



MCGREGOR TAN
RESEARCH. STRATEGY. SOLUTIONS.

RURAL CITY OF MURRAY BRIDGE

Community Satisfaction Survey

Project 10853
Date October 2017

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Research Methodology

RESEARCH PURPOSE

- To measure, track and gain statistically reliable information in relation to the services provided by council, in terms of their perceived scope, quality and relevance to the community.

METHODOLOGY

- Random sample of adults over 18 residing in the Rural City of Murray Bridge Council area
- Interviews were conducted via a mixed methodology of Online and CATI collection
- Where possible results have been tracked to previous years

SAMPLE

- Data collection period was between 27th September and 11th October 2017
- 600 surveys
- The sample was randomly selected from each of the three wards: Monarto, Mobilong and Brinkley

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

LIVING IN THE RURAL CITY OF MURRAY BRIDGE (RCMB)

Two thirds (65%, ↓ from 81% in 2015) of residents were satisfied with the quality of life in RCMB, while 1 in 10 (9%, ↑ from 2% in 2015) were dissatisfied. A further quarter (26%, ↑ from 17% in 2015) were neither satisfied nor dissatisfied.

More than half of residents had lived in RCMB for more than twenty years (54%, ↓ from 57% in 2015), a further 1 in 5 (19%, ↓ from 23% in 2015) had lived in the Council area for eleven to twenty years.

The top things most valued about living in the RCMB area included the country lifestyle yet close to the city (31%, ↓ from 42% in 2015), the river (23%, ↑ from 6% in 2015), convenient location (16%, ↓ from 22% in 2015), strong sense of community (11%, ↓ from 15% in 2015), peaceful and quiet (11%, ↑ from 4% in 2015) and the services available (9%, ↓ from 19% in 2015).

The key issues currently affecting the lives of people living in the RCMB area included a lack of jobs (30%, ↓ from 41% in 2015), drug use (23%, ↑ from 10% in 2015), crime (13%, ↑ from 4% in 2015) and lack of entertainment for young people (10%, ↑ from 9% in 2015).

Just under two thirds (63%, ↓ from 76% in 2015) of residents felt safe in the Rural City of Murray Bridge, while 1 in 6 (17%, ↑ from 4% in 2015) felt unsafe. A further 1 in 5 (20%, ↑ from 19% in 2015) felt neither safe nor unsafe.

CONTACT

Just over 2 in 5 (42%, ↓ from 43% in 2015) residents indicated they had contact with the council in the last 12 months.

The main reasons for having contact with the Council in the last 12 months included dog control / registration (19%, ↓ from 30% in 2015) community services (11%, ↑ from 7% in 2015) and road / footpath maintenance (10%, ↔ from 10% in 2015).

There was a high level of satisfaction with the courtesy and politeness of the person residents dealt with during their contact with the Council (4.2, ↓ from 4.4 in 2015), while there was a moderate level of satisfaction with the way that the contact was handled (3.8, ↔ from 3.8 in 2015).

The main reasons for dissatisfaction with contact with the Council were the Council was not interested or concerned about the issue (31%, ↑ from 14% in 2015), the Council is ineffective / nothing was done about it (29%, ↑ from 21% in 2015), the situation wasn't resolved (20%, ↓ from 21% in 2015) and they didn't get back to me (18%, ↑ from 15% in 2015).

The main methods residents found out about Council matters included Facebook (46%, ↑ from 17% in 2015), the Murray Valley Standard newspaper (43%, ↓ from 67% in 2015) and word of mouth (40%, ↓ from 59% in 2015).

The main methods residents wanted to be informed about Council matters included letter / letter box drops (38%, ↓ from 43% in 2015), Facebook (26%, ↑ from 14% in 2015), email (23%, ↑ from 20% in 2015) and the Murray Valley Standard newspaper (19%, ↓ from 34% in 2015).

EXECUTIVE SUMMARY

COUNCIL SERVICES

The main services residents were aware of that RCMB offered included waste and recycling service (51%, ↑ from 49% in 2015), library services (19%, ↓ from 24% in 2015), street / road maintenance (18%, ↓ from 30% in 2015), aged and social care / services for seniors / HACC (16%, ↓ from 20% in 2015), parks / reserves / gardens (13%, ↓ from 15% in 2015) and hard rubbish / kerbside collection (10%, ↓ from 24% in 2015).

Residents felt the main priorities Council should give to services were:

- Attracting more businesses and industry to the area (4.6, ↔ from 4.6 in 2015)
- Developing the City's infrastructure, such as transport, car parking, open space and public amenities (4.4, ↔ from 4.4 in 2015)
- Promoting the Rural City of Murray Bridge to attract tourism (4.4, ↑ from 4.3 in 2015)
- Attracting and / or sponsoring community events - e.g. Pedal Prix, Christmas Pageant (4.3, ↔ from 4.3 in 2015)
- Improving urban enhancement around the RCMB such as landscaping, street scaping, providing a clean, safe and liveable region (4.3, ↔ from 4.3 in 2015)
- Increasing recreational, leisure, cultural and heritage experiences such as managing the pathway and cycleway network, providing new facilities (4.2, ↔ from 4.2 in 2015)
- The Council should play a role in environmental sustainability, including improving water conservation (4.2, ↓ from 4.4 in 2015)
- Developing community support programs (4.2, ↔ from 4.2 in 2015)

Almost two in five (39%, ↓ from 47% in 2015) residents agreed 'the Council acts responsibly and with integrity', while 15% (↓ from 16% in 2015) disagreed. A further 38% (↑ from 33% in 2015) neither agreed satisfied nor disagreed.

Two thirds (67%, ↑ from 52% in 2015) of residents felt the Council could improve its services. The main improvements suggested included:

- More / better communication, consultation and information (13%, ↑ from 8% in 2015)
- Reduce rates (9%, ↑ from 4% in 2015)
- Improve / maintain roads (9%, ↔ from 9% in 2015)
- Improve / maintain footpaths (8%, ↑ from 4% in 2015)
- Provide hard rubbish collection (6%, ↑ from 1% in 2015)
- More footpaths (5%, ↑ from 4% in 2015)

The main suggestions about what RCMB should focus on in the future included:

- More employment (15%, ↓ from 18% in 2015)
- Attract more tourism (11%, ↔ from 11% in 2015)
- Attract more businesses / industries (10%, ↓ from 14% in 2015)
- More youth engagement - programs / activities (9%, ↑ from 7% in 2015)
- More / better services and facilities (8%, ↑ from 1% in 2015)
- Develop the riverfront (8%, ↑ from 2% in 2015)
- More security - policing / cameras (8%, ↑ from 2% in 2015)

EXECUTIVE SUMMARY

OVERALL SATISFACTION

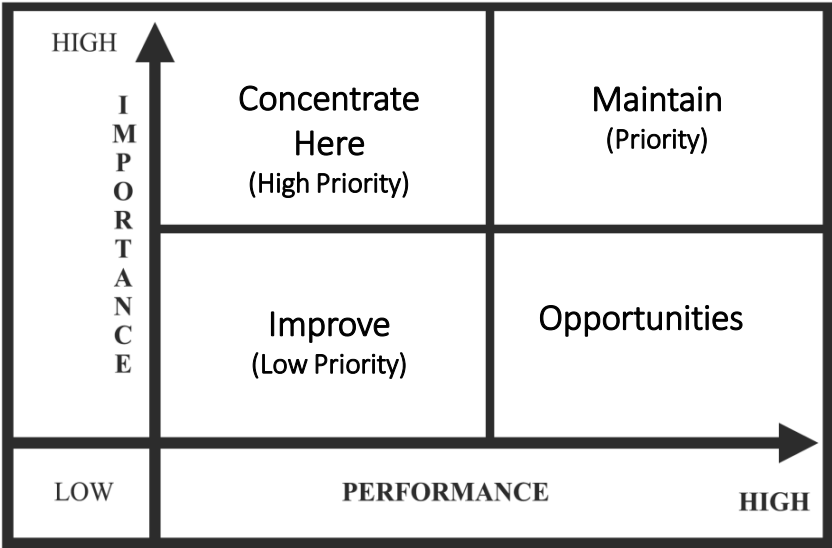
Overall, more than 4 out of 10 residents were satisfied with the Rural City of Murray Bridge, the scaled responses were:

- Satisfied (42%, ↓ from 45% in 2015)
- Neither satisfied nor dissatisfied (35%, ↓ from 38% in 2015)
- Dissatisfied (20%, ↑ from 17% in 2015)
- Unsure (2%, ↑ from 1% in 2015)

IMPORTANCE AND SATISFACTION

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

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



The following tables demonstrates the average importance and satisfaction ratings provided by residents in regard to the services offered, assets managed and interaction with the Council, while the following graphical representation demonstrates the most important aspects to be targeted by the Council in order to improve satisfaction ratings. The main focus of improvement should be on street / road maintenance and curbing, services for seniors, recreational and leisure opportunities, footpaths, youth and children’s programs and community engagement and consultation.

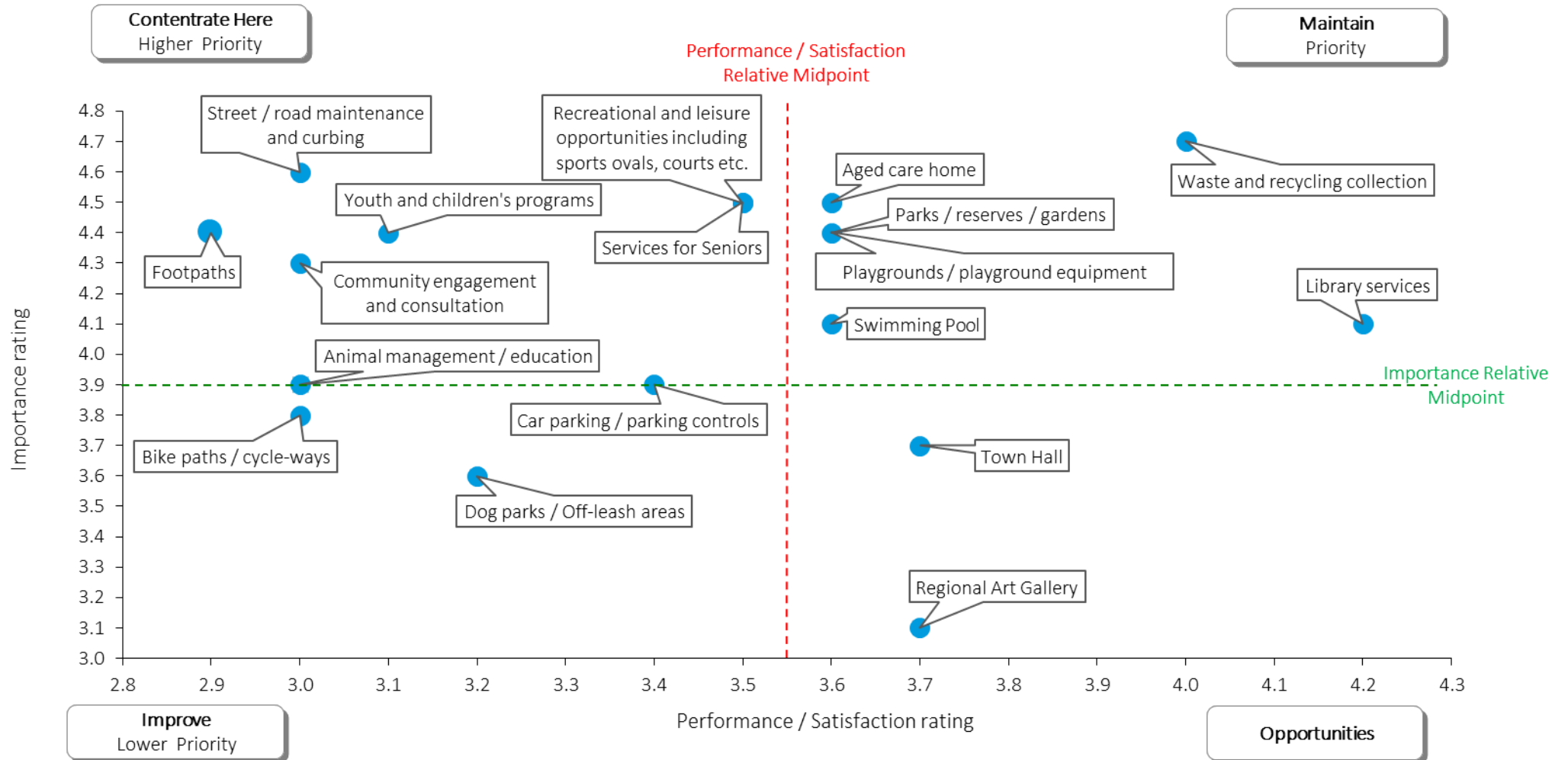
While waste and recycling collection, the aged care home, parks / reserves / gardens, playgrounds / playground equipment, the swimming pool and library services were considered to be both important with high satisfaction levels and should be maintained.

EXECUTIVE SUMMARY

Area	Importance	Satisfaction	Action
Waste and recycling collection	4.7↔ 2015: 4.7	4.0↓ 2015: 4.1	Maintain - Priority
Street / road maintenance and curbing	4.6↑ 2015: 4.5	3.0↑ 2015: 2.8	Concentrate here - Higher Priority
Services for senior	4.5	3.5	Concentrate here - Higher Priority
Recreational and leisure opportunities	4.5↑ 2015: 4.2	3.5↓ 2015: 3.7	Concentrate here - Higher Priority
Aged care home	4.5	3.6	Maintain - Priority
Parks / reserves / gardens	4.4↑ 2015: 4.3	3.6↓ 2015: 3.8	Maintain - Priority
Footpaths	4.4↑ 2015: 4.3	2.9↑ 2015: 2.8	Concentrate here - Higher Priority
Youth and children's programs	4.4↑ 2015: 4.1	3.1↓ 2015: 3.2	Concentrate here - Higher Priority
Playgrounds / playground equipment	4.4↑ 2015: 4.1	3.6↓ 2015: 3.7	Maintain - Priority

Area	Importance	Satisfaction	Action
Community engagement and consultation	4.3↑ 2015: 4.2	3.0↔ 2015: 3.0	Concentrate here - Higher Priority
Library services	4.1↑ 2015: 4.0	4.2↔ 2015: 4.2	Maintain - Priority
Swimming pool	4.1↑ 2015: 3.8	3.6↓ 2015: 3.7	Maintain - Priority
Car parking / parking controls	3.9↓ 2015: 4.1	3.4↔ 2015: 3.4	In between concentrate here and improve - Lower Priority
Animal management / education	3.9↓ 2015: 4.1	3.0↓ 2015: 3.3	In between concentrate here and improve - Lower Priority
Bike paths / cycle-ways	3.8↑ 2015: 3.6	3.0↔ 2015: 3.0	Improve - Lower Priority
Town Hall	3.7	3.7	Opportunity
Dog parks / Off-leash areas	3.6	3.2	Improve - Lower Priority
Regional Art Gallery	3.1	3.7	Opportunity

2017 - RELATIVE IMPORTANCE AND RELATIVE SATISFACTION WITH RCMB COUNCIL SERVICES



EXECUTIVE SUMMARY

WHERE TO FROM HERE

In conclusion the main implications of the research are:

The specific Council services and actions that were identified by residents as benefiting most from targeted attention by the Rural City of Murray Bridge were street / road maintenance and curbing, services for seniors, recreational and leisure opportunities, footpaths, youth and children's programs, community engagement and consultation.

While the Council should continue their good work on the aspects of waste and recycling services, the aged care home, parks / reserves / gardens, playgrounds / playground equipment, the swimming pool and library services.

The community is very aware of social Issues affecting the local area such as unemployment, drug use, crime and a lack of entertainment for young people. The community would also like Council to develop programs in part to deal with these issues including:

- increasing employment opportunities including attracting more businesses and industry to Murray Bridge
- promoting the City as a tourism destination
- youth engagement
- developing the riverfront
- more security - policing / cameras

These programs, however, should not be at the expense of Council's responsibilities in continuing to develop the City's infrastructure, such as transport, car parking, open space and public amenities.

The community is keen for Council to communicate, consult more and to provide more information to them about Council matters including programs and improvements being implemented. The preferred communication channels to inform them and provide information are letter / letter box drops, Facebook, email and the Murray Valley Standard newspaper.

ANALYSIS

SATISFACTION WITH COUNCIL



Overall Satisfaction with the RCMB Council

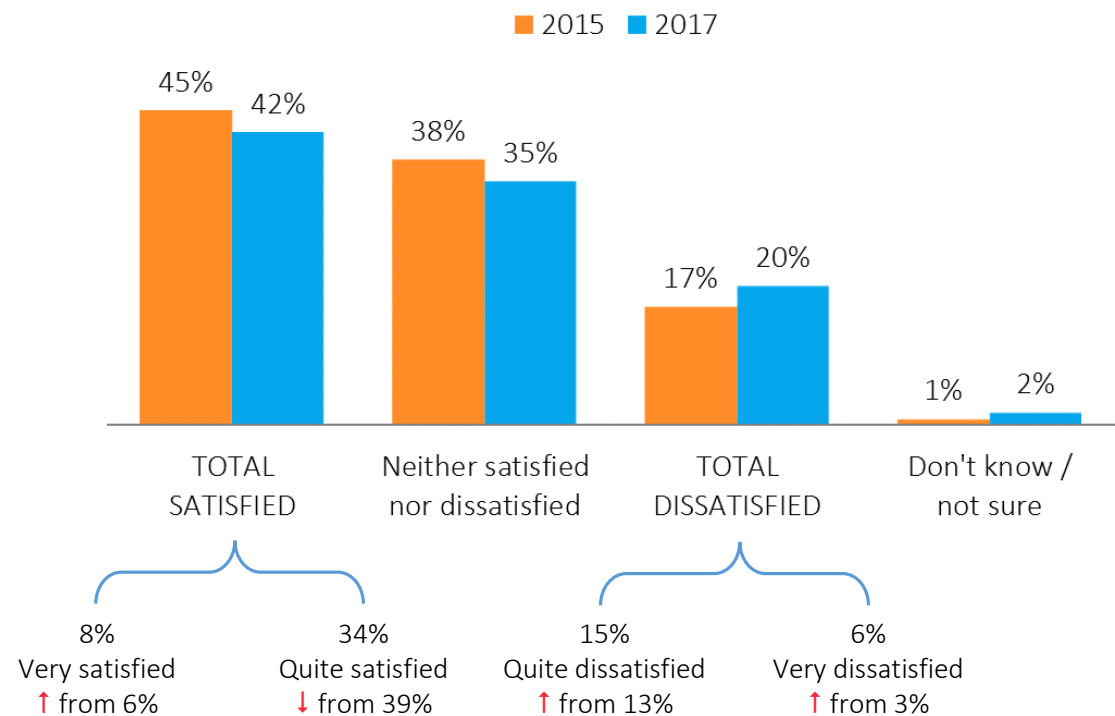
SATISFACTION WITH COUNCIL



Overall, more than two in five (42%, ↓ from 45% in 2015) indicated they are satisfied with the Rural City of Murray Bridge, while just 20% (↑ from 17% in 2015) are dissatisfied.













