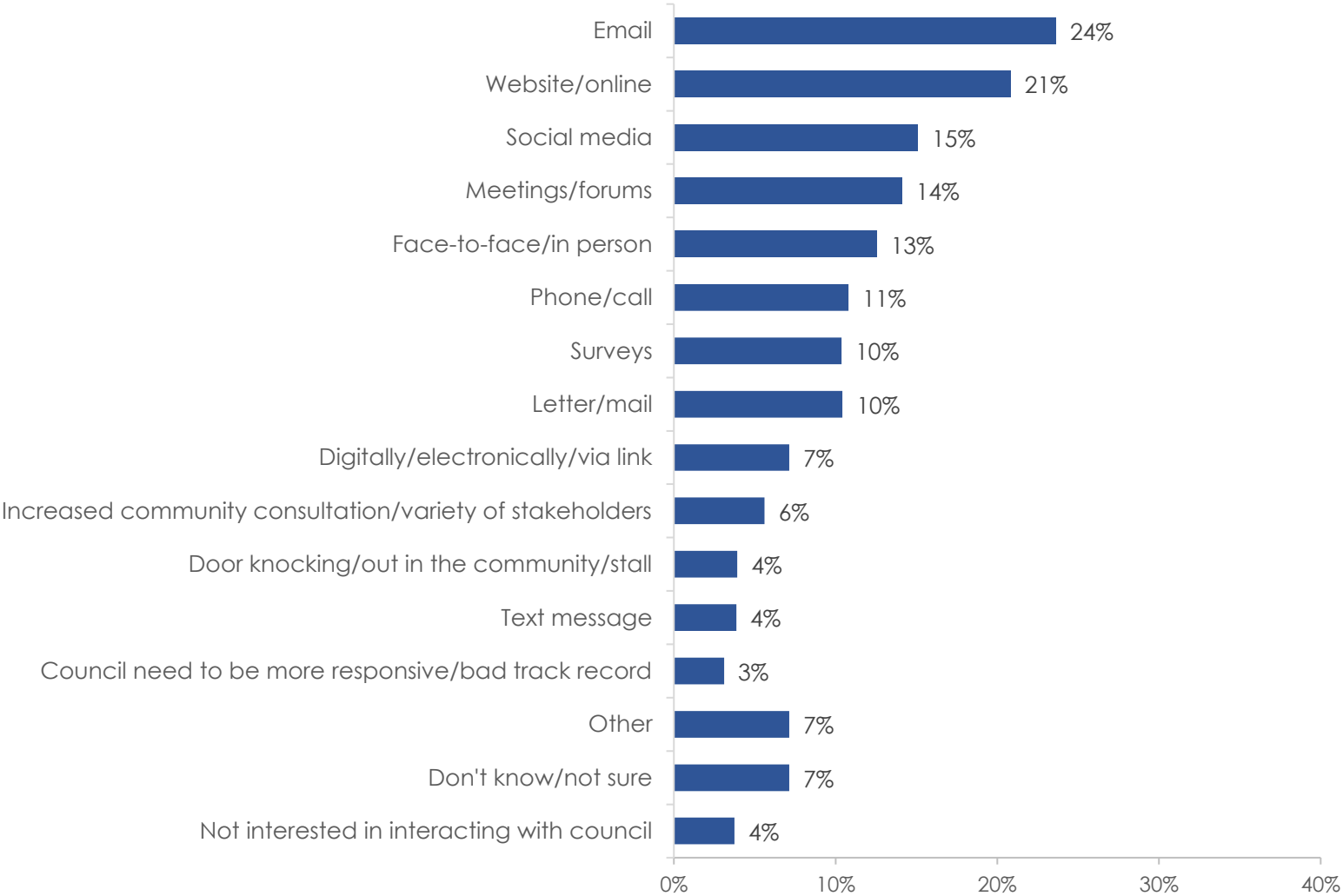
Data <5% is not shown in the chart

Base: N=343-378 (Respondents who selected 'Can't say' were not included)

Q9. The next set of questions relate to how well your local council has PERFORMED in conducting or providing services, facilities and information to the community. As I read each item, please answer on a scale from 0 to 10, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in...

Scale: 0 = very poor, 10 = very good
 Blue/Red = A significantly higher/lower rating (compared to average 2021-2025)
 ↑/↓ = A significantly higher/lower rating (compared to 2025)

Preferred Feedback Channels



Among those who rated their satisfaction for providing feedback to Council's decision making as 5 or lower on the 11-point scale, 24% would like to provide their feedback to Council via email, and 21% preferred using website/online methods.

Other specified	N=162
News outlets/newspaper	3%
Online survey	1%
Talk to Local Members	1%
Community groups	<1%
Events	<1%
More advertisement	<1%
Pidgeonhole for the community	<1%
24-hour Council hotline	<1%
Rates notice	<1%
Council app	<1%
New Local Members	<1%

Base: N=162 (Only asked of respondents who selected 5 or below for Q9.A1. "Providing you with the opportunity to comment on Council's decision making and interact with Council")

Q9b. How, if at all, would you like to be able to provide feedback on Council's decision making and interact with Council?



Section Three

Performance Of Council – Regression Model

This section explores a more advanced analysis of how the satisfaction with the 28 service and facility measures impact a residents' rating of Council's overall performance.

Regression: Key Drivers of Overall Satisfaction – 2026

In order to identify how City of Palmerston can actively drive overall community satisfaction, we conducted further analysis using a regression model. The score assigned to each measure indicates the percentage of influence each measure contributes to overall satisfaction with City of Palmerston, referred to as the 'derived importance'.



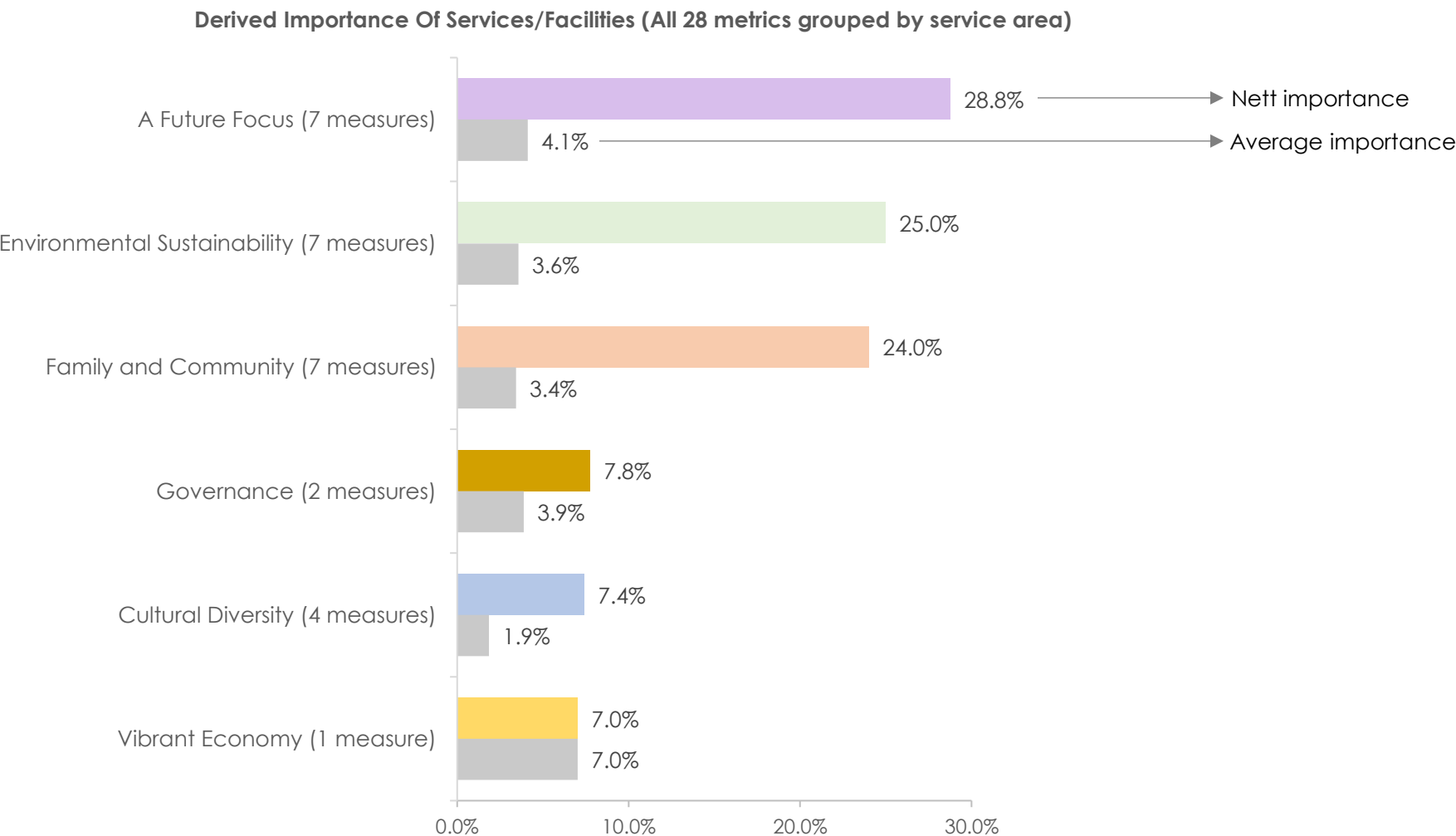
These top 10 services/facilities (so 36% of the 28 services/facilities) account for approximately 64% of the model's total derived importance – so whilst provision of all 28 services/facilities is important, these are the main drivers of overall satisfaction with Council.

Investigating the measures separately, maintaining local roads is the dominant driver of overall satisfaction.

Further, after summarising the 10 areas into thematic groups, we can see that roads and footpaths, and environmental sustainability are key drivers.

Regression: Key Drivers of Overall Satisfaction – 2026

The chart below summarises the contribution of all 28 metrics, but they have been grouped into the six key service areas. For each service area we have shown the nett importance and the average importance (second bar in grey). Overall, measures in 'A Future Focus' account for 28.8% of the derived importance of overall satisfaction with the performance of Council, with an average importance of 4.1%.



Regression: Quadrant Analysis

What is quadrant analysis?

Quadrant analysis is often helpful in planning future directions based on regression outcomes. It combines the derived importance (from the regression model) and assesses satisfaction with delivery in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by derived importance and rated satisfaction. More precisely, we plot the derived importance scores (%) against the mean satisfaction scores (scale 0 to 10) to determine where the facility or service should be placed in the chart.

The way quadrants are defined is by two lines: a horizontal divider that represents the average satisfaction across all measures to indicate above/below average (6.75), and a vertical divider that represents the average of the derived importance (3.6%).

Explaining the 4 quadrants (overleaf)

Attributes in the top left quadrant, **MAINTAIN/EDUCATE**, are core strengths, but in relative terms they are considered less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

Attributes in the bottom left quadrant, **LOW PRIORITY/NICHE**, are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

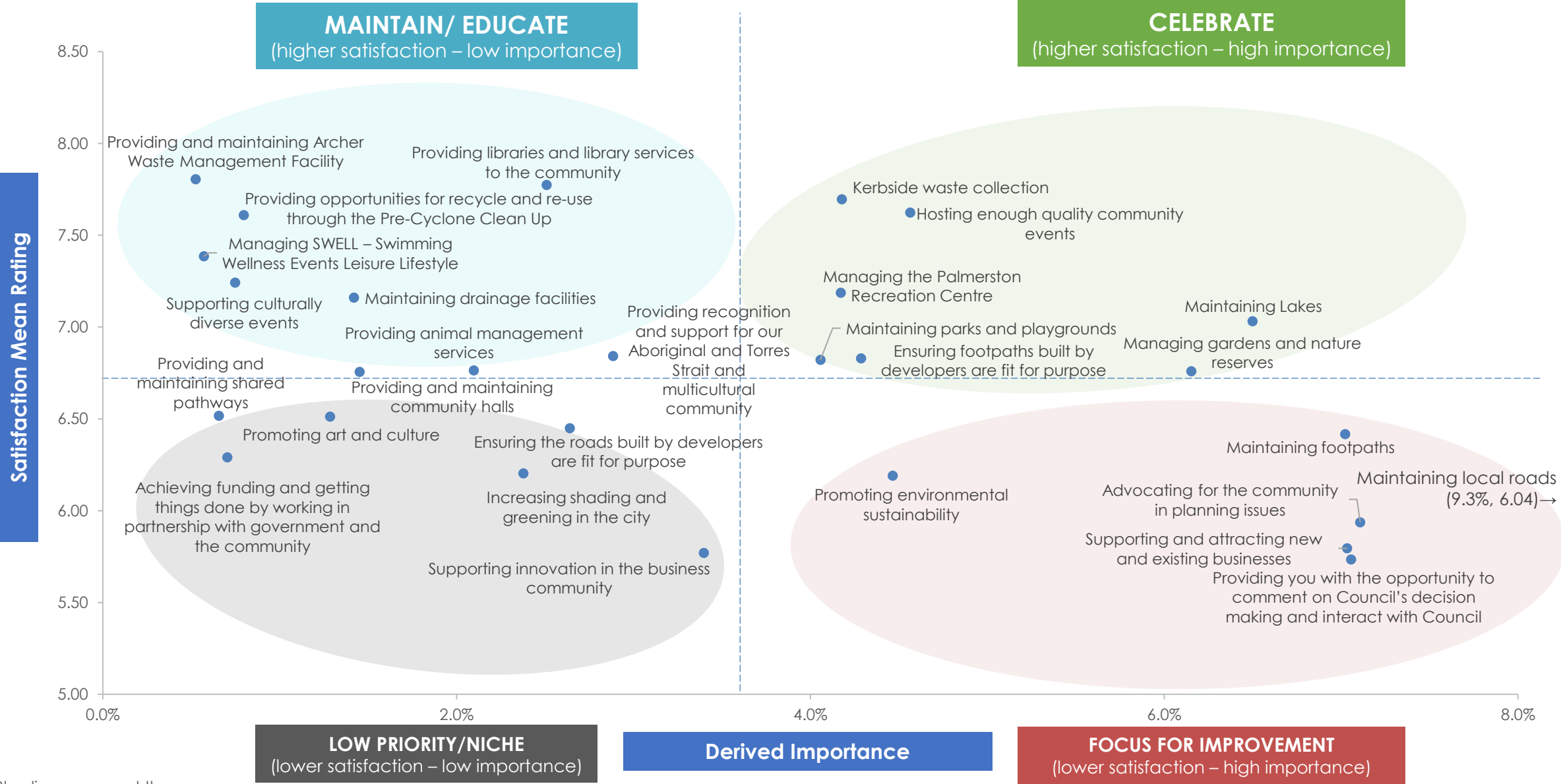
Attributes in the bottom right quadrant, **FOCUS FOR IMPROVEMENT**, are key concerns in the eyes of your residents. These are the largest opportunity areas to improve residents' overall satisfaction with the performance of City of Palmerston, and in most cases, you should aim to improve your performance in these areas to better meet the community's expectations. Four themes emerge from this quadrant:

- **Roads and footpaths:** 'Maintaining local roads' and 'Maintaining footpaths'.
- **Engagement and advocacy for the community:** 'Advocating for the community in planning issues' and 'Providing you with the opportunity to comment on Council's decision making and interact with Council'.
- **Support for local businesses:** 'Supporting and attracting new and existing businesses'.
- **Environment:** 'Promoting environmental sustainability'.

