

Dubbo Regional Council

2022 Customer Satisfaction Survey

Online Survey results

June 2022



SAMPLE PROFILE - DEMOGRAPHICS

GENDER	%	#
Male	36%	69
Female	63%	121
Other (please specify)	2%	3

AGE	%	#
18-34	19%	37
35-49	25%	49
50-64	31%	59
65+	24%	47
Prefer not to say	1%	1

RATEPAYER STATUS	%	#
Pay by ourselves	87%	167
Pay by landlord	13%	26

LENGTH OF TIME LIVED IN THE AREA	%	#
Less than one year	19%	37
1-5 years	25%	49
6-10 years	31%	59
11-15 years	24%	47
More than 15 years	1%	1

Base: All respondents (n=193)

Q: What is your gender

Q: What is your age group

Q: How long have you lived in the Dubbo Regional Council

Q: Do you or your family pay Council rates or does your landlord?

SAMPLE PROFILE – AREA

TOWN OR RURAL PROPERTY	%	#
Town	82%	158
Rural farm or property	18%	35

TOWN (IN OR CLOSEST TO)	%	#
Dubbo	69%	61
Wellington	15%	28
Maryvale	2%	3
Geurie	1%	2
Mumbil	1%	2
North Yeoval	1%	2
Rawsonville	1%	2
Wongarbon	1%	2
Bodangora	1%	1
Brocklehurst	1%	1
Dripstone	1%	1
Eumungerie	1%	1
Stuart Town	1%	1
Other	7%	13

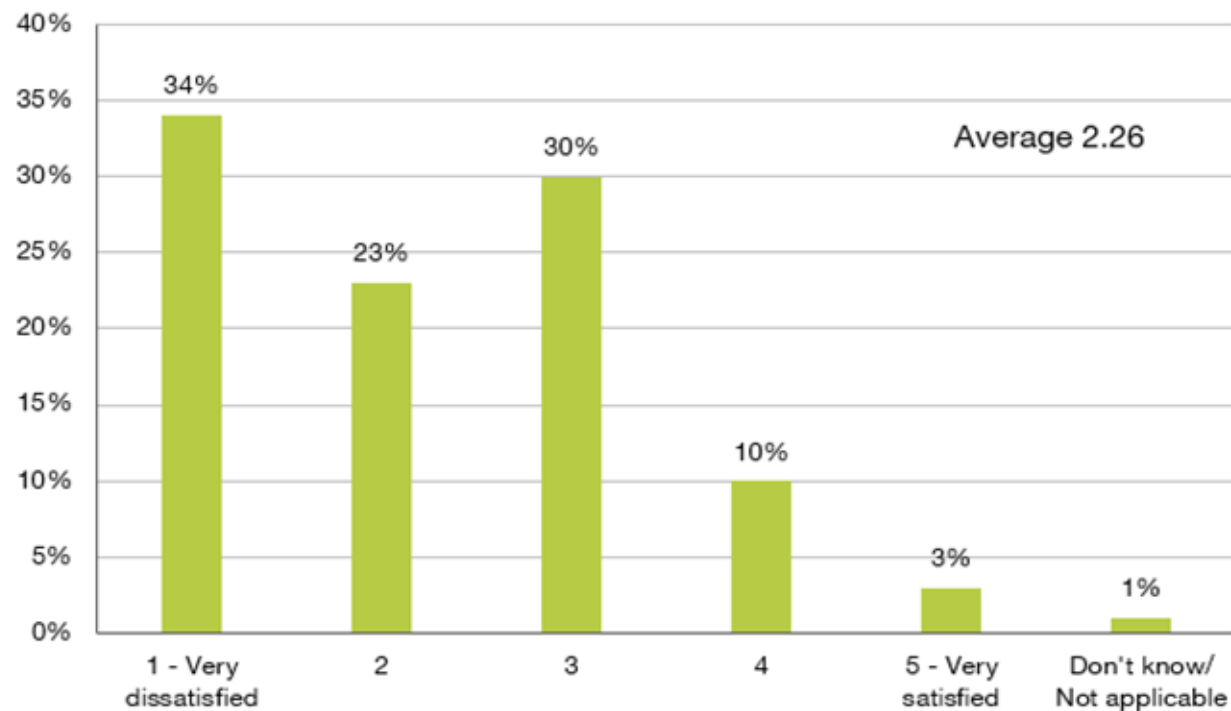
Base: All respondents (n=193)

Q: Does Council positively promote its activities and achievements?

A photograph of a dirt path covered in purple flower petals, with trees and a building in the background. The path is the central focus, leading from the foreground into the distance. The trees are in full bloom with vibrant purple flowers. The sky is overcast with grey clouds. A tall, thin building is visible in the background on the right side. The overall scene is a beautiful spring landscape.

OVERALL SATISFACTION

Overall satisfaction with DRC

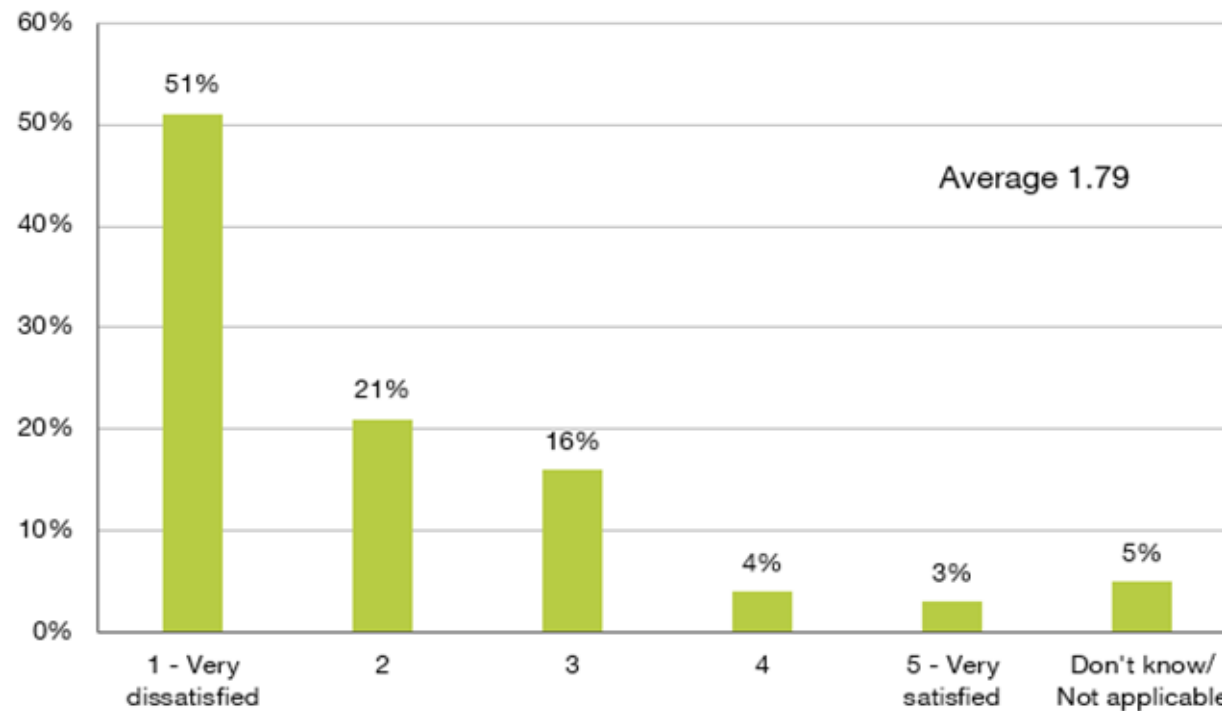


Phone Average = 2.79

Base: All respondents (n=193)