Respondents aged 70 plus (54%), retirees (52%) and those with a gross household income of \$60,000-\$79,999 per annum (57%) had a higher incidence of indicating they are satisfied.

While respondents aged 40-49 (31%), those in paid work (25%) and those in a managerial position (39%) were more likely to indicate they are dissatisfied.



Importance vs Satisfaction Analysis













SATISFACTION WITH COUNCIL

Area	Importance 2017	Mean 2017	Satisfaction 2017	Mean 2017	Action	Commentary
Waste and recycling collection		4.7 ↔ 2015: 4.7		4.0 ↓ 2015: 4.1	Maintain - Priority	Almost all (94%) respondents indicated that waste and recycling collection is important, recording an extremely high importance rating of 4.7 out of 5. Respondents also indicated that they are highly satisfied with this service (4.0). Retirees (82%) and those not in paid work (79%) were more likely to indicate that this is service is extremely important.
Street / road maintenance and curbing		4.6 ↑ 2015: 4.5		3.0 ↑ 2015: 2.8	Concentrate here - Higher Priority	Nine in ten (90%) indicated that street / road maintenance and curbing is important, reporting an extremely high importance rating of 4.6 out of 5. Those who have resided in the Rural City of Murray Bridge for 6 to 10 years (35%) were more likely to indicate that this is an area of importance While those with a gross household income of \$20,000-\$39,999 per annum were more likely to indicated this to be extremely important. Satisfaction has increased from 2.8 in 2015 to 3.0 in 2017.
Services for senior		4.5		3.5	Concentrate here - Higher Priority	An extremely high level of importance (4.5) was recorded for services for seniors, with moderate levels of satisfaction (3.5). More than four in five (88%) indicating this service is important. Females (70%) were more likely to indicate that this service is extremely important.
Recreational and leisure opportunities		4.5 ↑ 2015: 4.2		3.5 ↓ 2015: 3.7	Concentrate here - Higher Priority	Again, more than four in five (88%) respondents indicated that recreational and leisure opportunities are extremely important, giving a rating of 4.5 out of 5, an increase from 4.2 in 2015. Although satisfaction has decreased from 3.7 in 2015 to 3.5 in 2017, less than one in five (17%) are dissatisfied.
Aged care home		4.5		3.6	Maintain - Priority	Approximately nine in ten (87%) respondents indicated that aged care homes are important. This area achieved an extremely high level of importance (4.5), with a moderate level of satisfaction (3.6). Females (79%) and residents (83%) were more likely to indicate that this is an area of extreme importance.
Parks / reserves / gardens		4.4 ↑ 2015: 4.3		3.6 ↓ 2015: 3.8	Maintain - Priority	More than four in five (87%) respondents indicated that parks / reserves / gardens are important. This area achieved a high level of importance (4.4), with a moderate level of satisfaction (3.6). Females (67%) and those aged 50-59 (72%) were more likely to indicate that this service is extremely important.

Key: * not mentioned previously; ↑ increasing trend; ↓ decreasing trend; ↔ flat

Importance vs Satisfaction Analysis (cont.)













SATISFACTION WITH COUNCIL

Area	Importance 2017	Mean 2017	Satisfaction 2017	Mean 2017	Action	Commentary
Footpaths		4.4 ↑ 2015: 4.3		2.9 ↑ 2015: 2.8	Concentrate here - Higher Priority	More than 4 in 5 respondents (86%) indicated that footpaths are important, recording a high importance rating of 4.4 out of 5 and mixed levels of satisfaction (2.9). Females (66%) and residents (71%) were more likely to indicate that footpaths are extremely important.
Youth and children's programs		4.4 ↑ 2015: 4.1		3.1 ↓ 2015: 3.2	Concentrate here - Higher Priority	Just over four in five (83%) respondents indicated that youth and children's programs are important. This received a high level of importance (4.4), with a mixed satisfaction rating (3.1). Females (74%), residents (74%), community and personal service workers (81%), those who undertake home duties (84%) and families with the youngest child under 12 years (73%) were more likely to indicate that this service is extremely important.
Playgrounds / playground equipment		4.4 ↑ 2015: 4.1		3.6 ↓ 2015: 3.7	Maintain - Priority	Again, just over four in five (83%) respondents indicated that playgrounds / playground equipment is important (4.4) with moderate levels of satisfaction (3.6). Females (68%), those who undertake home duties (84%) and families with the youngest child under 12 years (74%) were more likely to indicate that playgrounds / playground equipment is extremely important.
Community engagement and consultation		4.3 ↑ 2015: 4.2		3.0 ↔ 2015: 3.0	Concentrate here - Higher Priority	Eight in ten (82%) respondents indicated that community engagement and consultation is important, recording a high importance rating of 4.3 out of 5 and mixed levels of satisfaction (3.0). Community and personal service workers (75%) were more likely to indicate that this is an area of extreme importance.
Library services		4.1 ↑ 2015: 4.0		4.2 ↔ 2015: 4.2	Maintain - Priority	Approximately three quarters (74%) of respondents indicated that library services are important. This area achieved both high importance and satisfaction ratings (importance, 4.1 out of 5; satisfaction 4.2 out of 5). This result remains consistent to the 4.2 satisfaction rating received in 2015. Females (56%), those who have resided in the Rural City of Murray Bridge for 3 to 5 years (67%) and those who reside within the township (50%) were more likely to indicate that library services are extremely important.
Swimming pool		4.1 ↑ 2015: 3.8		3.6 ↓ 2015: 3.7	Maintain - Priority	Almost three quarters (73%) of respondents indicated that the swimming pool is important. Achieving a high importance rating (4.1), this service recorded a moderate satisfaction rating of 3.6 out of 5. Females (58%), those who undertake home duties (72%) and families with the youngest child under 12 years (60%) were more likely to indicate this service is extremely important.

Key: * not mentioned previously; ↑ increasing trend; ↓ decreasing trend; ↔ flat

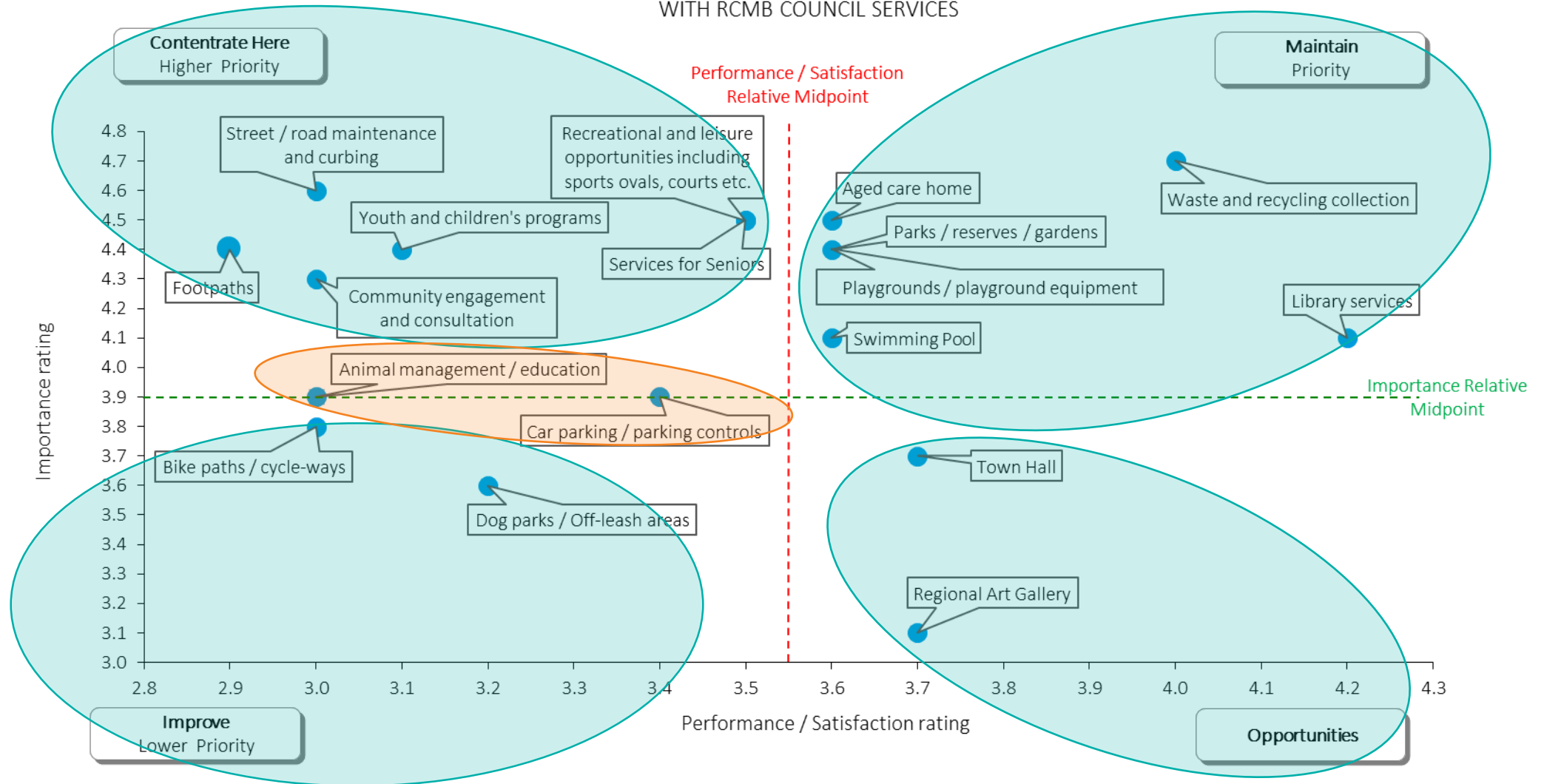
Importance vs Satisfaction Analysis (cont.)

SATISFACTION WITH COUNCIL

Area	Importance 2017	Mean 2017	Satisfaction 2017	Mean 2017	Action	Commentary
Car parking / parking controls	 69%	3.9 ↓ 2015: 4.1	 48%	3.4 ↔ 2015: 3.4	In between concentrate here and improve - Lower Priority	More than two thirds (69%) indicated that car parking / parking control is important, recording a moderate importance rating of 3.9 out of 5 and a mixed level of satisfaction (3.4). Those aged 70 plus (53%) were more likely to indicate that car parking / parking controls are extremely important.
Animal management / education	 67%	3.9 ↓ 2015: 4.1	 33%	3.0 ↓ 2015: 3.3	In between concentrate here and improve - Lower Priority	Two thirds (67%) of respondents indicated that animal management / education is important, recording a moderate importance rating of 3.9 and a mixed satisfaction rating of (3.0). Females (46%) and older couples with no children at home (47%) were more likely to indicate that this is an area of extreme importance.
Bike paths / cycle-ways	 62%	3.8 ↑ 2015: 3.6	 31%	3.0 ↔ 2015: 3.0	Improve - Lower Priority	Just over three in five (62%) respondents indicated that bike paths / cycle-ways are important. A moderate importance rating of 3.8 out of 5 was achieved, with just under a third (31%) satisfied with the bike paths / cycle-ways.
Town Hall	 59%	3.7	 49%	3.7	Opportunity	More than half (59%) of respondents indicated the Town Hall is important. This recorded both a moderate importance and satisfaction rating (3.7 respectively). Females (33%) were more likely to indicate that the Town Hall is extremely important, compared to males (22%).
Dog parks / Off-leash areas	 54%	3.6	 30%	3.2	Improve - Lower Priority	Just over half (54%) of respondents indicated that dog parks / off-leash areas are important, recording a moderate importance rating of 3.6. A mixed level of satisfaction was also recorded - 3.2. Females (38%) were more likely to indicate that dog parks / off-leash areas are extremely important, compared to males (23%).
Regional Art Gallery	 39%	3.1	 39%	3.7	Opportunity	Approximately two in five (39%) indicated the Regional Art Gallery is important, recording a mixed importance rating of 3.1 out of 5 and a moderate satisfaction rating of 3.7 out of 5 was achieved. Females (20%) were more likely to indicate the Regional Art Gallery is extremely important.

Key: * not mentioned previously; ↑ increasing trend; ↓ decreasing trend; ↔ flat

2017 - RELATIVE IMPORTANCE AND RELATIVE SATISFACTION
WITH RCMB COUNCIL SERVICES

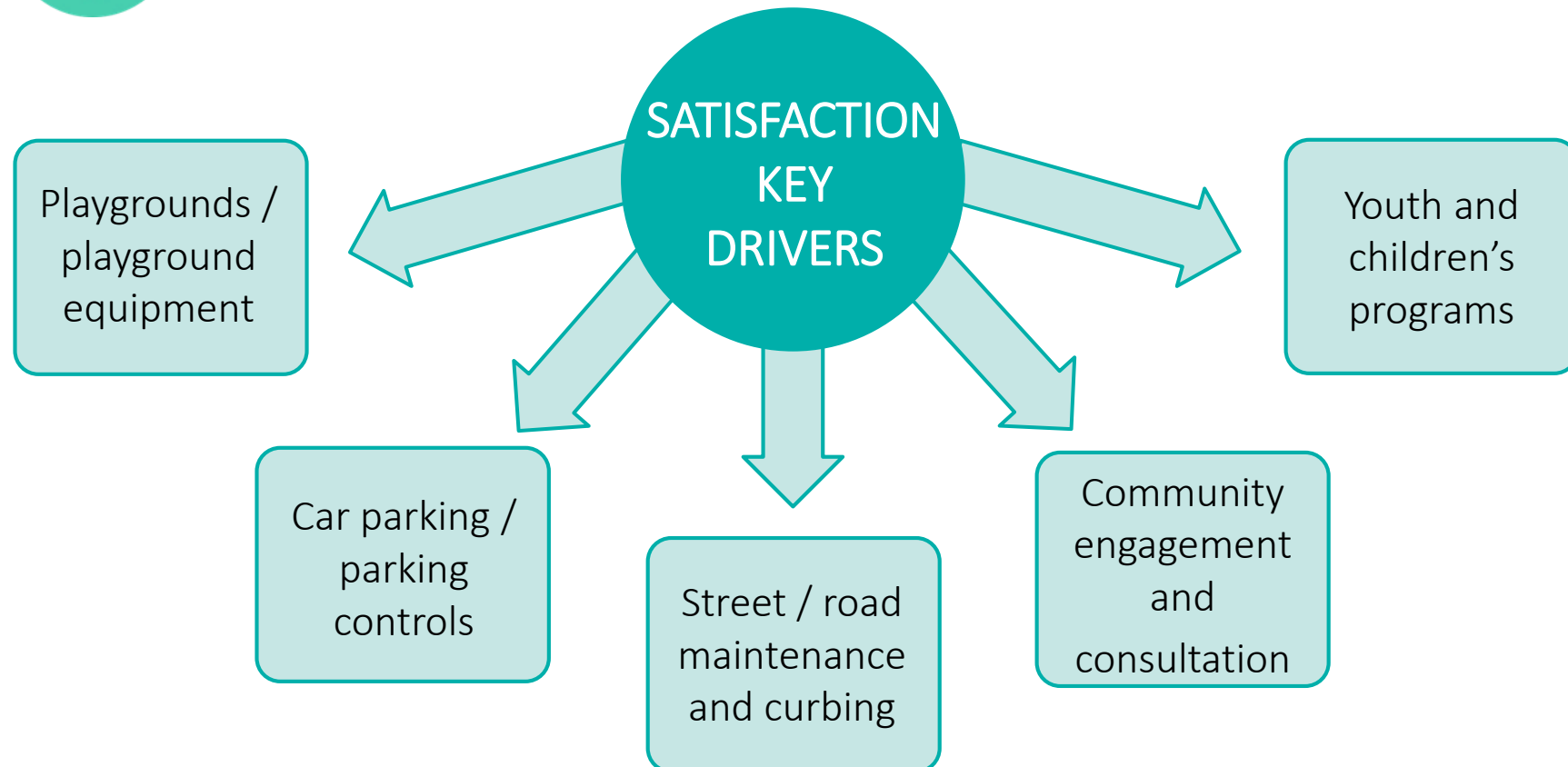


Multiple Regression Key Drivers of Satisfaction **SATISFACTION WITH COUNCIL**



Together these five attributes accounted for 47% of variability existing in respondents overall satisfaction.

It is likely the key drivers below would increase respondents overall satisfaction with the Rural City of Murray Bridge.



Multiple Regression

Key Drivers of Satisfaction

SATISFACTION WITH COUNCIL

3/9/13b. Now using a scale of 1 to 5, where 1 is not at all satisfied and 5 is extremely satisfied, how satisfied are you with?