Finally, attributes in the top right quadrant, **CELEBRATE**, are City of Palmerston's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these, as they are influential and address clear community needs.

Quadrant Analysis – Satisfaction vs Derived Importance

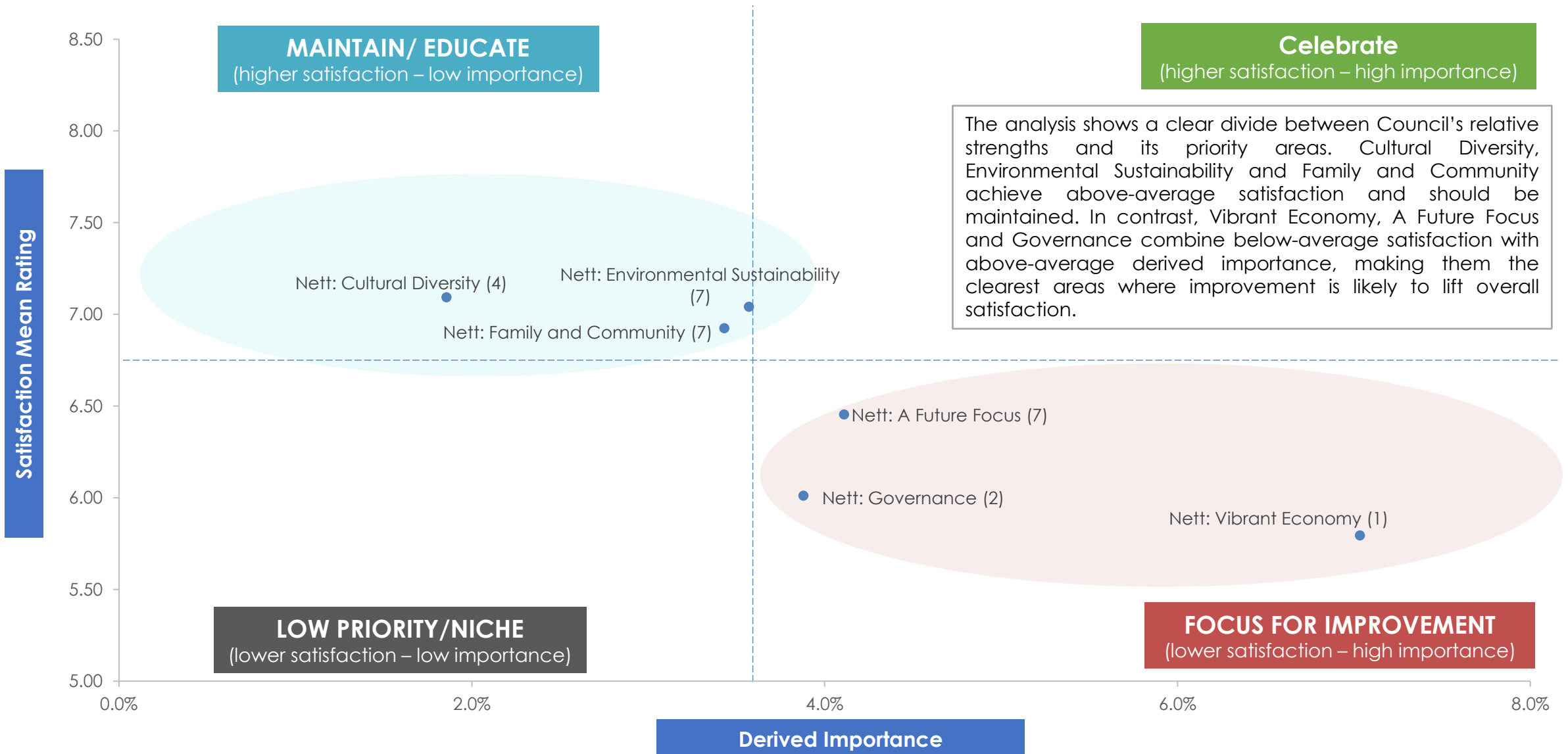
The chart below shows the satisfaction with service/facilities measures plotted against derived importance.



Note: Blue lines represent the average

Quadrant Analysis – Satisfaction vs Derived Importance (Grouped)

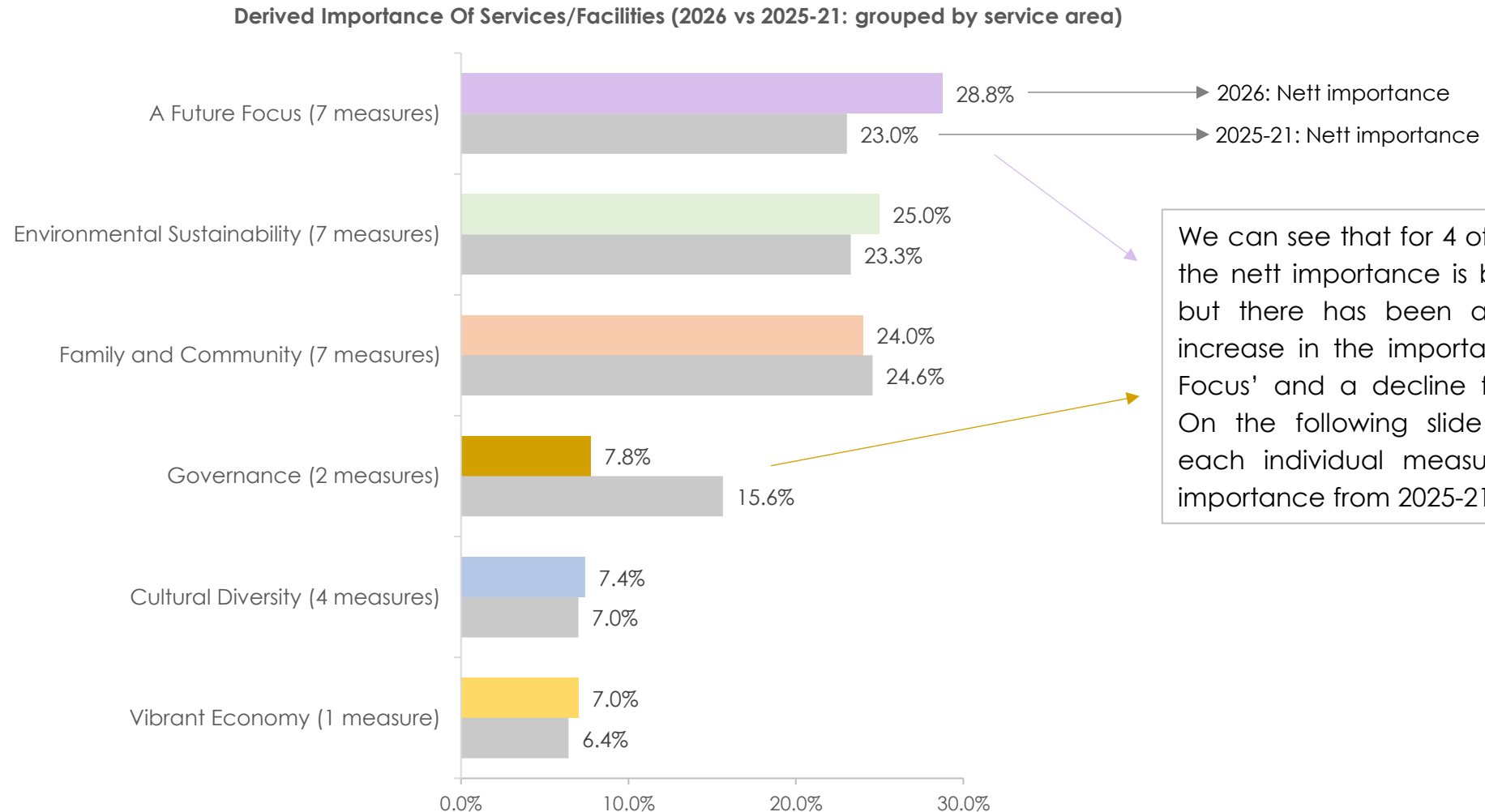
By using the average satisfaction and average derived importance across the service area groups, we can see where each lies in the quadrant analysis.



Note: Numbers in brackets represent the number of services/facilities within each service area

Regression: Key Drivers of Overall Satisfaction – 2026 VS. 2025-21

Below we have charted the derived importance grouped by service area again, with 2026 results shown by the coloured bars and the previous 5 years averaged in the grey bars. This analysis aims to understand if there has been a recent shift in what influences residents rated satisfaction with Council's performance.



We can see that for 4 of the service areas the nett importance is basically identical, but there has been a very noticeable increase in the importance for 'A Future Focus' and a decline for 'Governance'. On the following slide we outline how each individual measure has shifted in importance from 2025-21 to 2026.

Regression: Key Drivers of Overall Satisfaction – 2026 VS. 2025-21

The table below outlines the relative importance for all 28 measures, showing the 2026 importance, 2025-21 importance, and the difference. We can see that the increase for 'A Future Focus' noted on the previous slide is driven by increased importance for footpaths and roads, while the decline for 'Governance' is driven by a very large decrease for 'Achieving funding and getting things done by working in partnership with government and the community'.

#		Service/facility	2026	2025-21	Difference
23	Environmental Sustainability	Maintaining Lakes	6.5%	2.1%	4.4%
5	A Future Focus	Maintaining footpaths	7.0%	2.9%	4.1%
3	A Future Focus	Maintaining local roads	9.3%	6.4%	3.0%
4	A Future Focus	Ensuring footpaths built by developers are fit for purpose	4.3%	1.7%	2.6%
12	Family and Community	Managing the Palmerston Recreation Centre	4.2%	1.7%	2.5%
26	Environmental Sustainability	Promoting environmental sustainability	4.5%	2.3%	2.2%
16	Environmental Sustainability	Kerbside waste collection	4.2%	2.1%	2.1%
24	Cultural Diversity	Providing recognition and support for our Aboriginal and Torres Strait and multicultural community	2.9%	1.1%	1.8%
25	A Future Focus	Supporting innovation in the business community	3.4%	2.6%	0.8%
10	Environmental Sustainability	Managing gardens and nature reserves	6.2%	5.4%	0.7%
20	Family and Community	Advocating for the community in planning issues	7.1%	6.4%	0.7%
19	Vibrant Economy	Supporting and attracting new and existing businesses	7.0%	6.4%	0.6%
22	Family and Community	Hosting enough quality community events	4.6%	4.0%	0.6%
15	Cultural Diversity	Providing libraries and library services to the community	2.5%	2.1%	0.4%
11	Family and Community	Providing and maintaining community halls	1.5%	1.1%	0.4%
1	Governance	Providing you with the opportunity to comment on Council's decision making and interact with Council	7.1%	6.9%	0.2%
13	Cultural Diversity	Supporting culturally diverse events, such as NAIDOC celebrations, Multicultural Festival and Pride events	0.7%	1.3%	-0.5%
2	A Future Focus	Ensuring the roads built by developers are fit for purpose	2.6%	3.2%	-0.5%
7	A Future Focus	Maintaining drainage facilities	1.4%	2.1%	-0.6%
9	Family and Community	Maintaining parks and playgrounds	4.1%	5.0%	-0.9%
14	Cultural Diversity	Promoting art and culture (e.g. public art, murals, paving etc.)	1.3%	2.5%	-1.2%
17	Environmental Sustainability	Providing and maintaining Archer Waste Management Facility	0.5%	2.1%	-1.6%
21	Family and Community	Providing animal management services	2.1%	3.7%	-1.6%
8	Family and Community	Managing SWELL – Swimming Wellness Events Leisure Lifestyle	0.6%	2.7%	-2.2%
27	Environmental Sustainability	Increasing shading and greening in the city	2.4%	5.1%	-2.8%
18	Environmental Sustainability	Providing opportunities for recycle and re-use through the Pre-Cyclone Clean Up	0.8%	4.2%	-3.4%
6	A Future Focus	Providing and maintaining shared pathways	0.7%	4.2%	-3.5%
28	Governance	Achieving funding and getting things done by working in partnership with government and the community	0.7%	8.8%	-8.1%

Regression: Key Drivers of Overall Satisfaction – 2026 VS. 2025-21

Below is a table of the regression model results for each year of research from 2026 to 2021, with the results in survey order. The 2025-21 figures on the previous slides are the simple average of the scores across the 5 models for each year.

