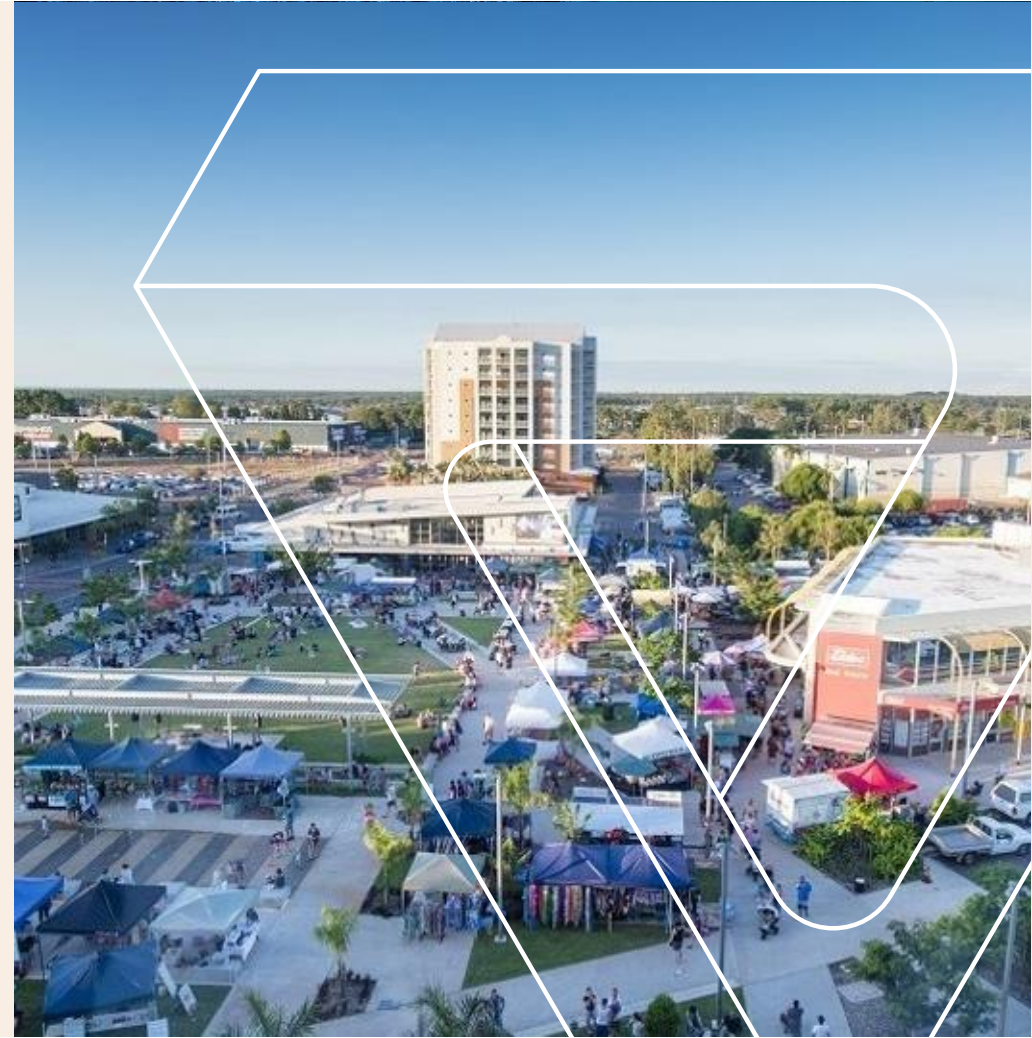


2024 Community Survey Research Report

City of Palmerston

Naomi Downer, Katelyn Kemp, Chloe Auger

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Contents

1. Executive summary
2. Background & methodology
3. Key findings
4. Results in detail
5. Appendix A – Online, CATI and overall survey results
6. Appendix B – Survey

1. Executive summary

The City of Palmerston's 2024 Community Survey

Background & Methodology

The City of Palmerston conducts an annual survey of residents to understand community attitudes, perceptions and satisfaction with various facilities and services.

The 2024 Community Survey was completed by residents of the City of Palmerston either via computer assisted telephone interview (CATI) (n=600) or online (n=14). The survey took 21-minutes on average to be completed. The main body of this report contains the results from the CATI version of the survey, with online results available in Appendix A.

Statistical significance

Statistically significant differences are meaningful differences in the data that are not attributed to chance (e.g. through sampling).

In this report, where there are results that are statistically significantly different from the previous year, they are noted with a green (increase) or red (decrease) arrow or text. Values without a green or red arrow or text are not statistically significantly different from the previous year. Significant differences have been noted for the current year compared with the previous year.

Rounding

Some charts may add up to between 99% and 101% due to rounding.

Key findings

Overall performance

The outcomes of the 2024 Community Survey are largely consistent with the 2023 results, with small increases observed across many measures, including some statistically significant improvements. The overall Council performance has increased to 6.98/10 (from 6.89/10 in 2023). This is the second highest level across the six waves, which is a positive result.

Key findings (continued)

Net Promoter Score

Net Promoter Score (NPS) is a standardised measure of satisfaction that can range from -100 to +100. While not a traditional score for Councils, in 2024 the NPS increased by 10 points from -18 to -8, which is the largest improvement observed across the waves and another indication of increased levels of satisfaction.

Highest performing services

Consistent with the results achieved in previous years, the highest areas of performance included: kerbside waste collection; providing libraries and library services to the community; hosting enough quality events; and supporting culturally diverse events and providing opportunities for recycling and re-use through the pre-cyclone clean up.

Lowest performing services

The lowest areas of performance also reflected the 2023 results and included: advocating for the community in planning issues; supporting innovation in the business community and supporting and attracting new and existing businesses.

Key issues

As with previous years, when asked what the most important issues are in the local area, the majority of respondents mentioned crime and safety issues. Another issue mentioned, but to a much lesser extent than crime and safety relates to cleanliness (e.g. managing rubbish and litter).

The most commonly mentioned Council achievements related to upgraded facilities such as the swimming pool and recreation centre, and the events, festivals and markets in the Council area.

The gap between current and preferred communication with Council narrowed slightly in 2024. The largest gaps were seen in email, council office, social media, and council telephone channels.

The 2024 Community Survey Results: At a glance

The gradual increase in scores continued in 2024, with slight improvements across most measures, including one statistically significant increase in the area of family and community.

2024 also saw an improvement in the net promoter score, which increased by 10 points to -8.

Key Area	2019	2020	2021	2022	2023	2024	23-24 Change
<i>Family and community</i>	6.68	6.80	7.16	6.89	6.96	7.27	+0.31
<i>Vibrant Economy</i>	6.01	6.28	6.55	6.24	6.44	6.44	-
<i>Cultural Diversity</i>	7.04	7.21	7.50	7.31	7.39	7.53	+0.14
<i>A Future Focus</i>	6.70	6.84	7.02	6.70	6.84	6.82	-0.02
<i>Environmental Sustainability</i>	7.16	7.33	7.36	7.08	7.29	7.30	+0.01
<i>Governance</i>	6.01	6.17	6.52	6.19	6.43	6.50	+0.07
<i>Net Promoter Score</i>	- 9	- 4	- 6	- 13	- 18	- 8	+10
Average Performance	6.56/10	6.77/10	7.02/10	6.74/10	6.89/10	6.98/10	+0.09

2. Background & methodology

Background, objectives and research methodology

An important survey to understand the needs of the community and Council's performance

The City of Palmerston is home to over 40,000 residents and is the second largest and fastest growing city in the Northern Territory. In recent years, the City of Palmerston developed an updated community plan based around 6 key outcome areas:

- Family and community
- Vibrant Economy
- Cultural Diversity
- A Future Focus
- Environmental Sustainability
- Governance

Under each outcome sit a range of indicators to measure Council's progress against each. Many of these indicators are measured and tracked through Council's standard operating processes. However, others rely on the thoughts, perceptions and satisfaction levels of the community, which is measured through the annual community survey.

A consistent methodology to enable year on year tracking

To meet the objectives of the research and gain a clear and representative picture of community perceptions and satisfaction, a 21:10 minute CATI with an error margin of $\pm 4.001\%$ was conducted from 24 July till 18 August with 600 residents of the City of Palmerston. The survey was also made available online.

The total number of completes were as follows:

- CATI n=600
- Online sample n=14

The sampling frame was designed to be representative of the City of Palmerston Community in terms of age and gender. To adjust for any shortfalls in the sampling, the data was weighted at an overall level to be in line with the population of Palmerston with regard to age and gender.

CATI was conducted by ISO20252 accredited telephone research interviewers and residents were reassured that the research was in compliance with the Privacy Act.

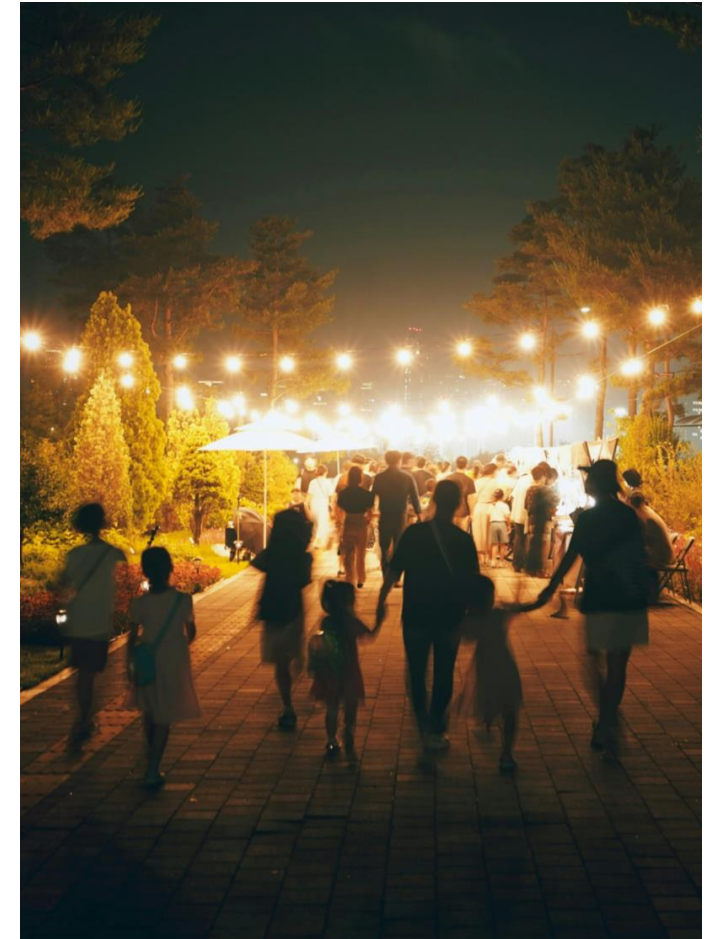
3. Key findings

Family and community

Increases were observed across most of the family and community scores compared to 2023, with four outcomes achieving statistically significant improvements. The highest performing aspect, which also had the largest increase, was 'managing Palmerston Swimming and Fitness Centre' which averaged 7.89/10.

In line with previous years, the poorest performing aspect in the family and community outcome area was 'advocating for the community in planning issues' which received an average score of 6.39/10.

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Score 2024	Change
Managing Palmerston Swimming and Fitness Centre	6.86	7.08	7.31	6.86	7.02	7.89	+0.87
Maintaining parks and playgrounds	7.26	7.34	7.27	6.99	7.03	6.95	-0.08
Providing and maintaining community halls	6.80	6.59	7.10	6.93	6.98	7.28	+0.30
Managing the Palmerston Recreation Centre	6.69	7.02	7.41	7.09	7.15	7.53	+0.38
Hosting enough quality community events	6.78	6.70	7.52	7.54	7.53	7.82	+0.30
Advocating for the community in planning issues	5.76	5.99	6.38	6.12	6.19	6.39	+0.20
Providing animal management services	6.63	6.91	7.14	6.72	6.85	7.03	+0.18
Overall:	6.67/10	6.80/10	7.16/10	6.89/10	6.96/10	7.27/10	+0.31

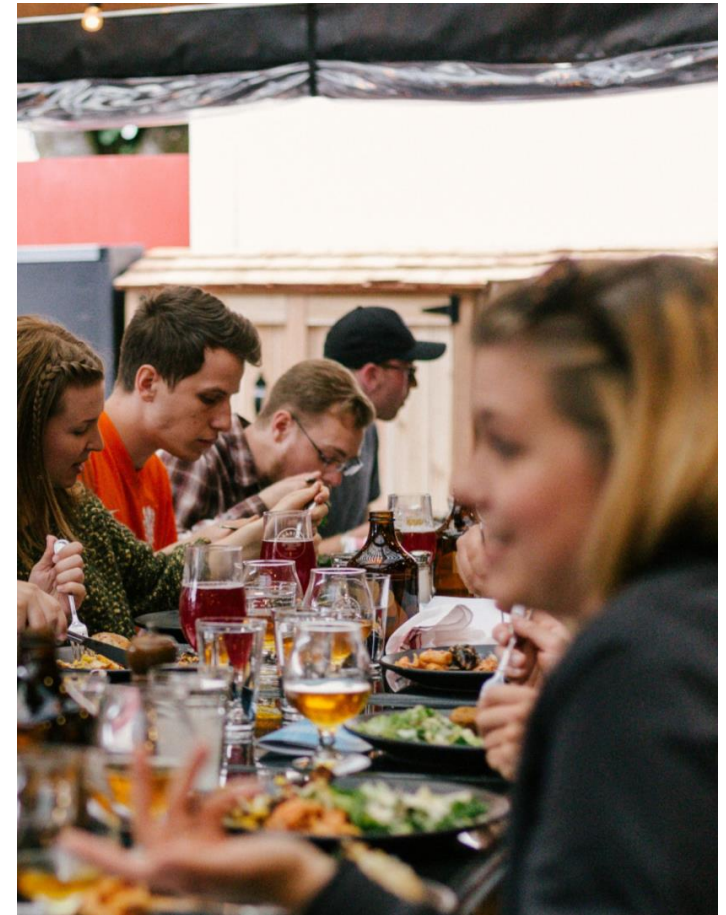


Vibrant economy

The overall vibrancy measure remained unchanged between 2023 and 2024, with two of the sub-measures increasing and two decreasing slightly.

An increase in awareness (although not significant) of the Council's slogan, 'A place for people', was observed (48% in 2023 to 54% in 2024). This was supported by a slight increase in agreement with the sentiment of the slogan, with an average agreement score of 6.81 out of 10, although this change was not statistically significant.

Measure		Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Score 2024	Change
Awareness of Council's slogan 'A place for people'		36.62%	42.74%	40.28%	43.61%	48.43%	54.01%	+5.59%
Agreement that:	Palmerston is 'A place for people'	6.83	6.80	6.83	6.56	6.70	6.81	+0.11
Agreement that:	Council has a long-term vision for Palmerston economy	5.95	6.37	6.70	6.34	6.67	6.65	-0.02
Performance in:	Supporting and attracting new and existing businesses	5.25	5.68	6.11	5.83	5.96	5.86	-0.10
Overall:		6.01/10	6.28/10	6.55/10	6.24/10	6.44/10	6.44/10	-



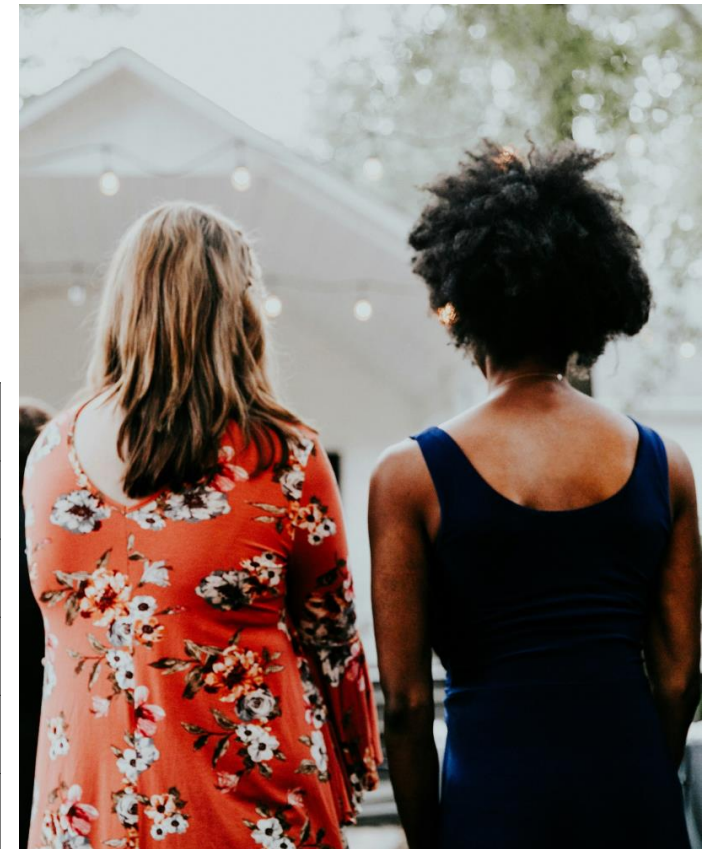
Cultural diversity

The cultural diversity measure has increased across all areas in 2024, leading to an increased overall score. The strongest score in this outcome area was 'providing libraries and library services to the community' with a score of 8.12/10.