Stepwise Multiple Regression

Dependent Variable: OVERALL SATISFACTION

Final Equation

Multiple r	=	.6861	F Ratio	=	43.219
r Square	=	.4707	Probability	=	.001
Standard	=	.8006	Cases	=	249

Independent Variable	Coeff.	Beta	F Ratio	Prob.
Playgrounds / playground equipment	.1798	.1792	8.936	.003
Car parking / parking controls	.1256	.1366	5.596	.018
Street / road maintenance and curbing	.1409	.1626	7.601	.006
Community engagement and consultation	.2166	.2404	12.433	.001
Youth and children's programs	.1592	.1656	6.938	.009

Constant .5797

Multiple Regression

Key Drivers of Satisfaction

SATISFACTION WITH COUNCIL

3/9/13b. Now using a scale of 1 to 5, where 1 is not at all satisfied and 5 is extremely satisfied, how satisfied are you with?

Multiple Regression

Dependent Variable: OVERALL SATISFACTION

Final Equation

Multiple r	=	.6955	F Ratio	=	11.974
r Square	=	.4838	Probability	=	.001
Standard	=	.8127	Cases	=	249

Independent Variable	Coeff.	Beta	F Ratio	Prob.
Animal management / education	.0592	.0671	1.105	.294
Dog parks / Off-leash areas	-.0267	-.0281	.161	.692
Parks / reserves / gardens	.0454	.0465	.345	.565
Playgrounds / playground equipment	.1256	.1252	2.455	.114
Recreational and leisure opportunities	.0424	.0460	.370	.551
Swimming Pool	-.0106	-.0109	.030	.857
Bike paths / cycle-ways	-.0362	-.0404	.379	.546
Car parking / parking controls	.0984	.1070	2.549	.108
Footpaths	-.0508	-.0545	.527	.524

Constant .6878

Independent Variable	Coeff.	Beta	F Ratio	Prob.
Street / road maintenance and curbing	.1748	.2017	7.391	.007
Waste and recycling collection	.0137	.0128	.044	.828
Aged care home	.0391	.0399	.212	.651
Community engagement and consultation	.1968	.2184	8.304	.005
Library services	.0732	.0627	.938	.665
Regional Art Gallery	.0029	.0030	.002	.962
Services for seniors	.0346	.0354	.169	.684
Town Hall	-.0719	-.0647	.821	.631
Youth and children's programs	.1312	.1365	3.722	.052

CONTACT WITH COUNCIL

Contact with the Council in the Last 12 Months

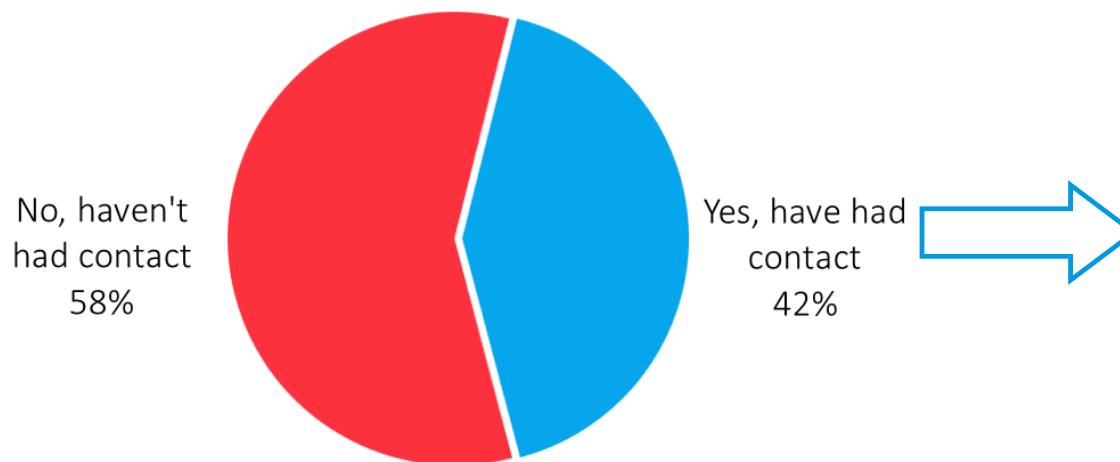
CONTACT WITH COUNCIL



Just over two in five (42%, ↓ from 43% in 2015) respondents indicated they had contact with the council in the last 12 months.

Respondents aged 60-69 (58%) had a higher incidence of indicating they had had contact with the council within the last 12 months.

Those aged 60-69 (39%) were also more likely to indicate their contact with council in the last 12 months was face-to-face.



	2015	Trend over previous survey	2017
Face-to-face-contact	27%	↓	25%
Telephone calls	15%	↓	14%
Letters	3%	↑	6%
Internet / email	3%	↑	6%
Facebook	0%	↑	4%
Had contact – can't recall type	1%	↔	1%

Key: * not mentioned previously; ↑ increasing trend; ↓ decreasing trend; ↔ flat

Last Contact with the Council

CONTACT WITH COUNCIL



Of those who had contact with the council in the last 12 months, approximately one in five mentioned dog control (19%, ↓ from 30% in 2015) as the contact they had.

Other contact with the Council was made concerning the following:

- Community services (11%, ↑ from 7% in 2015), and
- Road / footpath maintenance (10%, ↔ from 10% in 2015)

Females (30%) and residents (44%) had a higher incidence of mentioning the last contact they had was regarding dog control / education.

Respondents with a gross household income of \$20,000-\$39,999 per annum (23%) were more likely to mention community services.

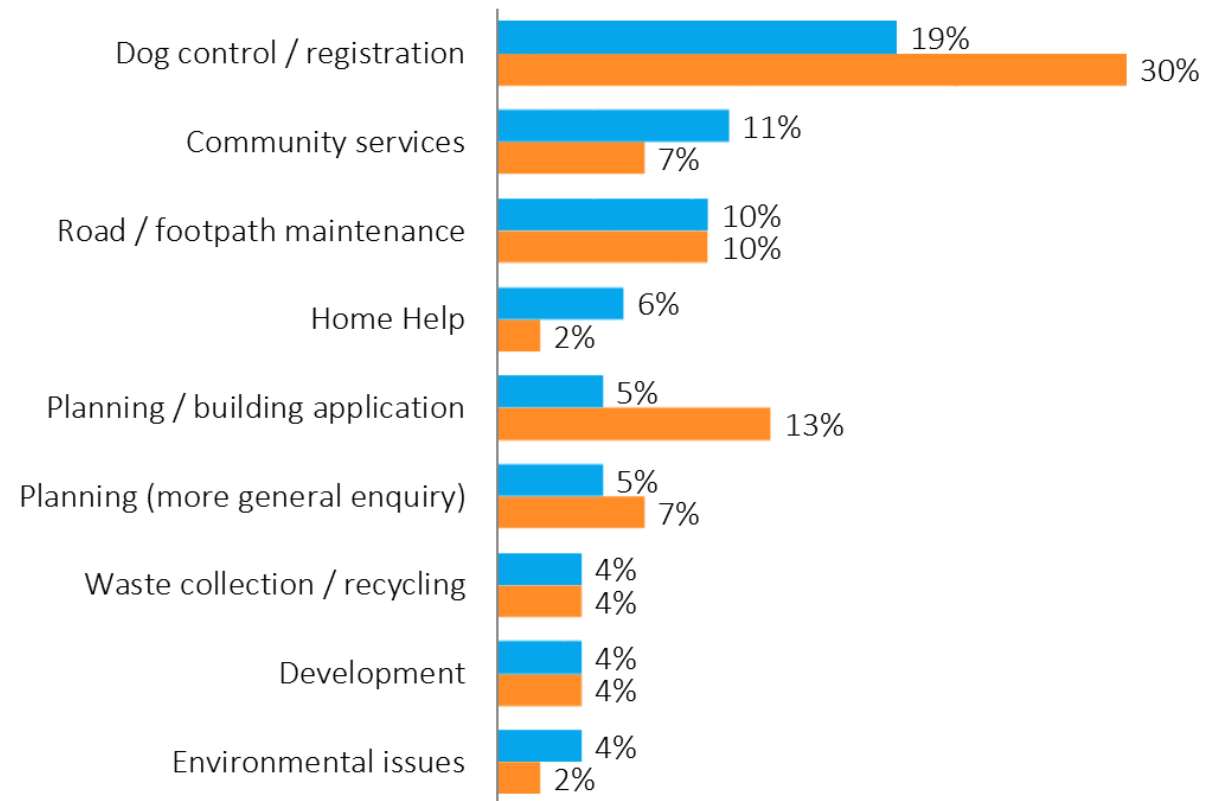
While, males (16%) and those who have resided in the Rural City of Murray Bridge for more than 20 years (14%) were more likely to indicate their last contact was regarding road / footpath maintenance.

Males (9%) were also more likely to mention planning / building application.

Those aged 40-49 (11%) were more likely to mention development.

Top Responses

■ 2017 (n=250) ■ 2015 (n=255)



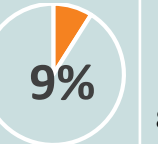


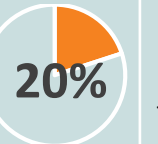


High to Moderate Levels of Satisfaction

CONTACT WITH COUNCIL



High to moderate levels of satisfaction were recorded when residents were asked to rate two statements relating to the contact they had with council in the last 12 months.

	Total satisfied	Neutral	Total not satisfied	Mean score	Commentary			
The courtesy and politeness of the person you dealt with	 76%	 10%	 9%	4.2↓ 2015: 4.4, 85% satisfied	Very satisfied: 55%	Satisfied: 21%	Not satisfied: 4%	Not at all satisfied: 5%
Three quarters (76%, ↓ from 85% in 2015) of respondents indicated they were satisfied with the courtesy and politeness of the person they dealt with, recording a high satisfaction rating of 4.2.								
The way that the contact was handled	 66%	 11%	 20%	3.8↔ 2015: 3.8, 72% satisfied	Very satisfied: 44%	Satisfied: 22%	Not satisfied: 6%	Not at all satisfied: 14%
Respondents recorded a moderate level of satisfaction of 3.8, with 66% (↓ from 72% in 2015) indicating they were satisfied with the way the contact was handled.								

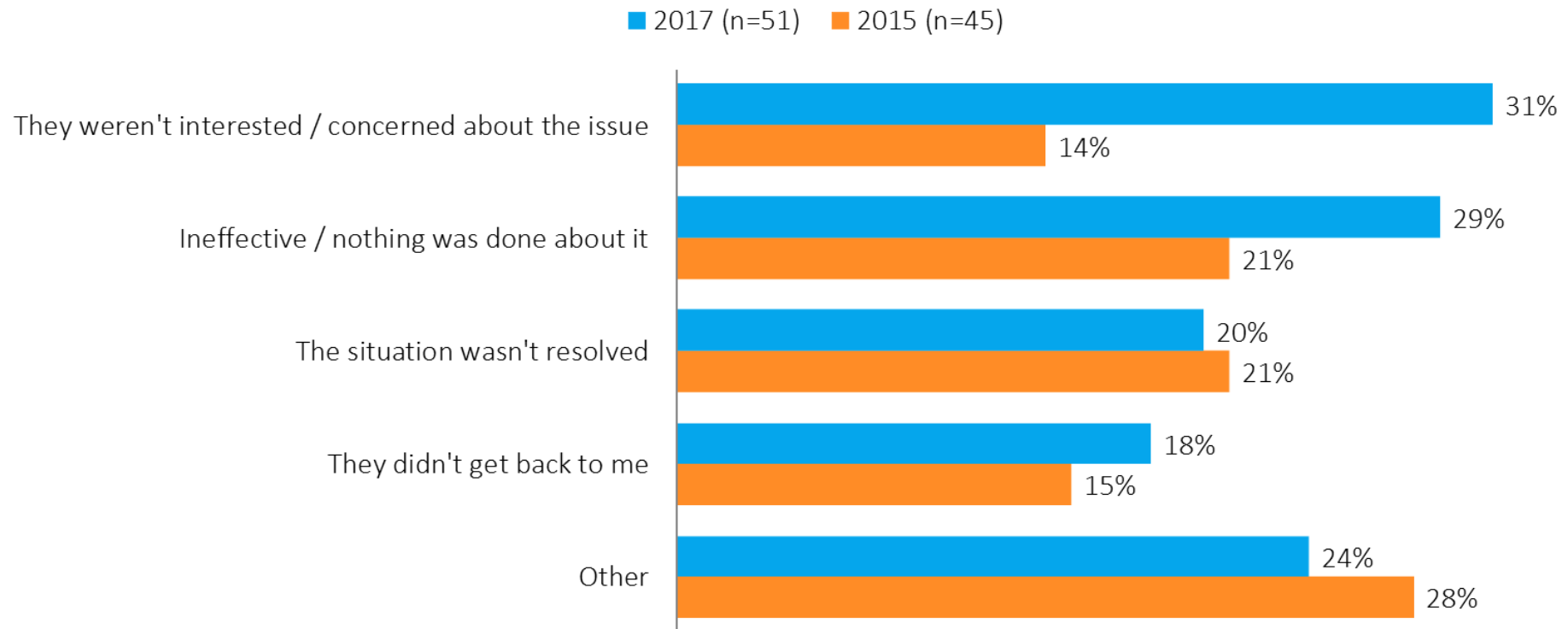
Key: * not mentioned previously; ↑ increasing trend; ↓ decreasing trend; ↔ flat

Dissatisfied with how the Contact was Handled

CONTACT WITH COUNCIL



Almost one third (31%, ↑ from 14% in 2015) indicated the main reason they were dissatisfied with the way the contact was handled was due to the council not being interested or concerned about the issue. This was closely followed by respondents indicating the council is ineffective / nothing was done about it (29%, ↑ from 21% in 2015).



Contact with Council Staff out of Office Hours

CONTACT WITH COUNCIL

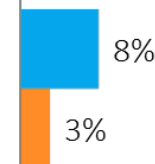


The majority of respondents indicated they have not tried to contact council staff out of office hours in the last 12 months (87%, ↓ from 92% in 2015).

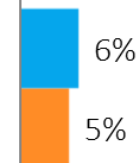
However, the small proportion of respondents who did make contact (13%) indicated they tried to make contact and did not receive a response (8%, ↑ from 3% in 2015) or made contact and received a response (6%, ↑ from 5% in 2015).

■ 2017 ■ 2015

Tried to contact and did not
receive a response



Contacted and received
a response



Have not tried to contact
Council staff out of hours



Those aged 40-49 (11%) and families with the youngest child under 12 years (10%) were more likely to indicate they made contact and received a response.

While, those aged 70 plus (95%) and older couples with no children at home (91%) had a higher incidence of indicating they have not tried to contact the council staff out of office hours in the last 12 months.

Finding out about Council Matters

CONTACT WITH COUNCIL



More than two in five indicated they found information via Facebook (46%, ↑ from 17% in 2015) and in the Murray Valley Standard newspaper (43%, ↓ from 67% in 2015).

There were higher incidences of the following groups of respondents naming:

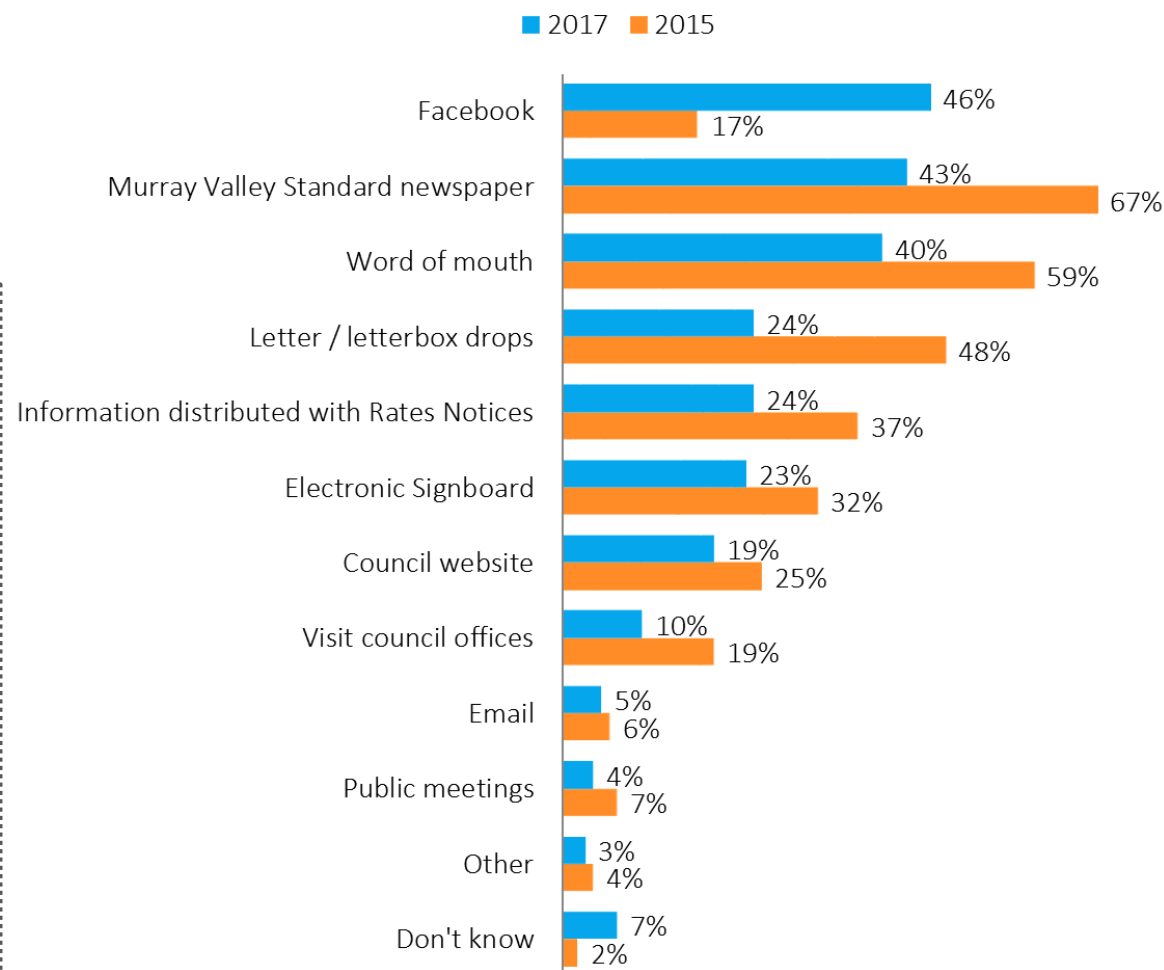
Facebook: Females (62%), those aged 18-29 (63%), 30-39 (61%) and 40-49 (64%), residents (58%), those in paid work (53%), clerical and administrative workers (66%), those who undertake home duties (70%), those in other unpaid work, e.g. unemployed, student etc. (62%) and families with the youngest child under 12 years (68%).