#	Service/facility	2026	2025	2024	2023	2022	2021
1	Providing you with the opportunity to comment on Council's decision making and interact with Council	7%	8%	3%	8%	10%	6%
2	Ensuring the roads built by developers are fit for purpose	3%	6%	1%	3%	6%	0%
3	Maintaining local roads	9%	6%	7%	5%	6%	7%
4	Ensuring footpaths built by developers are fit for purpose	4%	4%	1%	0%	1%	2%
5	Maintaining footpaths	7%	4%	7%	1%	0%	3%
6	Providing and maintaining shared pathways	1%	3%	7%	4%	1%	6%
7	Maintaining drainage facilities	1%	2%	0%	4%	1%	3%
8	Managing SWELL – Swimming Wellness Events Leisure Lifestyle	1%	3%	0%	3%	3%	4%
9	Maintaining parks and playgrounds	4%	5%	6%	6%	4%	4%
10	Managing gardens and nature reserves	6%	7%	2%	7%	6%	5%
11	Providing and maintaining community halls	1%	1%	1%	1%	0%	2%
12	Managing the Palmerston Recreation Centre	4%	1%	4%	2%	2%	1%
13	Supporting culturally diverse events, such as NAIDOC celebrations, Multicultural Festival and Pride events	1%	3%	2%	0%	1%	1%
14	Promoting art and culture (e.g. public art, murals, paving etc.)	1%	4%	3%	2%	0%	4%
15	Providing libraries and library services to the community	3%	1%	4%	1%	2%	3%
16	Kerbside waste collection	4%	1%	1%	5%	2%	1%
17	Providing and maintaining Archer Waste Management Facility	1%	2%	1%	4%	4%	0%
18	Providing opportunities for recycle and re-use through the Pre-Cyclone Clean Up	1%	3%	7%	5%	1%	4%
19	Supporting and attracting new and existing businesses	7%	7%	6%	6%	7%	6%
20	Advocating for the community in planning issues	7%	5%	7%	7%	4%	8%
21	Providing animal management services	2%	3%	4%	1%	6%	6%
22	Hosting enough quality community events	5%	1%	7%	6%	5%	1%
23	Maintaining Lakes	6%	3%	0%	0%	5%	2%
24	Providing recognition and support for our Aboriginal and Torres Strait and multicultural community	3%	0%	1%	1%	3%	0%
25	Supporting innovation in the business community	3%	6%	1%	3%	2%	1%
26	Promoting environmental sustainability	4%	1%	1%	1%	2%	7%
27	Increasing shading and greening in the city	2%	4%	6%	6%	5%	4%
28	Achieving funding and getting things done by working in partnership with government and the community	1%	8%	9%	9%	10%	8%
	R-squared (goodness-of-fit)	0.76	0.67	0.70	0.68	0.67	0.68

Note: the R-squared, which indicates how well the regression model explains the overall satisfaction of the respondents, was at least 0.67 for any of the 6 years of data, this is a very ideal fit for the model and indicates that the 28 measures explain about 70% of the variance in their overall satisfaction rating.



Section Four

Performance Of Council – Comparison to Benchmarks

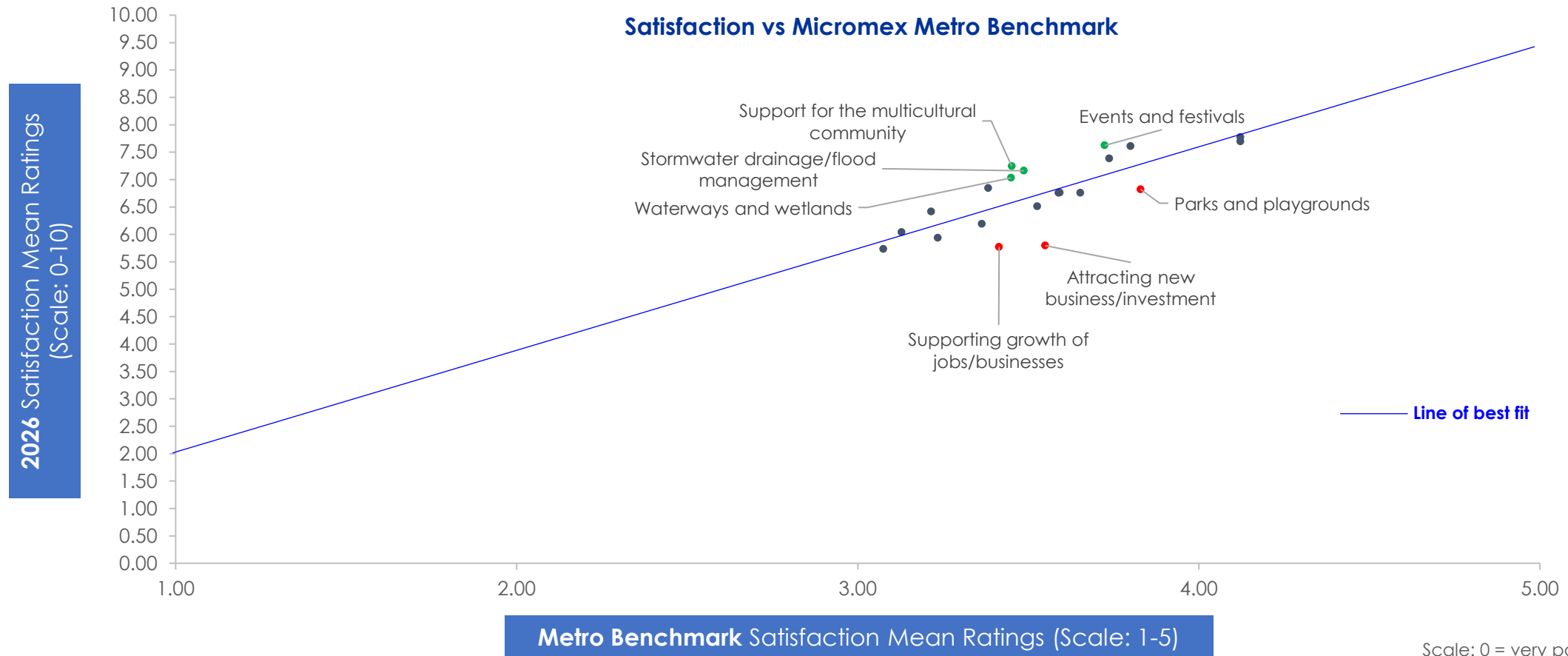
21 of the 28 service and facility measures asked in this research are indirectly comparable with the Micromex Metro Benchmarks (we say ‘indirectly’ because of methodology and scale differences between the Palmerston questionnaire and most Micromex surveys).

The analysis on the next slide explores which measures are, in a relative sense, above or below this benchmark.

Comparison to the Micromex Benchmark – Satisfaction

As this research for the City of Palmerston uses a different scale and methodology to what Micromex usually employs for measuring satisfaction, direct comparisons to the Micromex benchmarks may reflect differences in the methodology rather than differences in the LGA being researched. However, the results can be compared on a '**relative difference**' basis – below is a chart that plots the 2026 Palmerston satisfaction ratings (vertical axis) against the comparable Micromex Metro Benchmark (21 of 28 measures comparable – horizontal axis). The **Blue** line indicates the centre line of the data points (also known as the trend line or line of best fit), where any elements above (or to the left of) the line are cases where City of Palmerston is notionally above the Benchmark, and those below (or to the right) are notionally below the Benchmark.

To indicate which metrics are more likely to be significantly higher or lower than the benchmark, we have highlighted the measures that are +0.4 mean score points above the line (**green**) and those -0.4 point below the line (**red**).



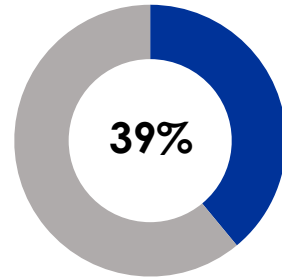


Section Five

Contact and Communication

This section identifies how residents contact Council, and their preferred communication methods.

In Summary: Contact and Communication



Contact with Council

39% of residents had contacted Council in the past 12 months, the highest rate across the 8 waves.

Most common contact methods



Phone



Email

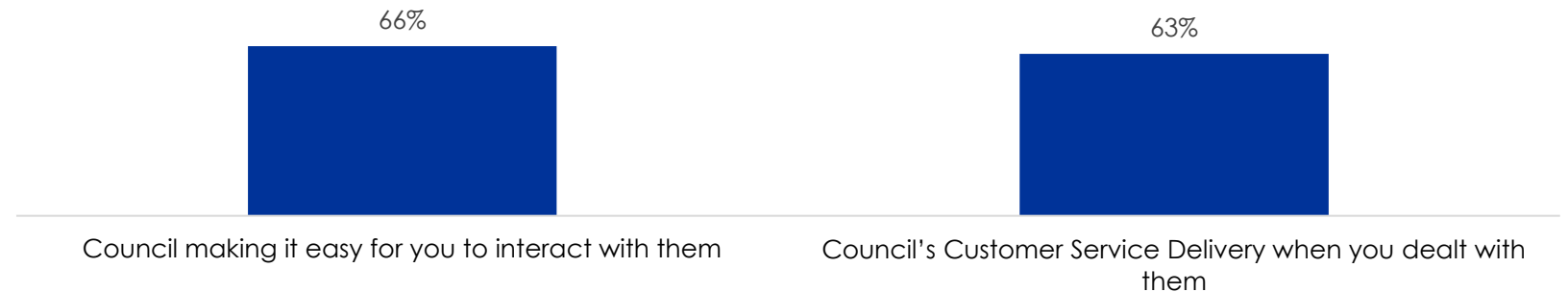


In person

Sources of Obtaining Information from Council

Social media and Council website are consistently the most selected methods for obtaining information from the Council, both currently and in the future.

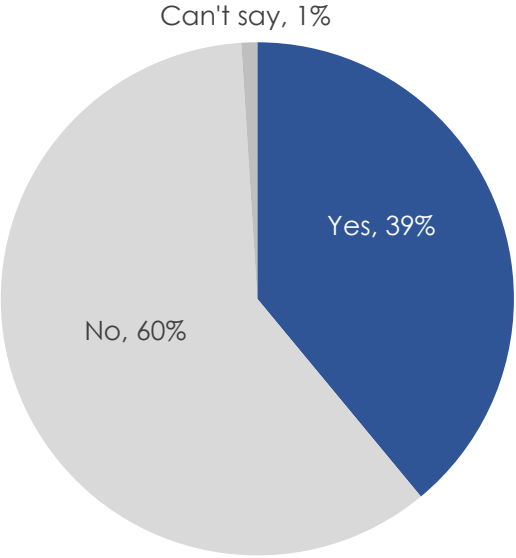
Satisfaction with contact ('Very good' and 'Good' %)



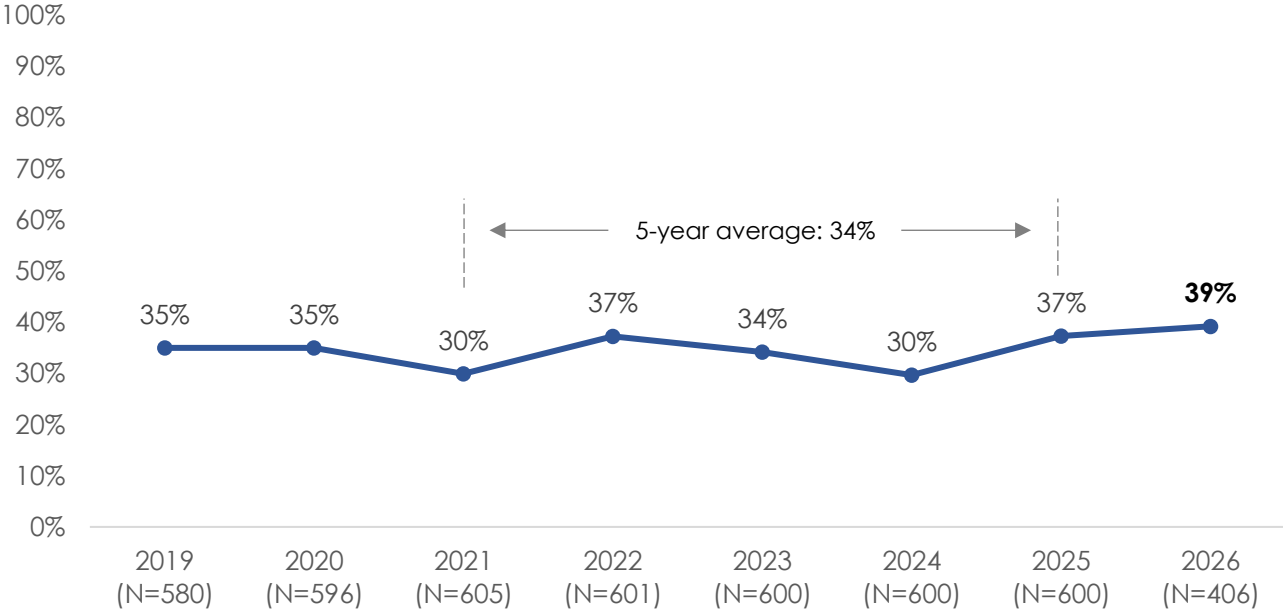
Contact with Council

39% of residents stated that they had contacted Council in the last year, the highest rate across the 8 waves.

Have you personally made or had contact with Council on a specific issue in the last year?