The largest increase compared to 2023 was for 'promoting art and culture', improving to 7.15. This change is statistically significant.

The lowest score was attributed to 'providing recognition and support for our indigenous and multicultural community', 7.13/10.

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Score 2024	Change
Supporting culturally diverse events	7.02	7.14	7.59	7.47	7.55	7.74	+0.18
Promoting art and culture (e.g. public art, murals, paving etc.)	6.28	6.56	7.07	6.87	6.86	7.15	+0.29
Providing libraries and library services to the community	8.20	8.27	8.16	8.04	8.06	8.12	+0.05
Providing recognition and support for our indigenous and multicultural community	6.68	6.88	7.18	6.86	7.09	7.13	+0.04
Overall:	7.04 /10	7.21/10	7.50/10	7.31/10	7.39/10	7.53/10	+0.14

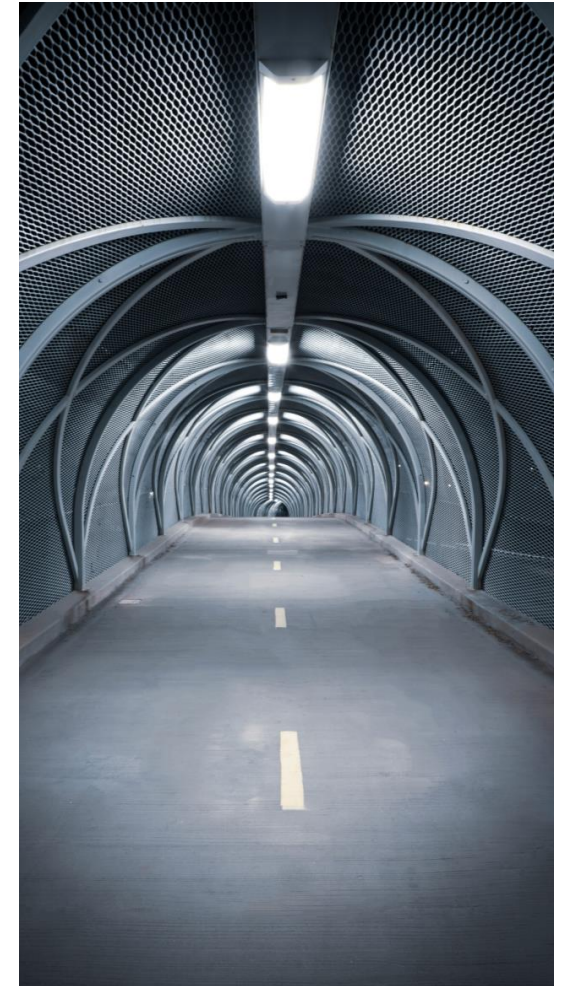


A future focus

Most scores in the future focus area decreased compared to 2023, however none of the changes were statistically significant.

The strongest score for this outcome area was 'maintaining drainage facilities' (7.47/10). The lowest score for this outcome area was 'supporting innovation in the business community' (6.21/10).

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Score 2024	Change
Performance in: Supporting innovation in the business community	5.65	6.04	6.38	6.19	6.28	6.21	-0.07
How: Innovative is the City of Palmerston?	5.95	6.08	6.45	6.09	6.35	6.46	+0.11
Flexible is the City of Palmerston?	5.89	6.00	6.49	5.89	6.19	6.33	+0.14
Performance in: Ensuring roads built by developers are fit for purpose	7.10	7.22	7.38	6.99	7.11	7.05	-0.06
Maintaining roads	7.31	7.51	7.49	6.93	7.10	6.90	-0.20
Performance in: Ensuring footpaths built by developers are fit for purpose	7.07	7.17	7.30	7.06	7.11	7.09	-0.02
Maintaining footpaths	6.95	6.99	7.06	6.89	6.94	6.84	-0.10
Providing shared pathways	6.81	6.92	7.08	6.83	6.98	6.88	-0.10
Maintaining shared pathways	6.88	7.00	7.07	6.81	6.96	6.92	-0.04
Maintaining drainage facilities	7.37	7.44	7.46	7.33	7.35	7.47	+0.12
Overall:	6.70/10	6.84/10	7.02/10	6.70/10	6.84/10	6.82/10	-0.02



Environmental sustainability

The Council performed relatively well in the environmental sustainability outcome area, with five out of the seven sub-measures improving slightly. Kerbside waste collection remained the highest score (8.10/10), in line with previous years.

The sub-measure with the lowest score was 'increasing shading and greening the city' which dropped slightly to 6.45/10.

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Score 2024	Change
Providing opportunities for recycle and re-use through the pre-cyclone clean up	7.56	7.77	7.76	7.56	7.73	7.76	+0.04
Managing gardens and nature reserves	7.27	7.34	7.36	7.09	7.16	7.18	+0.02
Maintaining lakes	7.12	7.15	6.93	6.21	7.00	7.09	+0.10
Increasing shading and greening the city	6.27	6.52	6.72	6.56	6.56	6.45	-0.11
Kerbside waste collection	8.02	8.33	8.28	8.14	8.09	8.10	+0.01
Providing & maintaining Archer Waste Management Facility	7.78	7.87	7.95	7.74	7.96	8.01	+0.05
Promoting environmental sustainability	6.07	6.36	6.53	6.29	6.55	6.52	-0.03
Overall:	7.16 / 10	7.33 / 10	7.36 / 10	7.08 / 10	7.29 / 10	7.30/10	+0.01



Governance

The governance scores remained largely consistent with the 2023 results. The highest performing measure related to the level of accountability of the City of Palmerston Council (6.60/10).

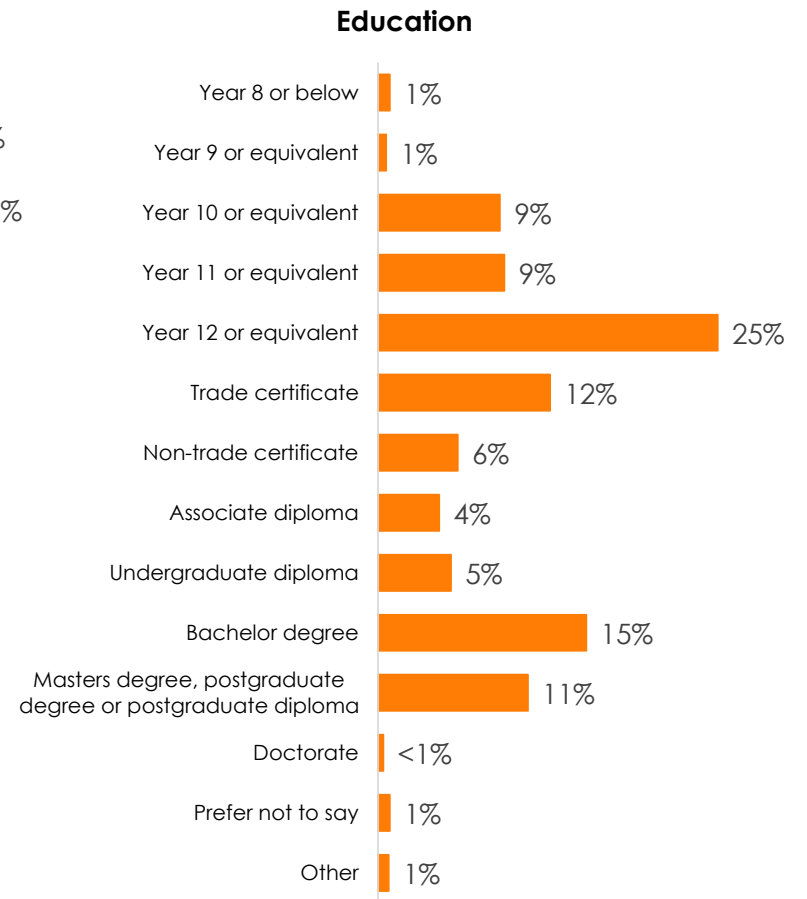
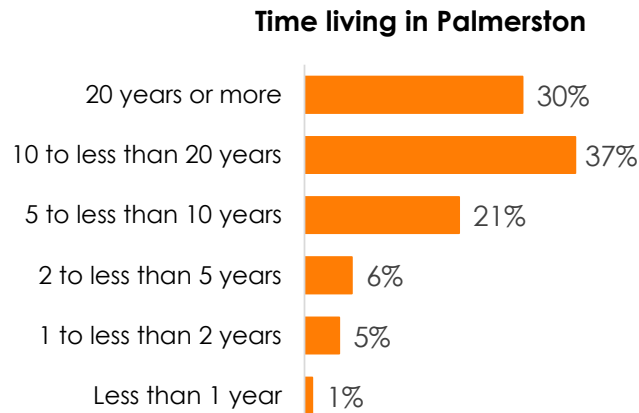
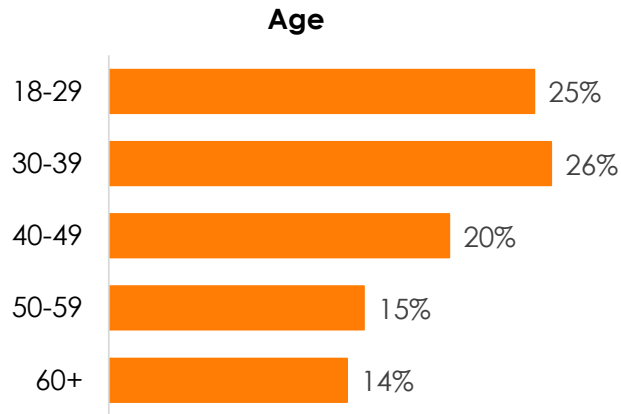
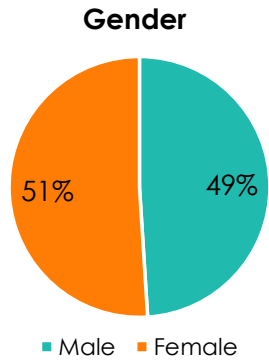
The lowest performing measure related to providing the opportunity to comment on Council's decision making and interacting with Council (6.25/10).

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Score 2024	Change
How:							
Accountable is the City of Palmerston Council?	6.13	6.27	6.79	6.34	6.53	6.60	+0.07
Effective is the City of Palmerston Council?	6.22	6.41	6.68	6.24	6.59	6.56	-0.03
Performance in:							
Providing you with the opportunity to comment on Council's decision making and interact with Council	5.63	5.71	5.90	5.72	6.14	6.25	+0.11
Achieving funding and getting things done by working in partnership with government and the community	6.05	6.30	6.70	6.44	6.44	6.58	+0.14
Overall:	6.01/10	6.17/10	6.52/10	6.19/10	6.43/10	6.50/10	+0.07



4. Results in detail

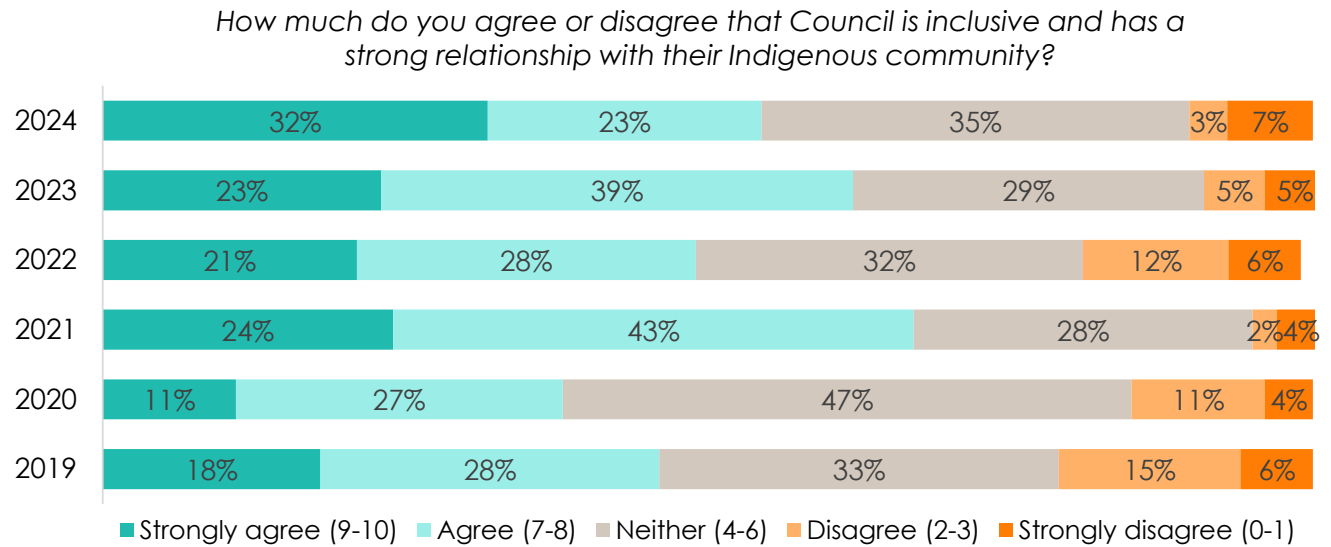
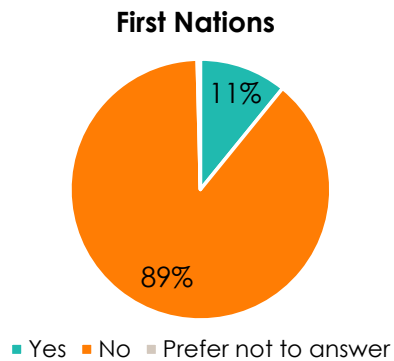
Demographics (weighted)



Source: Q1. Which gender identity do you identify most with? Q2. Which of the following age brackets do you fall into? Q24. How long IN TOTAL have you lived in the City of Palmerston area? Q25. What is the highest level of education you have reached?
 Sample: All CATI respondents 2024 (n=600)

First Nations

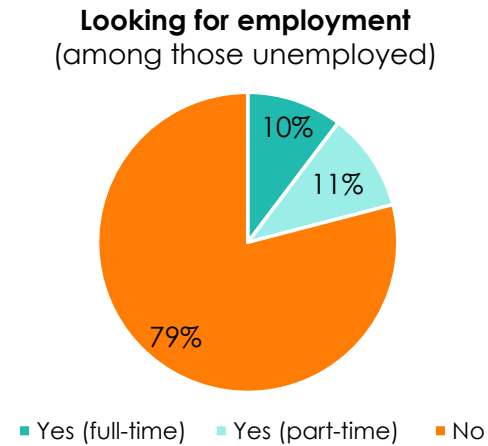
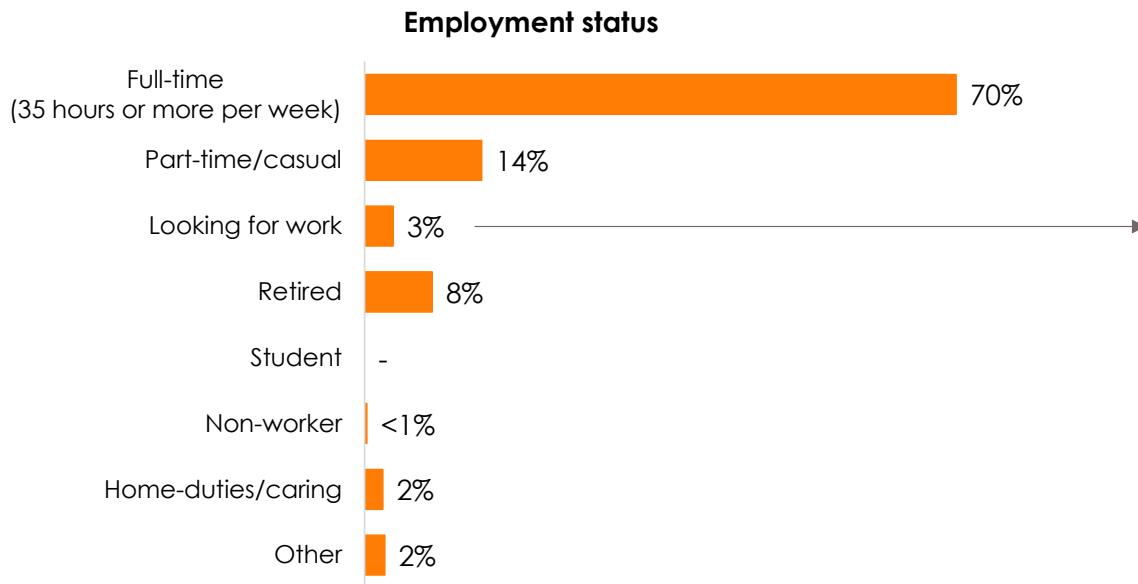
Consistent with 2023, 11% of the total sample identified as Aboriginal or Torres Strait Islander in 2024. Just over half of participants (55%) agreed that Council is inclusive and has a strong relationship with their Indigenous community. This is lower than in 2023, however the main shift has come from a higher proportion of participants indicating neutral scores, as opposed to disagreeing with this statement.