The Murray Valley Standard newspaper: Retirees (53%) and older couples with no children at home (51%).

Information distributed with rates notices: Those aged 60-69 (43%) and 70 plus (37%), ratepayers (28%), retirees (37%) and older couples with no children at home (37%).

Electronic signboard: Those aged 50-59 (35%).

Council website: Those in paid work (23%) and those in a professional position (32%).

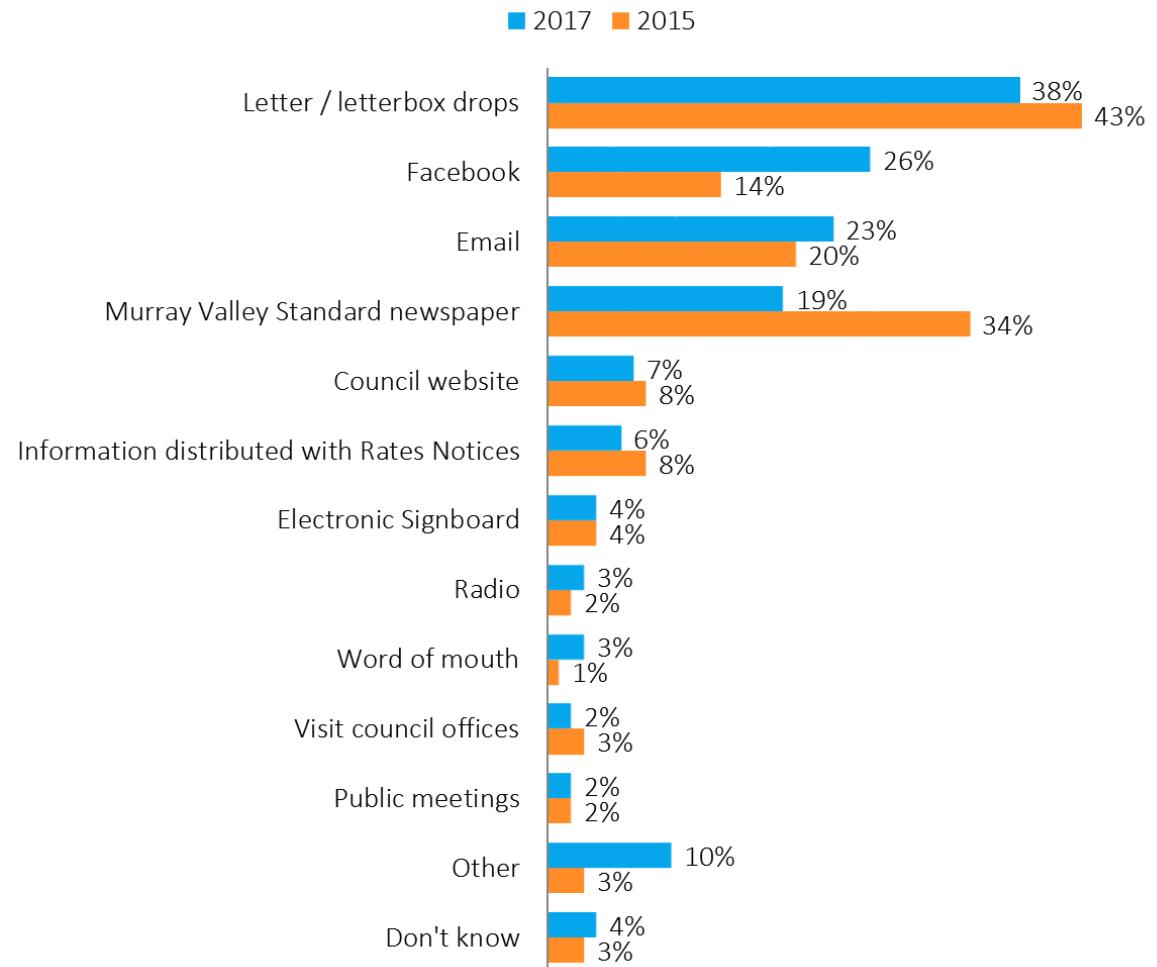


Being Informed about Council Matters

CONTACT WITH COUNCIL

Almost two in five (38%, ↓ 43% in 2015) respondents indicated they would like to be informed about council matters via letter / letterbox drops.

This was followed by Facebook (26%, ↑ from 14% in 2015) and email (23%, ↑ from 20% in 2015).



The following groups of respondents were more likely to name:

Facebook: Females (33%), those aged 30-39 (48%) and 40-49 (37%), those in paid work (34%), clerical and administrative workers (44%), respondents with a gross household income of \$100,000-\$139,999 per annum (40%) and families with the youngest child under 12 years (44%).

Email: Those who were employed in managerial positions (40%).

Murray Valley Standard newspaper: Males (25%), those aged 70 plus (32%), those not in paid work (23%), retirees (32%) and older couples with no children at home (24%).

COUNCIL SERVICES



Services Residents are Aware of

COUNCIL SERVICES



Just over half (51%, ↑ from 49% in 2015) of residents are aware of the waste and recycling service that the Rural City of Murray Bridge offers, whilst just one in five (19%, ↓ from 24% in 2015) are aware of library services.

Males were more likely to mention street / road maintenance (25%) and hard rubbish / kerbside collection (15%), while females had a higher incidence of mentioning animal management / education (11%).

Those aged 50-59 (24%) had a higher incidence of mentioning parks / reserves / gardens, while respondents aged 70 plus were more likely to mention street / road maintenance (29%), aged and social care / services for seniors / HACC (29%) and hard rubbish / kerbside collection (19%).

Ratepayers had a higher incidence of mentioning waste and recycling (55%), library services (21%) and street / road maintenance (20%).

Managers (76%) had a higher incidence of mentioning waste and recycling, while professionals were more likely to mention library services (32%) and animal management / education (18%).

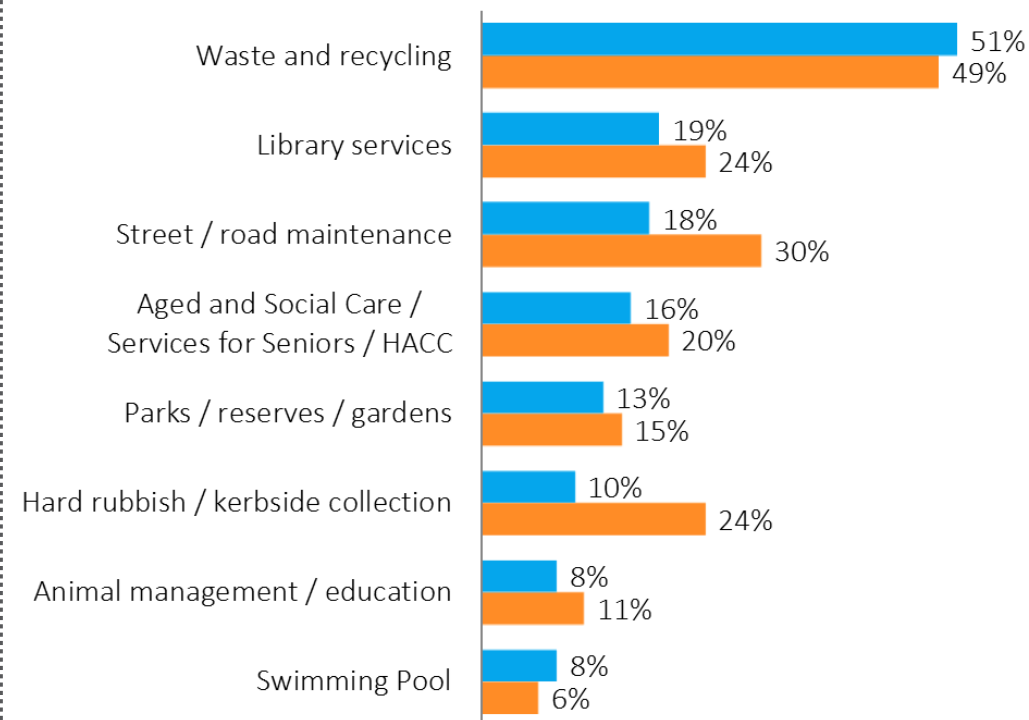
Retirees however, were more likely to mention street / road maintenance (25%), aged and social care / services for seniors / HACC (26%) and hard rubbish / kerbside collection (18%).

Respondents with a gross household income of \$60,000-\$79,999 per annum had a higher incidence of mentioning library services (31%), parks / reserves / gardens (25%) and animal management / education (18%), while those with an income of \$100,000-\$139,999 per annum (67%) were more likely to mention waste and recycling.

Older couples with no children at home had a higher incidence of mentioning library services (24%), street / road maintenance (25%), aged and social care / services for seniors / HACC (24%) and hard rubbish / kerbside collection (15%).

Top responses

■ 2017 ■ 2015















Extremely High to High Levels of Priority

COUNCIL SERVICES









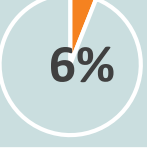





Extremely high to high levels of priority was recorded when respondents were asked to rate a variety of statements. 'Attracting more business and industry to the area' (4.6 ↔ to 4.6 in 2015) recorded the highest level of priority (91%, ↑ from 90% in 2015).

	Total high priority	Medium Priority	Total low priority	Mean score	Commentary			
Attracting more business and industry to the area	 91%	 7%	 2%	4.6 ↔ 2015: 4.6, 90% priority	Very high priority: 71%	High priority: 20%	Low priority: 1%	Not a priority: 1%
Developing the City's infrastructure, such as transport, car parking, open space and public amenities	 85%	 12%	 3%	4.4 ↔ 2015: 4.4, 88% priority	Very high priority: 58%	High priority: 27%	Low priority: 2%	Not a priority: 1%
Promoting the Rural City of Murray Bridge to attract tourism	 83%	 12%	 5%	4.4 ↑ 2015: 4.3, 83% priority	Very high priority: 58%	High priority: 25%	Low priority: 3%	Not a priority: 2%
Attracting and / or sponsoring community events - e.g. Pedal Prix, Christmas Pageant	 83%	 12%	 5%	4.3 ↔ 2015: 4.3, 85% priority	Very high priority: 57%	High priority: 25%	Low priority: 3%	Not a priority: 2%

Key: * not mentioned previously; ↑ increasing trend; ↓ decreasing trend; ↔ flat

Extremely High to High Levels of Priority (cont.) COUNCIL SERVICES

	Total high priority	Medium Priority	Total low priority	Mean score	Commentary
Improving urban enhancement around the RCMB such as landscaping, street scaping, providing a clean, safe and liveable region	 81%	 13%	 5%	4.3↔ 2015: 4.3, 84% priority	<div>Very high priority: 52% High priority: 29% Low priority: 4% Not a priority: 2%</div> <p>Four in five (81%) respondents indicated this statement is a high priority, recording a high level of priority score of 4.3. Those who reside in the township (55%) were more likely to indicate this is of very high priority.</p>
Increasing recreational, leisure, cultural and heritage experiences such as managing the pathway and cycleway network, providing new facilities	 80%	 13%	 5%	4.2↔ 2015: 4.2, 77% priority	<div>Very high priority: 50% High priority: 31% Low priority: 4% Not a priority: 1%</div> <p>Respondents recorded a high level of priority of 4.2 for this statement, with four in five (80%) indicating this is a high priority. Females (55%) and those aged 40-49 (60%) had a higher incidence of indicating this is a very high priority.</p>
The Council should play a role in environmental sustainability, including improving water conservation	 79%	 15%	 6%	4.2↓ 2015: 4.4, 87% priority	<div>Very high priority: 51% High priority: 28% Low priority: 4% Not a priority: 2%</div> <p>More than three quarters (79%) indicated this statement was of high priority, recording a high level of priority score of 4.2. Retirees (60%) and older couples with no children at home (58%) were more likely to indicate this is a very high priority.</p>
Developing community support programs	 78%	 16%	 4%	4.2↔ 2015: 4.2, 78% priority	<div>Very high priority: 45% High priority: 33% Low priority: 2% Not a priority: 2%</div> <p>Again, a high level of priority of 4.2 was recorded, with 78% indicating this should be a high priority. Females (52%) were more likely to indicate this is a very high priority.</p>

Key: * not mentioned previously; ↑ increasing trend; ↓ decreasing trend; ↔ flat

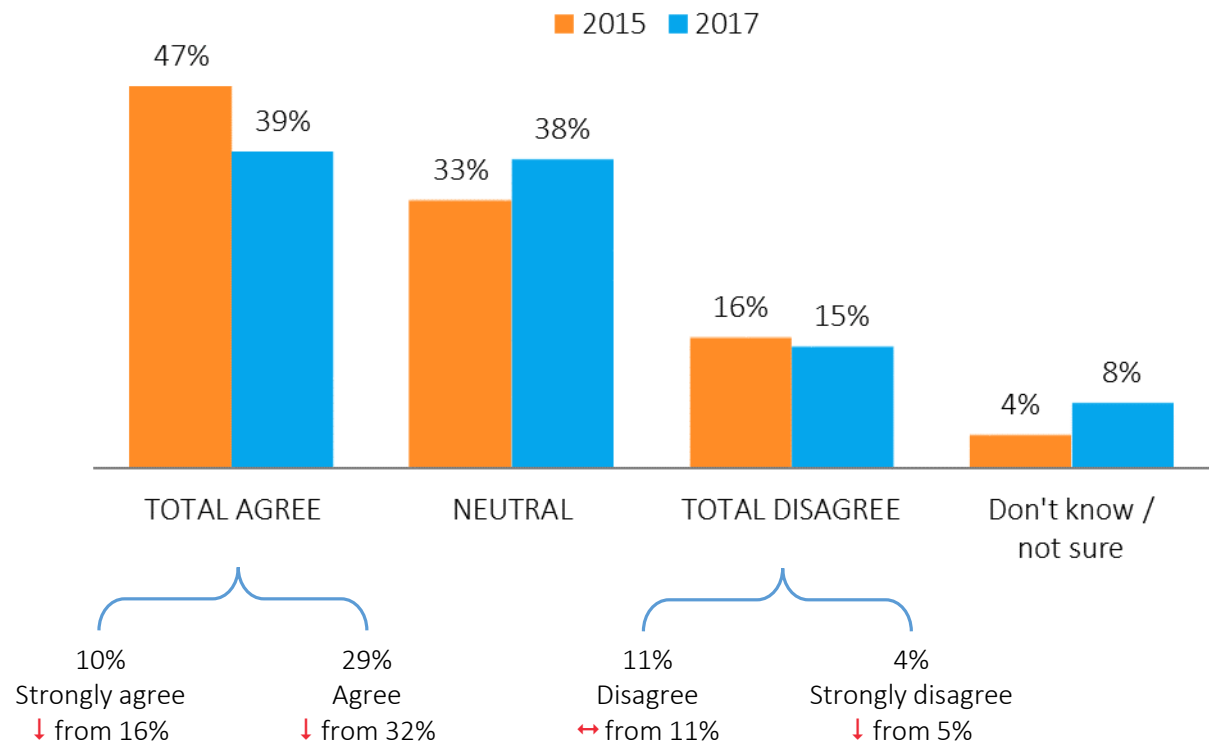
Level of Agreement COUNCIL SERVICES



Approximately two in five (39%, ↓ from 47% in 2015) agreed with the statement 'the Council acts responsibly and with integrity'.

Males (47%), those aged 70 plus (51%) and retirees (50%) had a higher incidence of agreeing with this statement.

While, females (44%) and those who have resided in the Rural City of Murray Bridge for 6 to 10 years (53%) were more likely to indicate they neither agreed nor disagreed with the statement.



Improvements the RCMB Can Make COUNCIL SERVICES



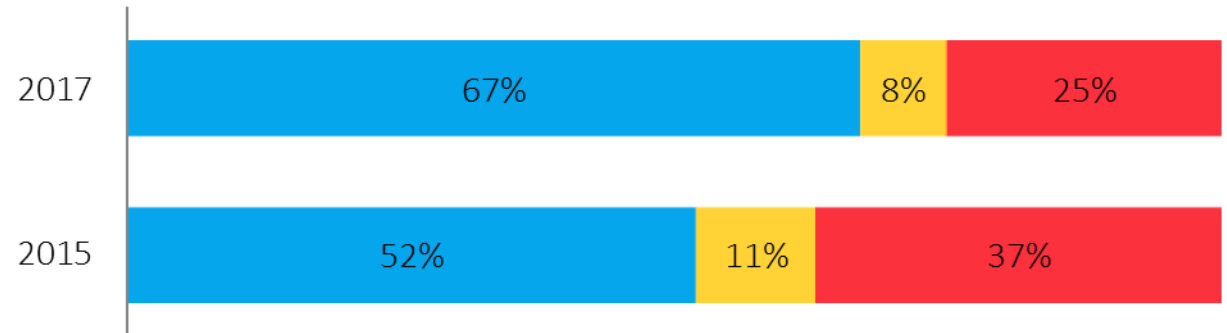
Two thirds (67%, ↑ from 52% in 2015) of respondents stated the council could improve its services.