Year on year comparison – Yes %



Base: N=406

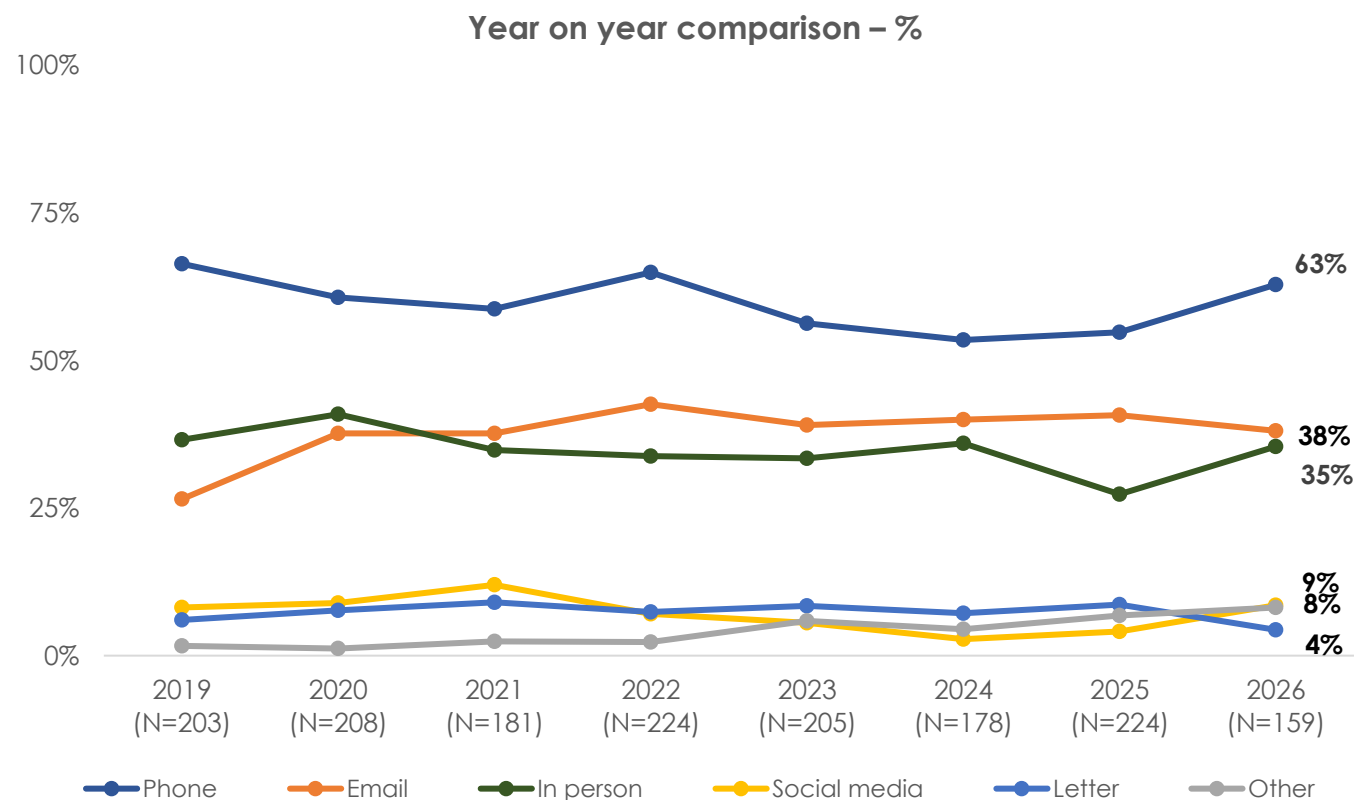
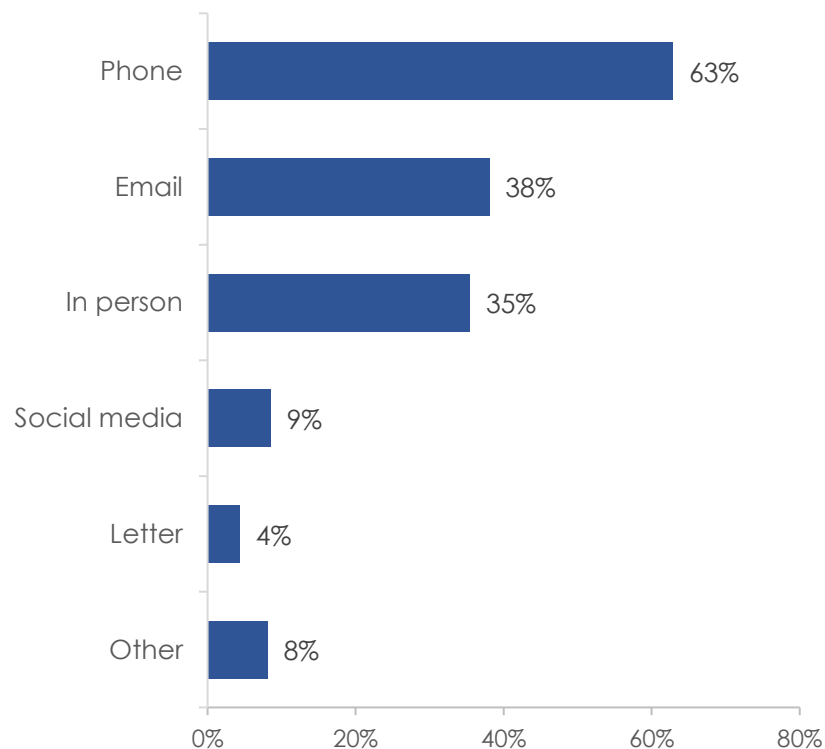
Q19. Have you personally made or had contact with Council on a specific issue in the last year?

Please see Appendix 1 for results by demographics

Method of Contact

Phone has remained the most commonly used method to contact Council in the last year, followed by email and in person visit.

By demographic: male, Aboriginal and Torres Strait Islander, and multilingual residents were more likely to contact Council in person.



Base: N=159 (Only asked of respondents who selected 'Yes' in Q19)

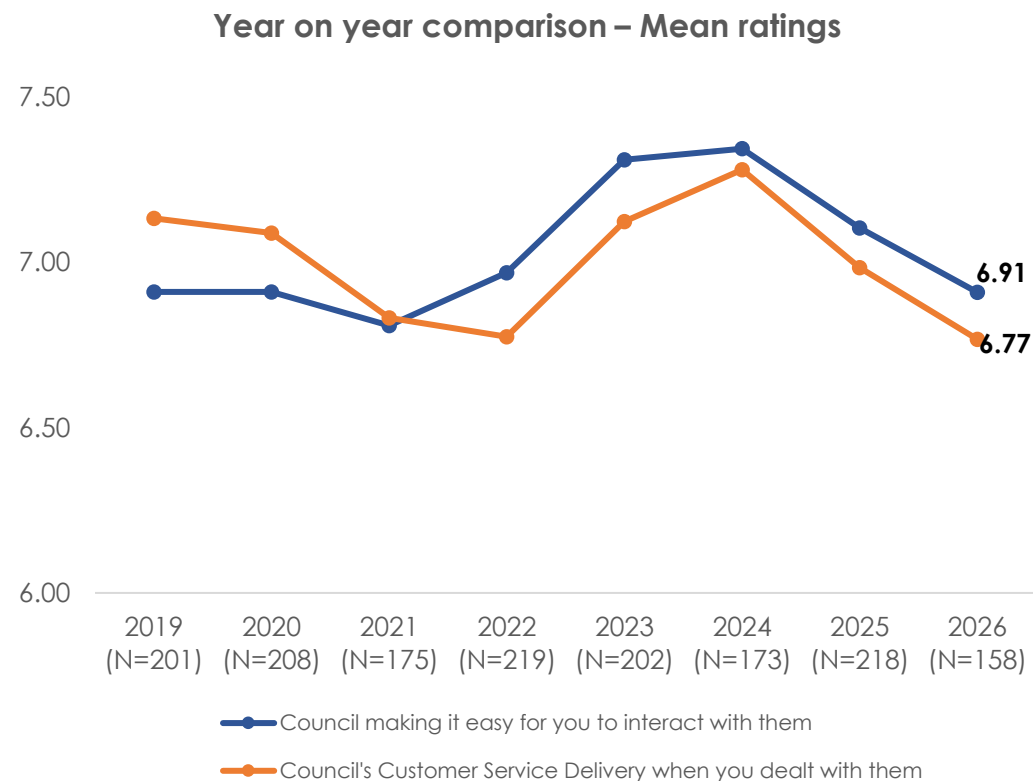
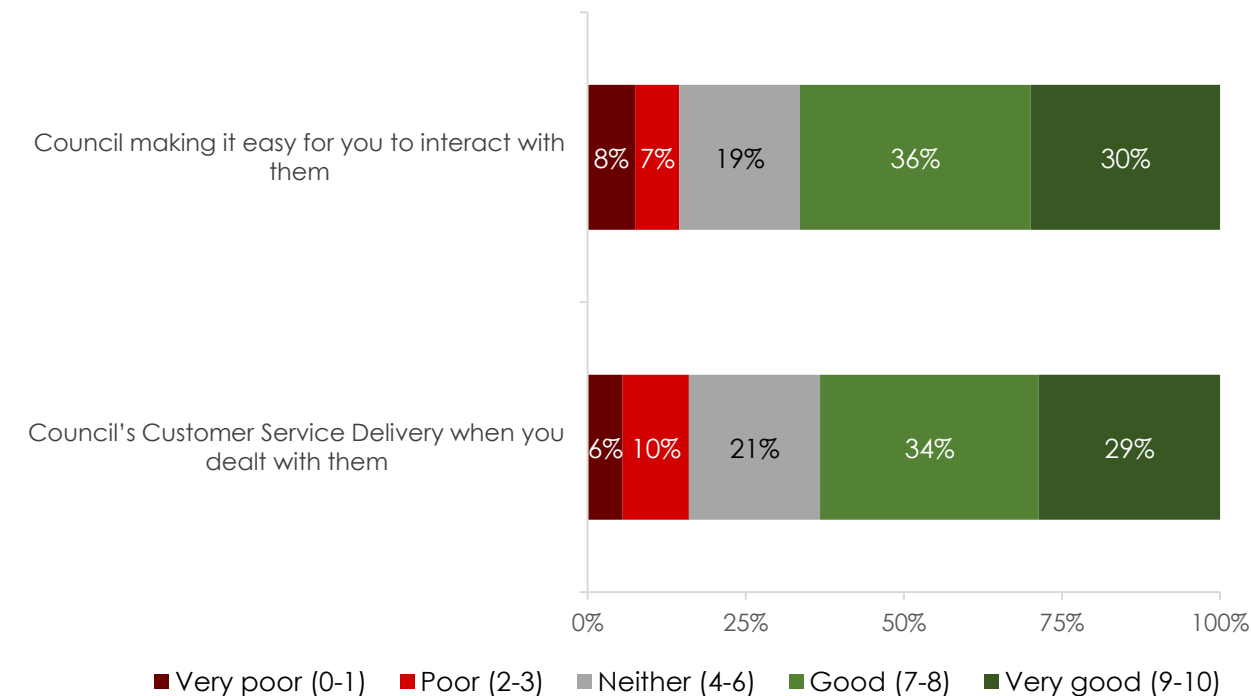
Q20. In the last year have these contacts been in person, by phone, via email, social media or letter?

Please see Appendix 1 for results by demographics

Customer Service Rating

Satisfaction is higher for 'Council making it easy for you to interact with them', with 66% rating it as 'good' or 'very good'. Females and multilingual speakers are significantly more likely to be satisfied with the ease of interaction.

63% rated Council's Customer Service Delivery as 'good' or 'very good', with older residents significantly more likely to do so.



Customer Service Rating

By contact method, satisfaction with the ease of interaction is lower among those who contacted by letter (caution, very low base) and higher among those using other contact methods. Those who contacted Council through email or letter are significantly less likely to be satisfied with Council's Customer Service Delivery.

Crossing with overall satisfaction, we can see that there is a strong relationship between satisfaction with contact and overall satisfaction.

Mean rating	Overall 2026	Q20. Contact method						Q9.29. Overall satisfaction		
		Phone	Email	In person	Social media	Letter	Other	Very poor/Poor	Neither	Very good/Good
Council making it easy for you to interact with them	6.91	6.49	6.16	6.70	6.72	4.09	8.53	3.06	5.83	8.17
Council's Customer Service Delivery when you dealt with them	6.77	6.46	5.59	6.81	5.86	4.02	6.86	4.57	5.09	7.98
Base	158	99	60	56	14	7*	12	18	44	95

*Caution: a very small base

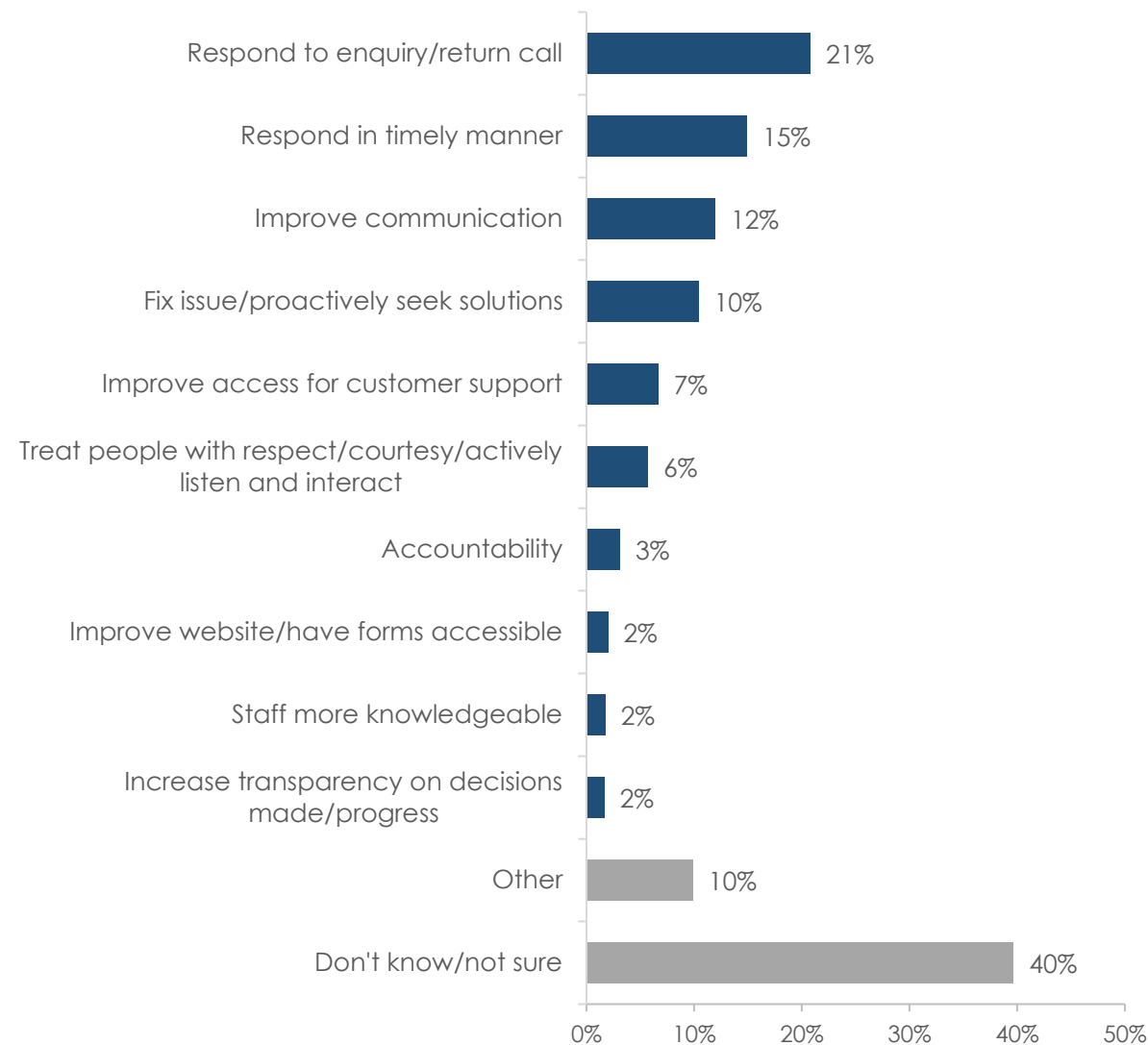
Base: N=158 (Only asked of respondents who selected 'Yes' in Q19, respondents who selected 'Can't say' were not included)

Scale: 0 = Very poor, 10 = Very good

Q21. On a scale from 0 to 10, where 0 is very poor and 10 is very good how would you rate...