Q31. Do you identify as Aboriginal or Torres Strait islander? Q31A. 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
 Base: All CATI respondents 2024 (n=600), those who identify as First Nations (n=60)

Employment

A similar proportion, 84% of the community are in either full or part time employment in 2024. In line with previous years, among those not currently employed (8%), the largest proportion are retired.



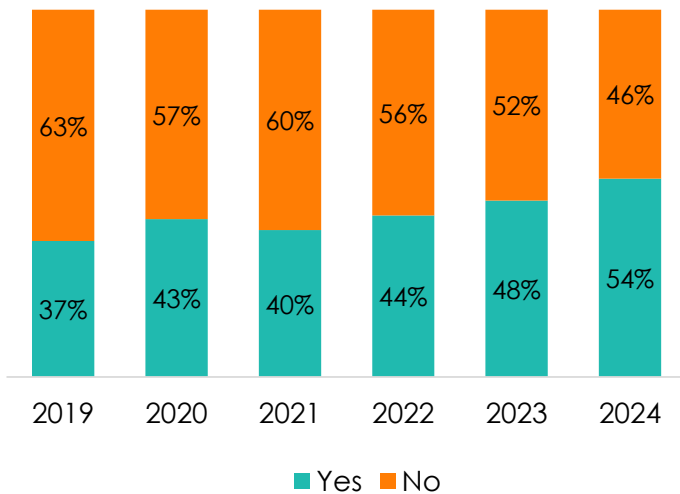
Q26. Are you now in paid employment? Q27. Are you now looking for a paid job?
 Source: All CATI respondents 2024 (n=600), those unemployed (n=109)

A Place for People

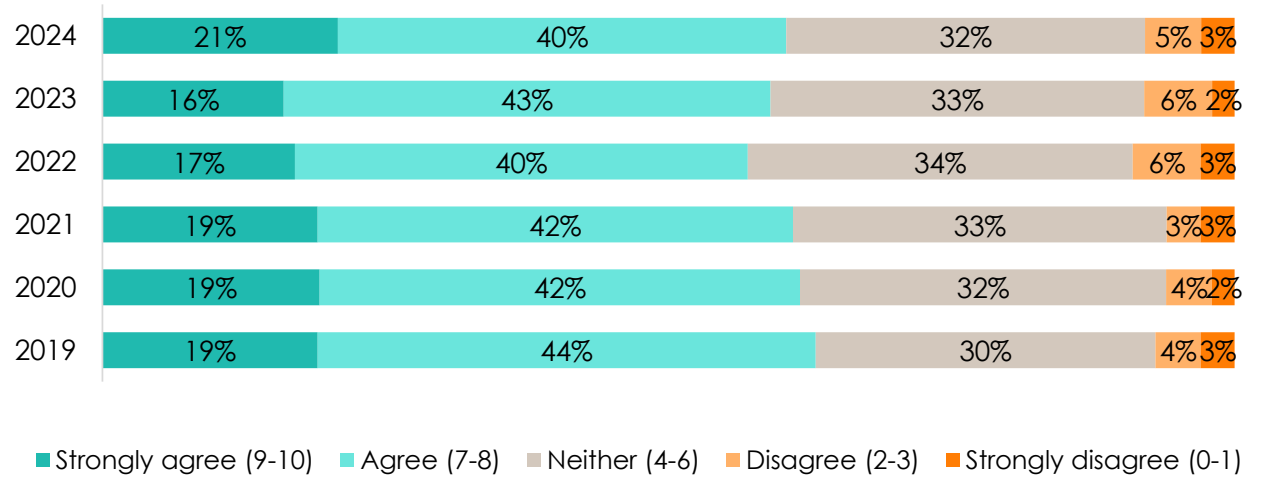
Awareness of Council's slogan 'A place for people' has increased slightly from 2023, though not a significant increase, with 54% aware of the slogan. This is the highest level of awareness seen across the waves.

Belief in this statement was consistent with the previous year, with 61% agreeing that Palmerston is a place for people, and only 8% disagreeing.

Are you aware of Council's slogan 'A Place for People'?



To what extent do you agree or disagree that Palmerston is a place for people?



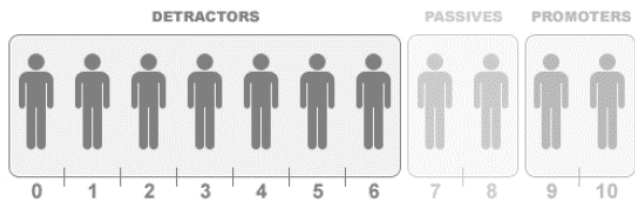
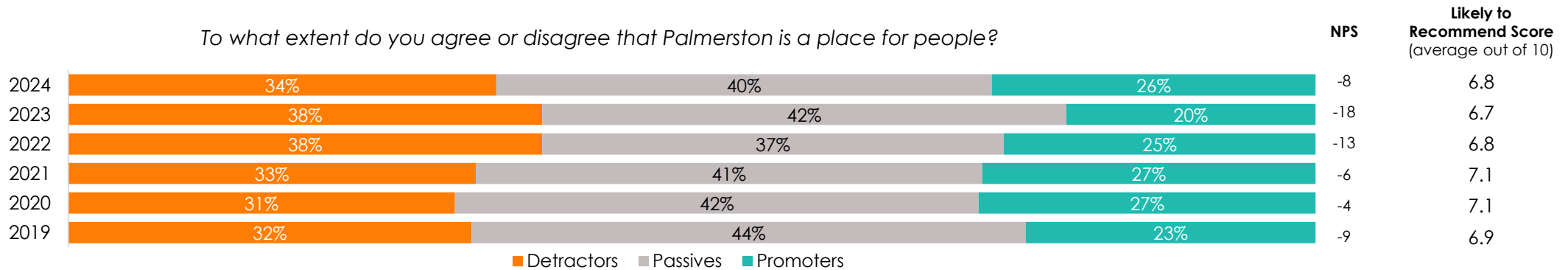
Q6. Are you aware of council's slogan 'A place for people'? Q7. On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, to what extent do you agree or disagree that Palmerston is a place for people?
 Base: All CATI respondents 2019 (n=601), 2020 (n=634), 2021 (n=616), 2022 (n=601), 2023 (n=600), 2024 (n=600)

Net Promoter Score

In 2024 Council's Net Promoter Score improved by 10 points from -18 to -8, the largest increase across the waves. This was driven by a decrease in the proportion of detractors and passives and an increase in the proportion of promoters.

In comparison to the NPS across South Australian Councils (the closest comparison publicly available), which have an overall NPS of -15, and range between -26 for regional and -11 metropolitan councils, Palmerston Council is performing well.

To what extent do you agree or disagree that Palmerston is a place for people?



$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

Net Promoter Score (NPS) is a standardised measure of satisfaction that can range from -100 to +100. Here it measures how satisfied people are with CoP council by asking residents one simple question: "On a scale from 0 to 10, how likely are you to recommend living in the City of Palmerston council to a friend or family member?" Based on their answers, residents are grouped into three categories: Promoters (score 9-10), Passives (score 7-8), and Detractors (score 0-6).

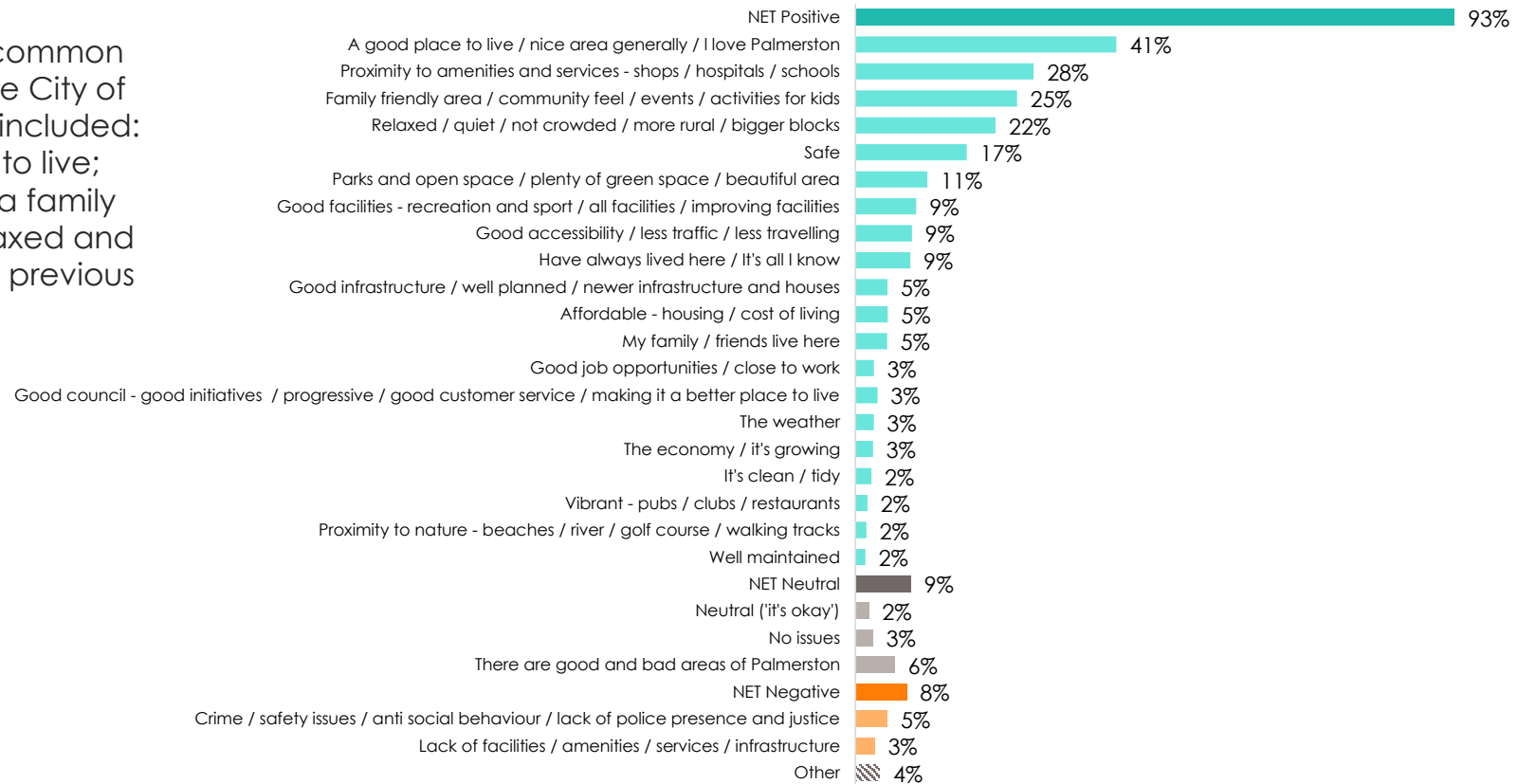
The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters. A high NPS means more people are satisfied with the council and would recommend it, while a low NPS indicates more dissatisfaction.

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 City of Palmerston area to friends or family? Q8a. Why is that?
 Base: All CATI respondents 2019 (n=601), 2020 (n=634), 2021 (n=616), 2022 (n=601), 2023 (n=600), 2024 (n=600)

Promoters

Among promoters, the most common reasons for recommending the City of Palmerston as a place to live included: being a generally nice place to live; proximity to amenities; being a family friendly area and being a relaxed and quiet. This is largely in line with previous years.

Why is that? (promoters)

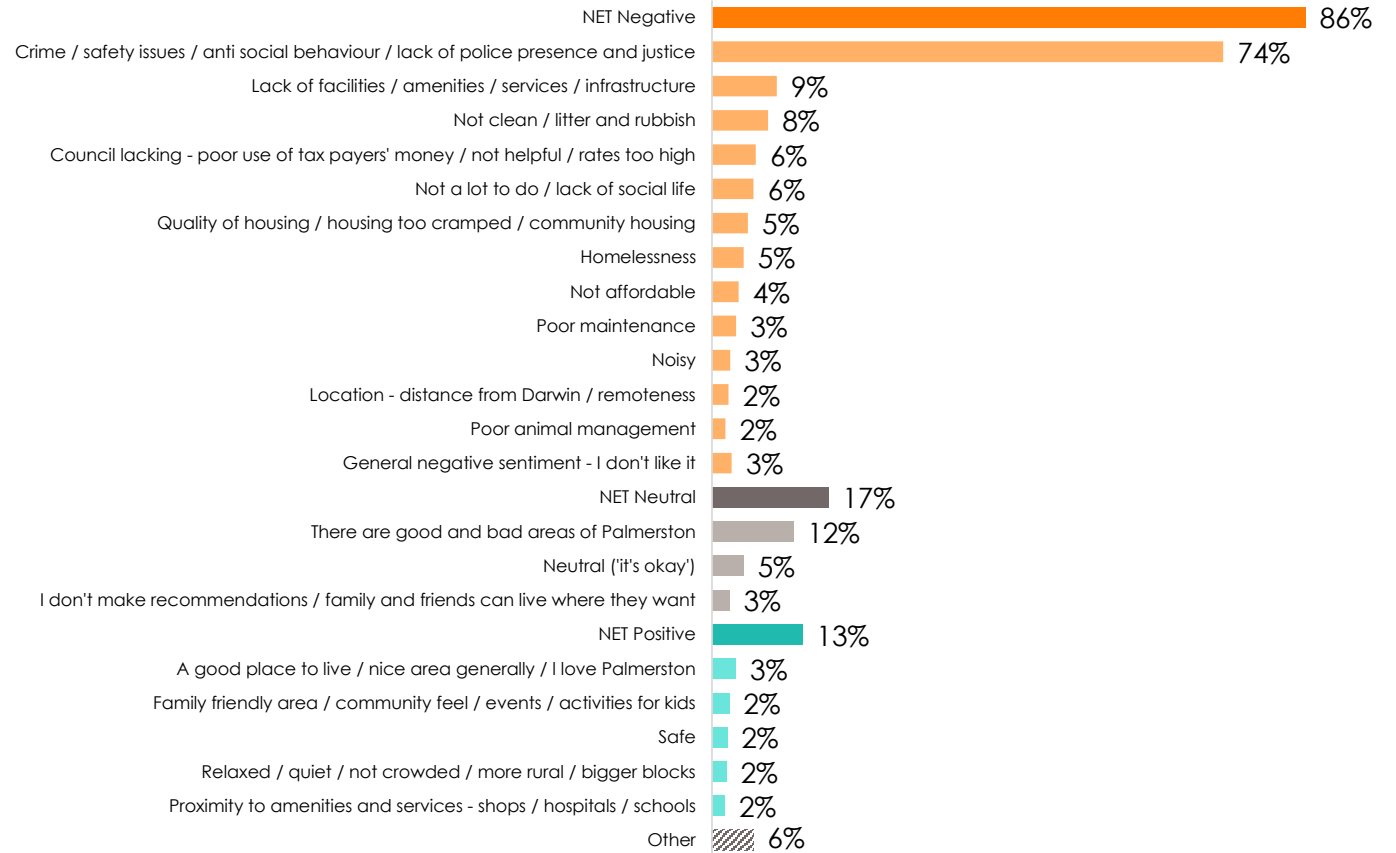


Q8. On a scale from 0 to 10 where 0 is Very unlikely and 10 is Very likely, how likely are you to recommend living in the City of Palmerston area to friends or family? Q8a. Why is that?
 Base: All CATI promoters 2024 (n=156)

Detractors

Among detractors, the most common reason for providing a low likelihood to recommend score include crime and safety issues (74%). This is consistent with the findings from previous years.