Ratepayers (10%) and community and personal service workers (19%) were more likely to indicate the council could reduce rates.

While, those in paid employment (16%) were more likely to indicate there could be more / better communication, consultation and information from council.

Males (33%) had a higher incidence of stating there were no improvements the council could make, compared to females (18%).

■ Yes ■ Don't know / not sure ■ No



TOP RESPONSES	2015	Trend over previous survey	2017
More / better communication, consultation and information	8%	↑	13%
Reduce rates	4%	↑	9%
Improve / maintain roads	9%	↔	9%
Improve / maintain footpaths	4%	↑	8%
Provide hard rubbish collection	1%	↑	6%
More footpaths	4%	↑	5%

Key: * not mentioned previously; ↑ increasing trend; ↓ decreasing trend; ↔ flat

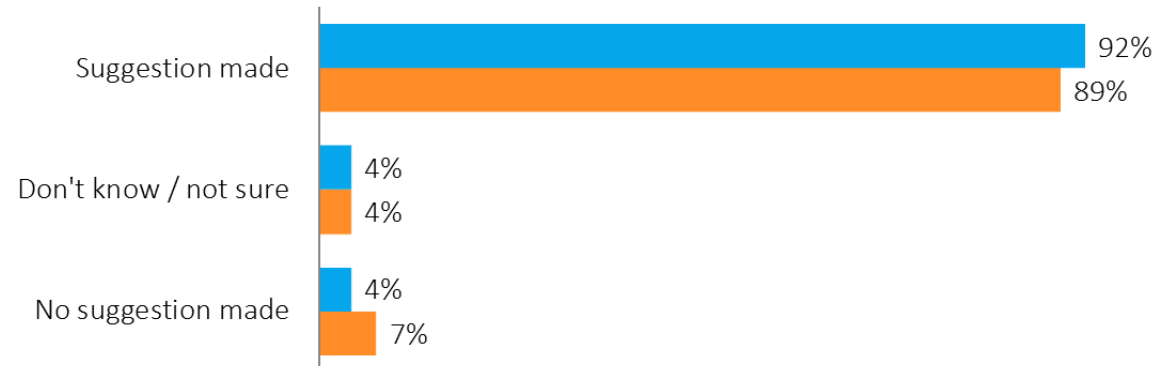
Suggestions About what the RCMB Should be Focussing on in the Future

COUNCIL SERVICES

■ 2017 ■ 2015



Most (92%, ↑ from 89% in 2015) residents made a suggestion about what the Rural City of Murray Bridge should be focussing on.



Those with a gross household income of \$20,000-\$39,999 per annum (26%) had a higher incidence of mentioning more employment.

While those who have been residing in the Rural City of Murray Bridge for 11 to 20 years (19%) were more likely to mention attract more tourism.

Females (11%), community and personal service workers (19%) and those with a gross household income of \$80,000-\$99,999 per annum (17%) were more likely to mention more youth engagement – programs / activities

Those aged 18-29 (16%) and residents (14%) were more likely to mention more security - policing / cameras.

TOP RESPONSES	2015	Trend over previous survey	2017
More employment	18%	↓	15%
Attract more tourism	11%	↔	11%
Attract more businesses / industries	14%	↓	10%
More youth engagement - programs / activities	7%	↑	9%
More / better services and facilities	1%	↑	8%
Develop the riverfront	2%	↑	8%
More security - policing / cameras	2%	↑	8%

Key: * not mentioned previously; ↑ increasing trend; ↓ decreasing trend; ↔ flat

LIVING IN THE RCMB AREA



Length Of Time Lived in The Rural City of Murray Bridge **LIVING IN THE RCMB AREA**

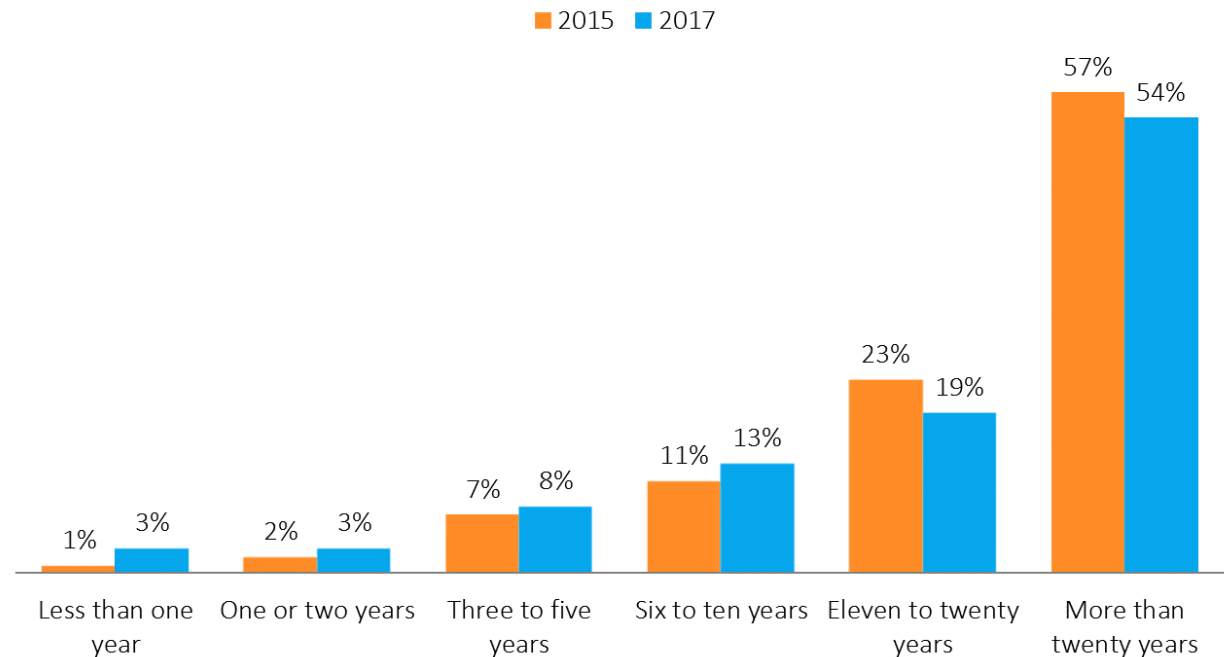


More than half of residents indicated they had lived in the Rural City of Murray Bridge for more than twenty years (54%, ↓ from 57% in 2015), with a further 19% (↓ from 23% in 2015) stating they had lived in the Council area for eleven to twenty years.

Those aged 70 plus (69%), ratepayers (57%) and retirees (63%) had a higher incidence of indicating they have lived in the Rural City of Murray Bridge for more than 20 years.

While, families with teenagers / adults living at home (28%) indicated they have lived in the area for 11 to 20 years.

Residents (14%) and young, single, living alone or sharing accommodation with friends households (21%) were more likely to mention they have lived in the area for 3 to 5 years.



Value Most About Living in the RCMB Area

LIVING IN THE RCMB AREA



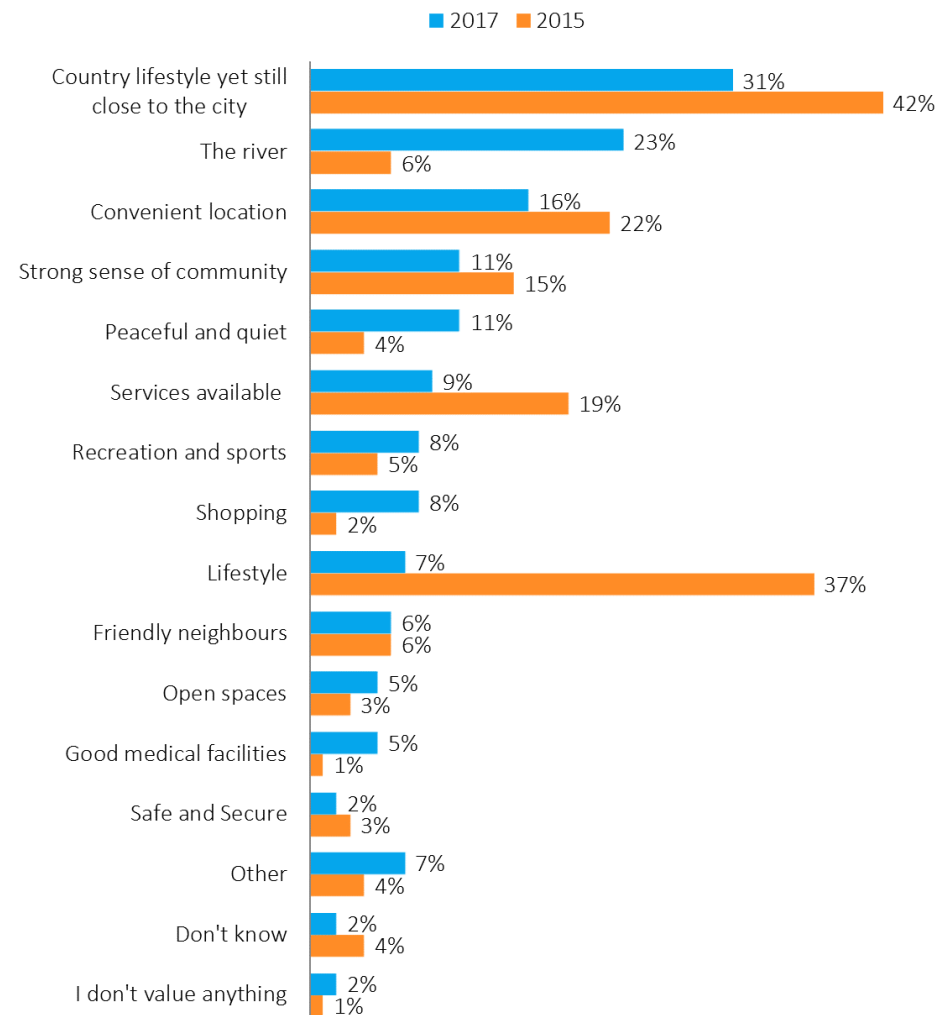
The top responses respondents most valued about living in the RCMB area were the country lifestyle yet close to the city (31%, ↓ from 42% in 2015) and the river (23%, ↑ from 6% in 2015).

Respondents aged 60-69 (46%), ratepayers (34%) and older couples with no children at home (39%) had a higher incidence of mentioning country lifestyle yet close to the city.

Community and personal service workers (38%) and those in paid work (27%) were more likely to mention the river.

Those aged 18-29 (20%) and those who have resided in the Rural City of Murray Bridge for more than 20 years (18%) were more likely to mention strong sense of community.

Those aged 70 plus (18%), those who have resided in the Rural City of Murray Bridge for 6 to 10 years (19%), those who reside outside of the township (17%), retirees (18%) and those with a gross household income of \$20,000-\$39,999 per annum (17%) had a higher incidence of mentioning it was peaceful and quiet.



Key Issues Currently Affecting the Lives of People Living in the RCMB Area

LIVING IN THE RCMB AREA



Lack of jobs (30%, ↓ from 41% in 2015) was mentioned as the key issue affecting the lives of people living in the Rural City of Murray Bridge area.

Other key issues mentioned included:

- Drug use (23%, ↑ from 10% in 2015), and
- Crime (13%, ↑ from 4% in 2015).

Those aged 50-59 (46%) were more likely to mention lack of jobs.

Labourers (44%) had a higher incidence of identifying drug use.

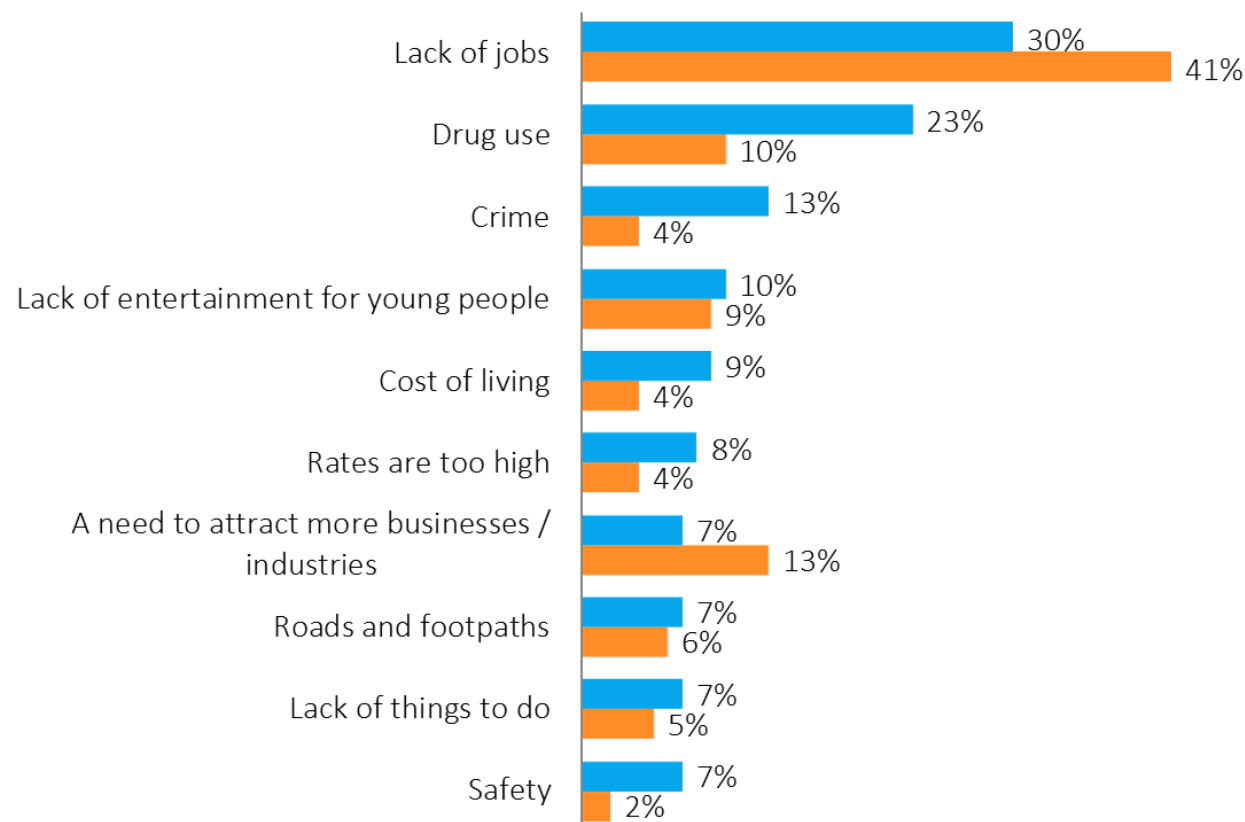
Females (14%), community and personal service workers (25%) were more likely to name lack of entertainment for young people.

Ratepayers (10%) were more likely to identify rates were too high.

Clerical and personal service workers (20%) and those with a gross household income of \$20,000-\$39,999 per annum (16%) had a higher incidence of naming roads and footpaths.

Top Responses

■ 2017 ■ 2015



Quality of Life LIVING IN THE RCMB AREA

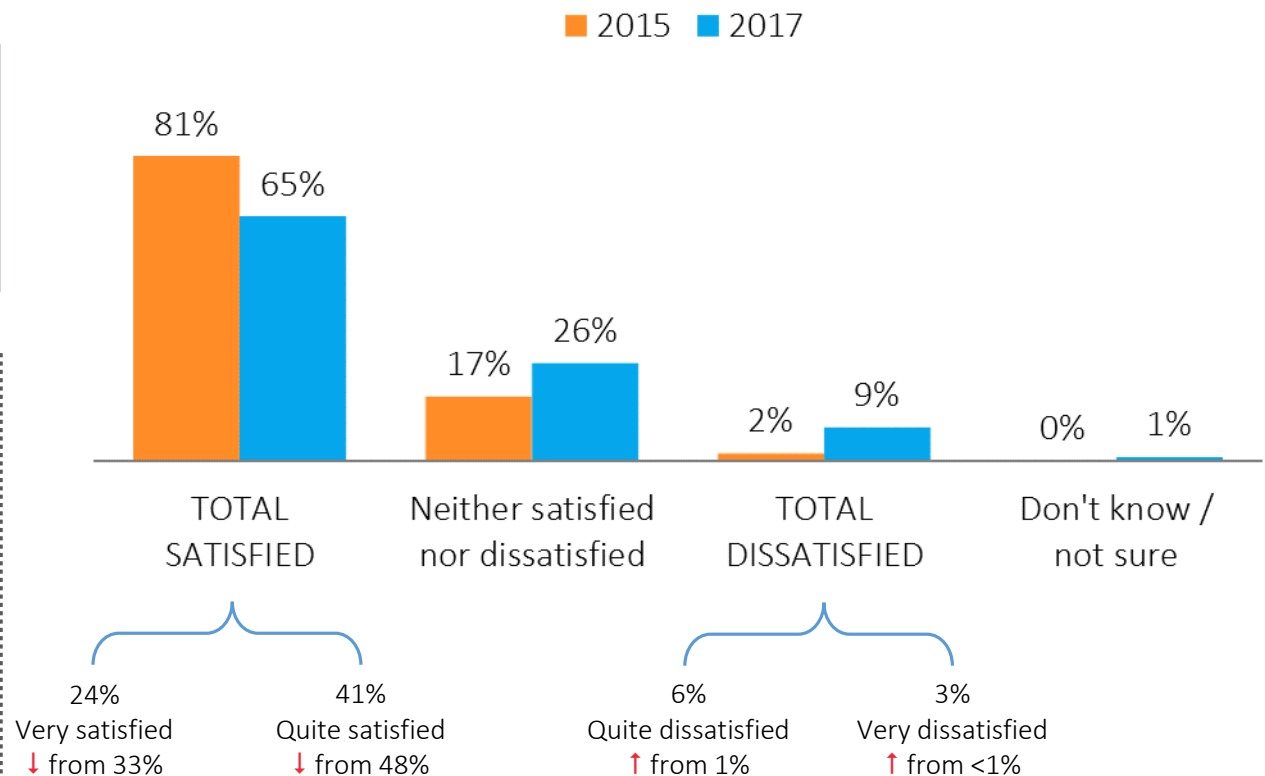


Two thirds (65%, ↓ from 81% in 2015) of those surveyed indicated they are satisfied with the quality of life in the Rural City of Murray Bridge.