Q: On a scale of 1 to 5, how would you rate your satisfaction with the overall performance of Dubbo Regional Council over the past 12 months

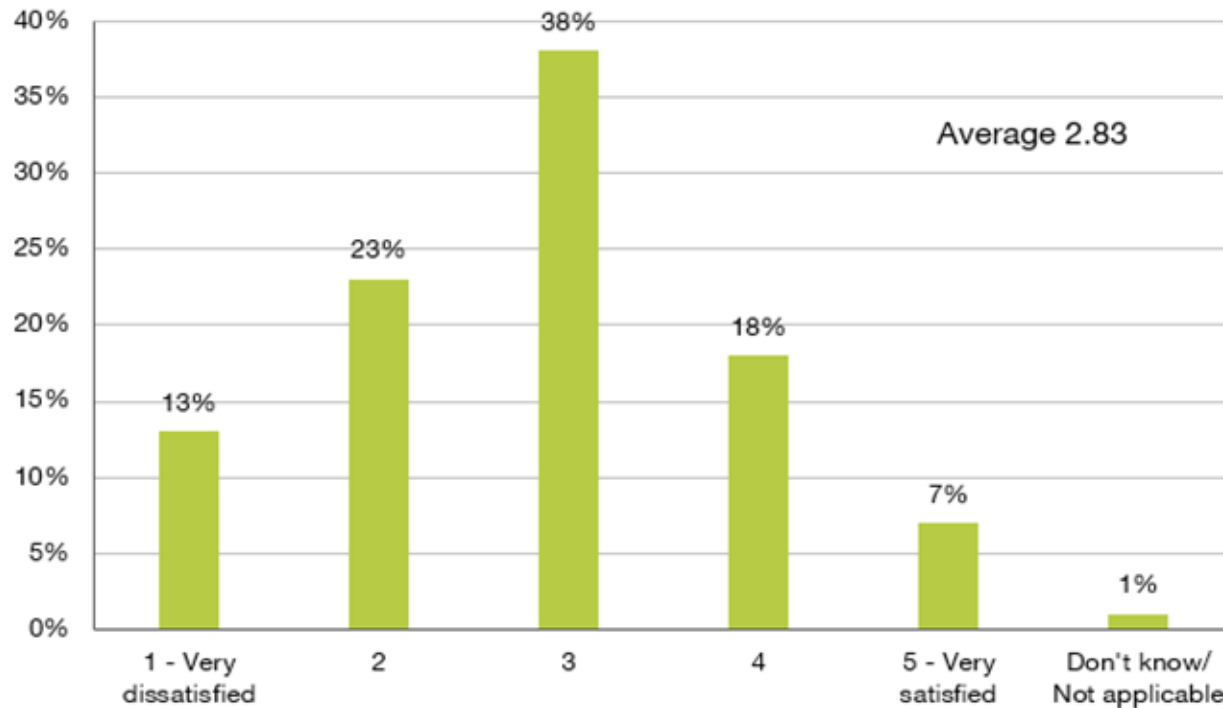
Overall satisfaction with elected Councillors



Phone Average = 2.41

Base: All respondents (n=193)
Q: Using the same scale, please rate your satisfaction with...

Overall satisfaction with appearance of Dubbo and Wellington CBDs and surrounding areas



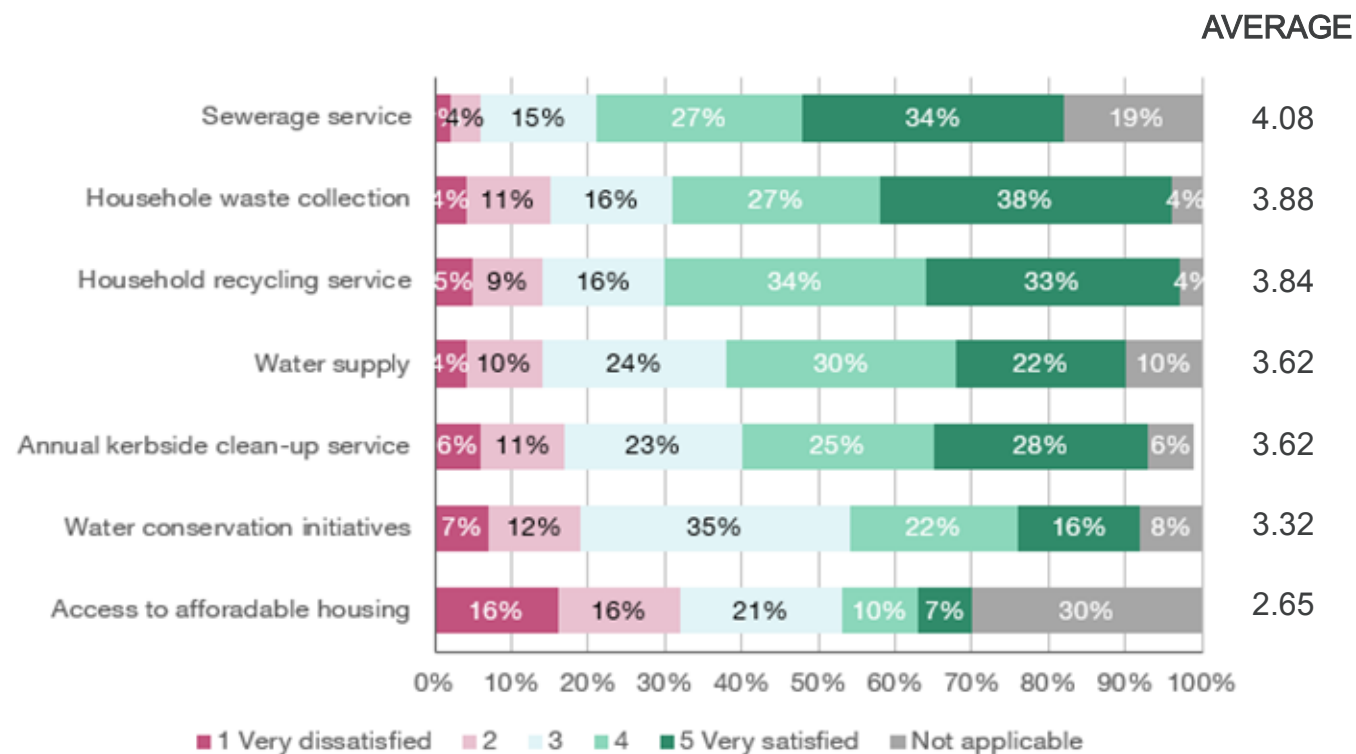
Phone Average = 3.57

Base: All respondents (n=193)
Q: Using the same scale, please rate your satisfaction with...