Why is that? (detractors)



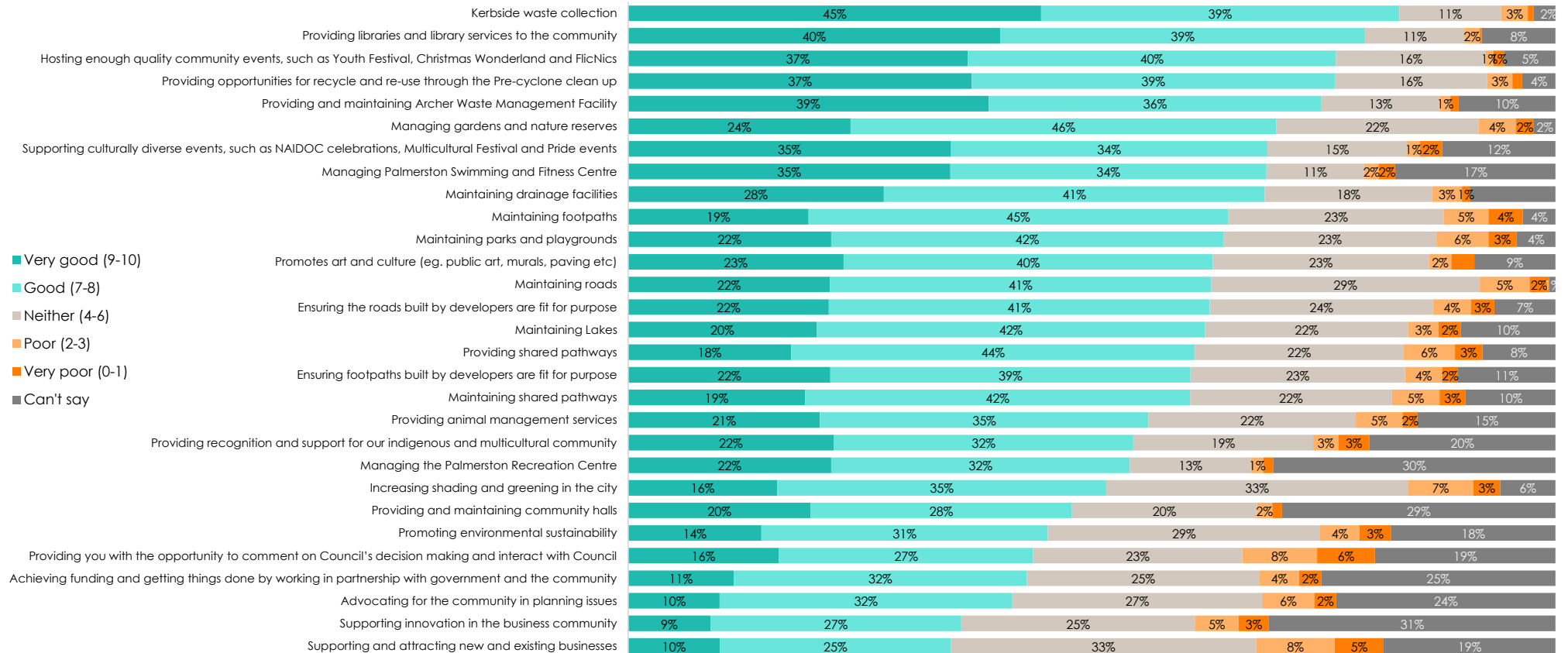
Q8. On a scale from 0 to 10 where 0 is Very unlikely and 10 is Very likely, how likely are you to recommend living in the City of Palmerston area to friends or family?
Q8a. Why is that?

Base: All CATI detractors 2024 (n=197)

*Detractors are defined by a score of 0-6 out of 10 in Q8. Respondents may see a score of 6 as reasonable or neutral, yet NPS counts these as detractors. Therefore, some of these comments reflect a more reasonable or neutral attitude towards the City of Palmerston.

Council Performance

Overall, as with previous years, Council's area of highest performance is 'kerbside waste collection', scoring 84% satisfaction. The lowest performing area was in supporting and attracting new and existing business (35%).



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. I will read out quite a long list and I want you to answer on a scale from 0 to 10 scale, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in

Base: All CATI respondents 2024 (n=600)

Note: Data labels <2% are not displayed

Council Performance

Similar to 2023, increases were observed across many of the measures, however only five were significant.

The only significant increases were in relation to:

- Managing Palmerston Swimming and Fitness Centre
- Hosting enough quality community events
- Managing the Palmerston Recreation Centre
- Providing and maintaining community halls
- Promoting art and culture

	2019	2020	2021	2022	2023	2024	23-24 Change
Providing libraries and library services to the community	8.1	8.3	8.2	8.0	8.1	8.1	+0.1
Kerbside waste collection	8.0	8.3	8.3	8.1	8.1	8.1	-
Providing and maintaining Archer Waste Management Facility	7.8	7.9	7.9	7.7	8.0	8.0	-
Managing Palmerston Swimming and Fitness Centre	6.9	7.1	7.3	6.9	7.0	7.9	+0.9
Hosting enough quality community events, such as Youth Festival, Christmas Wonderland and FlicNics	6.7	6.7	7.5	7.5	7.5	7.8	+0.3
Providing opportunities for recycle and re-use through the Pre-cyclone clean up	7.6	7.8	7.8	7.6	7.7	7.8	-
Supporting culturally diverse events, such as NAIDOC celebrations, Multicultural Festival and Pride events	7.0	7.1	7.6	7.5	7.6	7.7	+0.2
Managing the Palmerston Recreation Centre	6.7	7.0	7.4	7.1	7.1	7.5	+0.4
Maintaining drainage facilities	7.4	7.4	7.5	7.3	7.3	7.5	+0.1
Providing and maintaining community halls	6.8	6.6	7.1	6.9	7.0	7.3	+0.3
Managing gardens and nature reserves	7.3	7.3	7.4	7.1	7.2	7.2	-
Promotes art and culture (eg. public art, murals, paving etc)	6.3	6.6	7.1	6.9	6.9	7.2	+0.3
Providing recognition and support for our indigenous and multicultural community	6.7	6.9	7.2	6.9	7.1	7.1	-
Ensuring footpaths built by developers are fit for purpose	7.1	7.2	7.3	7.1	7.1	7.1	-
Maintaining Lakes	7.1	7.1	6.9	6.2	7.0	7.1	+0.1
Ensuring the roads built by developers are fit for purpose	7.1	7.2	7.4	7.0	7.1	7.1	-0.1
Providing animal management services	6.6	6.9	7.1	6.7	6.8	7.0	+0.2
Maintaining parks and playgrounds	7.3	7.3	7.3	7.0	7.0	6.9	-0.1
Maintaining shared pathways	6.9	7.0	7.1	6.8	7.0	6.9	-
Maintaining roads	7.3	7.5	7.5	6.9	7.1	6.9	-0.2
Providing shared pathways	6.8	6.9	7.1	6.8	7.0	6.9	-0.1
Maintaining footpaths	7.0	7.0	7.1	6.9	6.9	6.8	-0.1
Achieving funding and getting things done by working in partnership with government and the community	6.0	6.3	6.7	6.4	6.4	6.6	+0.1
Promoting environmental sustainability	6.1	6.4	6.5	6.3	6.6	6.5	-
Increasing shading and greening in the city	6.3	6.5	6.7	6.6	6.6	6.5	-0.1
Advocating for the community in planning issues	5.7	6.0	6.4	6.1	6.2	6.4	+0.2
Providing you with the opportunity to comment on Council's decision making and interact with Council	5.6	5.7	5.9	5.7	6.1	6.2	+0.1
Supporting innovation in the business community	5.6	6.0	6.4	6.2	6.3	6.2	-0.1
Supporting and attracting new and existing businesses	5.2	5.7	6.1	5.8	6.0	5.9	-0.1

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. I will read out quite a long list and I want you to answer on a scale from 0 to 10 scale, where 0 is very poor and 10 is very good.

Using this scale, how well has your council performed in...

Base: All CATI respondents, excluding those who couldn't answer 2019 (n=601), 2020 (n=634), 2021 (n=616), 2022 (n=601), 2023 (n=600), 2024 (n=600)

Council Performance

Council's performance, over time, across each of the outcome areas.

Positively, statistically significant increases were observed in four of the seven family and community areas and one of the cultural diversity areas.

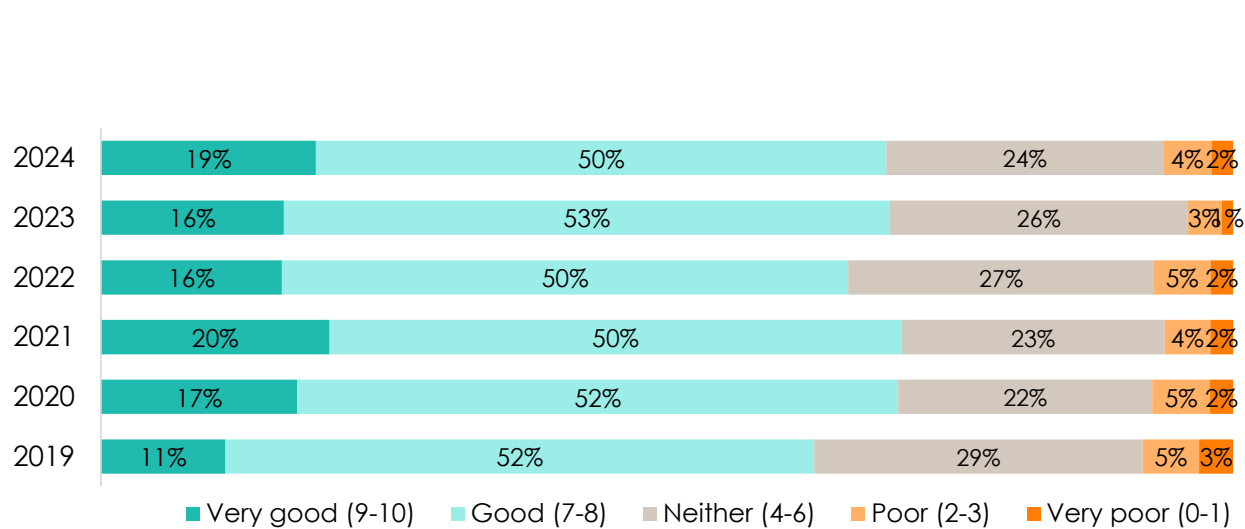
		2019	2020	2021	2022	2023	2024
Vibrant economy	Supporting and attracting new and existing businesses	5.2	5.7	6.1	5.8	6.0	5.9
	Achieving funding and getting things done by working in partnership with government and the community	6.0	6.3	6.7	6.4	6.4	6.6
Governance	Providing you with the opportunity to comment on Council's decision making and interact with Council	5.6	5.7	5.9	5.7	6.1	6.2
	Maintaining parks and playgrounds	7.3	7.3	7.3	7.0	7.0	6.9
Family and community	Managing the Palmerston Recreation Centre	6.7	7.0	7.4	7.1	7.1	7.5
	Providing and maintaining community halls	6.8	6.6	7.1	6.9	7.0	7.3
	Managing Palmerston Swimming and Fitness Centre	6.9	7.1	7.3	6.9	7.0	7.9
	Hosting enough quality community events	6.7	6.7	7.5	7.5	7.5	7.8
	Providing animal management services	6.6	6.9	7.1	6.7	6.8	7.0
	Advocating for the community in planning issues	5.7	6.0	6.4	6.1	6.2	6.4
	Maintaining drainage facilities	7.4	7.4	7.5	7.3	7.3	7.5
A future focus	Maintaining roads	7.3	7.5	7.5	6.9	7.1	6.9
	Ensuring footpaths built by developers are fit for purpose	7.1	7.2	7.3	7.1	7.1	7.1
	Ensuring the roads built by developers are fit for purpose	7.1	7.2	7.4	7.0	7.1	7.1
	Providing shared pathways	6.8	6.9	7.1	6.8	7.0	6.9
	Maintaining shared pathways	6.9	7.0	7.1	6.8	7.0	6.9
	Maintaining footpaths	7.0	7.0	7.1	6.9	6.9	6.8
	Supporting innovation in the business community	5.6	6.0	6.4	6.1	6.3	6.2
	Providing libraries and library services to the community	8.1	8.3	8.2	8.0	8.1	8.1
Cultural diversity	Supporting culturally diverse events	7.0	7.1	7.6	7.5	7.6	7.7
	Providing recognition and support for our indigenous and multicultural community	6.7	6.9	7.2	6.9	7.1	7.1
	Promotes art and culture (eg. public art, murals, paving etc)	6.3	6.6	7.1	6.9	6.9	7.2
	Kerbside waste collection	8.0	8.3	8.3	8.1	8.1	8.1
Environmental sustainability	Providing & maintaining Archer Waste Management Facility	7.8	7.9	7.9	7.7	8.0	8.0
	Providing opportunities for recycle and re-use through the pre-cyclone clean up	7.6	7.8	7.8	7.6	7.7	7.8
	Managing gardens and nature reserves	7.3	7.3	7.4	7.1	7.2	7.2
	Maintaining lakes	7.1	7.1	6.9	6.2	7.0	7.1
	Increasing shading and greening the city	6.3	6.5	6.7	6.6	6.6	6.5
	Promoting environmental sustainability	6.1	6.4	6.5	6.3	6.6	6.5

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. I will read out quite a long list and I want you to answer on a scale from 0 to 10 scale, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in
 Base: All CATI respondents, excluding those who couldn't answer 2019 (n=601), 2020 (n=634), 2021 (n=616), 2022 (n=601), 2023 (n=600), 2024 (n=600)

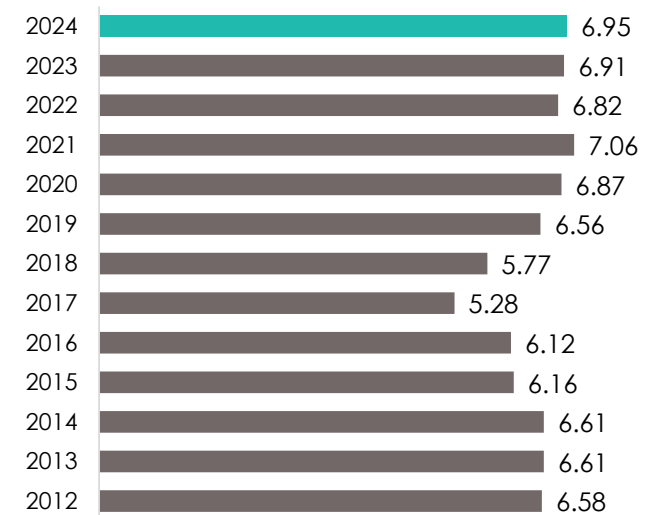
Overall Council Performance

In 2024, Council once again increased its average performance rating slightly (6.95/10). This is the second highest score that Council has achieved since the measure commenced in 2012.

This wave 69% of the community rated Council's overall performance as good or very good, which is consistent with 2023.



Average overall performance by year



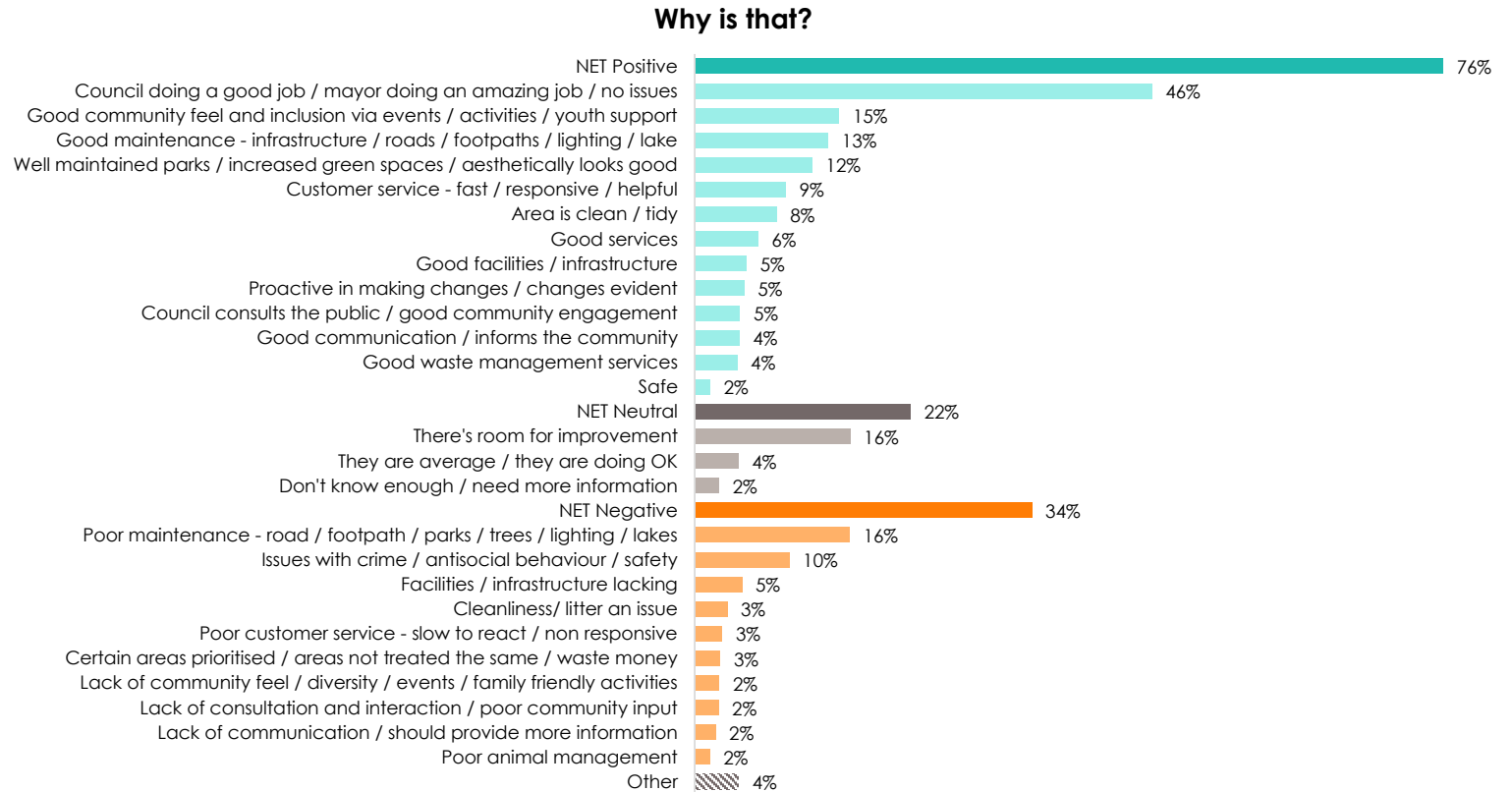
Source: Q9_30. How has your Council performed overall?