Males (73%), those aged 60-69 (78%) and 70 plus (89%), ratepayers (69%), retirees (85%), those not in paid work (71%) and older couples with no children at home (76%) had a higher incidence of indicating they are satisfied with the quality of life.

Respondents aged 18-29 (42%) and families with the youngest child under 12 years (34%) were more likely to be neither satisfied nor dissatisfied.

While, females (12%), those aged 40-49 (16%) and residents (19%) were more likely to indicate they are dissatisfied.



How Safe do you Feel LIVING IN THE RCMB AREA

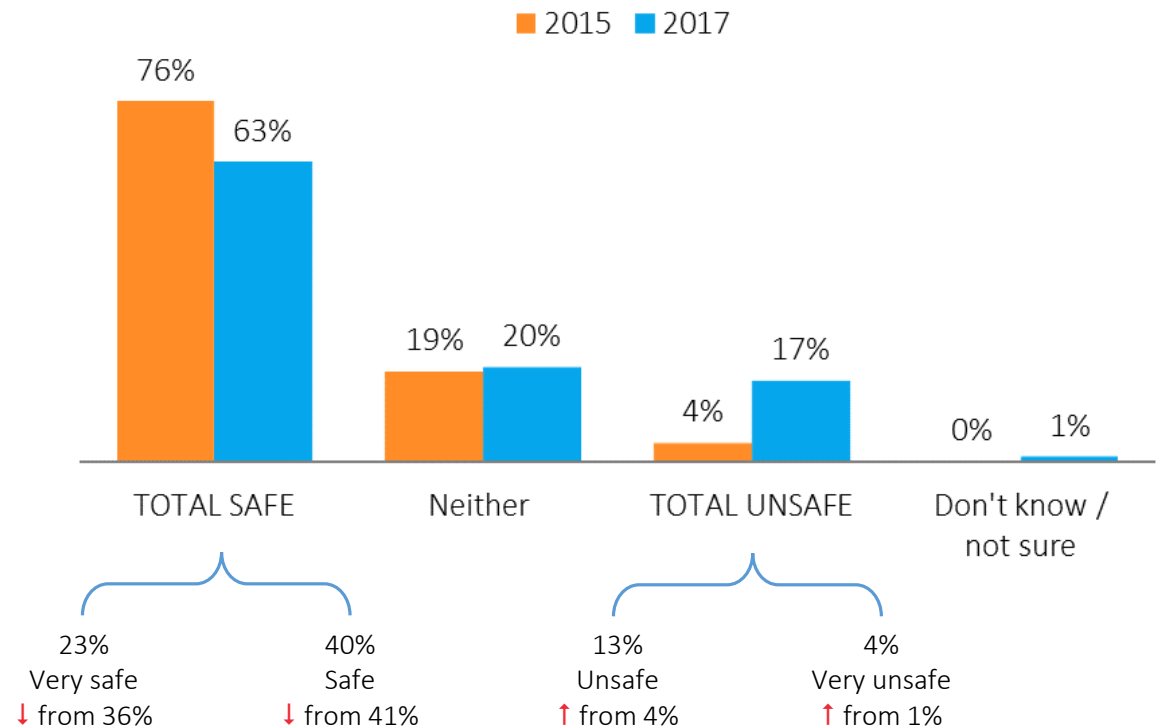


Just under two thirds (63%, ↓ from 76% in 2015) of residents indicated they feel safe in the Rural City of Murray Bridge.

Males (73%), those aged 70 plus (78%), those who reside outside of the township (72%), ratepayers (66%), retirees (76%), those not in paid work (71%) and older couples with no children at home (70%) had a higher incidence of stating they feel safe.

Those in paid work (24%) and clerical and personal service workers (41%) were more likely to indicate they feel neither safe nor unsafe.

While, females (23%), those aged 18-29 (29%), residents (35%), sales workers (34%) and families with the youngest child under 12 years (25%) had a higher incidence of indicating they do not feel safe.



Overall Net Promoter Score

LIVING IN THE RCMB AREA

Net Promoter Score®, or NPS®, measures customer experience and loyalty and predicts business growth.

The NPS calculation is based on the answer to a key question, such as: 'using a 0-10 scale, how likely is it that you would recommend living in the Rural City of Murray Bridge area?'

Respondents are grouped as follows:

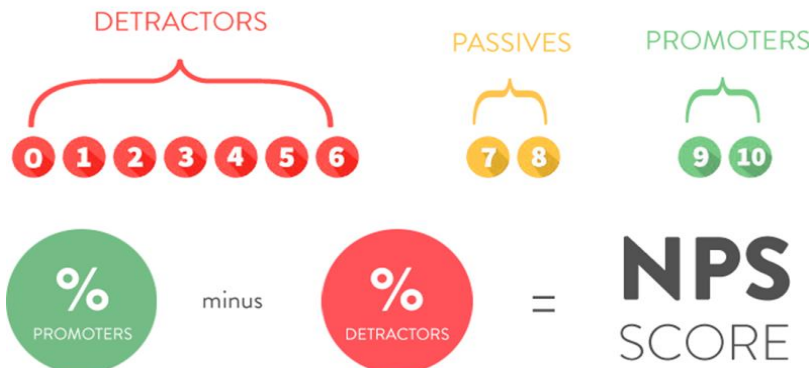
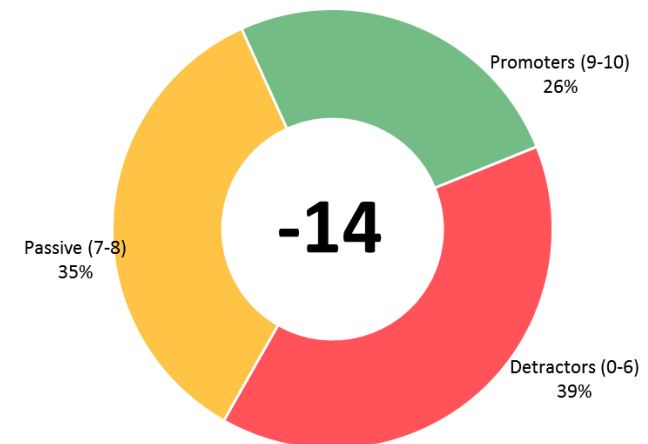
- **Promoters** (score 9-10) are loyal enthusiasts, or 'super fans', who will keep buying and refer others, fuelling growth.
- **Passives** (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

An average rating of 6.8 out of 10 was recorded when respondents were asked how likely they would be to recommend living in the Rural City of Murray Bridge area to others.

Almost one third (26%) indicated that they are highly likely to recommend the Rural City of Murray Bridge to others. These respondents are defined as "promoters" and can be classified as "super fans" of the council area compared to 39% who are classified as 'detractors' and would not recommend the Rural City of Murray Bridge to others.



The Rural City of Murray Bridge Net Promoter Score



Net Promoter Score by Ward / Township / Ratepayers



Based on the research, it appears that the Monarto Ward (NPS: -9), those living within the township (NPS: -12) and ratepayers (NPS: -12) achieved a higher NPS than the average NPS of -14 achieved by the Rural City of Murray Bridge Council area. The percentage of “Detractors” were also the lowest for these areas when compared to the other wards.

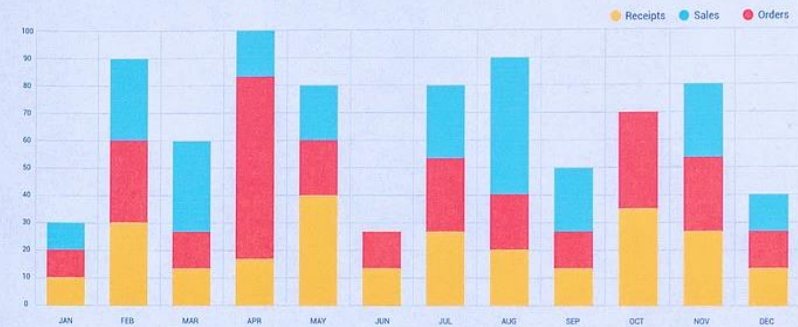
The Brinkley Ward, Mobilong Ward, those who don’t live within the township and non-ratepayers on the other hand, all achieved a lower NPS score than the average.

The Brinkley Ward had a higher percentage of “Detractors” compared to other wards. It would appear that this ward is bringing down the average NPS for the Council area and could be considered an area of focus on should the Council wish to increase its average NPS.

Ward	NPS	Promoters	Detractors
Rural City of Murray Bridge Average	-14	26%	39%
Brinkley Ward	-19	25%	44%
Mobilong Ward	-16	25%	40%
Monarto Ward	-9	27%	36%
Live within the township	-12	26%	39%
Don't live within the township	-17	25%	42%
Ratepayers	-12	26%	39%
Non-ratepayers	-21	22%	43%

COUNCIL BENCHMARKING

Our company



Business items



Overall Level of Satisfaction with Council

MURRAY BRIDGE RESIDENTIAL COUNCIL

BENCHMARKING

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

Satisfaction with Council

MURRAY BRIDGE RESIDENTIAL COUNCIL

BENCHMARKING

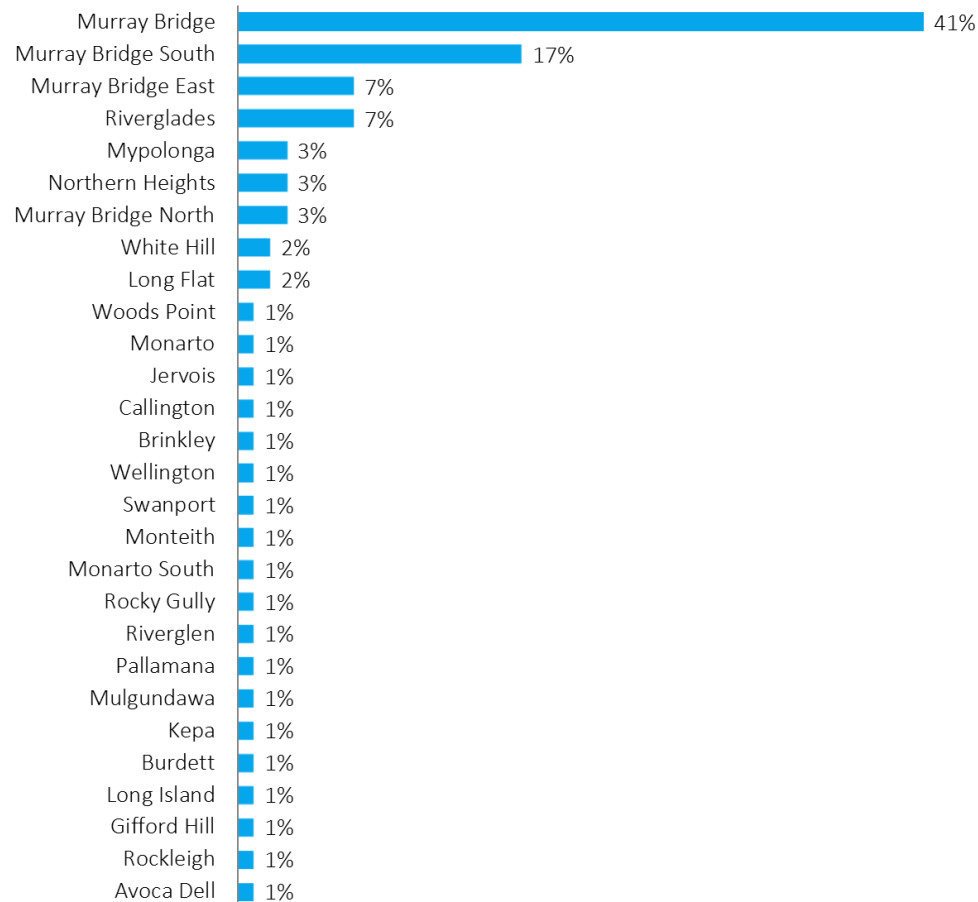
Satisfaction with Services	RCMB	Council A	Council B	Council C	Council D	Council E
	Mean	Mean	Mean	Mean	Mean	Mean
Animal management / education	3.0	3.7	3.5	3.1	3.7	
Bike paths / cycle-ways	3.0	3.4			3.4	
Car parking / parking controls	3.4	3.3			3.3	
Community consultation	3.0	3.5		2.5	3.4	
Dog parks / Off-leash areas	3.2					
Library Services	4.2		4.2	4.1	4.4	4.1
Maintenance of footpaths	2.9		3.2	3.2	3.2	3.1
Parks / reserves / gardens	3.6	4.1	3.8		4.1	3.8
Playgrounds / playground equipment	3.6					
Public Swimming Pools	3.6			3.7	4.0	
Recreational and leisure (e.g. sports ovals)	3.5		3.7	3.7	3.8	3.8
Road maintenance	3.0	3.3	2.9	3.4	3.5	3.4
Waste and recycling collection	4.0	4.2	3.3		4.3	4.4
Youth and children's programs	3.1		2.9		3.6	3.3

APPENDIX 1: RESPONDENT PROFILE

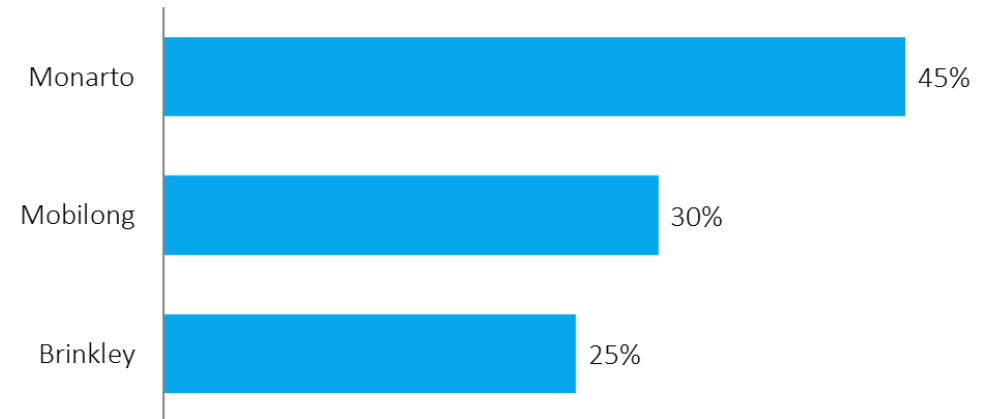


Respondent profile (cont.)

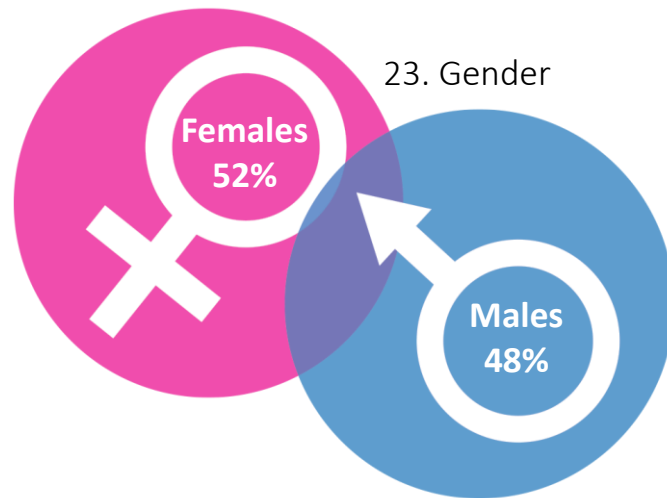
What suburb do you live in?



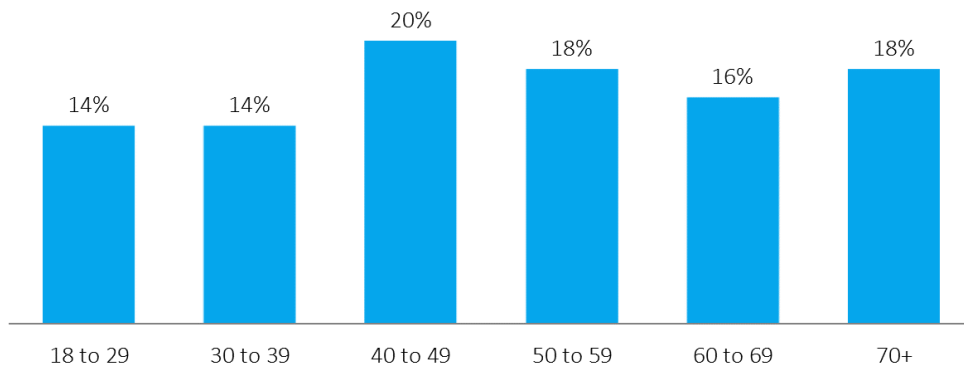
Ward



Respondent profile (cont.)