Blue/Red = A significantly higher/lower rating (by contact method) 75

Interaction Improvements



Nearly half (45%) of residents had no suggestions when asked about improvements to Council's interaction with the community. 21% suggested higher responsiveness to enquiries and return calls, and 15% suggested responding in a timely manner.

Other specified	N=159
Nothing/No issues	5%
Easier to find the right person to speak with	4%
More activities/events	<1%
New Council	<1%
Private Council office space	<1%

Base: N=159 (Only asked of respondents who selected 'Yes' in Q19)
Q33. What, if anything, could Council have done to make your interaction with them easier?

Interaction Improvements

Interaction improvement	Q21. Satisfaction rating of contact					
	Council making it easy for you to interact with them			Council's Customer Service Delivery when you dealt with them		
	Very poor/ Poor (N=23)	Neither (N=30)	Very good/ Good (N=105)	Very poor/ Poor (N=25)	Neither (N=33)	Very good/ Good (N=100)
Respond to enquiry/return call	61%	30%	10%	65%	23%	8%
Respond in timely manner	24%	24%	11%	39%	20%	7%
Improve communication	35%	14%	6%	38%	7%	7%
Fix issue/proactively seek solutions	24%	15%	6%	24%	19%	4%
Improve access for customer support	22%	5%	3%	7%	4%	7%
Treat people with respect/courtesy/actively listen and interact	13%	16%	1%	19%	13%	0%
Accountability	2%	0%	4%	5%	0%	4%
Improve website/have forms accessible	0%	9%	0%	0%	5%	2%
Staff more knowledgeable	2%	2%	2%	1%	2%	2%
Increase transparency on decisions made/progress	0%	5%	1%	0%	2%	2%
Other	7%	0%	14%	2%	4%	14%
Don't know/not sure	2%	16%	55%	0%	32%	52%

After crossing the suggested interaction improvements by satisfaction with contact measures, we can clearly see that those who rated their contact satisfaction as 'poor' or 'very poor' are more likely to suggest higher responsiveness, faster response, and generally improved communication.

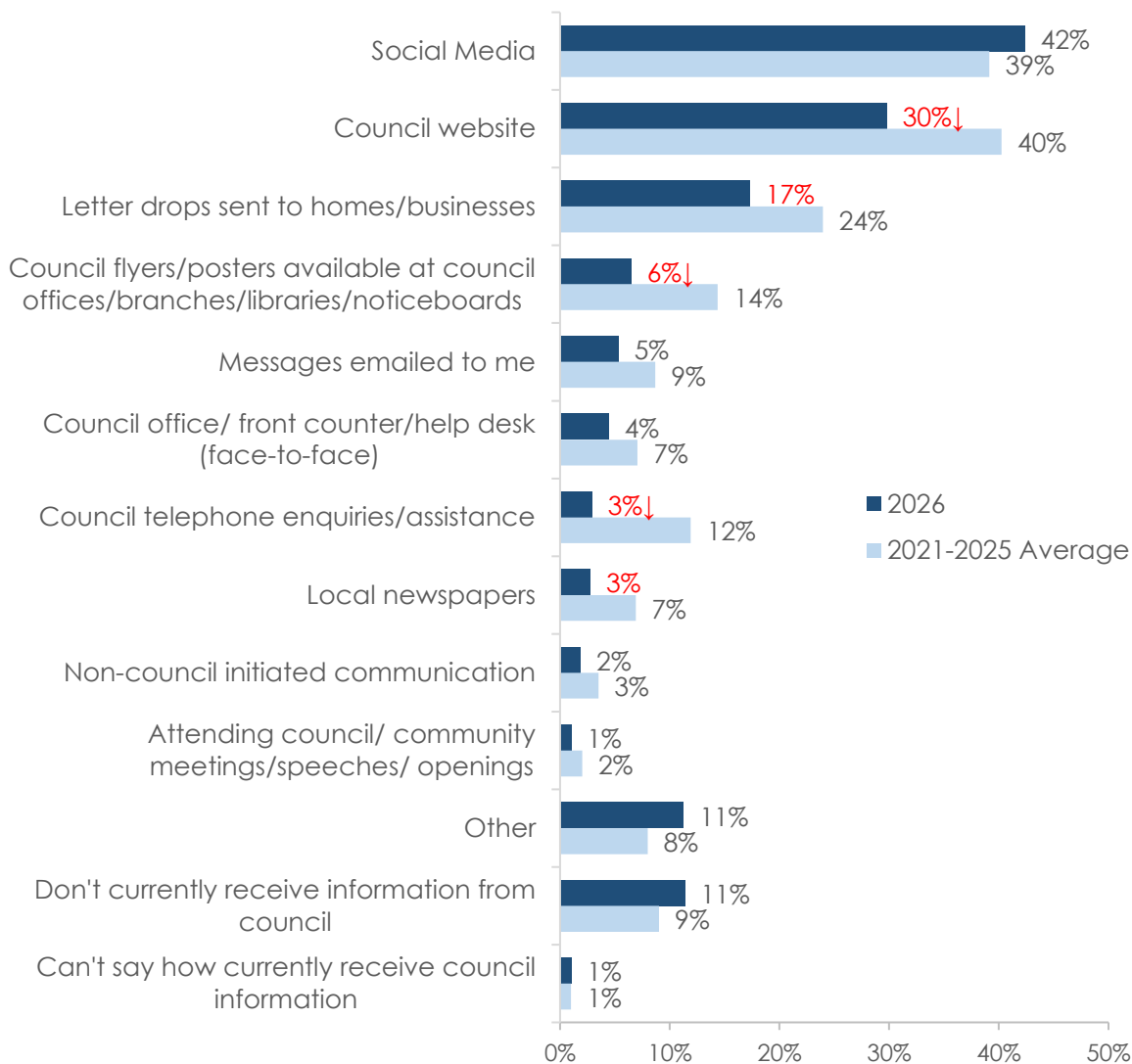
Residents who rated the ease of interaction lower are also more likely to suggest improving access to customer support, while those who gave lower ratings to Customer Service Delivery are also more likely to suggest treating people with respect/courtesy, and active listening during interactions.

Base: N=159 (Only asked of respondents who selected 'Yes' in Q19)

Q33. What, if anything, could Council have done to make your interaction with them easier?

Blue/Red = A significantly higher/lower percentage (by group) 77

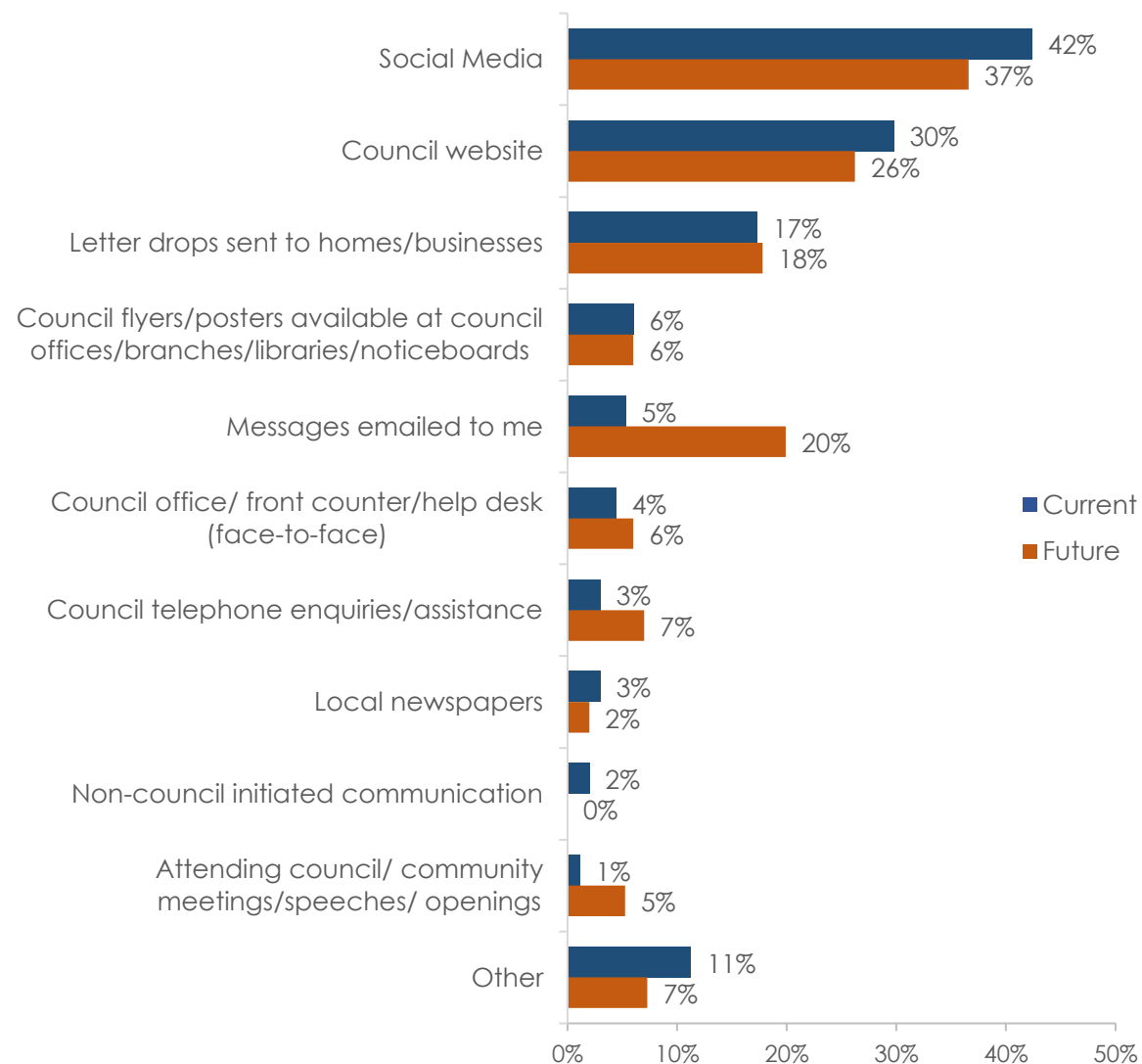
Current Sources of Obtaining Information from Council



Social media is the most common channel to obtain information from Council in 2026, followed by Council website, and letter drops.

Other specified	N=406
TV	3%
Internet/Google search	3%
Word of mouth	2%
Radio	2%
Council app	1%
Directly from Councillors/local members	1%
Community groups	1%
Rate notices	1%
Home/Work place visits	<1%
SMS/Text messages	<1%

Sources of Obtaining Information from Council (Current VS. Future)



Social media and Council website are consistently the most selected methods for obtaining information from the Council, both currently and in the future.

Notably, although only 5% of residents are currently obtaining information from emails sent to them, 20% would prefer to receive information via this channel in the future.

Other specified (Future Preference)	N=406
TV	3%
Radio	2%
Council app	1%
Internet/Google search	1%
SMS/Text messages	1%
Home/Work place visits	1%
Word of mouth	<1%
Directly from Councillors/local members	<1%
Rates notice	<1%

Base: N=406

Q22. How, if at all, do you CURRENTLY obtain information from Council?

Q23. What would be your PREFERRED way, if any, of obtaining information from Council?



Appendix 1

Additional Analyses

Council Slogan Awareness

	Overall 2026	Gender		Age				Time lived in area		
		Male	Female	18-39	40-49	50-59	60+	Less than 10 years	10 to less than 20 years	20 years or more
Yes %	55%	57%	53%	54%	59%	47%	62%	41%	55%	64%
Base	406	199	207	208	80	61	57	82	182	142

	Household annual income				Other identifiers	
	Less than \$78,000	\$78,000 – \$129,999	\$130,000 or more	Can't say/ Refused	Aboriginal or Torres Strait Islander	Multilingual speakers
Yes %	38%	63%	58%	49%	56%	48%
Base	52	76	219	60	47	71

Agreement with ‘A Place for People’

	Overall 2026	Gender		Age				Time lived in area		
		Male	Female	18-39	40-49	50-59	60+	Less than 10 years	10 to less than 20 years	20 years or more
Mean rating	6.66	6.32	6.99	6.43	6.84	6.92	6.95	7.15	6.55	6.52
Base	406	199	207	208	80	61	57	82	182	142

	Household annual income				Other identifiers	
	Less than \$78,000	\$78,000 – \$129,999	\$130,000 or more	Can't say/ Refused	Aboriginal or Torres Strait Islander	Multilingual speakers
Mean rating	6.99	6.60	6.63	6.55	6.99	7.76
Base	52	76	219	60	47	71

Q7. On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, to what extent do you agree or disagree that Palmerston is a place for people?