Base: All CATI respondents, excluding those who can't say 2019 (n=589), 2020 (n=620), 2021 (n=604), 2022 (n=601), 2023 (n=600), 2024 (n=600)

Please note: 2018 and earlier: measure based upon the question 'Performance in providing services and facilities for the community overall'

Reasons for Council's Performance Score

When asked why people scored the Council's overall performance 7-10, the reactions were generally that the Council and mayor are doing a good job (46%). There was also an acknowledgement that Council has put in a lot of work to improve the city and to provide community events and activities.

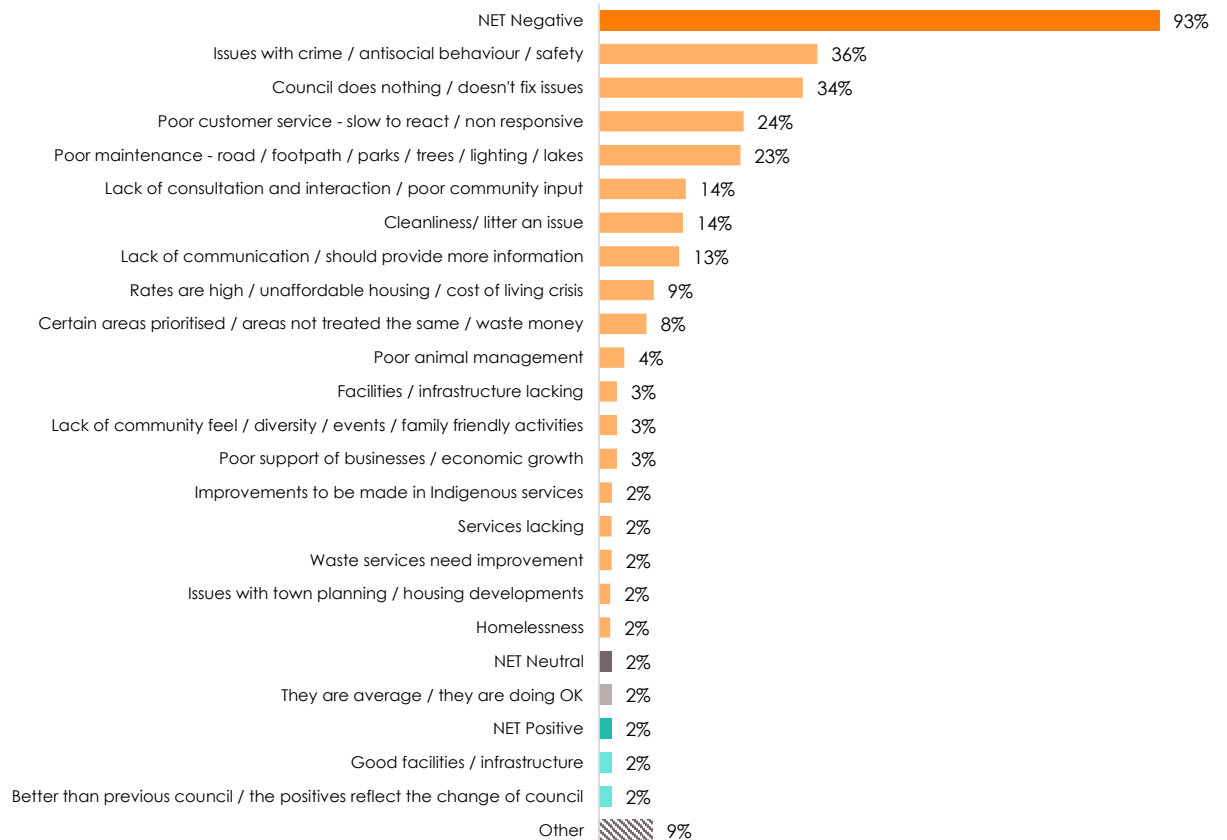


Source: Q9_30. How has your Council performed overall? Codes 7-10; Q9_30A. Why's that? (open ended)
 Base: CATI respondents who think Council has performed well 2024 (n=421)
 Note: Only codes above 1% are charted

Reasons for Council’s Performance Score

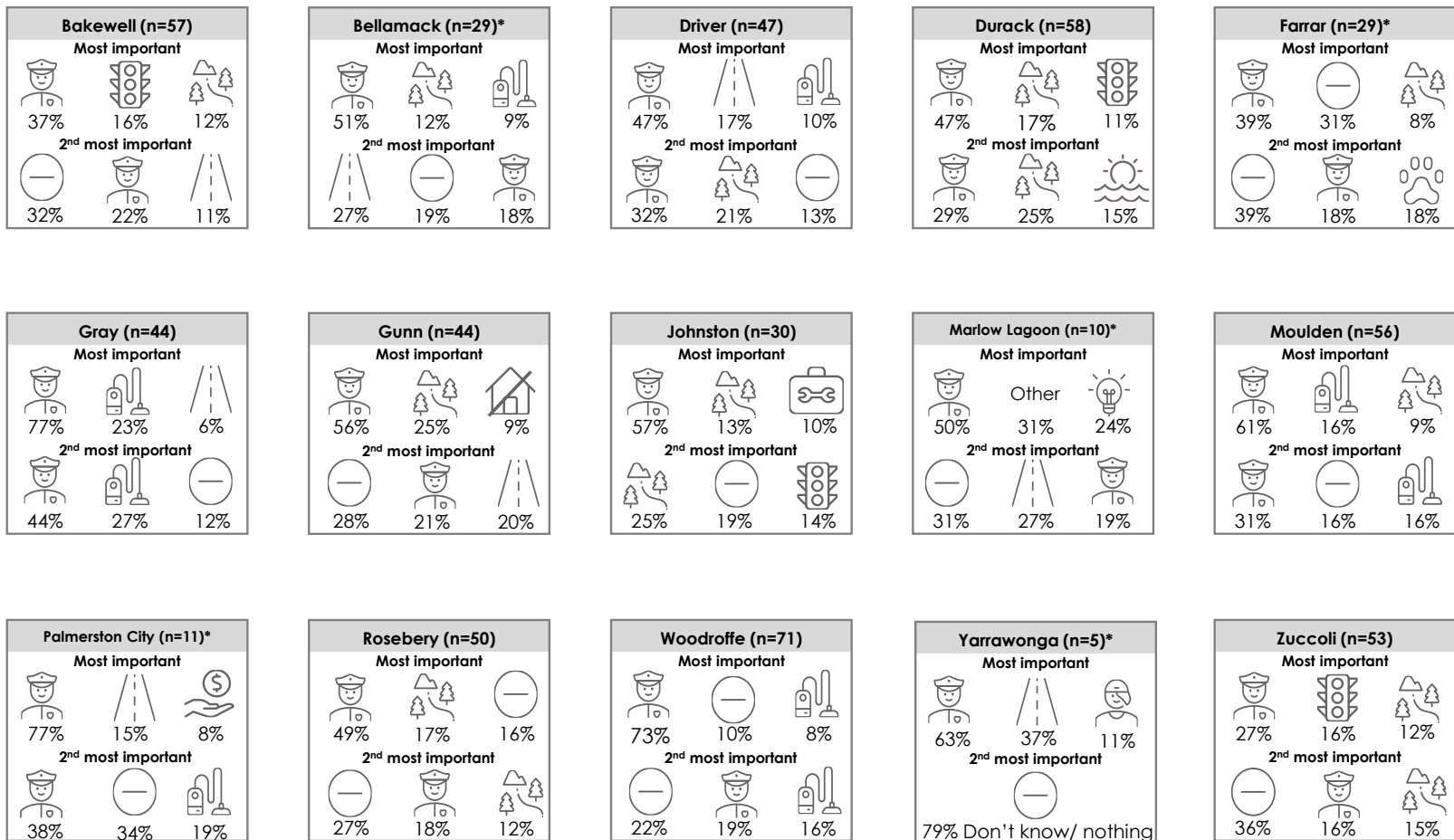
For the small proportion who rated Council’s performance as ‘poor’ overall (rated 0-3), the main reasons for this were to do with issues around crime and safety (36%), council not fixing issues (34%), poor customer service (24%), and poor maintenance (23%).

Why is that?



Source: Q9_30. How has your Council performed overall? Codes 0-3; Q9_30A. Why's that? (open ended)
 Base: CATI respondents who think Council has performed poorly 2024 (n=30)
 Note: Only codes above 1% are charted

Most and second most important issues by suburb



Key

- Crime/safety
- Road/footpath maintenance
- Maintain/increase green spaces
- Improved lighting
- Facilities for the elderly
- Management of public housing
- Sustainability policies
- Noise control
- General maintenance / beautification
- Affordability / roaring house prices
- More programs for young people
- Homelessness
- Lake management
- Nothing

Source: Q10a. What are the two most important issues to you in your local area of [INSERT SUBURB FROM QS2]? (open ended)
 Base: All CATI respondents 2024 (n=600)
 Note: Suburbs with n=1 response are not shown
 *low base size

Most important issues

In 2024, by far the most important issue was **crime, safety and antisocial behaviour** (59%). This is consistent with 2023 results (65%).

Second to this, but to a much lower extent, was cleanliness and managing rubbish, which is also consistent with the 2023 findings (5% in 2024, and 11% in 2023).

	Most	Second	NET important
Crime / safety / antisocial behaviour / youth crime / more policing and justice needed	59%	26%	85%
Cleanliness / managing rubbish and litter	5%	7%	12%
Provision and maintenance of parks and lake / green spaces / park equipment and facilities	4%	6%	9%
Provision and upgrade of amenities and services - libraries / banks / cafes / restaurant	3%	2%	5%
Opportunities and support for business	3%	4%	8%
Homelessness	3%	3%	6%
Traffic management / road infrastructure / parking	3%	3%	6%
Sporting and recreational facilities / upgrades	3%	3%	6%
Road / footpath maintenance	3%	3%	6%
Provision of community events	2%	3%	5%
Provision and maintenance of infrastructure (e.g. shopping / community hall / restaurants)	2%	3%	4%
Youth diversion programs / youth centres	2%	2%	3%
Council communication / consultation	2%	2%	4%
Other	3%	5%	7%
Don't know / not sure	2%	1%	3%
No / nothing / no issues	11%	32%	42%

Source: Q10b. And thinking more broadly now, about the whole City of Palmerston area, what are the two most important issues to you? (open ended)

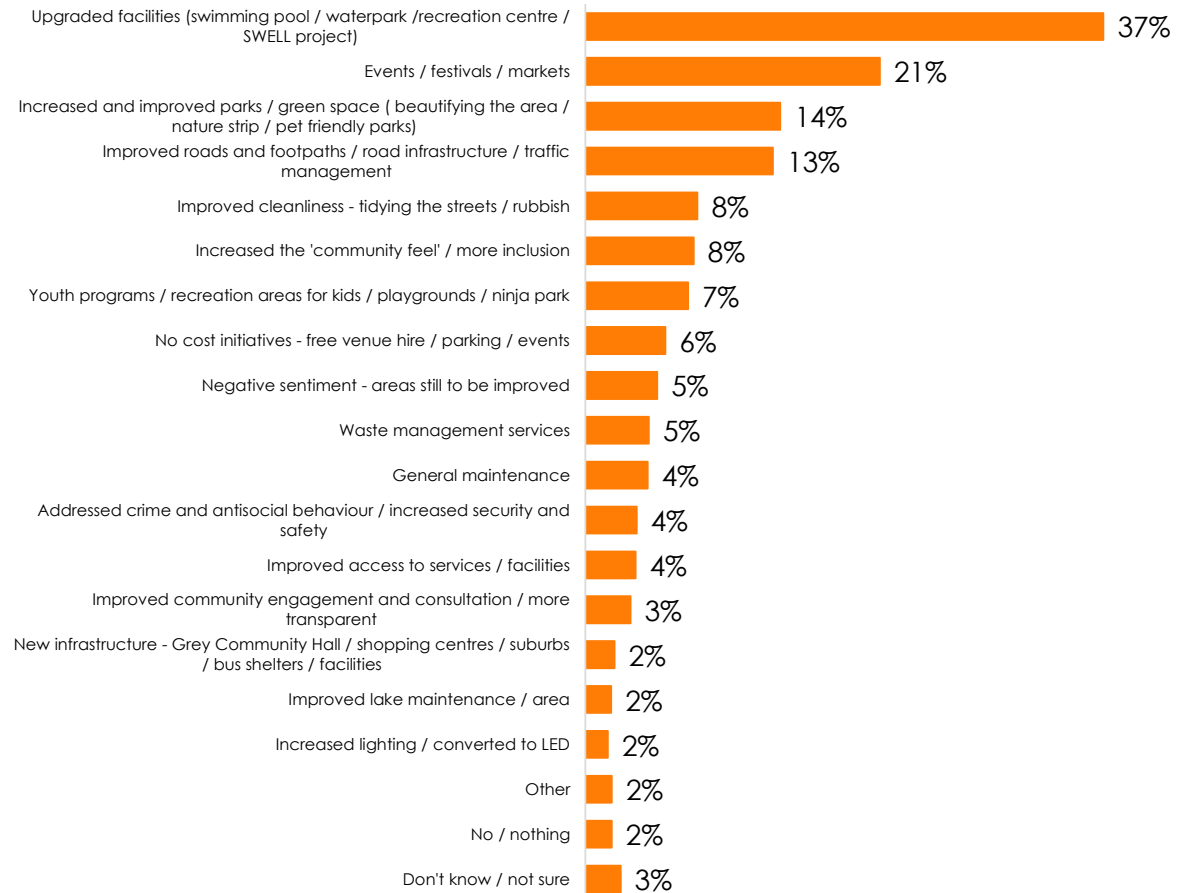
Base: All CATI respondents 2024 (n=600)

Note: Only codes above 1% are charted

Council achievements

From the perspective of the community, the most significant achievements of Council were the upgraded facilities (37%), events, festivals and markets (21%), increased and improved parks and green spaces (14%) and improved roads and footpaths (13%).

Greatest achievements in the City of Palmerston

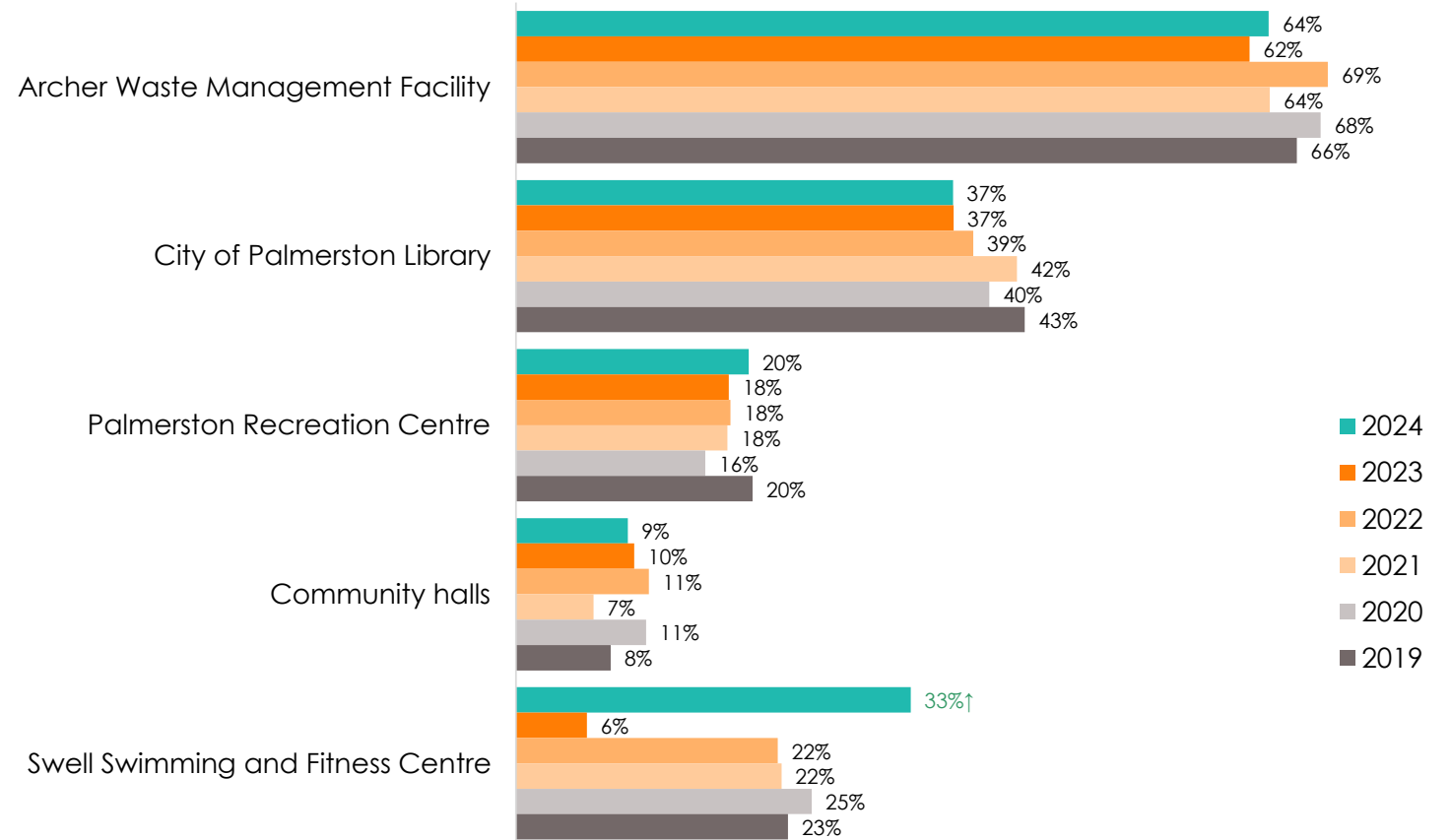


Source: Q11. Thinking about the last 12 months, what are the top achievements or outcomes by council that are most important to you?(open ended)
 Base: All CATI respondents 2024 except 'can't think of any' (n=393)
 Note: Only codes above 1% are charted

Use of Council facilities

Usage of Council facilities increased slightly across most areas.