COUNCIL SERVICES & FACILITIES

HOUSING & BASIC SERVICES



Base: All respondents (n=193)

Q: Please rate your satisfaction with the following services and facilities using a 5-point scale where 1 means you are 'very dissatisfied' and 5 means you are 'very satisfied'

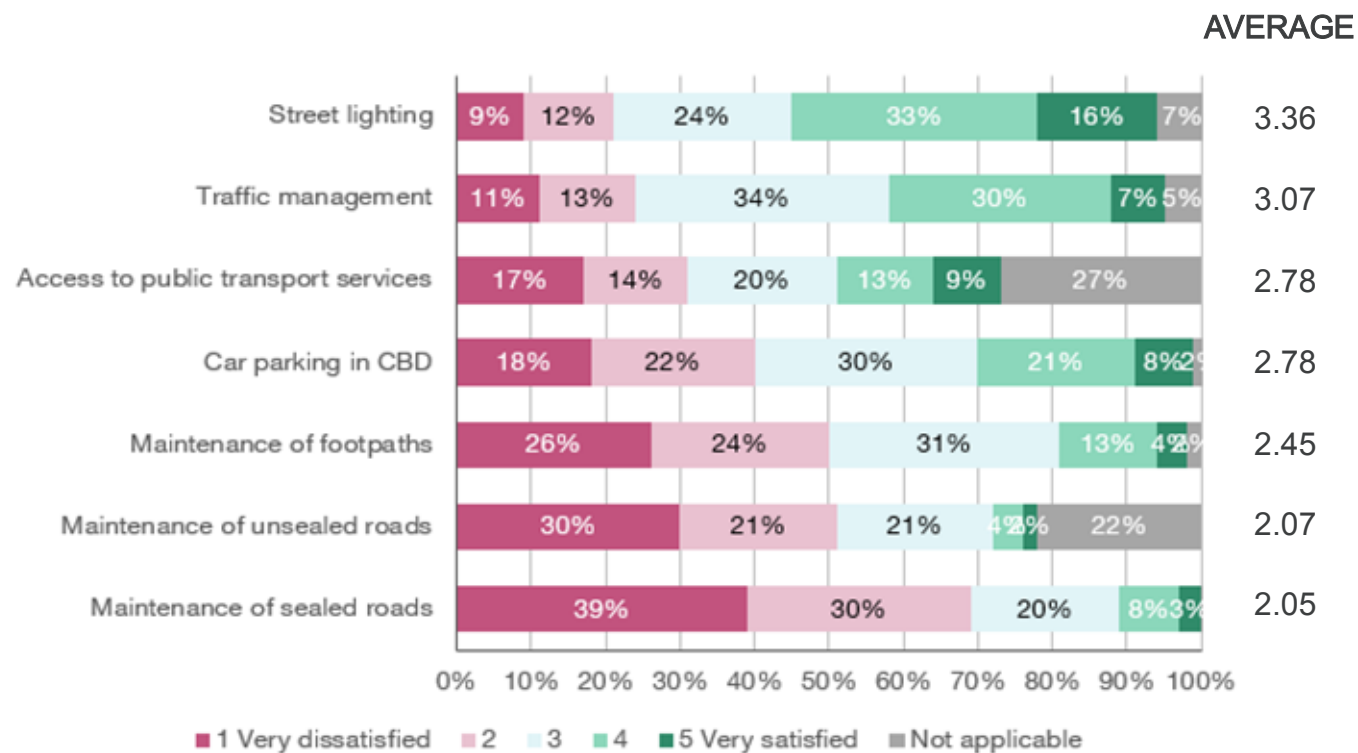
TELEPHONE v ONLINE – mean scores

HOUSING AND BASIC SERVICES	Telephone	Online
Sewerage service	4.3	4.1
Water supply	4.0	3.6
Household recycling service	4.0	3.8
Household waste collection	4.0	3.9
Annual kerbside clean-up service	3.9	3.6
Water conservation initiatives	3.4	3.3
Access to affordable housing	2.7	2.7

Base: All respondents (n=193)
Q: Does Council positively promote its activities and achievements?

(Significant differences shown in red)

INFRASTRUCTURE



Base: All respondents (n=193)

Q: Please rate your satisfaction with the following services and facilities using a 5-point scale where 1 means you are 'very dissatisfied' and 5 means you are 'very satisfied'