Recommend Living in Palmerston (NPS)

	Overall 2026	Gender		Age				Time lived in area		
		Male	Female	18-39	40-49	50-59	60+	Less than 10 years	10 to less than 20 years	20 years or more
NPS	-4	-15	7	-2	-14	-1	1	0	-3	-7
Base	406	199	207	208	80	61	57	82	182	142

	Household annual income				Other identifiers	
	Less than \$78,000	\$78,000 – \$129,999	\$130,000 or more	Can't say/ Refused	Aboriginal or Torres Strait islander	Multilingual speakers
NPS	5	-19	2	-10	8	15
Base	52	76	219	60	47	71

Most Important Issues – Full List

Most Important Issues	2026	Most Important Issues	2026
Crime / safety / antisocial behaviour / youth crime /policing and justice	57%	Affordability / cost of living	2%
Road / footpath maintenance	22%	Community feel / cohesiveness / support of minority groups	2%
Provision and maintenance of parks / green spaces	16%	Homelessness	2%
Cleanliness / managing rubbish and litter	14%	Youth diversion programs / youth centres	1%
Provision and maintenance of infrastructure / amenities / services	9%	Council communication and consultation	1%
Sustainability policies / protecting the environment	6%	Sporting and recreational facilities / upgrades	1%
Animal management	6%	Opportunities and support for business	1%
Traffic management / parking	6%	More footpaths and bike lanes	1%
Improved lighting / streetlights	3%	Other	6%
Town planning / housing availability / licensed premises	3%	No / nothing / no issues	3%
Provision of community events	2%	Don't know / not sure	22%

Base: N=406

Q10. What are the two most important issues to you in your local area of [INSERT SUBURB FROM QS2]? Please let us know the most important first, followed by the second most important.

Usage of Council Community Facilities

	Overall 2026	Gender		Age				Time lived in area		
		Male	Female	18-39	40-49	50-59	60+	Less than 10 years	10 to less than 20 years	20 years or more
Archer Waste Management Facility	78%	80%	77%	74%	85%	86%	74%	60%	84%	82%
City of Palmerston library	51%	44%	58%	49%	63%	46%	47%	62%	54%	41%
SWELL	46%	39%	52%	49%	48%	43%	33%	40%	51%	42%
Palmerston Recreation Centre	30%	23%	36%	29%	38%	28%	24%	18%	36%	29%
Community halls	18%	14%	21%	14%	20%	20%	22%	14%	19%	17%
None of the above	8%	12%	5%	10%	7%	4%	11%	17%	4%	8%
Base	406	199	207	208	80	61	57	82	182	142

	Household annual income				Other identifiers	
	Less than \$78,000	\$78,000 – \$129,999	\$130,000 or more	Can't say/ Refused	Aboriginal or Torres Strait Islander	Multilingual speakers
Archer Waste Management Facility	50%	82%	88%	62%	86%	56%
City of Palmerston library	51%	50%	55%	38%	60%	60%
SWELL	34%	51%	51%	30%	57%	43%
Palmerston Recreation Centre	30%	38%	30%	20%	30%	38%
Community halls	19%	7%	20%	20%	17%	29%
None of the above	23%	3%	4%	19%	6%	6%
Base	52	76	219	60	47	71

Overall Satisfaction with Council's Performance

	Overall 2026	Gender		Age				Time lived in area		
		Male	Female	18-39	40-49	50-59	60+	Less than 10 years	10 to less than 20 years	20 years or more
Mean rating	6.84	6.45	7.22	6.74	6.90	6.77	7.21	7.05	6.95	6.59
Base	405	199	206	208	80	60	57	82	181	142

	Household annual income				Other identifiers	
	Less than \$78,000	\$78,000 – \$129,999	\$130,000 or more	Can't say/ Refused	Aboriginal or Torres Strait islander	Multilingual speakers
Mean rating	7.03	6.60	6.84	7.03	6.83	7.48
Base	51	76	219	59	47	71

Base: N=405 (Respondents who selected 'Can't say' were not included)
Q9. 29. How has your Council performed overall?

Scale: 0 = Very poor, 10 = Very good
Blue/Red = A significantly higher/lower rating (by group)

Council Has a Long-term Vision for Palmerston’s Economy

	Overall 2026	Gender		Age				Time lived in area		
		Male	Female	18-39	40-49	50-59	60+	Less than 10 years	10 to less than 20 years	20 years or more
Mean rating	6.50	6.03	6.94	6.42	6.67	6.50	6.53	7.27	6.43	6.15
Base	373	180	193	188	75	58	52	75	166	133

	Household annual income				Other identifiers	
	Less than \$78,000	\$78,000 – \$129,999	\$130,000 or more	Can't say/ Refused	Aboriginal or Torres Strait Islander	Multilingual speakers
Mean rating	6.85	6.57	6.37	6.56	7.35	7.53
Base	49	70	198	56	42	70

Base: N=373 (Respondents who selected 'Can't say' were not included)

Q13. On a scale from 0 to 10, where 0 is strongly disagree, and 10 is strongly agree, how much do you agree with the statement that Council has a long term vision for Palmerston's economy?

Scale: 0 = Strongly disagree, 10 = Strongly agree
Blue/Red = A significantly higher/lower rating (by group)

Council is Accountable

	Overall 2026	Gender		Age				Time lived in area		
		Male	Female	18-39	40-49	50-59	60+	Less than 10 years	10 to less than 20 years	20 years or more
Mean rating	6.41	5.93	6.89	6.32	6.47	6.40	6.64	7.17	6.31	6.11
Base	387	194	193	196	79	60	53	77	175	135

	Household annual income				Other identifiers	
	Less than \$78,000	\$78,000 – \$129,999	\$130,000 or more	Can't say/ Refused	Aboriginal or Torres Strait islander	Multilingual speakers
Mean rating	7.13	5.98	6.30	6.79	6.46	7.32
Base	46	72	213	56	47	71

Base: N=387 (Respondents who selected 'Can't say' were not included)

Q14. On a scale from 0 to 10, where 0 is not at all accountable, and 10 is completely accountable, how accountable is the City of Palmerston Council?

Scale: 0 = Not at all accountable, 10 = Completely accountable

Blue/Red = A significantly higher/lower rating (by group)

Council is Innovative

	Overall 2026	Gender		Age				Time lived in area		
		Male	Female	18-39	40-49	50-59	60+	Less than 10 years	10 to less than 20 years	20 years or more
Mean rating	6.10	5.56	6.60	6.04	5.99	6.17	6.44	6.87	5.83	5.98
Base	383	184	199	198	76	58	50	82	170	130

	Household annual income				Other identifiers	
	Less than \$78,000	\$78,000 – \$129,999	\$130,000 or more	Can't say/ Refused	Aboriginal or Torres Strait Islander	Multilingual speakers
Mean rating	6.68	5.88	5.94	6.47	6.00	6.87
Base	49	70	207	56	47	70

Base: N=383 (Respondents who selected 'Can't say' were not included)

Q15. On a scale from 0 to 10, where 0 is not at all innovative, and 10 is completely innovative, how innovative is the City of Palmerston Council?

Scale: 0 = Not at all innovative, 10 = Completely innovative

Blue/Red = A significantly higher/lower rating (by group)

Council is Flexible

	Overall 2026	Gender		Age				Time lived in area		
		Male	Female	18-39	40-49	50-59	60+	Less than 10 years	10 to less than 20 years	20 years or more
Mean rating	5.89	5.34	6.44	5.82	5.76	6.18	6.08	6.32	5.79	5.74
Base	371	185	186	196	76	55	45	82	163	126

	Household annual income				Other identifiers	
	Less than \$78,000	\$78,000 – \$129,999	\$130,000 or more	Can't say/ Refused	Aboriginal or Torres Strait islander	Multilingual speakers
Mean rating	6.32	5.65	5.72	6.46	5.96	6.85
Base	48	73	196	55	45	69

Base: N=371 (Respondents who selected 'Can't say' were not included)

Q16. On a scale from 0 to 10, where 0 is not at all flexible, and 10 is completely flexible, how flexible is the City of Palmerston Council?

Scale: 0 = Not at all flexible, 10 = Completely flexible
Blue/Red = A significantly higher/lower rating (by group)

Council is Effective

	Overall 2026	Gender		Age				Time lived in area		
		Male	Female	18-39	40-49	50-59	60+	Less than 10 years	10 to less than 20 years	20 years or more
Mean rating	6.16	5.70	6.60	5.93	6.23	6.43	6.61	6.66	6.25	5.74
Base	396	197	199	205	79	59	54	80	179	137

	Household annual income				Other identifiers	
	Less than \$78,000	\$78,000 – \$129,999	\$130,000 or more	Can't say/ Refused	Aboriginal or Torres Strait Islander	Multilingual speakers
Mean rating	6.51	5.95	6.02	6.64	6.36	6.88
Base	50	75	214	57	47	70

Base: N=396 (Respondents who selected 'Can't say' were not included)

Q17. On a scale from 0 to 10, where 0 is not at all effective at doing what they say they will do, and 10 is completely effective, how effective is the City of Palmerston Council?

Scale: 0 = Not at all effective, 10 = Completely effective
Blue/Red = A significantly higher/lower rating (by group)

Elected Members Are Accessible

	Overall 2026	Gender		Age				Time lived in area		
		Male	Female	18-39	40-49	50-59	60+	Less than 10 years	10 to less than 20 years	20 years or more
Mean rating	6.08	5.53	6.63	6.05	6.06	5.98	6.35	6.70	5.92	5.92
Base	388	193	195	201	77	58	52	81	171	135

	Household annual income				Other identifiers	
	Less than \$78,000	\$78,000 – \$129,999	\$130,000 or more	Can't say/ Refused	Aboriginal or Torres Strait islander	Multilingual speakers
Mean rating	6.60	5.94	5.94	6.37	6.63	6.73
Base	49	74	209	56	46	69

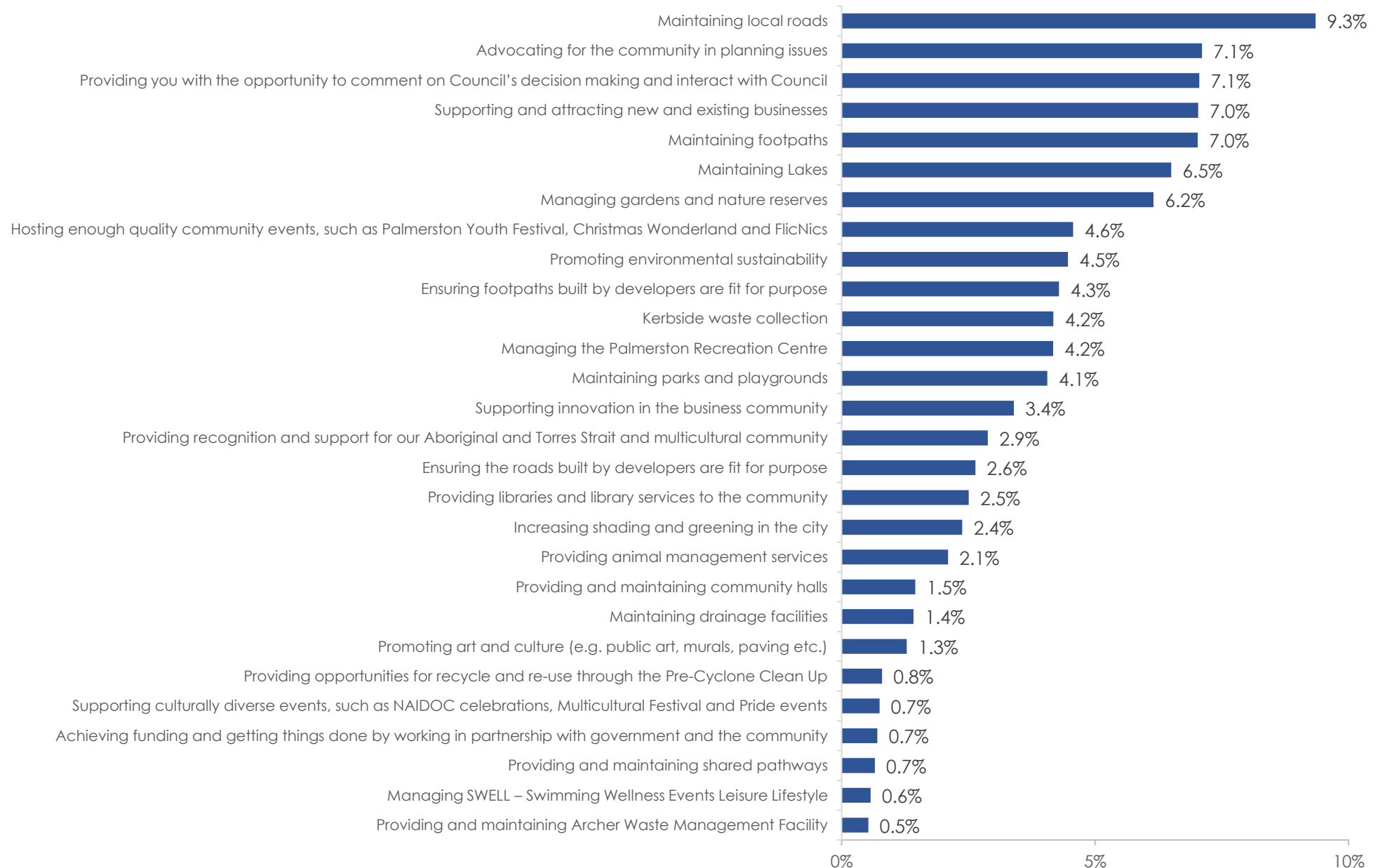
Base: N=388 (Respondents who selected 'Can't say' were not included)

Q18. On a scale of 0 to 10, where 0 is not at all accessible and 10 is very accessible, how accessible do you consider Council's Elected Members to be?