The most notable is the significant increase in usage at Swell, the newly refurbished swimming and fitness centre, which is offering free entry until 2026 (6% in 2023 to 33% in 2024).



Source: Q12. In the last three months, have you used any of the following Council community facilities?
 Base: All CATI respondents 2019 (n=601), 2020 (n=634), 2021 (n=616), 2022 (n=601), 2023 (n=600), 2024 (n=600)
 Note: 'Shared pathways' was an option in 2019 and 2020

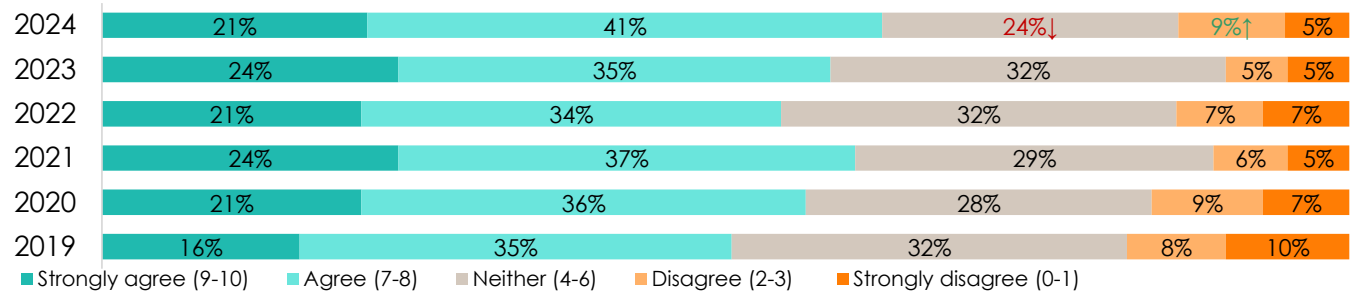
Council measures

In 2024, there was a slight increase in scores relating to perceptions of Council's long-term vision, innovation and accountability (though this was not statistically significant).

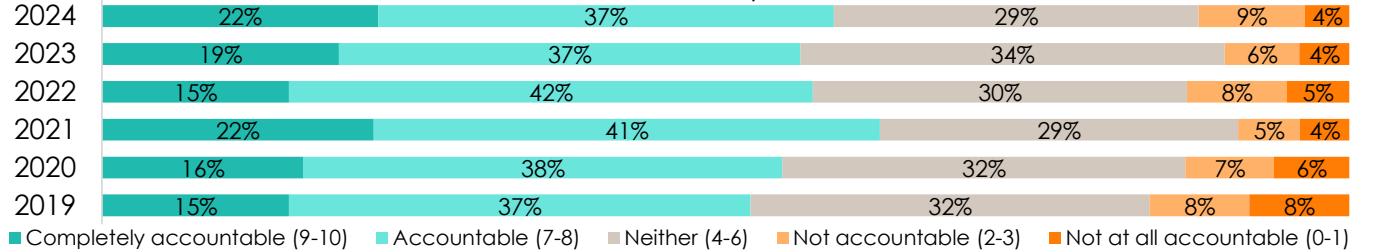
Significant decreases were observed in the neutral responses to Council having a long-term vision (32% in 2023 to 24% in 2024) and the level of innovation (40% in 2023 to 32% in 2024).

Despite positive results, a significant increase in the proportion of people who disagree that Council has a long-term vision for the economy was also observed (5% in 2023 to 9% in 2024).

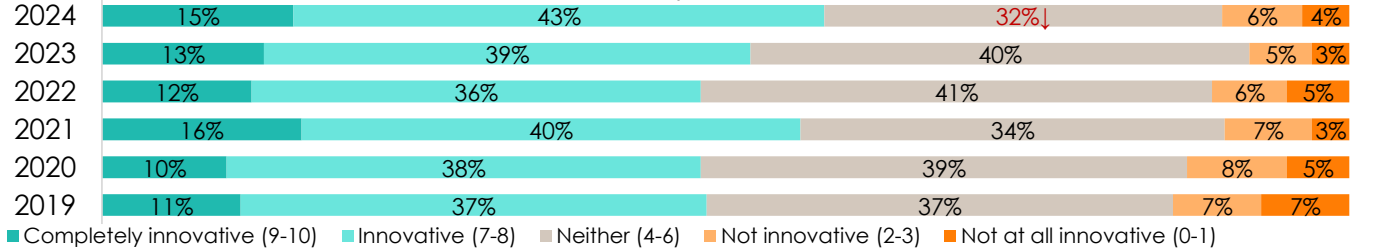
Council has a long term vision for the economy



How accountable is the City of Palmerston?



How innovative is the City of Palmerston Council?



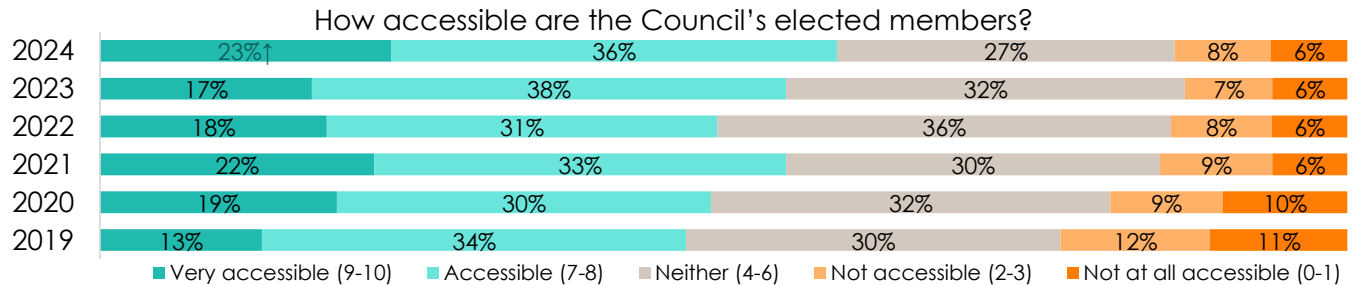
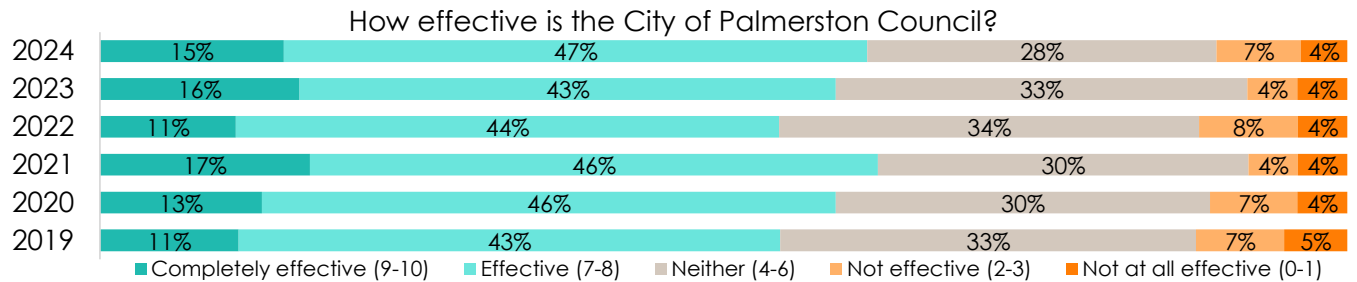
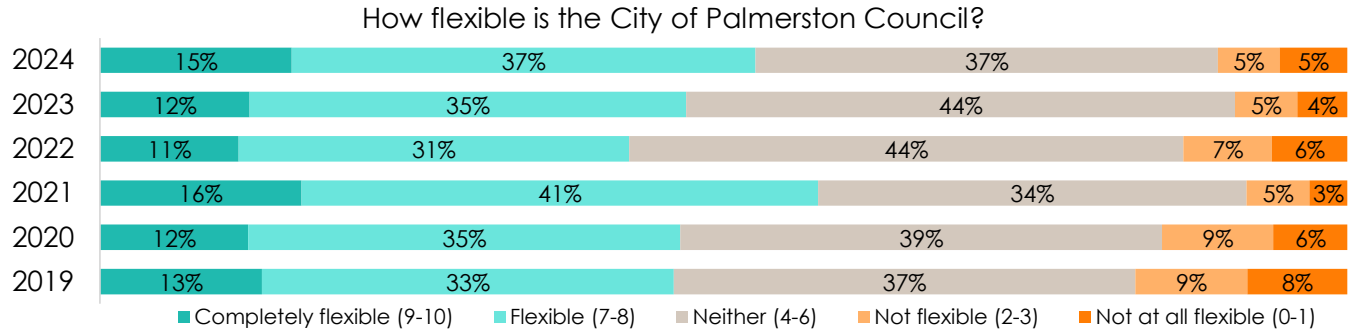
Source: Q13 -18.

Base: All CATI respondents, excluding those who selected 'can't say' 2019 (n=422 to n=537), 2020 (n=477 to n=581), 2021 (n=449 to n=548), 2022 (n=463 to n=549), 2023 (n=497 to n=568), 2024 (n=471 to n=537)

Council measures

Similarly, there was a slight increase in perceptions that the Council is flexible and effective (though not statistically significant).

Positively, perceptions that the Council's elected members are very accessible has increased significantly since 2023 (17% to 23%)



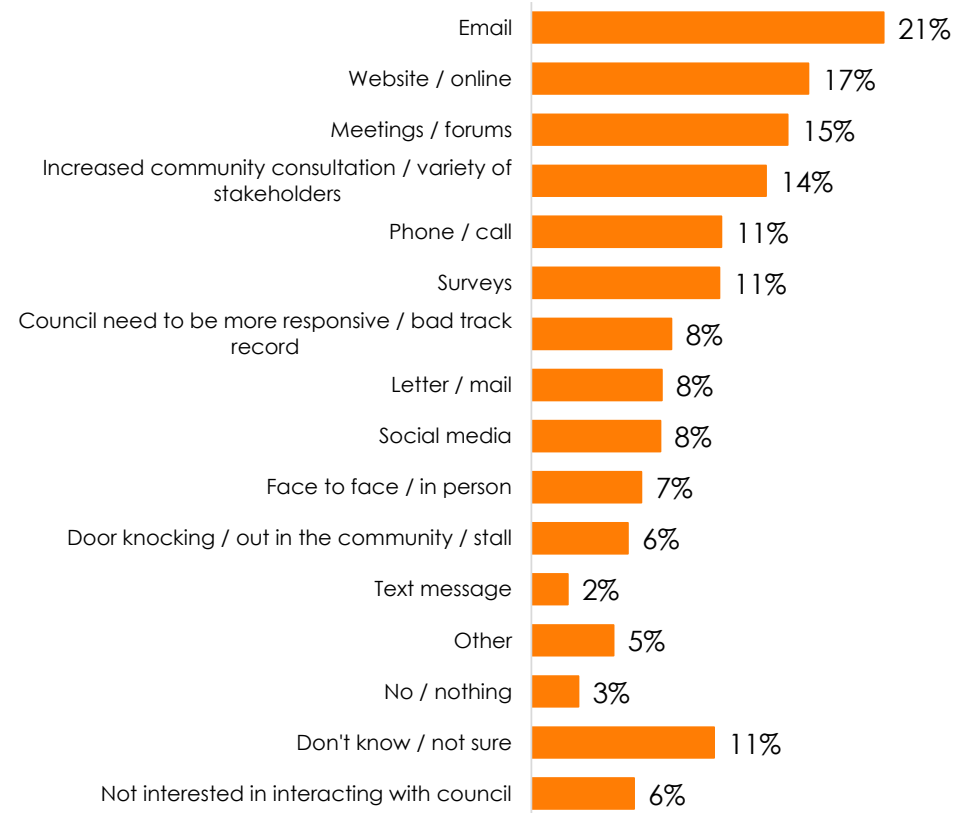
Source: Q13 -18.
 Base: All CATI respondents, excluding those who selected 'can't say' 2019 (n=422 to n=537), 2020 (n=477 to n=581), 2021 (n=449 to n=548), 2022 (n=463 to n=549), 2023 (n=497 to n=568), 2024 (n=471 to n=537)

Providing feedback to Council

Those who indicated that Council performed poorly (rated <6) in providing the opportunity to comment on Council's decision making and interact with Council would like the opportunity to provide feedback to Council through digital channels such as email (21%) or the Council website (17%) or via meetings and forums (15%).

Interestingly, social media dropped from the second most common preference (14%) to the ninth (8%) in 2024.

It is worth noting that 6% of participants are not interested in interacting with Council.

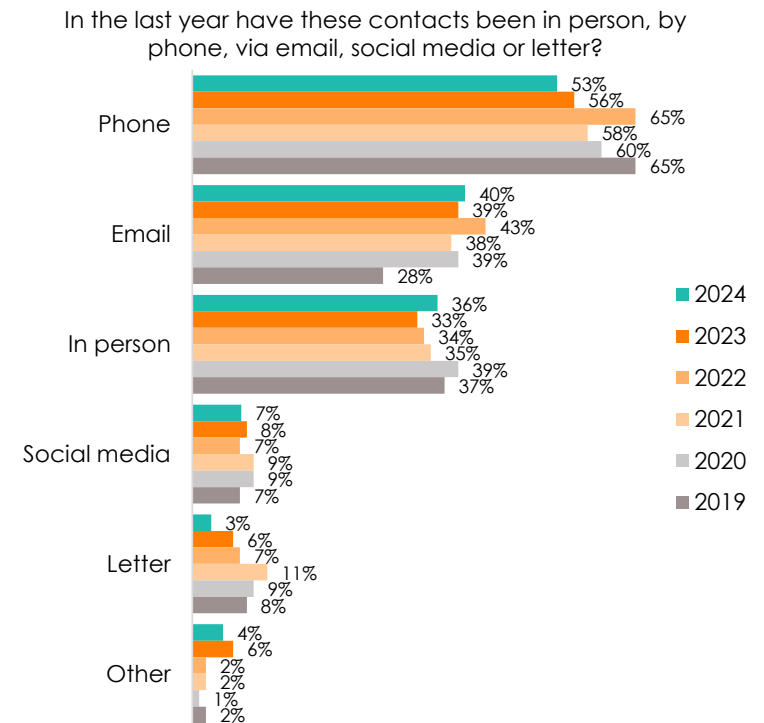
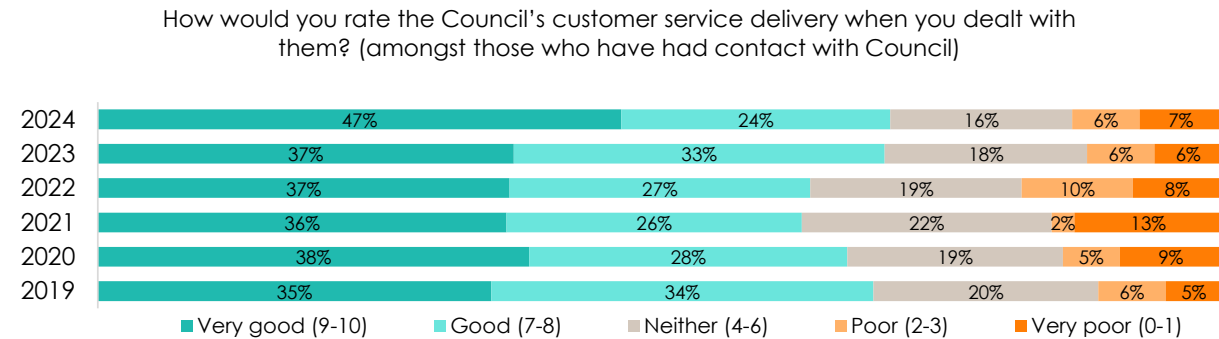
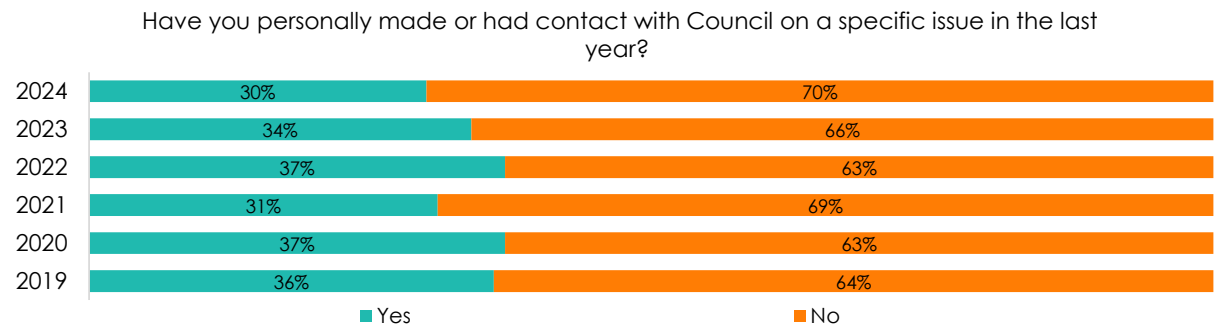


Q9B. How would you like to be able to provide feedback on Council's decision making and interact with Council?
 Base: 2024 CATI respondents who think Council has performed poor (rated 0-5) in providing the opportunity to comment on Council's decision making and interact with Council (n=174)

Contact with Council

Since last wave there has been a slight decrease in the proportion of residents who had made contact with the Council (34% in 2023 to 30% in 2024), though this is not statistically significant. However, the proportion of residents rating their interactions with Council good or very good remained consistent with 2023 (71%).