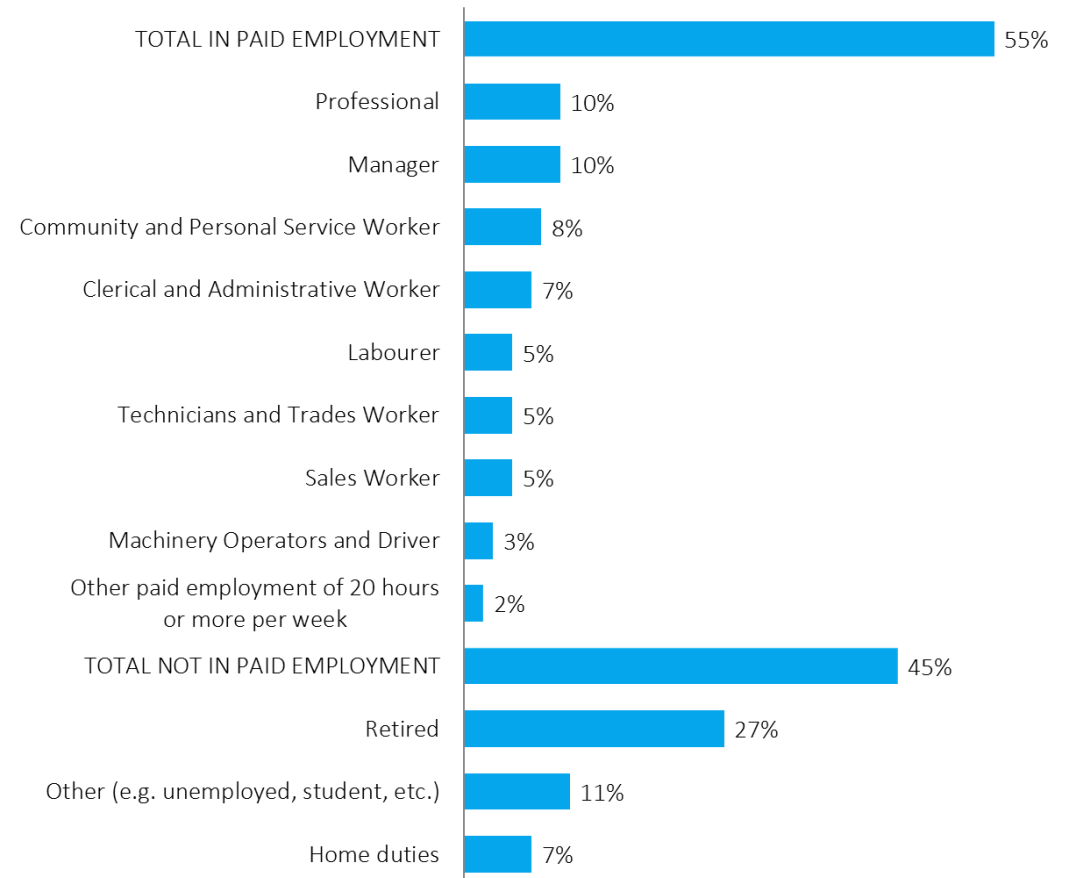
24. In which of these age groups do you fall?



25. Are you in paid employment of 20 hours or more per week?

If yes: Which of the following categories best describes your employment?

If no: Which of the following categories best describes your situation?

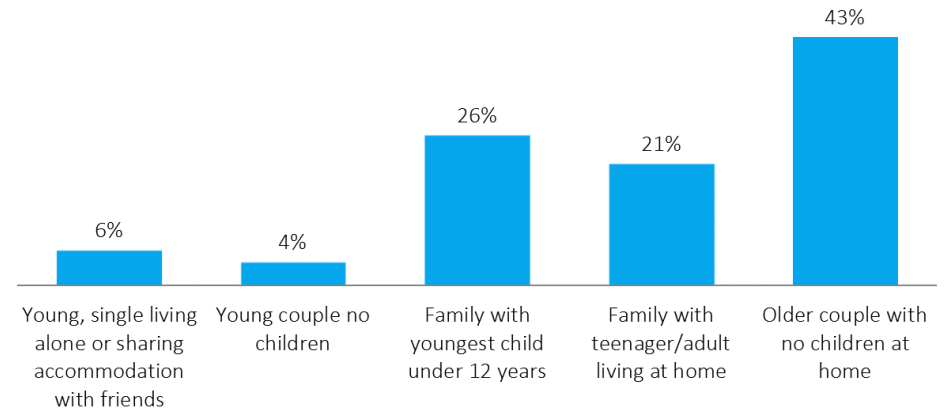


Respondent profile (cont.)

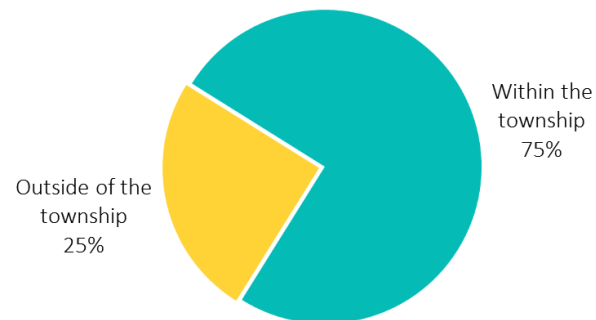
26. Do you volunteer your time to a community organisation?



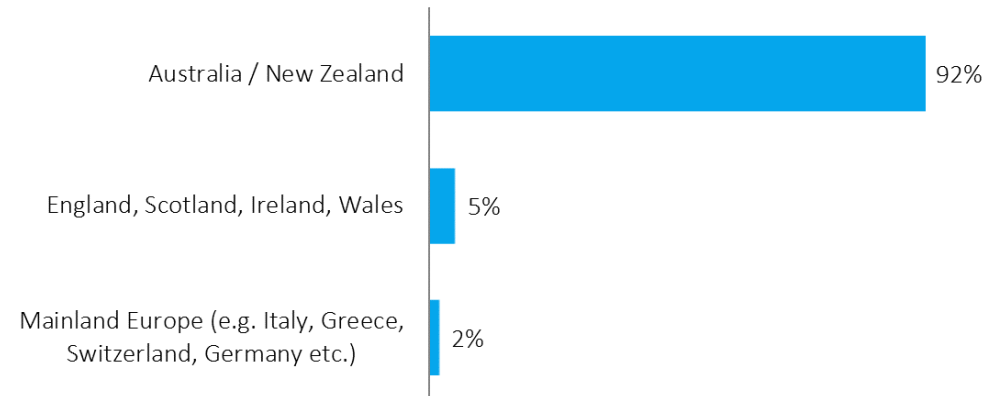
29. Which of the following describes your household?



27. Do you live within the township of Murray Bridge or outside of it?

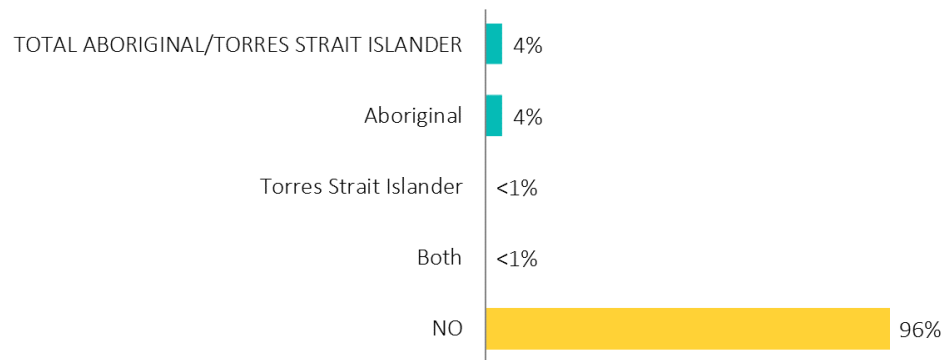


30. What is your country of birth?

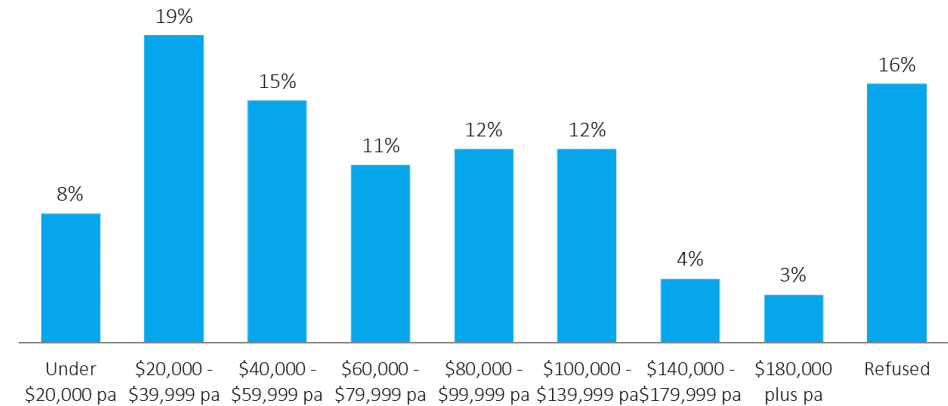


Respondent profile (cont.)

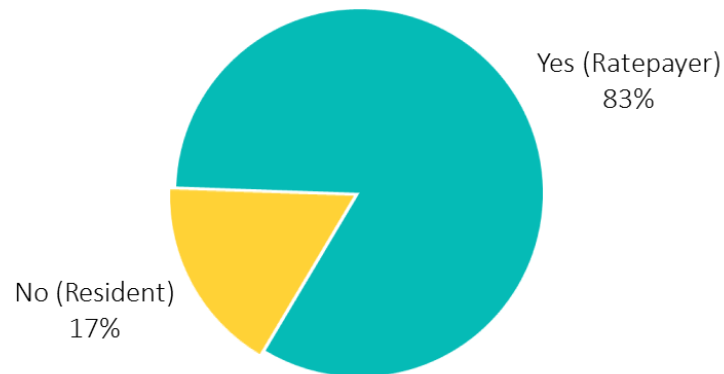
31. Are you Aboriginal or Torres Strait Islander?



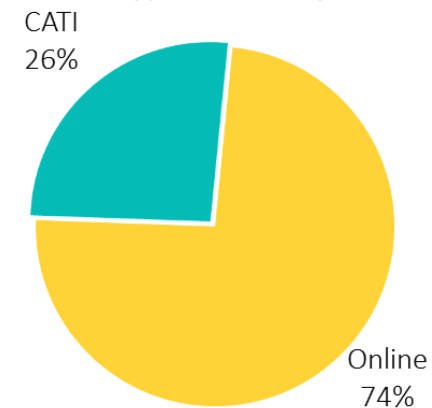
33. Which of these categories does your gross household income fall into (before tax)?



32. Do you or does someone in your household pay Council rates to the Rural City of Murray Bridge?



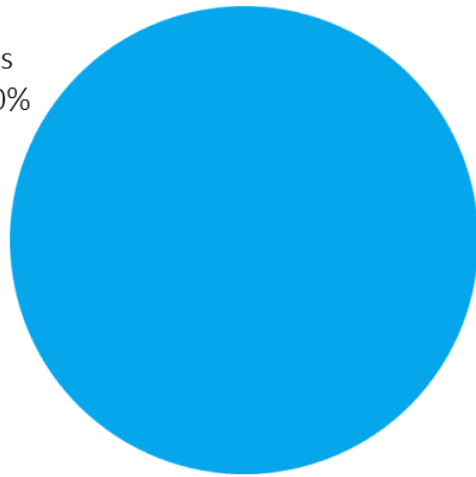
Type of survey



Respondent profile

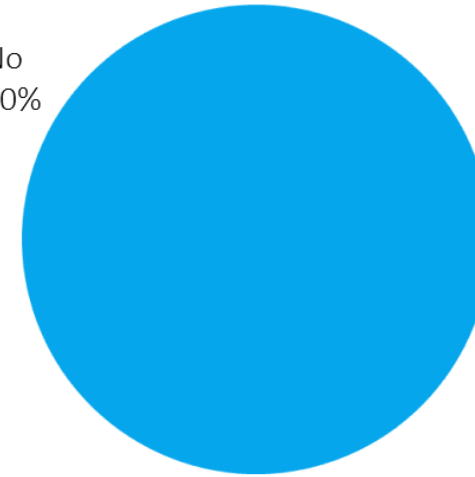
Do you live in the Murray Bridge council area?

Yes
100%



Are you, or is anyone in your household
an elected member or employed by
the Rural City of Murray Bridge?

No
100%



APPENDIX 2: GUIDE TO READING THE REPORT



Guide to reading the report

The core report is typically analysed in order of the questions asked in the survey. Relevant statistically significant findings as well as other observations of interest are analysed in this report.

Please note that, because of rounding, answers in single response questions will not always sum precisely to 100%.

In addition, as the base for percentages is the number of respondents answering a particular question (rather than the number of responses) multiple response questions sum to more than 100%.

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

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

Survey, participants may have been to rate a variety of aspects on a 1 to 5 scale for importance, satisfaction or agreement. 1 being the lowest rating and 5 being the highest rating possible.

Typically in studies of this nature, an average rating of:

- 4.5 or above represents an extremely high level of importance, satisfaction or agreement
- 4.0 to 4.4 a high level
- 3.5 to 3.9 a moderate level
- between 2.5 and 3.4 a mixed rating and
- 2.4 and below a low level of importance, satisfaction or agreement

RATING LEVEL				
Extremely High	High	Moderate	Mixed	Low
4.5 or above	4.0 to 4.4	3.5 to 3.9	2.5 to 3.4	2.4 or below

Disclaimer Statement

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

Importance VERSUS Satisfaction (Performance) ANALYSIS

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

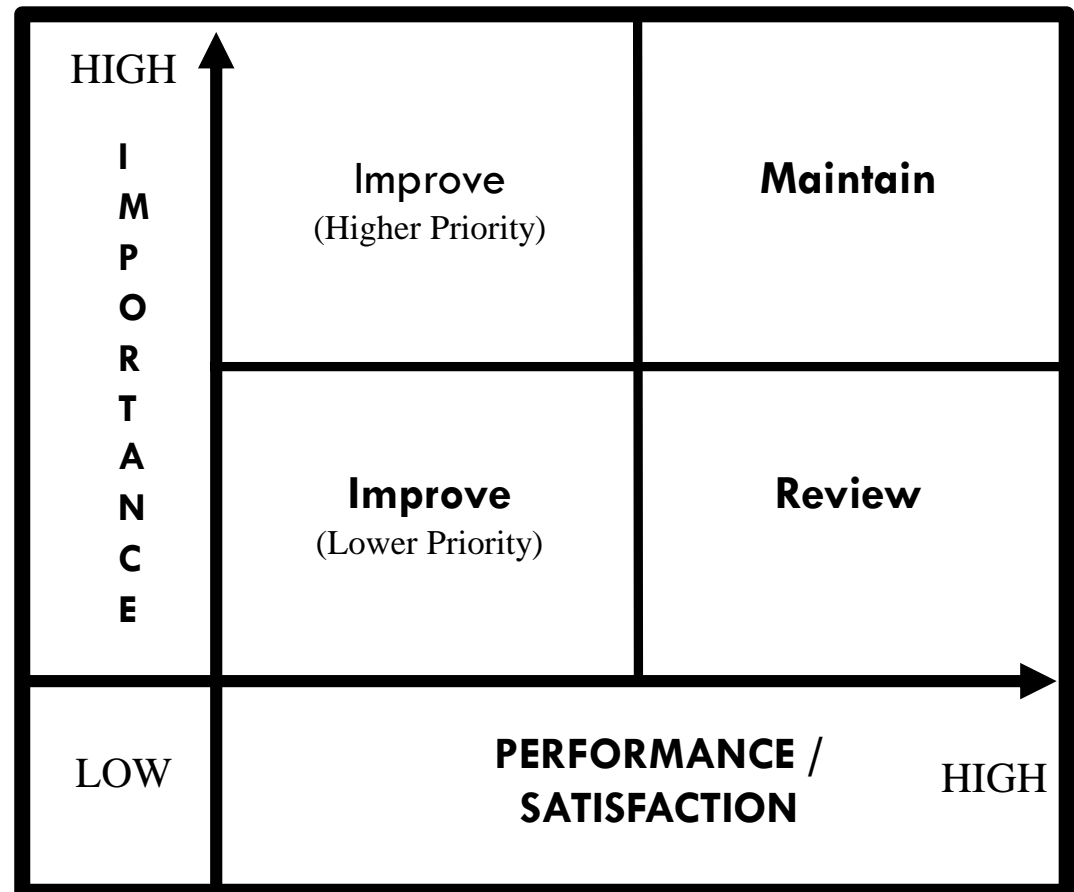
- Key primary priority areas for improvement (attributes considered relatively more important, and with lower levels of satisfaction)
- Secondary priority areas for improvement (attributes considered relatively less important, and with lower levels of satisfaction)
- Maintain the good work (attributes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

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

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

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

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



APPENDIX 3: SAMPLING TOLERANCE



Sampling tolerance

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

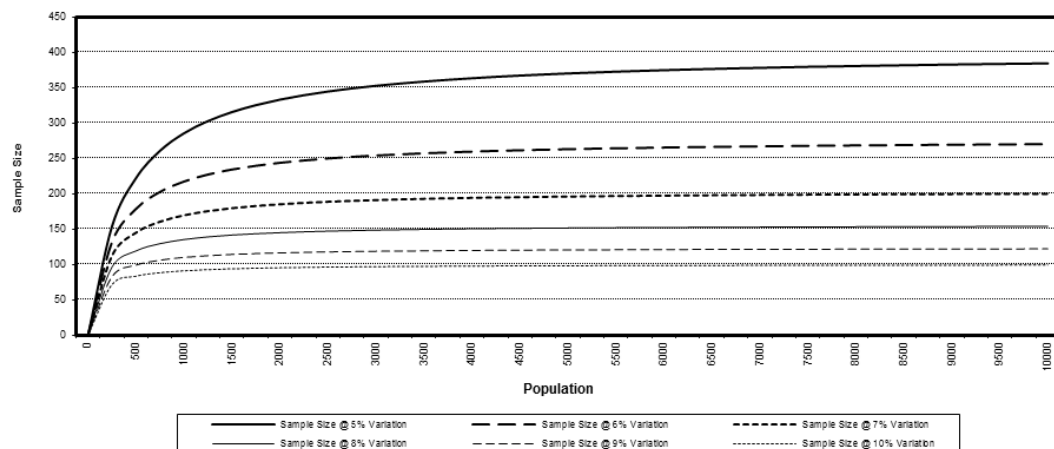
That is, where a sample is used to represent an entire population, the resulting figures should not be regarded as absolute values, but rather as the mid-point of a range plus or minus x% (see sampling tolerance table).