Scale: 0 = Not at all accessible, 10 = Very accessible
Blue/Red = A significantly higher/lower rating (by group)

Regression Analysis – Influence on Overall Satisfaction

The chart to the right summarises the influence of the 28 facilities/services on overall satisfaction with Council's performance, based on the Regression analysis.



R² value = 0.76

Contact with Council

	Overall 2026	Gender		Age				Time lived in area		
		Male	Female	18-39	40-49	50-59	60+	Less than 10 years	10 to less than 20 years	20 years or more
Yes %	39%	33%	45%	34%	49%	33%	52%	26%	46%	38%
Base	406	199	207	208	80	61	57	82	182	142

	Household annual income				Other identifiers	
	Less than \$78,000	\$78,000 – \$129,999	\$130,000 or more	Can't say/ Refused	Aboriginal or Torres Strait Islander	Multilingual speakers
Yes %	43%	30%	42%	37%	38%	34%
Base	52	76	219	60	47	71

Method of Contact

	Overall 2026	Gender		Age				Time lived in area		
		Male	Female	18-39	40-49	50-59	60+	Less than 10 years	10 to less than 20 years	20 years or more
Phone	63%	66%	61%	67%	60%	59%	59%	78%	64%	56%
Email	38%	47%	32%	36%	40%	51%	30%	61%	30%	41%
In person	35%	49%	26%	36%	31%	45%	34%	33%	33%	41%
Social media	9%	7%	9%	13%	7%	3%	6%	6%	14%	2%
Letter	4%	7%	3%	7%	0%	0%	6%	15%	2%	3%
Other	8%	4%	11%	8%	10%	6%	7%	6%	12%	3%
Base	159	67	93	70	40	20	30	22	83	54

	Household annual income				Other identifiers	
	Less than \$78,000	\$78,000 – \$129,999	\$130,000 or more	Can't say/ Refused	Aboriginal or Torres Strait islander	Multilingual speakers
Phone	79%	74%	62%	39%	76%	39%
Email	44%	41%	40%	20%	41%	38%
In person	38%	36%	30%	54%	81%	62%
Social media	2%	19%	9%	4%	18%	12%
Letter	21%	0%	2%	3%	0%	2%
Other	5%	0%	12%	5%	0%	5%
Base	22	23	92	22	18	24

Base: N=159 (Only asked of respondents who selected 'Yes' in Q19)

Q20. In the last year have these contacts been in person, by phone, via email, social media or letter?

Blue/Red = A significantly higher/lower percentage (by group)

Customer Service Rating

Mean rating	Overall 2026	Gender		Age				Time lived in area		
		Male	Female	18-39	40-49	50-59	60+	Less than 10 years	10 to less than 20 years	20 years or more
Council making it easy for you to interact with them	6.91	5.93	7.62	6.50	7.02	7.73	7.18	4.97	7.35	6.99
Council's Customer Service Delivery when you dealt with them	6.77	6.19	7.18	6.03	7.01	7.51	7.72	5.53	6.81	7.18
Base	158	67	91	70	39	20	29	21	83	53

Mean rating	Household annual income				Other identifiers	
	Less than \$78,000	\$78,000 – \$129,999	\$130,000 or more	Can't say/ Refused	Aboriginal or Torres Strait Islander	Multilingual speakers
Council making it easy for you to interact with them	6.36	5.96	7.19	7.26	6.97	7.80
Council's Customer Service Delivery when you dealt with them	6.54	6.22	6.76	7.59	6.52	7.47
Base	22	23	92	21	17	24

Base: N=158 (Only asked of respondents who selected 'Yes' in Q19, respondents who selected 'Can't say' were not included)

Q21. On a scale from 0 to 10, where 0 is very poor and 10 is very good how would you rate...

Scale: 0 = Very poor, 10 = Very good
Blue/Red = A significantly higher/lower rating (by group)

Current Sources of Obtaining Information from Council

	Overall 2026	Gender		Age				Time lived in area		
		Male	Female	18-39	40-49	50-59	60+	Less than 10 years	10 to less than 20 years	20 years or more
Social Media	42%	37%	48%	55%	41%	20%	24%	48%	43%	38%
Council website	30%	27%	32%	20%	43%	39%	36%	15%	29%	39%
Letter drops sent to homes/businesses	17%	13%	22%	16%	20%	16%	19%	11%	17%	21%
Council flyers/posters available at council offices/branches/libraries/noticeboards	6%	4%	9%	4%	10%	10%	7%	5%	7%	6%
Messages emailed to me	5%	6%	4%	5%	9%	4%	4%	5%	8%	2%
Council office/ front counter/help desk (face-to-face)	4%	6%	3%	6%	1%	3%	7%	4%	5%	4%
Council telephone enquiries/assistance	3%	3%	3%	0%	7%	3%	8%	0%	3%	4%
Local newspapers	3%	5%	1%	2%	1%	3%	9%	0%	3%	4%
Non-council initiated communication	2%	2%	1%	2%	0%	1%	4%	4%	2%	0%
Attending council/ community meetings/speeches/ openings	1%	1%	2%	0%	4%	1%	1%	2%	1%	1%
Other	11%	12%	11%	12%	7%	9%	15%	14%	10%	12%
Don't currently receive information from council	11%	16%	7%	10%	12%	17%	10%	21%	8%	10%
Can't say how currently receive council information	1%	1%	0%	0%	0%	4%	1%	0%	2%	0%
Base	406	199	207	208	80	61	57	82	182	142

Current Sources of Obtaining Information from Council

	Overall 2026	Household annual income				Other identifiers	
		Less than \$78,000	\$78,000 – \$129,999	\$130,000 or more	Can't say/ Refused	Aboriginal or Torres Strait islander	Multilingual speakers
Social Media	42%	38%	49%	40%	47%	48%	50%
Council website	30%	13%	23%	36%	28%	18%	17%
Letter drops sent to homes/businesses	17%	22%	21%	14%	18%	20%	16%
Council flyers/posters available at council offices/ branches/ libraries/ noticeboards	6%	7%	5%	5%	13%	17%	10%
Messages emailed to me	5%	1%	13%	3%	7%	12%	7%
Council office/ front counter/help desk (face-to-face)	4%	3%	5%	5%	1%	9%	2%
Council telephone enquiries/assistance	3%	4%	5%	2%	2%	4%	2%
Local newspapers	3%	4%	1%	4%	1%	0%	4%
Non-council initiated communication	2%	9%	0%	1%	1%	1%	1%
Attending council/ community meetings/speeches/ openings	1%	1%	1%	0%	4%	1%	2%
Other	11%	17%	9%	12%	6%	15%	16%
Don't currently receive information from council	11%	11%	8%	13%	11%	9%	10%
Can't say how currently receive council information	1%	0%	0%	1%	1%	2%	0%
Base	406	52	76	219	60	47	71

Preferred Sources of Obtaining Information from Council in the Future

	Overall 2026	Gender		Age				Time lived in area		
		Male	Female	18-39	40-49	50-59	60+	Less than 10 years	10 to less than 20 years	20 years or more
Social Media	37%	29%	44%	47%	32%	24%	20%	40%	37%	35%
Council website	26%	28%	25%	20%	40%	28%	28%	20%	24%	33%
Messages emailed to me	20%	25%	15%	20%	23%	22%	14%	29%	23%	11%
Letter drops sent to homes/businesses	18%	15%	21%	14%	16%	19%	32%	16%	18%	19%
Council telephone enquiries/assistance	7%	8%	6%	5%	7%	8%	13%	8%	4%	10%
Council flyers/posters available at council offices/branches/libraries/ noticeboards	6%	5%	7%	5%	3%	11%	7%	5%	4%	9%
Council office/ front counter/help desk (face-to-face)	6%	8%	4%	5%	5%	5%	11%	3%	7%	6%
Attending council/community meetings/speeches/openings	5%	7%	3%	6%	8%	0%	3%	12%	2%	5%
Local newspapers	2%	4%	1%	2%	1%	4%	6%	4%	2%	2%
Other	7%	7%	7%	7%	7%	9%	8%	11%	7%	6%
No preferred way	4%	7%	2%	6%	0%	6%	3%	5%	2%	6%
Base	406	199	207	208	80	61	57	82	182	142

Preferred Sources of Obtaining Information from Council in the Future

	Overall 2026	Household annual income				Other identifiers	
		Less than \$78,000	\$78,000 – \$129,999	\$130,000 or more	Can't say/ Refused	Aboriginal or Torres Strait Islander	Multilingual speakers
Social Media	37%	20%	47%	36%	41%	39%	34%
Council website	26%	8%	26%	31%	25%	14%	17%
Messages emailed to me	20%	17%	18%	23%	15%	16%	30%
Letter drops sent to homes/ businesses	18%	23%	19%	15%	21%	11%	13%
Council telephone enquiries/ assistance	7%	9%	9%	6%	8%	8%	9%
Council flyers/posters available at council offices/branches/libraries/ noticeboards	6%	10%	2%	4%	13%	13%	9%
Council office/ front counter/help desk (face-to-face)	6%	7%	5%	6%	5%	16%	8%
Attending council/community meetings/speeches/openings	5%	11%	1%	5%	7%	1%	11%
Local newspapers	2%	3%	2%	3%	0%	0%	2%
Other	7%	13%	8%	6%	8%	0%	4%
No preferred way	4%	12%	0%	4%	3%	7%	6%
Base	406	52	76	219	60	47	71

Councils Used to Create the Micromex Metro Benchmark

The Metro Benchmark was composed from the Council areas listed below:	
Bayside Council	Inner West Council
Blacktown City Council	Ku-ring-gai Council
Burwood Council	Lane Cove Council
Camden Council	Liverpool City Council
Campbelltown City Council	Mosman Council
Canterbury-Bankstown Council	North Sydney
City of Canada Bay Council	Northern Beaches Council
City of Parramatta Council	Penrith City Council
City of Playford	Randwick City Council
City of Ryde	Sutherland Shire Council
Cumberland City Council	The Hills Shire Council
Fairfield City Council	Waverley Council
Georges River Council	Willoughby City Council
Hawkesbury City Council	Wollondilly Shire Council
Hornsby Shire Council	Woollahra Municipal Council
Hunter's Hill Council	



Appendix 2

Questionnaire

City of Palmerston Council
Community Satisfaction Survey
July 2026

Good morning/afternoon/evening, my name is and I'm calling on behalf of City of Palmerston Council from a company called Micromex. We are conducting research with residents regarding your experiences living in this area. Would now be a good time to share your opinions?

S1. Firstly, do you live in City of Palmerston?

Position	Answers	Notes
1	Yes	
2	No	Terminate
3	Don't know	Terminate

Terminate spiel: Thank you for your time but we are looking for people who are residents of the City of Palmerston

S2. Which suburb do you live in? (SR) Do not prompt

Position	Answers	Notes
1	Alawa	
2	Archer	
3	Bakewell	
4	Bellamack	
5	Driver	
6	Durack	
7	Farrar	
8	Gray	
9	Gunn	
10	Johnston	
11	Marlow Lagoon	
12	Mitchell	
13	Moulden	
14	Palmerston City	
15	Pinelands	
16	Rosebery	
17	Tivendale	
18	Wishart	
19	Woodroffe	
20	Yarrowonga	
21	Zuccoli	
22	Other	Terminate

S3. Are you or anyone living in your household employed by the City of Palmerston or an elected member of City of Palmerston? (SR)

Position	Answers	Notes
1	Yes	Terminate
2	No	
3	Don't know	Terminate

Terminate spiel: Thank you for your time but we cannot interview people who have an employee or elected member of the City of Palmerston in their household.

Q1. Which gender identity do you identify most with? (SR) Do not prompt

Position	Answers	Notes
1	Male	
2	Female	
3	Prefer to self-describe	Ask Q1i
4	Prefer not to answer	

Q1i. Prefer to self-describe (Please specify). (TEXT)

Position	Answers	Notes
1		1 line

Q2. Which of the following age brackets do you fall into? (SR) Prompt

Position	Answers	Notes
1	Under 18	Terminate
2	18-19	
3	20-24	
4	25-29	
5	30-34	
6	35-39	
7	40-44	
8	45-49	
9	50-54	
10	55-59	
11	60-64	
12	65+	
13	Prefer not to say	Terminate

Q6. Before today, were you aware of Council's slogan 'A place for people'? (SR)

Position	Answers	Notes
1	Yes	
2	No	

Q7. On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, to what extent do you agree or disagree that Palmerston is a place for people? (SR)

Value	Answers	Notes
0	0 – Strongly disagree	
1	1	
2	2	
3	3	
4	4	
5	5	
6	6	
7	7	
8	8	
9	9	
10	10 – Strongly agree	

Q8. On a scale from 0 to 10 where 0 is very unlikely and 10 is very likely, how likely are you to recommend living in the Palmerston area to friends or family? (SR)

Value	Answers	Notes
0	0 – Very unlikely	
1	1	
2	2	
3	3	
4	4	
5	5	
6	6	
7	7	
8	8	
9	9	
10	10 – Very likely	

Q8a. Why is that? (MR) Do not prompt

Position	Answers	Notes
1	A good place to live / nice area generally / I love Palmerston	
2	Family friendly area / community feel / events / activities for kids	
3	Proximity to amenities and services - shops / hospitals / schools	
4	Relaxed / quiet / not crowded / more rural / bigger blocks	
5	Good accessibility / less traffic / less travelling	
6	Crime / safety issues / anti social behaviour / lack of police presence and justice	
7	Lack of facilities / amenities / services / infrastructure	
8	Not clean / litter and rubbish	
9	There are good and bad areas of Palmerston	
10	Other	Ask Q8ai

Q8ai. Other (Please specify). (TEXT)

Position	Answers	Notes
1		5 lines

Q9. The next set of questions relate to how well your local council has PERFORMED in conducting or providing services, facilities and information to the community. As I read each item, please answer on a scale from 0 to 10, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in... (SR per row) RANDOMISE