The majority (53%) of those who have had contact with Council have done so by phone, however email (40%) and in person (36%) were also popular forms of communication.



Q19. Have you personally made or had contact with Council on a specific issue in the last year? All respondents excluding 'can't say' 2019 (n=601); 2020 (n=631); 2021 (n=612); 2022 (n=596); (2023 (n=598); 2024 (n=599))

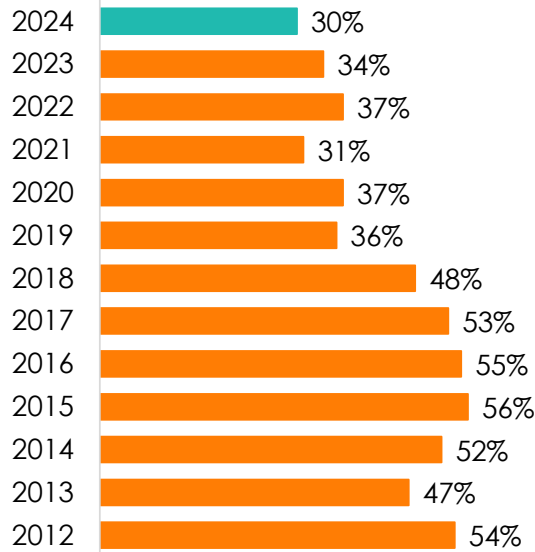
Q20. In the last year have these contacts been in person, by phone, via email, social media or letter?

Q21a. On a scale from 0 to 10, where 0 is Very poor and 10 is Very Good how would you rate...Council's CUSTOMER SERVICE DELIVERY when you dealt with them? Base: All CATI respondents who had made or had contact with Council in the past year 2019 (n=221), 2020 (n=249), 2021 (n= 213), 2022 (n=251), 2023 (n=231), 2024 (n=201)

Contact with Council

When reviewing contact rates and modes across all the waves, in 2024 contact with Council has fallen slightly, however phone and email still the most common modes of communication.

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



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

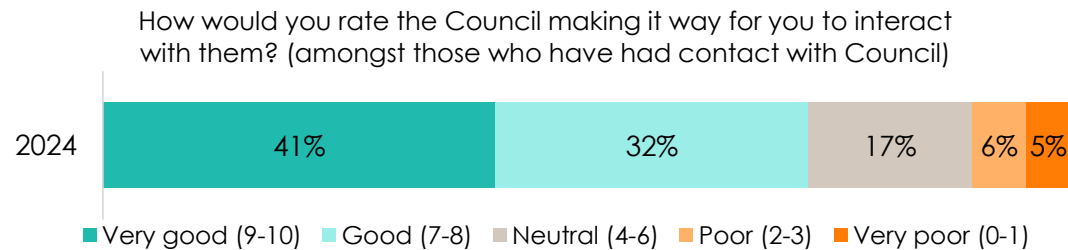
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Phone	53%	56%	65%	58%	60%	65%	66%	63%	62%	65%	67%	65%	61%
Email	40%	39%	43%	38%	39%	28%	36%	29%	28%	35%	22%	18%	20%
In person	36%	33%	34%	35%	39%	37%	45%	53%	41%	47%	48%	46%	49%
Social media	7%	8%	7%	9%	9%	7%	NA	NA	NA	NA	NA	NA	NA
Letter	3%	6%	7%	11%	9%	8%	9%	7%	6%	11%	13%	10%	13%
Other	4%	6%	2%	2%	1%	2%	<1%	3%	2%	1%	1%	1%	<1%

Q19. Have you personally made or had contact with Council on a specific issue in the last year? 2019 (n=601); 2020 (n=634); 2021 (n=616); 2022 (n=601); 2023 (n=600); 2024 (n=600)
 Q20. In the last year have these contacts been in person, by phone, via email, social media or letter? Q21a. On a scale from 0 to 10, where 0 is Very poor and 10 is Very Good how would you rate...Council's CUSTOMER SERVICE DELIVERY when you dealt with them?
 Base: All CATI respondents who had made or had contact with Council in the past year 2019 (n=221), 2020 (n=249), 2021 (n=213), 2022 (n=251), 2023 (n=231), 2024 (n=201)

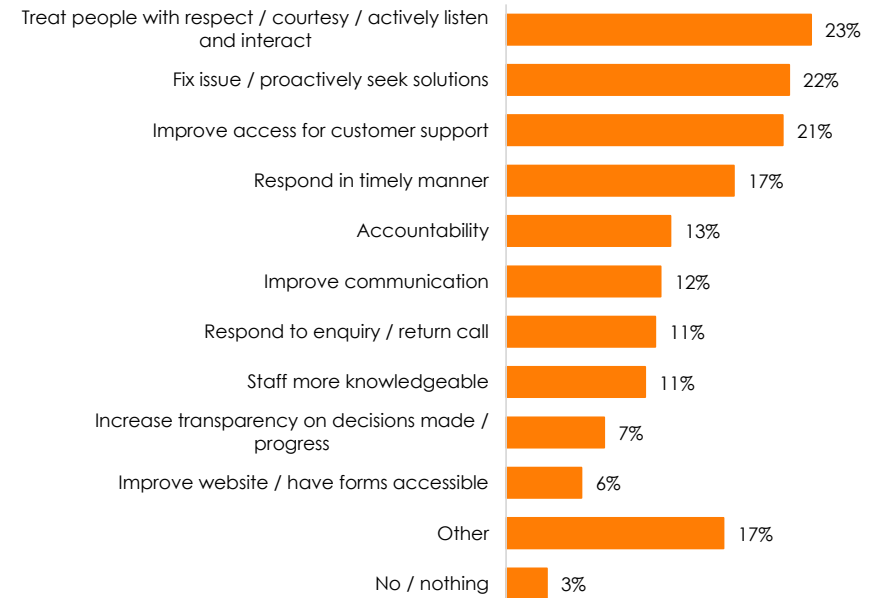
Satisfaction with Council interactions

Of those who had contact with Council, over two thirds (73%) believe that Council make it easy to interact with them, while only 11% believe that Council make it hard. This is consistent with findings in 2023 (72% and 11% respectively in 2023).

Of those who thought it was hard to interact with Council, most mentioned that the Council treating people with respect and listening (23%), fixing issues (22%) and improving customer support (21%) would have made their interaction easier.



What could the Council have done to make your interaction easier?



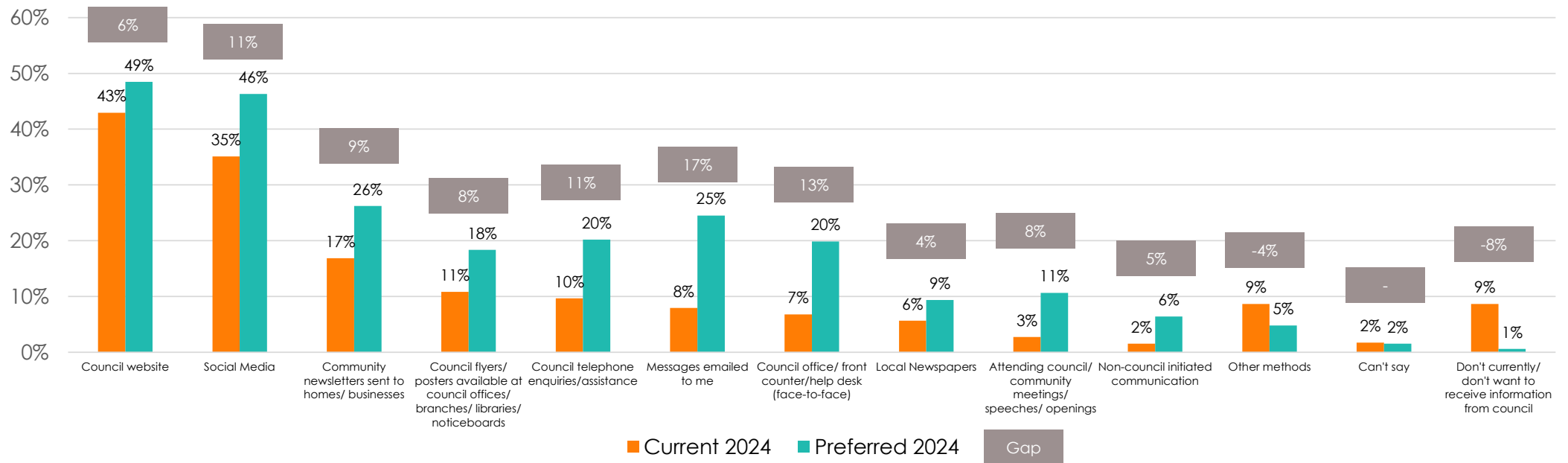
Q21b. On a scale from 0 to 10, where 0 is Very poor and 10 is Very Good how would you rate...Council making it easy for you to interact with them?

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

Base: All 2024 CATI respondents who had made or had contact with Council in the past year excluding 'can't say' (n=201), those who scored 0-4 at Q21b 2024 (n=30) Confidential | 38

Communication preferences

The chart below shows the gap between current methods of Council communications and preferred methods. The areas of interest are where there are gaps in provision. For instance, 8% of residents have reported they currently have messages emailed to them, however 25% of residents would prefer this method of communication, which is the largest gap (17%). The other areas with the largest gaps between current and preferred channels relate to in person contact at the council office (13%), social media (11%) and council telephone contact (11%), which are areas the Council need to consider moving forward. Positively, the gap has closed across most channels compared to 2023.



Q22. How do you CURRENTLY obtain information from Council?
 Q23. What would be your PREFERRED way of obtaining information from Council?
 Base: All CATI respondents 2024 (n=600)

Communication preferences

While there is alignment between the order of how community members currently receive information and their preferred method, the appetite appears to be significantly lower across many of the channels in 2024 compared to 2023.

How do you currently obtain information from Council?	2019	2020	2021	2022	2023	2024	What would be your preferred way of obtaining information from Council?	2019	2020	2021	2022	2023	2024
Council website	41%	43%	35%	42%	40%	43%	Council website	34%	39%	31%	35%	47%	49%
Social Media	22%	27%	52%	40%	31%	35%	Social Media	22%	31%	46%	37%	55%	46%
Community newsletters sent to homes/ businesses	15%	13%	38%	26%	23%	17%	Community newsletters sent to homes/ businesses	16%	16%	31%	18%	36%	26%
Council flyers/ posters available at council offices/ branches/ libraries/ noticeboards	13%	11%	24%	13%	13%	11%	Messages emailed to me	16%	18%	22%	18%	34%	25%
Council telephone enquiries/assistance	10%	9%	17%	13%	12%	10%	Council telephone enquiries/assistance	9%	11%	15%	8%	29%	20%
Messages emailed to me	3%	5%	11%	10%	11%	8%	Council office/ front counter/help desk (face-to-face)	6%	7%	9%	7%	26%	20%
Council office/ front counter/help desk (face-to-face)	6%	5%	11%	7%	7%	7%	Council flyers/ posters available at council offices/ branches/ libraries/ noticeboards	12%	12%	16%	8%	24%	18%
Local Newspapers	6%	7%	16%	6%	4%	6%	Attending council/ community meetings/ speeches/ openings	2%	4%	6%	1%	20%	11%
Attending council/ community meetings/ speeches/ openings	1%	2%	4%	1%	2%	3%	Local Newspapers	6%	5%	11%	3%	14%	9%
Other methods	11%	10%	10%	7%	8%	9%	Other methods	8%	11%	8%	8%	6%	5%
Non-council initiated communication	<1%	1%	8%	3%	4%	2%	Non-council initiated communication	<1%	1%	4%	<1%	14%	6%
Can't say how currently receive council information	3%	2%	1%	1%	1%	2%	Can't say preferred method of receiving council information	4%	1%	1%	2%	1%	2%
Don't currently receive information from council	10%	16%	7%	11%	10%	9%	Don't want to receive information from council	2%	1%	2%	2%	2%	1%

Q22. How do you CURRENTLY obtain information from Council?

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

Base: All CATI respondents 2019 (n=601), 2020 (n=634), 2021 (n=616), 2022 (n=601), 2023 (n=600), 2024 (n=600)

5. Appendix A: Online, CATI and overall survey results

Demographics

Gender	CATI	Online	Overall
Male	49%	21%	48%
Female	51%	79%	52%
Prefer not to answer	-	-	-

Age	CATI	Online	Overall
18-29	25%	7%	25%
30-39	26%	-	25%
40-49	20%	43%	20%
50-59	15%	14%	15%
60 or older	14%	36%	15%

Aboriginal or Torres Strait Islander	CATI	Online	Overall
Yes	11%	-	11%
No	89%	86%	89%
Prefer not to answer	<1%	14%	1%

Time living in City of Palmerston	CATI	Online	Overall
Less than 1 year	1%	-	1%
1 to less than 2 years	5%	-	5%
2 to less than 5 years	6%	14%	7%
5 to less than 10 years	21%	36%	21%
10 to less than 20 years	37%	29%	37%
20 years or more	30%	21%	30%

Agreement that Council is inclusive and has a strong relationship with their Indigenous community	CATI	Online	Overall
Strongly agree (9-10)	32%	-	32%
Agree (7-8)	23%	-	23%
Neither (4-6)	35%	-	35%
Disagree (2-3)	3%	-	3%
Strongly disagree (0-1)	7%	-	7%
n=	60	-	60

Highest level of education	CATI	Online	Overall
Year 8 or below	1%	-	1%
Year 9 or equivalent	1%	-	1%
Year 10 or equivalent	9%	7%	9%
Year 11 or equivalent	9%	14%	9%
Year 12 or equivalent	25%	7%	24%
Trade certificate	12%	7%	12%
Non-trade certificate	6%	7%	6%
Associate diploma	4%	14%	5%
Undergraduate diploma	5%	14%	5%
Bachelor degree	15%	7%	15%
Masters degree, postgraduate degree or postgraduate diploma	11%	7%	11%
Doctorate	<1%	-	<1%
Still at school	-	-	-
Did not go to school	-	-	-
Other	1%	-	1%
Prefer not to say	1%	14%	1%

Employment and Council measures

Are you employed?	CATI	Online	Overall
Full-time (35 hours or more per week)	70%	57%	70%
Part-time / casual	14%	36%	14%
Looking for work	16%	7%	16%
Retired	-	-	-
Student	-	-	-
Non-worker	-	-	-
Home duties/caring	-	-	-
Other	-	-	-

Are you aware of Council's slogan 'A place for people'	CATI	Online	Overall
Yes	70%	57%	70%
No	14%	36%	14%

To what extent do you agree or disagree that Palmerston is a place for people?	CATI	Online	Overall
Strongly agree (9-10)	21%	14%	21%
Agree (7-8)	40%	43%	40%
Neither (4-6)	32%	14%	31%
Disagree (2-3)	5%	14%	5%
Strongly disagree (0-1)	3%	14%	3%

Net Promoter Score	CATI	Online	Overall
Promoters	26%	14%	26%
Passives	40%	43%	40%
Detractors	34%	43%	35%
NPS	-8%	-29%	-9%