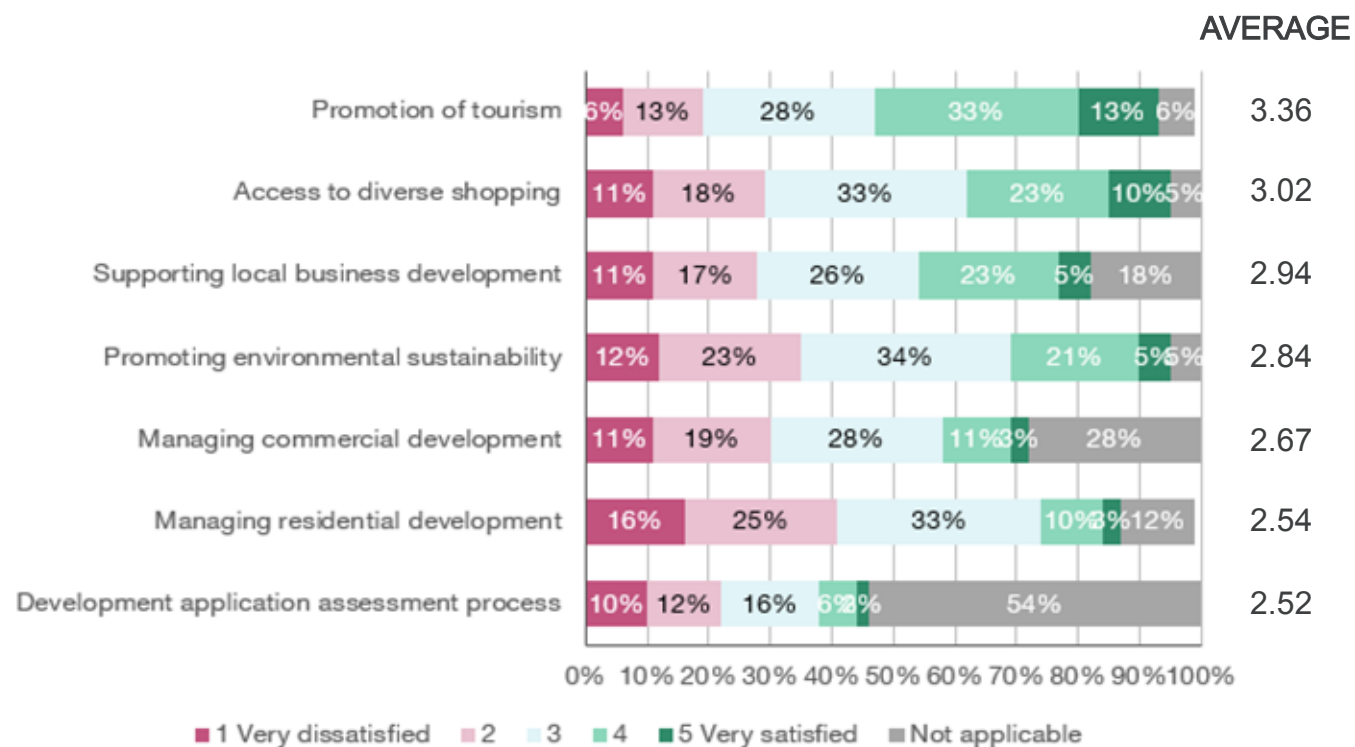
TELEPHONE v ONLINE – mean scores

INFRASTRUCTURE	Telephone	Online
Street lighting	3.6	3.4
Traffic management	3.4	3.1
Car parking in CBD	3.3	2.8
Access to public transport services	3.1	2.8
Maintenance of footpaths	2.9	2.4
Maintenance of sealed roads	2.5	2.0
Maintenance of unsealed roads	2.4	2.1

Base: All respondents (n=193)

Q: Does Council positively promote its activities and achievements?

ECONOMY



Base: All respondents (n=193)

Q: Please rate your satisfaction with the following services and facilities using a 5-point scale where 1 means you are 'very dissatisfied' and 5 means you are 'very satisfied'

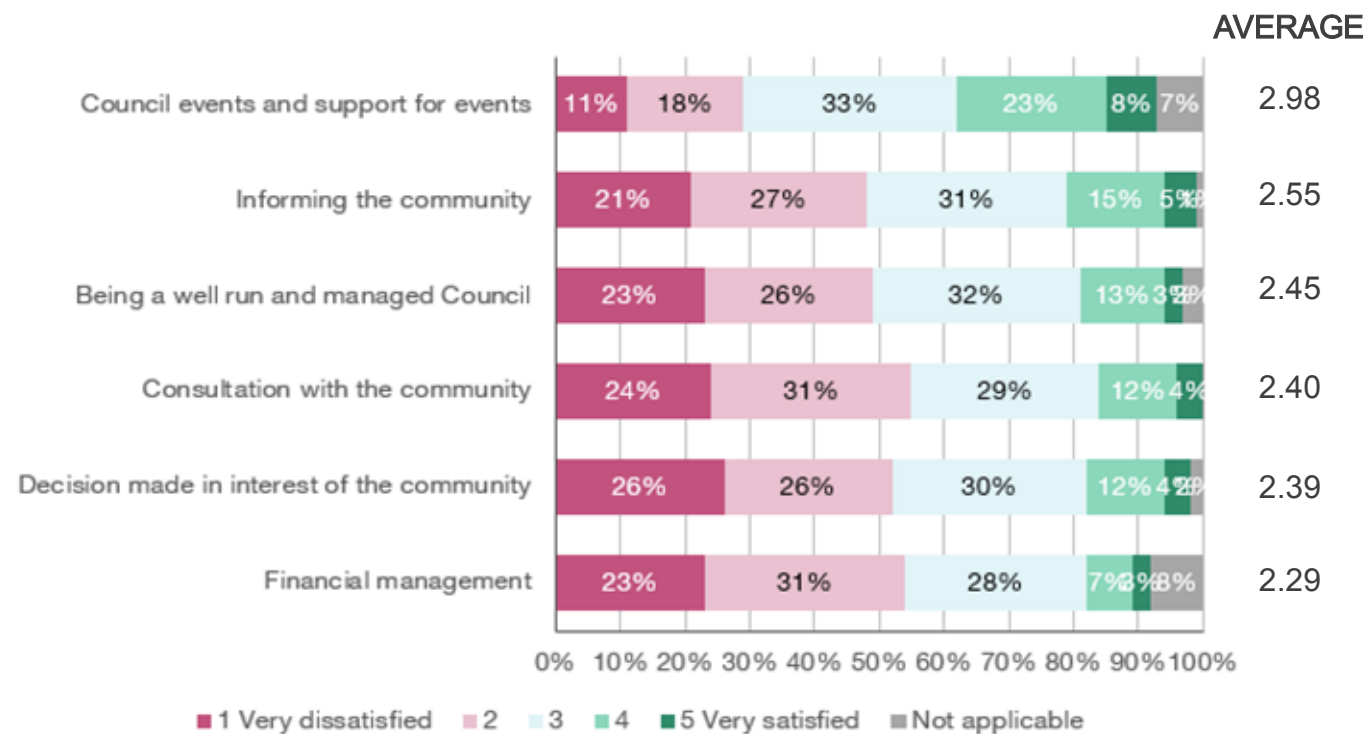
TELEPHONE v ONLINE – mean scores

ECONOMY	Telephone	Online
Promotion of tourism	3.7	3.4
Access to diverse shopping	3.5	3.0
Supporting local business development	3.2	2.9
Promoting environmental sustainability	3.2	2.8
Managing residential development	3.1	2.5
Managing commercial development	3.0	2.7
Development application assessment process	2.7	2.5

Base: All respondents (n=193)

Q: Does Council positively promote its activities and achievements?

LEADERSHIP



Base: All respondents (n=193)

Q: Please rate your satisfaction with the following services and facilities using a 5-point scale where 1 means you are 'very dissatisfied' and 5 means you are 'very satisfied'