Value	Answers	Notes
0	0 – Very poor	
1	1	
2	2	
3	3	
4	4	
5	5	
6	6	
7	7	
8	8	
9	9	
10	10 – Very good	
99	Can't say	Do not prompt

Position	Answers	Notes
1	Providing you with the opportunity to comment on Council's decision making and interact with Council	
2	Ensuring the roads built by developers are fit for purpose	
3	Maintaining local roads	
4	Ensuring footpaths built by developers are fit for purpose	
5	Maintaining footpaths	
6	Providing and maintaining shared pathways	
7	Maintaining drainage facilities	
8	Managing SWELL – Swimming Wellness Events Leisure Lifestyle	
9	Maintaining parks and playgrounds	
10	Managing gardens and nature reserves	
11	Providing and maintaining community halls	
12	Managing the Palmerston Recreation Centre	
13	Supporting culturally diverse events, such as NAIDOC celebrations, Multicultural Festival and Pride events	
14	Promoting art and culture (e.g. public art, murals, paving etc.)	
15	Providing libraries and library services to the community	
16	Kerbside waste collection	
17	Providing and maintaining Archer Waste Management Facility	
18	Providing opportunities for recycle and re-use through the Pre-Cyclone Clean Up	

19	Supporting and attracting new and existing businesses	
20	Advocating for the community in planning issues	
21	Providing animal management services	
22	Hosting enough quality community events, such as Palmerston Youth Festival, Christmas Wonderland and FlicNics	
23	Maintaining Lakes	
24	Providing recognition and support for our Aboriginal and Torres Strait and multicultural community	
25	Supporting innovation in the business community	
26	Promoting environmental sustainability	
27	Increasing shading and greening in the city	
28	Achieving funding and getting things done by working in partnership with government and the community	
29	And lastly, how has your council performed overall?	ANCHOR Ask Q9a

Q9a. Why is that? (MR) Do not prompt

Position	Answers	Notes
1	Council doing a good job / mayor doing an amazing job / no issues	
2	Good community feel and inclusion via events / activities / youth support	
3	Proactive in making changes / changes evident	
4	Well maintained parks / increased green spaces / aesthetically looks good	
5	Good maintenance - infrastructure / roads / footpaths / lighting / lake	
6	Poor maintenance - road / footpath / parks / trees / lighting / lakes	
7	Issues with crime / antisocial behaviour / safety	
8	Facilities / infrastructure lacking	
9	Poor customer service - slow to react / non responsive	
10	Cleanliness/ litter an issue	
11	There's room for improvement	
12	Other	Ask Q9ai

Q9ai. Other (Please specify). (TEXT)

Position	Answers	Notes
1		5 lines

ASK IF Q9.A1 IS 5 OR BELOW

Q9b. How, if at all, would you like to be able to provide feedback on Council's decision making and interact with Council? (MR) Do not prompt

Position	Answers	Notes
1	Email	
2	Website/online	
3	Social media	
4	Surveys	
5	Letter/mail	
6	Face-to-face/in person	
7	Increased community consultation/variety of stakeholders	
8	Phone/call	
9	Council need to be more responsive/bad track record	
10	Door knocking/out in the community/stall	
11	Meetings/forums	
12	Digitally/electronically/via link	
13	Text message	
14	Not interested in interacting with council	Exclusive
15	Don't know/not sure	Exclusive
16	Other	Ask Q9bi

Q9bi. Other (Please specify). (TEXT)

Position	Answers	Notes
1		5 lines

Q10. What are the two most important issues to you in your local area of [INSERT SUBURB FROM QS2]? Please let us know the most important first, followed by the second most important.

Position	Answers	Notes
1	Most important	1 line
2	Second most important	1 line

Q11. Thinking about the last 12 months, what are the top achievements or outcomes by council that are most important to you? (MR) Do not prompt

Position	Answers	Notes
1	Events/festivals/markets	
2	Improved roads and footpaths/road infrastructure/traffic management	
3	Upgraded facilities (swimming pool/waterpark/recreation centre/SWELL project)	
4	Increased and improved parks/green space (beautifying the area/nature strip/pet friendly parks)	
5	Youth programs/recreation areas for kids/playgrounds/ninja park	
6	Negative sentiment - areas still to be improved	
7	Addressed crime and antisocial behaviour/increased security and safety	
8	Increased the 'community feel'/more inclusion	
9	No cost initiatives - free venue hire/parking/events	
10	Improved cleanliness - tidying the streets/rubbish	
11	No/nothing	Exclusive
12	Other	Ask Q11i

Q11i. Other (Please specify). (TEXT)

Position	Answers	Notes
1		5 lines

Q12. In the last 12 months, have you used any of the following Council community facilities...? Please answer yes or no as I read each one. (MR) Prompt

Position	Answers	Notes
1	Palmerston Recreation Centre	
2	SWELL – Swimming Wellness Events Leisure and Lifestyle	
3	Community halls e.g. Gray Community Hall or Durack Community Arts Centre	
4	City of Palmerston library	
5	Archer Waste Management Facility	
6	None of the above	Do not prompt

Q13. On a scale from 0 to 10, where 0 is strongly disagree, and 10 is strongly agree, how much do you agree with the statement that Council has a long term vision for Palmerston's economy? (SR)

Value	Answers	Notes
0	0 – Strongly disagree	
1	1	
2	2	
3	3	
4	4	
5	5	
6	6	
7	7	
8	8	
9	9	
10	10 – Strongly agree	
99	Can't say	Do not prompt

Q14. On a scale from 0 to 10, where 0 is not at all accountable, and 10 is completely accountable, how accountable is the City of Palmerston Council? (SR)

Value	Answers	Notes
0	0 – Not at all accountable	
1	1	
2	2	
3	3	
4	4	
5	5	
6	6	
7	7	
8	8	
9	9	
10	10 – Completely accountable	
99	Can't say	Do not prompt

Q15. On a scale from 0 to 10, where 0 is not at all innovative, and 10 is completely innovative, how innovative is the City of Palmerston Council? (SR)

Value	Answers	Notes
0	0 – Not at all innovative	
1	1	
2	2	
3	3	
4	4	
5	5	
6	6	
7	7	
8	8	
9	9	
10	10 – Completely innovative	
99	Can't say	Do not prompt

Q16. On a scale from 0 to 10, where 0 is not at all flexible, and 10 is completely flexible, how flexible is the City of Palmerston Council? (SR)

Value	Answers	Notes
0	0 – Not at all flexible	
1	1	
2	2	
3	3	
4	4	
5	5	
6	6	
7	7	
8	8	
9	9	
10	10 – Completely flexible	
99	Can't say	Do not prompt

Q17. On a scale from 0 to 10, where 0 is not at all effective at doing what they say they will do, and 10 is completely effective, how effective is the City of Palmerston Council? (SR)

Value	Answers	Notes
0	0 – Not at all effective	
1	1	
2	2	
3	3	
4	4	
5	5	
6	6	
7	7	
8	8	
9	9	
10	10 – Completely effective	
99	Can't say	Do not prompt

Q18. On a scale of 0 to 10, where 0 is not at all accessible and 10 is very accessible, how accessible do you consider Council's Elected Members to be? (SR)

Value	Answers	Notes
0	0 – Not at all accessible	
1	1	
2	2	
3	3	
4	4	
5	5	
6	6	
7	7	
8	8	
9	9	
10	10 – Very accessible	
99	Can't say	Do not prompt

Q19. Have you personally made or had contact with Council on a specific issue in the last year? (SR)

Position	Answers	Notes
1	Yes	
2	No	Go to Q22
3	Can't say	Go to Q22

Q20. In the last year have these contacts been in person, by phone, via email, social media or letter? (MR)

Position	Answers	Notes
1	In person	
2	Phone	
3	Email	
4	Social media	
5	Letter	
6	Other	Ask Q20i
7	Not sure	Exclusive

Q20i. Other (Please specify). (TEXT)

Position	Answers	Notes
1		5 lines

Q21. On a scale from 0 to 10, where 0 is very poor and 10 is very good how would you rate... (SR per row)

Value	Answers	Notes
0	0 – Very poor	
1	1	
2	2	
3	3	
4	4	
5	5	
6	6	
7	7	
8	8	
9	9	
10	10 – Very good	
99	Can't say	Do not prompt

Position	Answers	Notes
1	Council's CUSTOMER SERVICE DELIVERY when you dealt with them	
2	Council making it easy for you to interact with them	

Q33. What, if anything, could Council have done to make your interaction with them easier? (MR) Do not prompt

Position	Answers	Notes
1	Respond to enquiry/return call	
2	Fix issue/proactively seek solutions	
3	Improve access for customer support	
4	Improve communication	
5	Improve website/have forms accessible	
6	Respond in timely manner	
7	Accountability	
8	Treat people with respect/courtesy/actively listen and interact	
9	Staff more knowledgeable	
10	Increase transparency on decisions made/progress	
11	Don't know/not sure	Do not prompt, Exclusive
12	Other	Ask Q33i

Q33i. Other (Please specify). (TEXT)

Position	Answers	Notes
1		5 lines

Q22. How, if at all, do you CURRENTLY obtain information from Council? (MR) Do not prompt

Position	Answers	Notes
1	Social Media	
2	Local newspapers	
3	Council website	
4	Letter drops sent to homes/businesses	
5	Council flyers/posters available at council offices/branches/libraries/noticeboards	
6	Messages emailed to me	
7	Council office/ front counter/help desk (face-to-face)	
8	Council telephone enquiries/assistance	
9	Attending council/ community meetings/speeches/ openings	
10	Non-council initiated communication	
11	Other methods	Ask Q22i
12	Don't currently receive information from council	Exclusive
13	Can't say how currently receive council information	Exclusive

Q22i. Other (Please specify). (TEXT)

Position	Answers	Notes
1		5 lines

Q23. What would be your PREFERRED way, if any, of obtaining information from Council? (MR) Do not prompt

Position	Answers	Notes
1	Social Media	
2	Local newspapers	
3	Council website	
4	Letter drops sent to homes/businesses	
5	Council flyers/posters available at council offices/branches/libraries/ noticeboards	
6	Messages emailed to me	
7	Council office/ front counter/help desk (face-to-face)	
8	Council telephone enquiries/assistance	
9	Attending council/community meetings/speeches/openings	
10	Non-council initiated communication	
11	Other methods	Ask Q23i
99	No preferred way	Exclusive

Q23i. Other (Please specify). (TEXT)

Position	Answers	Notes
1		5 lines

Q24. How long IN TOTAL have you lived in the City of Palmerston area? Prompt (SR)

Position	Answers	Notes
1	Less than 1 year	
2	1 to less than 2 years	
3	2 to less than 5 years	
4	5 to less than 10 years	
5	10 to less than 20 years	
6	20 years or more	
7	Can't say	Do not prompt

Q25. What is the highest level of education you have reached? Prompt (SR)

Position	Answers	Notes
1	Still at school	
2	Did not go to school	
3	Year 8 or below	
4	Year 9 or equivalent	
5	Year 10 or equivalent	
6	Year 11 or equivalent	
7	Year 12 or equivalent	
8	Trade certificate	
9	Non-trade certificate	
10	Associate diploma	
11	Undergraduate diploma	
12	Bachelor's degree	
13	Master's degree, postgraduate degree or postgraduate diploma	
14	Doctorate	
15	Other	
16	REFUSED	Do not prompt

Q26. Are you now in paid employment?

IF YES: Is that full-time for 35 hours or more a week, or part-time/casual? (SR)

Position	Answers	Notes
1	Yes, full-time (35 hours or more per week)	
2	Yes, part-time/casual	
3	No	Ask Q27

Q27. [If No on Q26, ask] Are you now looking for a paid job?

IF LOOKING, ASK: A full-time job for 35 hours or more a week, or a part-time/casual job? (SR)

IF NOT LOOKING, ASK: Are you retired, a student, a non-worker or home duties? (SR)

Position	Answers	Notes
1	Looking for full-time work (35 hours or more per week)	
2	Looking for part-time/casual work	
3	Retired	
4	Student	
5	Non-worker	
6	Home duties	
7	Other	Ask Q27i

Q27i. Other (Please specify). (TEXT)

Position	Answers	Notes
1		1 line

Q28. [If working ask] What is the postcode where you work?

Position	Answers	Notes
1	Open Text	Numeric – postcode must start with 08 and be 4 digits
99	Don't know	

Q29. What is the combined gross annual income of this household? This is your combined household annual income before tax. (SR) Prompt

Position	Answers	Notes
1	\$130,000 or more (\$2,500 or more/week)	
2	\$104,000 - \$129,999 (\$2,000 - \$2,499/week)	
3	\$78,000 - \$103,999 (\$1,500 - \$1,999/week)	
4	\$52,000 - \$77,999 (\$1,000 - \$1,499/week)	
5	\$31,200 - \$51,999 (\$600 - \$999/week)	
6	\$15,600 - \$31,199 (\$300 - \$599/week)	
7	\$6,240 - \$15,599 (\$120 - \$299/week)	
8	\$1 - \$6,239 (\$1 - \$119/week)	
9	Nil income	
10	Negative income	
11	CAN'T SAY	Do not prompt
12	REFUSED	Do not prompt

Q30. Including yourself, how many people live in this household? (SR)

Position	Answers	Notes
1	Open Text	Numeric
98	Can't say	
99	Refused	

Q31. Do you identify as Aboriginal or Torres Strait islander? (SR)

Position	Answers	Notes
1	Yes	Ask Q31
2	No	
3	Refused	

Q31a. [If Yes on Q31] On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, how much do you agree or disagree that council is inclusive and has a strong relationship with their indigenous community? (SR)

Value	Answers	Notes
0	0 – Strongly disagree	
1	1	
2	2	
3	3	
4	4	
5	5	
6	6	
7	7	
8	8	
9	9	
10	10 – Strongly agree	

Q34. Do you speak any languages other than English at home? (SR)

Position	Answers	Notes
1	Yes	
2	No	

Thank you for your assistance, this market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. Just to remind you, I am calling from Micromex Research on behalf of City of Palmerston Council.

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