Council measures

Council measures	CATI	Online	Overall
Providing libraries and library services to the community	8.1	7.5	8.1
Kerbside waste collection	8.1	8.3	8.1
Providing and maintaining Archer Waste Management Facility	8.0	7.3	8.0
Managing Palmerston Swimming and Fitness Centre	7.9	6.0	7.9
Hosting enough quality community events, such as Youth Festival, On Frances Series and Live at the Lakes	7.8	7.9	7.8
Providing opportunities for recycle and re-use through the Pre-cyclone clean up	7.8	7.5	7.8
Supporting culturally diverse events, such as NAIDOC celebrations, Multicultural Festival and Pride events	7.7	7.9	7.7
Managing the Palmerston Recreation Centre	7.5	7.0	7.5
Maintaining drainage facilities	7.5	5.6	7.4
Providing and maintaining community halls	7.3	6.6	7.3
Managing gardens and nature reserves	7.2	4.6	7.1
Promotes art and culture (eg. public art, murals, paving etc)	7.2	7.4	7.2
Providing recognition and support for our indigenous and multicultural community	7.1	6.3	7.1
Ensuring footpaths built by developers are fit for purpose	7.1	4.1	7.0
Maintaining Lakes	7.1	5.8	7.1

Council measures	CATI	Online	Overall
Ensuring the roads built by developers are fit for purpose	7.1	5.3	7.0
Providing animal management services	7.0	4.4	7.0
Maintaining parks and playgrounds	6.9	5.2	6.9
Maintaining shared pathways	6.9	4.7	6.9
Maintaining roads	6.9	5.5	6.9
Providing shared pathways	6.9	5.3	6.8
Maintaining footpaths	6.8	4.8	6.8
Achieving funding and getting things done by working in partnership with government and the community	6.6	4.8	6.5
Promoting environmental sustainability	6.5	5.6	6.5
Increasing shading and greening in the city	6.5	5.0	6.4
Advocating for the community in planning issues	6.4	3.3	6.3
Providing you with the opportunity to comment on Council's decision making and interact with Council	6.2	4.6	6.2
Supporting innovation in the business community	6.2	3.9	6.2
Supporting and attracting new and existing businesses	5.9	4.8	5.8
Council's performance overall	7.0	5.6	6.9

Council measures

Family and community	CATI	Online	Overall
Managing Palmerston Swimming and Fitness Centre	7.9	6.0	7.9
Maintaining parks and playgrounds	6.9	5.2	6.9
Providing and maintaining community halls	7.3	6.6	7.3
Managing the Palmerston Recreation Centre	7.5	7.0	7.5
Hosting enough quality community events, such as Youth Festival, On Frances Series and Live at the Lakes	7.8	7.9	7.8
Advocating for the community in planning issues	6.4	3.3	6.3
Providing animal management services	7.0	4.4	7.0

Cultural diversity	CATI	Online	Overall
Supporting culturally diverse events	7.7	7.9	7.7
Promoting art and culture (e.g. public art, murals, paving etc.)	7.2	7.4	7.2
Providing libraries and library services to the community	8.1	7.5	8.1
Providing recognition and support for our indigenous and multicultural community	7.1	6.3	7.1

Vibrant economy	CATI	Online	Overall
Awareness of Council's slogan 'A place for people'	54%	79%	55%
Agreement that: Palmerston is 'A place for people'	6.8	5.9	6.8
Council has a long-term vision for Palmerston economy	6.7	3.2	6.6
Performance in: Supporting and attracting new and existing businesses	5.9	4.8	5.8

Governance	CATI	Online	Overall
How: Accountable is the City of Palmerston Council?	6.6	5.5	6.6
Effective is the City of Palmerston Council?	6.6	4.9	6.5
Performance in: Providing you with the opportunity to comment on Council's decision making and interact with Council	6.2	4.6	6.2
Achieving funding and getting things done by working in partnership with government and the community	6.6	4.8	6.5

Council measures

A future focus		CATI	Online	Overall
Performance in:	Supporting innovation in the business community	6.2	3.9	6.2
How:	Innovative is the City of Palmerston?	6.5	5.3	6.4
	Flexible is the City of Palmerston?	6.3	4.1	6.3
Performance in:	Ensuring roads built by developers are fit for purpose	7.1	5.3	7.0
	Maintaining roads	6.9	5.5	6.9
	Ensuring footpaths built by developers are fit for purpose	7.1	4.1	7.0
	Maintaining footpaths	6.8	4.8	6.8
	Providing shared pathways	6.9	5.3	6.8
	Maintaining shared pathways	6.9	4.7	6.9
	Maintaining drainage facilities	7.5	5.6	7.4
Council's overall performance		CATI	Online	Overall
Overall performance		7.0	5.6	6.9

Environmental sustainability	CATI	Online	Overall
Providing opportunities for recycle and re-use through the pre-cyclone clean up	7.8	7.5	7.8
Managing gardens and nature reserves	7.2	4.6	7.1
Maintaining lakes	7.1	5.8	7.1
Increasing shading and greening the city	6.5	5.0	6.4
Kerbside waste collection	8.1	8.3	8.1
Providing & and maintaining Archer Waste Management Facility	8.0	7.3	8.0
Promoting environmental sustainability	6.5	5.6	6.5

Use of Council's facilities	CATI	Online	Overall
Archer Waste Management Facility	64%	57%	63%
City of Palmerston library	37%	29%	37%
Palmerston Swimming and Fitness centre	33%	21%	33%
Palmerston Recreation Centre	20%	21%	20%
Community halls, e.g Gray Community Hall or Durack Community Arts Centre	9%	7%	9%
None of the above	17%	29%	17%

Council measures

How much do you agree with statement that Council has a long- term vision for Palmerston's economy?			
	CATI	Online	Overall
Strongly agree (9-10)	21%	-	21%
Agree (7-8)	41%	20%	41%
Neither (4-6)	24%	20%	24%
Disagree (2-3)	9%	20%	9%
Strongly disagree (0-1)	5%	40%	5%

How accountable is the City of Palmerston Council?			
	CATI	Online	Overall
Completely accountable (9-10)	22%	17%	22%
Accountable (7-8)	37%	33%	36%
Neither (4-6)	29%	25%	29%
Not accountable (2-3)	9%	-	8%
Not at all accountable (0-1)	4%	25%	4%

How innovative is the City of Palmerston Council?			
	CATI	Online	Overall
Completely innovative (9-10)	15%	11%	15%
Innovative (7-8)	43%	33%	42%
Neither (4-6)	32%	33%	32%
Not innovative (2-3)	6%	11%	6%
Not at all innovative (0-1)	4%	11%	4%

How flexible is the City of Palmerston Council?			
	CATI	Online	Overall
Completely flexible (9-10)	15%	-	15%
Flexible (7-8)	37%	13%	37%
Neither (4-6)	37%	50%	37%
Not flexible (2-3)	5%	13%	5%
Not at all flexible (0-1)	5%	25%	6%

How effective is the City of Palmerston Council?			
	CATI	Online	Overall
Completely effective (9-10)	15%	-	14%
Effective (7-8)	47%	42%	47%
Neither (4-6)	28%	25%	28%
Not effective (2-3)	7%	17%	7%
Not at all effective (0-1)	4%	17%	4%

How accessible do you consider Council's elected members to be?			
	CATI	Online	Overall
Very accessible (9-10)	23%	-	23%
Accessible (7-8)	36%	11%	35%
Neither (4-6)	27%	11%	27%
Not accessible (2-3)	8%	33%	8%
Not at all accessible (0-1)	6%	44%	7%

Contact with CoP

Key Area	CATI	Online	Overall
Family and Community	7.27	5.76	7.24
Vibrant Economy	6.44	4.60	6.42
Cultural diversity	7.53	7.29	7.53
A Future Focus	6.82	4.86	6.78
Environmental Sustainability	7.30	6.29	7.28
Governance	6.50	4.95	6.46
Net promoter score	-8%	-29%	-9%
Average Performance	6.98	5.63	6.95

On a scale from 0 to 10, where 0 is Very poor and 10 is Very Good how would you rate... Council making it easy for you to interact with them

	CATI	Online	Overall
Very good (9-10)	41%	42%	41%
Good (7-8)	32%	25%	32%
Neither (4-6)	17%	-	16%
Poor (2-3)	6%	8%	6%
Very poor(0-1)	5%	25%	6%
n=	195	12	207

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

	CATI	Online	Overall
Yes	30%	86%	31%
No	70%	14%	69%

On a scale from 0 to 10, where 0 is Very poor and 10 is Very Good how would you rate... Council's CUSTOMER SERVICE DELIVERY when you dealt with them?

	CATI	Online	Overall
Very good (9-10)	46%	42%	45%
Good (7-8)	24%	25%	24%
Neither (4-6)	16%	17%	16%
Poor (2-3)	6%	8%	6%
Very poor(0-1)	7%	8%	7%
Can't say	2%	-	2%
n=	201	12	213

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

	CATI	Online	Overall
Phone	53%	83%	55%
Email	40%	67%	42%
In person	36%	17%	35%
Social media	7%	8%	7%
Letter	3%	8%	3%
Other	4%	25%	6%
n=	201	12	213

5. Appendix B: Survey

Survey

QMS FIELD REQUIREMENTS

Project No: 263407755	Project Name: City of Palmerston 2023 Community Survey
Client Service Project Team: Naomi Downer, Katelyn Kemp	

CATI INTRODUCTION

Good morning/afternoon, my name is _____. I am calling from Verian on behalf of the City of Palmerston. We are calling residents to invite them to participate in a community-wide survey to provide feedback to Council. The City of Palmerston is keen to understand your perceptions of the local Council in which you live and the services, facilities and infrastructure provided. We value your input and would like approximately 20 minutes of your time to achieve this.

Is there anyone in the household between the ages of 18 and 30? (IF YES, ASK TO SPEAK WITH THEM AND REINTRO, ELSE CONTINUE)

I just need to let you know that this call may be monitored by my supervisor for training and coaching purposes.

(IF CONCERNED ABOUT PRIVACY) - I can assure you that any information you give will remain confidential, and in compliance with the Privacy Act.

(IF CONCERNED ABOUT VALIDITY) - advise them that Wati Kerta, General Manager of Finance and Governance is the Contact if they wish to verify the research project. Her number is: 8935 9989.

ONLINE INTRODUCTION

Thank you for your participation in this survey. Verian has been commissioned by the City of Palmerston to conduct this survey on their behalf to get feedback from the local community about their performance as a local council.

Council has asked Verian to conduct the survey on their behalf to ensure that your responses are kept confidential, so you can feel free to be as honest as possible in your answers. There are no right or wrong answers in the survey, we are seeking your opinion on a range of factors to do with the Council's performance.

The research is covered by Market and Social Research Privacy Principles with findings from the surveys reported only in aggregate, so your responses and opinions will remain completely anonymous.

The survey will take approximately 20 minutes to complete depending on your answers.

Please do not use the back and forward buttons in the browser. Instead, please use the "Next" and "Back" buttons at the bottom of each page.

[SINGLE]

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

1.	Yes	CONTINUE
2.	No	<i>Thank you for your time but we are looking for people who are residents of the City of Palmerston.</i>
3.	Don't know	

[SINGLE]

S2. Which suburb do you live in?

1.	SPECIFY	CONTINUE
----	---------	----------

[SINGLE]

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

1.	Yes	CONTINUE if NO otherwise: <i>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.</i>
2.	No	
3.	Don't know	

[SINGLE]

Q1. Which gender identity do you identify most with? DNRO

1.	Male	
2.	Female	
3.	Prefer to self-describe (specify)	
4.	Prefer not to answer	

[SINGLE]

Q2. Which of the following age brackets do you fall into?

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

[SINGLE]

Q6. Are you aware of council's slogan 'A place for people'?

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?
Scale 0-10.

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 City of Palmerston area to friends or family?

Q8a. Why is that? TEXT]

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. I will read out quite a long list and I want you to answer on a scale from 0 to 10 scale, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in

[SINGLE]

[REPEAT SCALE AS NECESSARY]

RANDOMISE

SCALE| 0 = Very Poor | 10 = Very Good | 99 = Can't say

	Question	0	1	2	3	4	5	6	7	8	9	10		99
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 roads													
4.	Ensuring footpaths built by developers are fit for purpose													
5.	Maintaining footpaths													
6.	Providing shared pathways													
7.	Maintaining shared pathways													
8.	Maintaining drainage facilities													
9.	Managing Palmerston Swimming and Fitness Centre													
10.	Maintaining parks and playgrounds													
11.	Managing gardens and nature reserves													
12.	Providing and maintaining community halls													
13.	Managing the Palmerston Recreation Centre													
14.	Supporting culturally diverse events, such as NAIDOC celebrations, Multicultural Festival and Pride events													
15.	Promotes art and culture (eg. public art, murals, paving etc)													
16.	Providing libraries and library services to the community													
17.	Kerbside waste collection													
18.	Providing and													

Survey

10	Social Media	
4	Local newspapers	
2	Council website	
1	Letter drops sent to homes/ businesses	
3	Council flyers/ posters available at council offices/ branches/ libraries/ noticeboards	
5	Messages emailed to me	
6	Council office/ front counter/help desk (face-to-face)	
7	Council telephone enquiries/assistance	
8	Attending council/ community meetings/ speeches/ openings	
9	Non-council initiated communication	
97	Other methods (specify)	OPEN ENDED
98	Don't currently receive information from council	[SINGLE]
99	Can't say how currently receive council information	[SINGLE]

[MR]
Q23. What would be your PREFERRED way of obtaining information from Council? RO

HIGHLIGHT ALL MENTIONED
IF OTHER, HIGHLIGHT OTHER AND TYPE IN RESPONSE

10	Social Media	
4	Local newspapers	
2	Council website	
1	Letter drops sent to homes/ businesses	
3	Council flyers/ posters available at council offices/ branches/ libraries/ noticeboards	
5	Messages emailed to me	
6	Council office/ front counter/help desk (face-to-face)	
7	Council telephone enquiries/assistance	
8	Attending council/ community meetings/ speeches/ openings	
9	Non-council initiated communication	
97	Other methods –(specify)	OPEN ENDED
98	Don't currently receive information from council	[SINGLE]
99	Can't say how currently receive council information	[SINGLE]

Just to finish up we have a few questions to make sure that we have interviewed a good cross-section of the community. Please be assured that the information you provide will only be used for research purposes, and then only in aggregated form. No one's individual records can be identified as part of this study.

[SINGLE]
Q24. How long IN TOTAL have you lived in the City of Palmerston area?

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

[SINGLE]
Q25. What is the highest level of education you have reached?

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 degree
13.	Masters degree, postgraduate degree or postgraduate diploma
14.	Doctorate
15.	Other
16.	REFUSED

[SINGLE]
Q26. Are you now in paid employment? [RESIDENTS ONLY]

1.	Yes, full-time (35 hours or more per week)	IF YES, ASK: Is that full-time for 35 hours or more a week, or part-time?
2.	Yes, part-time / casual	
3.	No	

IF NOT EMPLOYED (CODE 3 ON Q26), ask:
[SINGLE]
Q27. 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 job?
IF NOT LOOKING, ASK: Are you retired, a student, a non-worker or home duties?

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 (specify)

IF EMPLOYED (CODES 1 OR 2 ON Q26), ASK:

Q28. What is the postcode where you work?
(Numeric – postcode must start with 08 and be 4 digits)
99. Don't know

IF RESPONDENT DOES NOT KNOW POSTCODE, THEN AND ASK FOR THE NAME OF THE SUBURB, TOWN, LOCALITY ETC. AND RECORD

97	OPENED	ENTER SUBURB TOWN LOCALITY
98		DON'T KNOW

[SINGLE] [RESIDENTS ONLY]
Q29. What is the combined gross annual income of this household? This is your combined household annual income before tax.

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.	(DON'T READ) CANT SAY
12.	(DON'T READ) REFUSED

[SINGLE] [RESIDENTS ONLY]
Q30. Including yourself, how many people live in this household?

1.	OPEN ENDED (INPUT NUMBER)
2.	CANT SAY
3.	REFUSED

[SINGLE]
Q31. Do you identify as Aboriginal or Torres Strait islander?

1.	Yes	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
2.	No	
3.	REFUSED	

ALL

That's the end of the survey. On behalf of the City of Palmerston and Kantar, thank you so much for your time, it has been greatly appreciated!

As this is market research, it is carried out in compliance with the Privacy Act and the information you provided will be used only for research purposes.

If you have any queries about the Market Research Industry as a whole, you can call the Market and Social Research Society's Survey Line on 1300 364 830.

Log of changes

Date	Change	Who
1/08/2022	Updated gender question wording and codeframe	CoP
2/08/2022	Updated survey length to 20 minutes in the intro	KP
2/08/2022	Updated contact details in the intro	KP
2/08/2022	Updated Palmerston City Council to City of Palmerston throughout	KP
2/08/2022	Added new sustainability question – Q34	CoP
2/08/2022	Updated question numbering	KP
3/08/2022	Added intro wording before Q10a	KP

Thank you



Naomi Downer

Naomi.downer@veriangroup.com



Katelyn Kemp

Katelyn.kemp@veriangroup.com



Powering decisions
that shape the world.