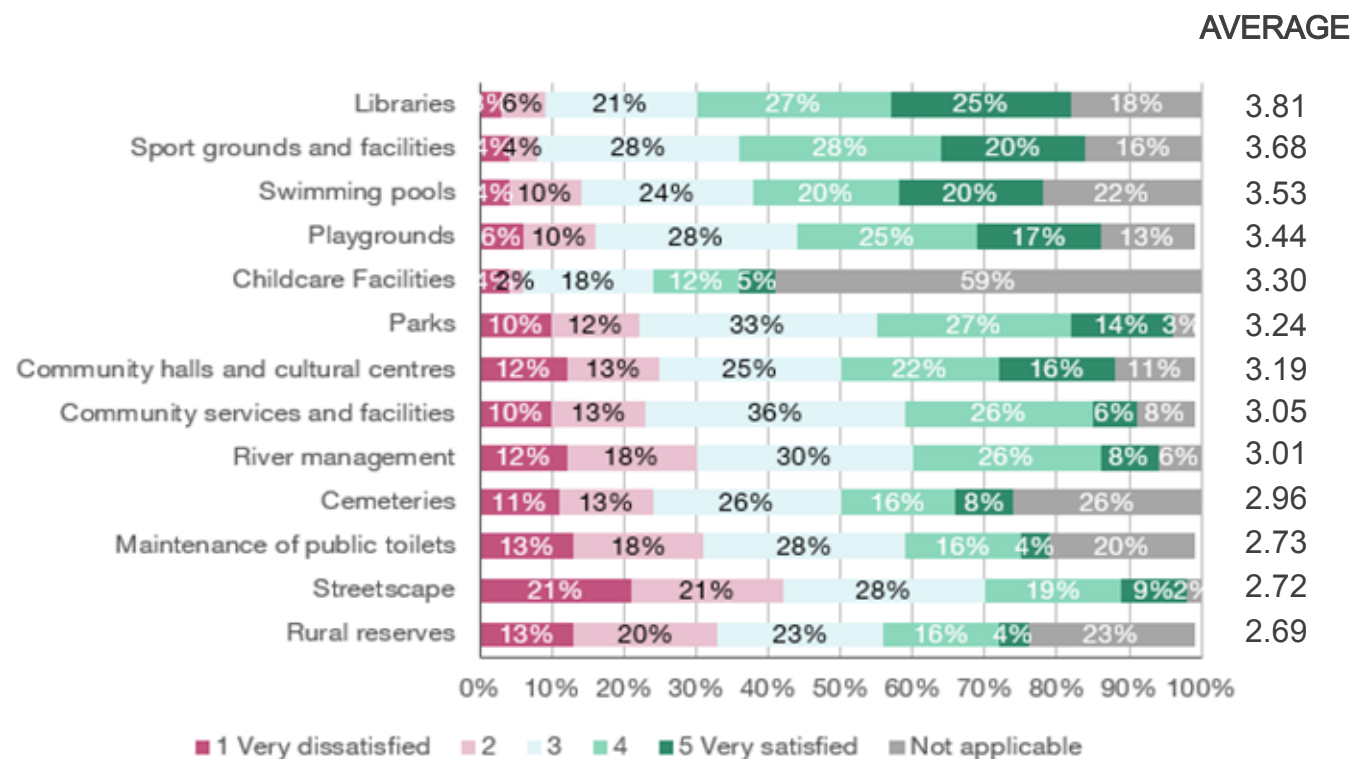
TELEPHONE v ONLINE – mean scores

LEADERSHIP	Telephone	Online
Council events and support for events	3.4	3.0
Informing the community	3.1	2.6
Consultation with the community	2.9	2.4
Decisions made in the interest of the community	2.9	2.4
Financial management	2.8	2.3
Being a well-run and managed Council	2.7	2.5

Base: All respondents (n=193)

Q: Does Council positively promote its activities and achievements?

LIVEABILITY



Base: All respondents (n=193)

Q: Please rate your satisfaction with the following services and facilities using a 5-point scale where 1 means you are 'very dissatisfied' and 5 means you are 'very satisfied'

TELEPHONE v ONLINE – mean scores

LIVEABILITY	Telephone	Online
Libraries	4.2	3.8
Sport grounds and facilities	4.0	3.7
Parks	3.9	3.2
Playgrounds	3.9	3.4
Swimming pools	3.9	3.5
Community halls and cultural centres	3.7	3.2
Childcare facilities	3.6	3.3
Cemeteries	3.5	2.9
Community services and facilities	3.5	3.0
Streetscapes – trees	3.4	2.7
River management	3.3	3.0
Maintenance of public toilets	3.1	2.7
Rural reserves	2.9	2.7

Base: All respondents (n=193)

Q: Does Council positively promote its activities and achievements?

FACILITY USAGE

FACILITY	DAILY	WEEKLY	MONTHLY	QUARTERLY	YEARLY	USAGE RATE	NEVER RATE
Parks	12%	28%	29%	16%	8%	93%	7%
Dubbo Regional Theatre & Convention Centre	0%	0%	5%	33%	36%	74%	26%
Western Plains Cultural Centre	1%	6%	13%	23%	27%	70%	30%
Libraries	0%	8%	18%	16%	21%	63%	37%
Sports grounds and facilities	6%	23%	11%	12%	9%	62%	38%
Playgrounds	1%	16%	17%	17%	10%	60%	40%
Swimming pools	2%	8%	10%	15%	20%	54%	46%
Facilities for children	4%	13%	11%	8%	8%	44%	56%
Facilities for youth	3%	10%	9%	6%	7%	35%	65%
Facilities for older people	3%	3%	3%	5%	4%	18%	82%

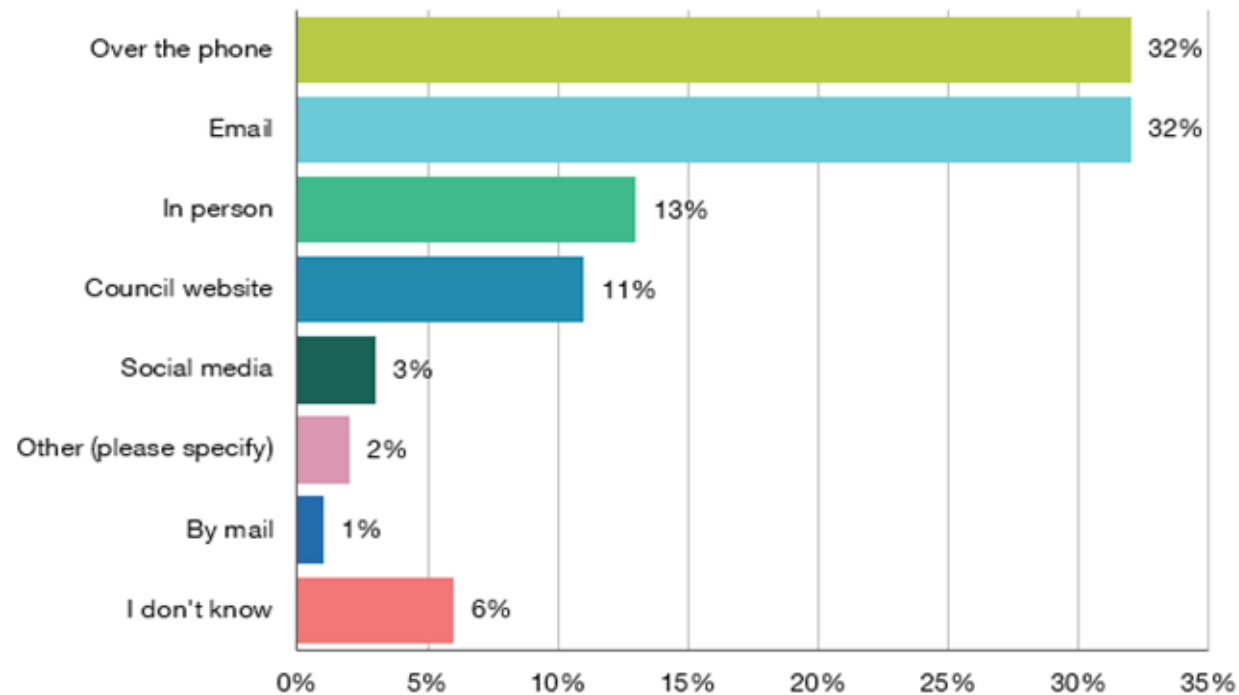
Base: All respondents (n=193)