Only variations clearly designated as significantly different are statistically valid differences and these are clearly pointed out in the report.

Other divergences are within the normal range of fluctuation at a 95% confidence level; they should be viewed with some caution and not treated as statistically reliable changes.

MARGIN OF ERROR TABLE (95% confidence level)										
SAMPLE SIZE ↓	Percentages giving a particular answer									
	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%
50	6	9	10	11	12	13	14	14	14	14
100	4	6	7	8	9	9	10	10	10	10
150	4	5	6	7	7	8	8	8	8	8
200	3	4	5	6	6	6	7	7	7	7
250	3	4	5	5	6	6	6	6	6	6
300	3	4	4	5	5	5	6	6	6	6
400	2	3	4	4	4	5	5	5	5	5
500	2	3	3	4	4	4	4	4	4	5
600	2	2	3	3	4	4	4	4	4	4
700	2	2	3	3	3	4	4	4	4	4
800	2	2	3	3	3	3	4	4	4	4
900	2	2	2	3	3	3	3	3	3	3
1000	1	2	2	3	3	3	3	3	3	3
1500	1	2	3	2	2	2	3	3	3	3
2000	1	1	2	2	2	2	2	2	2	2
3000	1	1	1	2	2	2	2	2	2	2

Optimum Sample Sizes to Ensure the Given Maximum Variation



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

APPENDIX 4: **SURVEY TOOLS**

Survey tool

Project: 10853

RURAL CITY OF MURRAY BRIDGE
2017 RESIDENT'S COMMUNITY SATISFACTION SURVEY
COMMERCIAL IN CONFIDENCE

FINAL QUESTIONNAIRE

Online introduction:

McGregor Tan, as an independent social and market research company, is conducting a survey on behalf of the Rural City of Murray Bridge and would appreciate your opinions, we do not sell, promote or endorse any product or service. There are no right or wrong answers, it is just your opinion that we are after.

Participation in the survey voluntary. McGregor Tan complies with the Privacy Act and we can assure you that all information given will remain confidential. Your details will only be used for research purposes and will not be sold to any third party.

CATI introduction:

Good my name is from McGregor Tan Research, the independent market research company. We are conducting a survey on behalf of the Rural City of Murray Bridge and would appreciate your opinions. We do not sell, promote or endorse any product or service. There are no right or wrong answers, it is just your opinion that we are after.

Before I begin We would just like to make you aware that this call may be recorded or monitored for quality assurance and/or training purposes and participation in the survey voluntary. McGregor Tan complies with the Privacy Act and we can assure you that all information given will remain confidential. Your details will only be used for research purposes and will not be sold to any third party.

Screener 1: Do you live in the Murray Bridge council area?

1.	Yes	continue
2.	No	thank and terminate

Survey tool (cont.)

Screener 2: Are you, or is anyone in your household an elected member or employed by the Rural City of Murray Bridge?

1.	Yes	thank and terminate
2.	No	continue

Screener 3: Suburb

1.	Avoca Dell
2.	Brinkley
3.	Burdett
4.	Callington
5.	Caloote
6.	Chapman Bore
7.	Ettrick
8.	Gifford Hill
9.	Greenbanks
10.	Jervois
11.	Kepa
12.	Long Flat
13.	Long Island
14.	Monarto
15.	Monarto South
16.	Monteith
17.	Mulgundawa
18.	Murrawong
19.	Murray Bridge
20.	Murray Bridge East
21.	Murray Bridge North

Survey tool (cont.)

22.	Murray Bridge South
23.	Mypolonga
24.	Nalpa
25.	Naturi
26.	Northern Heights
27.	Pallamana
28.	Riverglades
29.	Riverglen
30.	Rockleigh
31.	Rocky Gully
32.	Sunnyside
33.	Swanport
34.	Tepko
35.	The Point
36.	Toora
37.	Wall Flat
38.	Wellington
39.	Wellington East
40.	White Hill
41.	White Sands
42.	Woodlane
43.	Woods Point
44.	None of these thank and terminate

Wards

<i>Hidden: Automatic code from suburbs</i>	
1.	Brinkley

Survey tool (cont.)

2.	Mobilong
3.	Monarto

For the rest of the survey we will use the acronym RCMB for the Rural City of Murray Bridge.

1. How long in total have you lived in the RCMB area? Read out, single response

1.	Less than one year
2.	One or two years
3.	Three to five years
4.	Six to ten years
5.	Eleven to twenty years
6.	More than twenty years

2. What services are you aware of that the RCMB offers its residents? Unprompted, multiple response

1.	Aged and Social Care / Services for Seniors / HACC
2.	Animal management / education (dogs/cats/pests etc.)
3.	Arts and cultural activities
4.	Bike paths / cycle-ways
5.	Car parking / parking control
6.	Council website
7.	Community centres / halls / facilities
8.	Community events
9.	Community transport
10.	Dog parks / Off-leash areas
11.	Economic development
12.	Footpath maintenance

Survey tool (cont.)

13.	Footpath sweeping
14.	Graffiti removal
15.	Hard rubbish / kerbside collection
16.	Library services
17.	Museum
18.	Parks / reserves / gardens
19.	Playgrounds
20.	Public toilets
21.	Recreational and leisure services (e.g. sports ovals and courts etc.)
22.	Street / road maintenance
23.	Street sweeping
24.	Swimming Pool
25.	Youth services
26.	Urban Planning
27.	Verges maintenance
28.	Volunteers
29.	Waste and recycling
30.	Other - specify
31.	Not aware of any services

Survey tool (cont.)

3. I would like you to rate first, the importance and then, your level of satisfaction with each of the following 6 statements
- 3a. Using a scale of 1 to 5, with 1 being not at all important and 5 being extremely important, how important do you think (read out statement) is? Read out (rotated)
- 3b. Now using a scale of 1 to 5, where 1 is not at all satisfied and 5 is extremely satisfied, how satisfied are you with (read out statement)? Read out (rotated)

	3a Importance						3b Level of satisfaction					
	Not at all		Extremely		Don't		Not at all		Extremely		Don't	
	important		important		know		satisfied		satisfied		know	
	How important do you think is ..						And how satisfied are you with this?					
Animal management / education (dogs / cats / pests)	1	2	3	4	5	6	1	2	3	4	5	6
Dog parks / Off-leash areas	1	2	3	4	5	6	1	2	3	4	5	6
Parks / reserves / gardens	1	2	3	4	5	6	1	2	3	4	5	6
Playgrounds / playground equipment	1	2	3	4	5	6	1	2	3	4	5	6
Recreational and leisure opportunities including sports ovals, courts etc.	1	2	3	4	5	6	1	2	3	4	5	6
Swimming Pool	1	2	3	4	5	6	1	2	3	4	5	6

4. What do you value most about living in the RCMB area? Unprompted, multiple response

1.	Convenient location (for family/friends/work/education etc.)
2.	Country lifestyle yet still close to the city (best of both worlds)
3.	Friendly neighbours
4.	Lifestyle
5.	Safe and Secure
6.	Services available (including Libraries and Community Centres)
7.	Strong sense of community
8.	Other – specify

Survey tool (cont.)

9.	Don't know
10.	I don't value anything

5. Apart from the library service and paying or receiving your rates, have you had any contact with the Council in the last 12 months?

1.	Yes	Go to 5b
2.	No	<i>Do not ask 5b (Auto code to 7 in 5b)</i>
5b. Thinking about the <u>last time</u> you had contact, how did this contact occur? Read out 1-6, multiple response		
1.	Facebook	
2.	Face-to-face contact	
3.	Internet / email	
4.	Letters	
5.	Telephone calls	
6.	Had contact - can't recall type	
7.	No contact in the last 12 months - Go to Q9	

6. Had contact in the last 12 months (codes 1-6 in Q5): What was your last contact with the Council concerning? Unprompted, multiple response (aim for single response)

1.	Aged care home
2.	Car Parking
3.	Community services
4.	Development
5.	Dog control / registration
6.	Dog Parks / Off-leash areas
7.	Environmental issues
8.	Fines

Survey tool (cont.)

9.	Health / immunisation
10.	Home Help
11.	Park / oval / reserve maintenance
12.	Planning / building application
13.	Planning (more general enquiry)
14.	Rates enquiry
15.	Regional Art Gallery
16.	Road / footpath maintenance
17.	Services for Seniors
18.	Street trees
19.	Swimming pool
20.	Town Hall
21.	Traffic management (congestion, flow etc.)
22.	Waste collection / recycling
23.	Other - specify
24.	Can't recall

7. Had contact in the last 12 months (codes 1-6 in Q5): On a scale of 1 to 5 where, 5 is very satisfied and 1 is very dissatisfied, how satisfied were you with ...? Read out each statement (rotated)

	1 Not at all satisfied				5 Very satisfied	Don't know
The way that the contact was handled	1	2	3	4	5	6
The courtesy and politeness of the person you dealt with	1	2	3	4	5	6

Survey tool (cont.)

8. Dissatisfied (code 1 or 2 in Q7a): Why were you dissatisfied with how the contact was handled? Open ended
9. ASK ALL: I would like you to rate first, the importance and then, your level of satisfaction with each of the following 5 statements
- 9a. Using a scale of 1 to 5, with 1 being not at all important and 5 being extremely important, how important are each of the following? Read out (rotated)
- 9b. Now using a scale of 1 to 5, where 1 is not at all satisfied and 5 is extremely satisfied, how satisfied are you with each of the following? Read out (rotated)

	9a Importance					Don't know	9b Level of satisfaction					Don't know
	Not at all important			Extremely important			Not at all satisfied			Extremely satisfied		
Bike paths / cycle-ways	1	2	3	4	5	6	1	2	3	4	5	6
Car parking / parking controls	1	2	3	4	5	6	1	2	3	4	5	6
Footpaths	1	2	3	4	5	6	1	2	3	4	5	6
Street / road maintenance and curbing	1	2	3	4	5	6	1	2	3	4	5	6
Waste and recycling collection	1	2	3	4	5	6	1	2	3	4	5	6

10. In the past 12 months, have you tried to contact Council staff out of office hours? If so, did you get a response from the out of hours service? Single response

1.	Contacted and received a response
2.	Tried to contact and did not receive a response
3.	Have not tried to contact Council staff out of hours

11. How do you currently find out about Council matters? Read out, multiple response (rotated)

1.	Council website
2.	Email
3.	Electronic Signboard
4.	Facebook

Survey tool (cont.)

5.	Information distributed with Rates Notices
6.	Letter / letterbox drops
7.	Murray Valley Standard newspaper
8.	Public meetings
9.	Visit council offices
10.	Word of mouth
11.	Other - specify
12.	Don't know

12. How do you want to be informed about Council matters? Unprompted, multiple response

1.	Council website
2.	Email
3.	Electronic Signboard
4.	Facebook
5.	Information distributed with Rates Notices
6.	Letter / letterbox drops
7.	Murray Valley Standard newspaper
8.	Public meetings
9.	Visit council offices
10.	Other - specify
11.	Don't know

Survey tool (cont.)

13. I would like you to rate first, the importance and then, your level of satisfaction with each of the following 5 statements
- 13a. Using a scale of 1 to 5, with 1 being not at all important and 5 being extremely important, how important are each of the following? Read out (rotated)
- 13b. Now using a scale of 1 to 5, where 1 is not at all satisfied and 5 is extremely satisfied, how satisfied are you with each of the following? Read out (rotated)

	13a Importance						13b Level of satisfaction					
	Not at all important			Extremely important		Don't know	Not at all satisfied			Extremely satisfied		Don't know
Aged care home	1	2	3	4	5	6	1	2	3	4	5	6
Community engagement and consultation	1	2	3	4	5	6	1	2	3	4	5	6
Library services	1	2	3	4	5	6	1	2	3	4	5	6
Regional Art Gallery	1	2	3	4	5	6	1	2	3	4	5	6
Services for Seniors	1	2	3	4	5	6	1	2	3	4	5	6
Town Hall	1	2	3	4	5	6	1	2	3	4	5	6
Youth and children's programs	1	2	3	4	5	6	1	2	3	4	5	6

14. How do you rate your overall level of satisfaction with the RCMB Council, where 1 is very satisfied and 5 is very satisfied?

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

Survey tool (cont.)

15. Using a score of 0 to 10 where 0 is not at all likely 10 is extremely likely, how likely are you to recommend living in the Rural City of Murray Bridge area? (*Net Promoter Score*)
16. On a scale of 1 to 5 where, 1 is a low priority and 5 is a very high priority, please rate the level of priority you feel each of the following statements should be given by the Council. Read out each statement (rotated)

	1 Not a priority	2 Low priority	3 Medium priority	4 High priority	5 Very High priority	Don't know
A. Attracting and / or sponsoring community events – e.g. Pedal Prix, Christmas Pageant	1	2	3	4	5	6
B. Increasing recreational, leisure, cultural and heritage experiences such as managing the pathway and cycleway network, providing new facilities	1	2	3	4	5	6
C. Developing the City's infrastructure, such as transport, car parking, open space and public amenities	1	2	3	4	5	6
D. Attracting more business and industry to the area	1	2	3	4	5	6
E. The Council should play a role in environmental sustainability, including improving water conservation	1	2	3	4	5	6
F. Improving urban enhancement around the RCMB such as landscaping, street scaping, providing a clean, safe and liveable region	1	2	3	4	5	6
G. Developing community support programs	1	2	3	4	5	6
H. Promoting the Rural City of Murray Bridge to attract tourism	1	2	3	4	5	6

Survey tool (cont.)

17. Using a scale of 1 to 5, where 1 means strongly disagree and 5 means strongly agree, please rate your level of agreement with the statement “the Council acts responsibly and with integrity”.

1.	Strongly disagree
2.	Disagree
3.	Neutral
4.	Agree
5.	Strongly agree
6.	Don't know / not sure

18. Are there any ways that the RCMB can improve its service to you?

1.	Yes – specify how
2.	Don't know / not sure
3.	No

19. What do you think are the key issues currently affecting the lives of people living in the RCMB area? Unprompted, multiple response

1.	A need to attract more businesses / industries
2.	Distance to specialist medical services
3.	Lack of entertainment for young people
4.	Lack of jobs
5.	Lack of public transport
6.	Lack of things to do
7.	Other – specify
8.	Don't know

Survey tool (cont.)

20. How satisfied are you with the quality of life in the RCMB? (1 is not at all satisfied and 5 is very satisfied)

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

21. How safe do you feel in your area? (1 is very unsafe and 5 is very safe)

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

22. If you had one suggestion about what the Rural City of Murray Bridge should be focussing on in the future, what would it be?

1.	Suggestion made – specify details
2.	Don't know / not sure
3.	No suggestion made

Survey tool (cont.)

CLASSIFICATIONS

23. Gender. (do not ask)

1.	Male
2.	Female

24. In what year were you born?

<i>Hidden: Automatic recode into the following age groups</i>	
1.	18 to 29
2.	30 to 39
3.	40 to 49
4.	50 to 59
5.	60 to 69
6.	70+

25. Are you in paid employment of 20 hours or more per week?

1.	Yes
2.	No
If yes: Which of the following categories best describes your employment?	
3.	Manager
4.	Professional
5.	Technician and Trade Worker
6.	Community and Personal Service Worker
7.	Clerical and Administrative Worker
8.	Sales Worker

Survey tool (cont.)

9.	Machinery Operator and Driver
10.	Labourer
11.	Other paid employment of 20 hours or more per week – specify
If no: Which of the following categories best describes your situation?	
12.	Home duties
13.	Retired
14.	Other (e.g. unemployed, student, etc.)

26. Do you volunteer your time to a community organisation?

1.	Yes
2.	No

27. Do you live within the township of Murray Bridge or outside of it?

1.	Within the township
2.	Outside of the township

28. What is your postcode?

Hidden: Automatic code from suburbs

29. Which of these groups best describes your household?

1.	Young, single living alone or sharing accommodation with friends
2.	Young couple no children
3.	Family with youngest child 12 years or under
4.	Family with teenager/adult living at home

Survey tool (cont.)

5.	Older couple or single with no children at home
----	---

30. What is your country of birth?

1.	Australia / New Zealand
2.	Africa / South Africa
3.	Asia / South Asia (e.g. Japan, China, Taiwan, Vietnam, Indonesia, India, Sri Lanka, Philippines etc.)
4.	England, Scotland, Ireland, Wales
5.	Mainland Europe (e.g. Italy, Greece, Switzerland, Germany etc.)
6.	Middle East (e.g. Afghanistan, Iran, Iraq, Egypt etc.)
7.	North America (e.g. USA, Canada)
8.	Pacific (e.g. Fiji, Tonga)
9.	Russia and former Eastern Bloc Countries (Hungary, Ukraine, Romania, Bulgaria etc.)
10.	South America / Central America
11.	Other – please specify
12.	Refused

31. Are you Aboriginal or Torres Strait Islander?

1.	No
2.	Aboriginal
3.	Torres Strait Islander
4.	Both

Survey tool (cont.)

32. Do you or does someone in your household pay Council rates to the Rural City of Murray Bridge?

1.	Yes (Ratepayer)
2.	No (Resident)

33. Which of these categories does your gross household income fall into (before tax)?

1.	Under \$20,000
2.	\$20,000-39,999 pa
3.	\$40,000-59,999 pa
4.	\$60,000-79,999 pa
5.	\$80,000-99,999 pa
6.	\$100,000-\$139,999 pa
7.	\$140,000-\$179,999 pa
8.	\$180,000+ pa
9.	Refused

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