Q: How frequently do you use the following facilities? Your options are daily, weekly, monthly, quarterly, yearly or never



CUSTOMER SERVICE

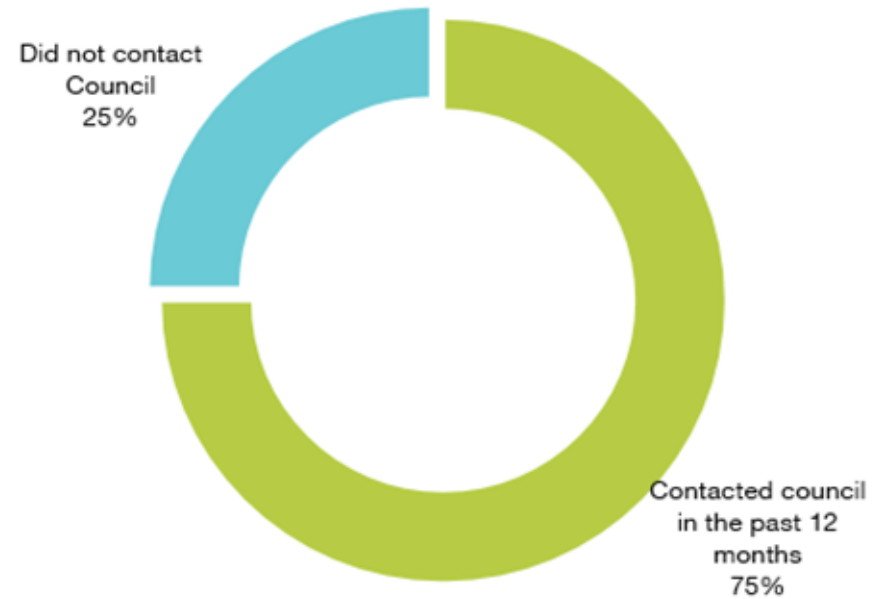
PREFERRED METHOD OF CONTACTING COUNCIL



Base: All respondents (n=193)

Q: What is your preferred method of contacting Council

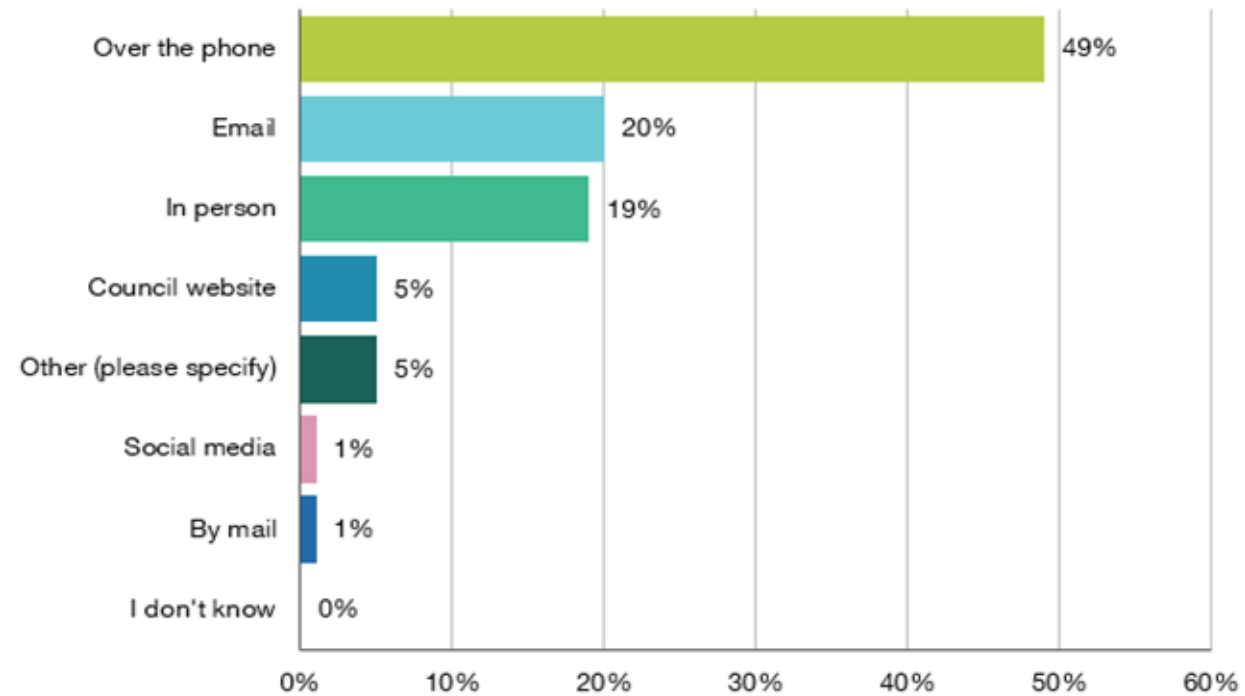
RECENT CONTACT WITH COUNCIL



Base: All respondents (n=193)

Q: Have you contacted Dubbo Regional Council in the past 12 months

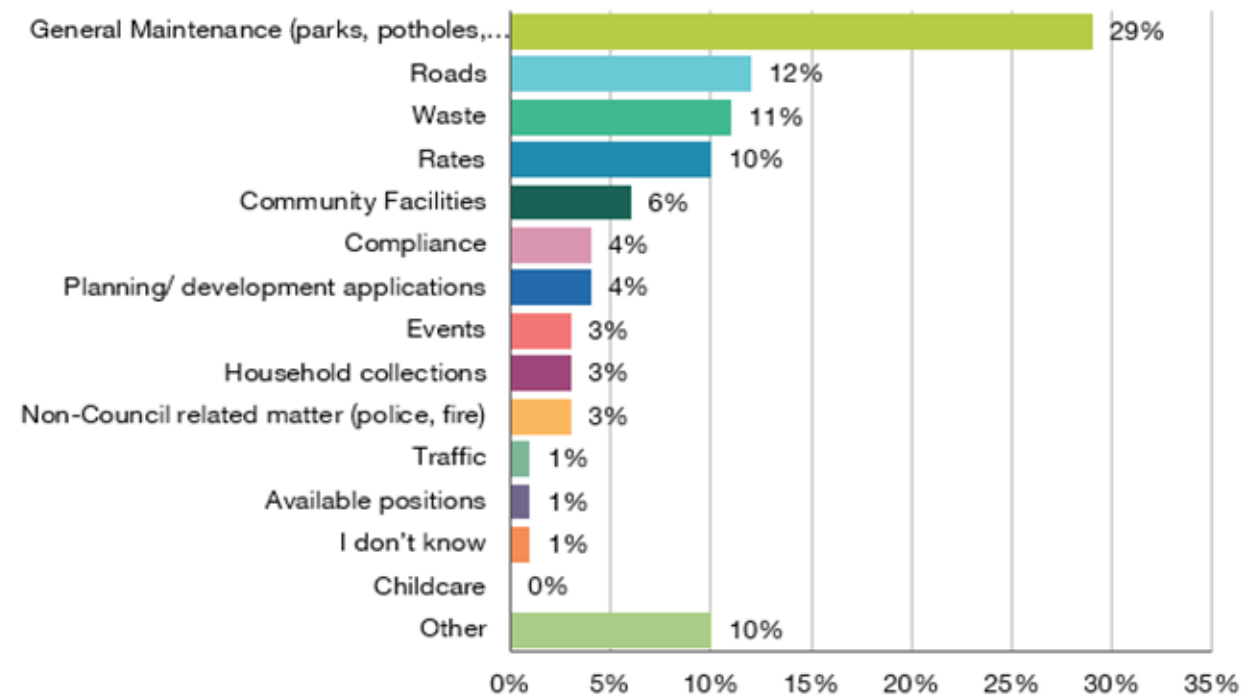
METHOD OF CONTACT



Base: Contacted Council in the past 12 months (n=145)

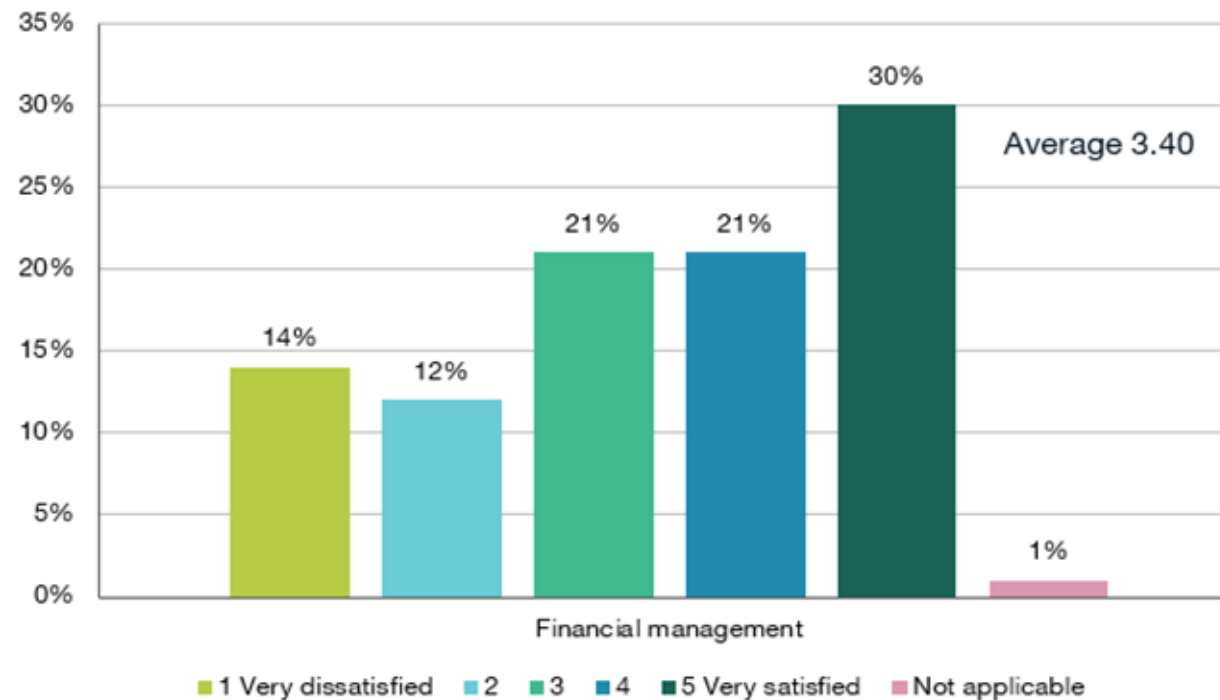
Q: How did you contact Council

REASON FOR CONTACT



Base: Contacted Council in past 12 months (n=145)
Q: What was the most recent reason you contacted Council?

OVERALL SATISFACTION WITH CUSTOMER SERVICES



Phone Average = 3.67

Dissatisfied residents (rating of 1 or 2) were asked how Council could have improved their experience

Base: Contacted Council in past 12 months (n=145)

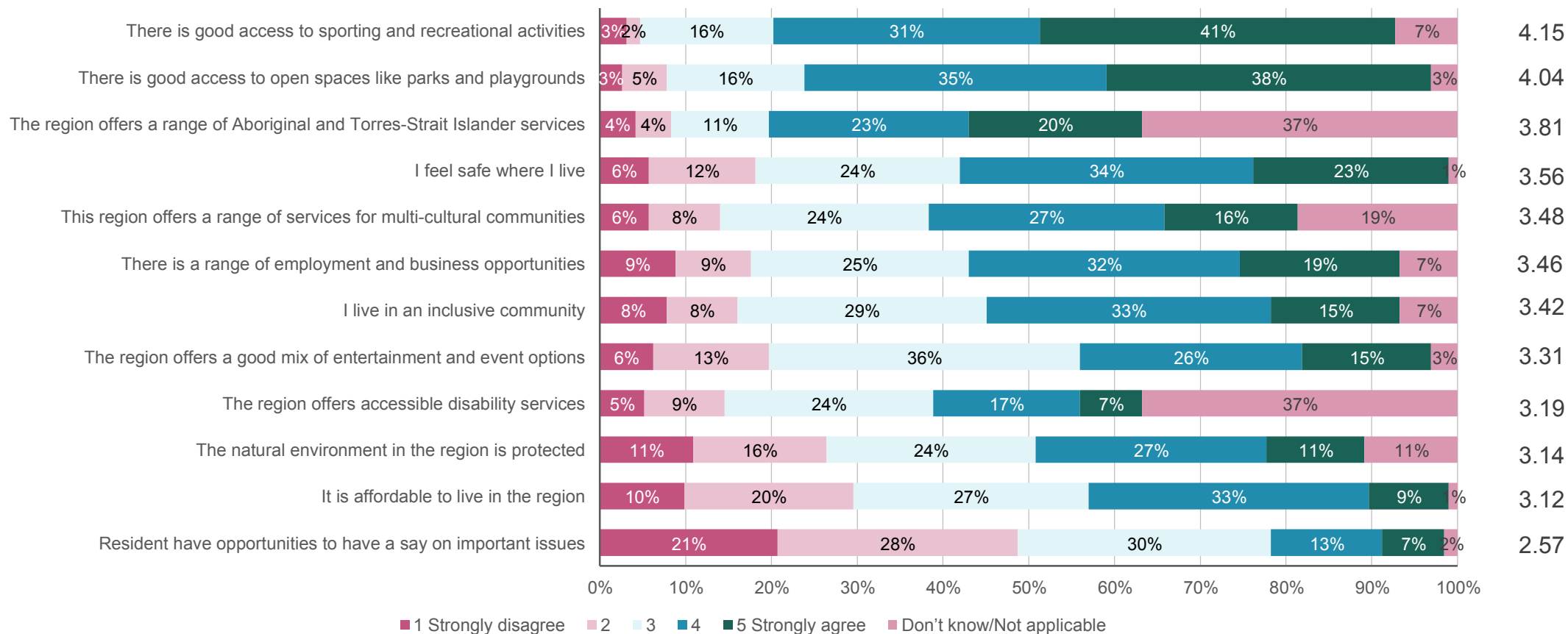
Q: On a scale of 1 to 5, how satisfied were you with Council's customer services



COMMUNITY NEEDS & PRIORITIES

COMMUNITY NEEDS & PRIORITIES

MEAN



Base: All respondents (n=193)

Q: Please rate your agreement with the following statements using a 5-point scale where 1 means "strongly disagree" and 5 means "strongly agree"

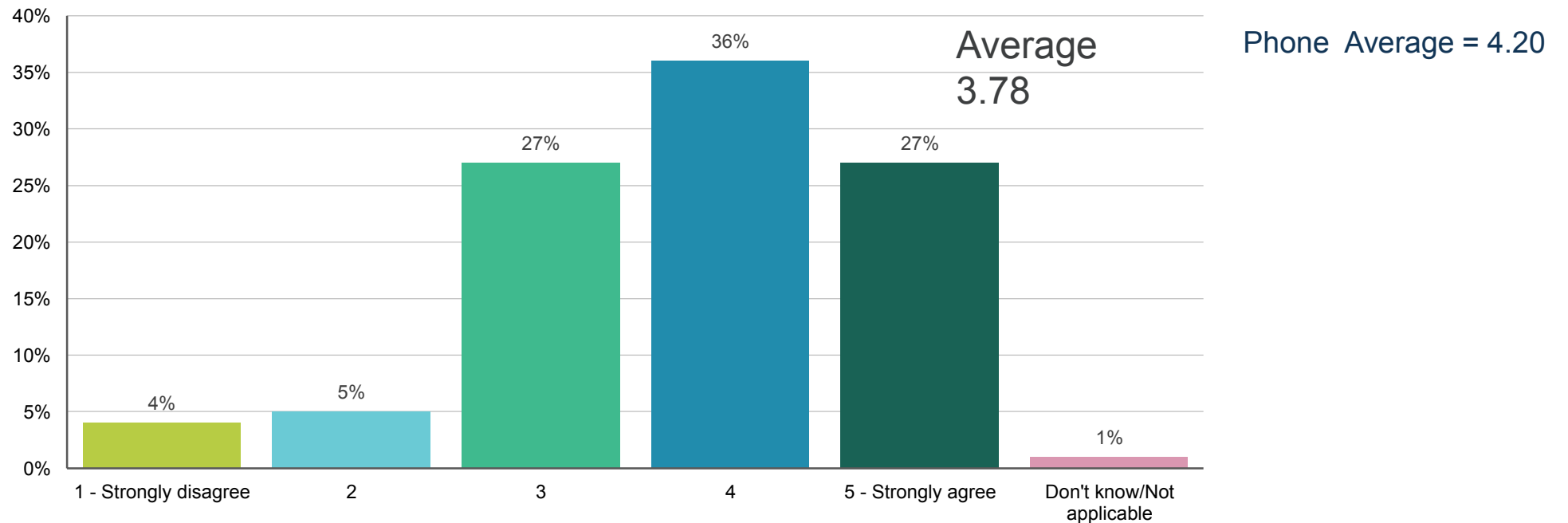
TELEPHONE v ONLINE – mean scores

COMMUNITY NEEDS & PRIORITIES	Telephone	Online
There is good access to open spaces like parks and playgrounds	4.4	4.0
There is good access to sporting and recreational activities	4.2	4.1
The region offers a range of Aboriginal and Torres Strait Islander services	4.0	3.8
I feel safe where I live	3.9	3.6
This region offers a range of services for multi-cultural communities	3.7	3.5
There is a range of employment and business opportunities	3.7	3.5
I live in an inclusive community	3.6	3.4
The region offers a good mix of entertainment and event options	3.6	3.3
The region offers accessible disability services	3.6	3.2
The natural environment in the region is protected	3.6	3.1
It is affordable to live in the region	3.6	3.1
Residents have opportunities to have a say on important issues	3.1	2.6

Base: All respondents (n=193)

Q: Does Council positively promote its activities and achievements?

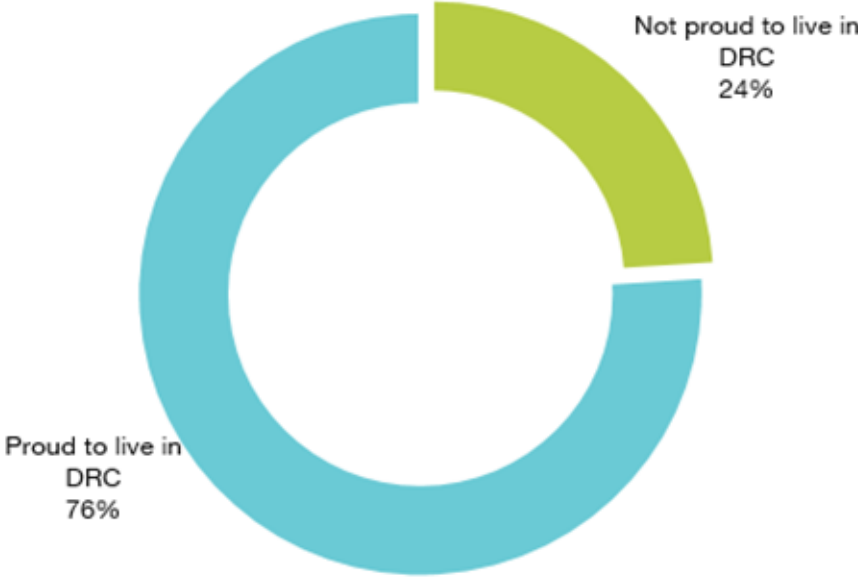
“OVERALL, I BELIEVE DUBBO REGIONAL COUNCIL IS A GOOD PLACE TO LIVE”



Base: All respondents (n=193)

Q: Please rate your level of agreement with the following statement:

ARE YOU PROUD TO LIVE IN DUBBO REGIONAL COUNCIL

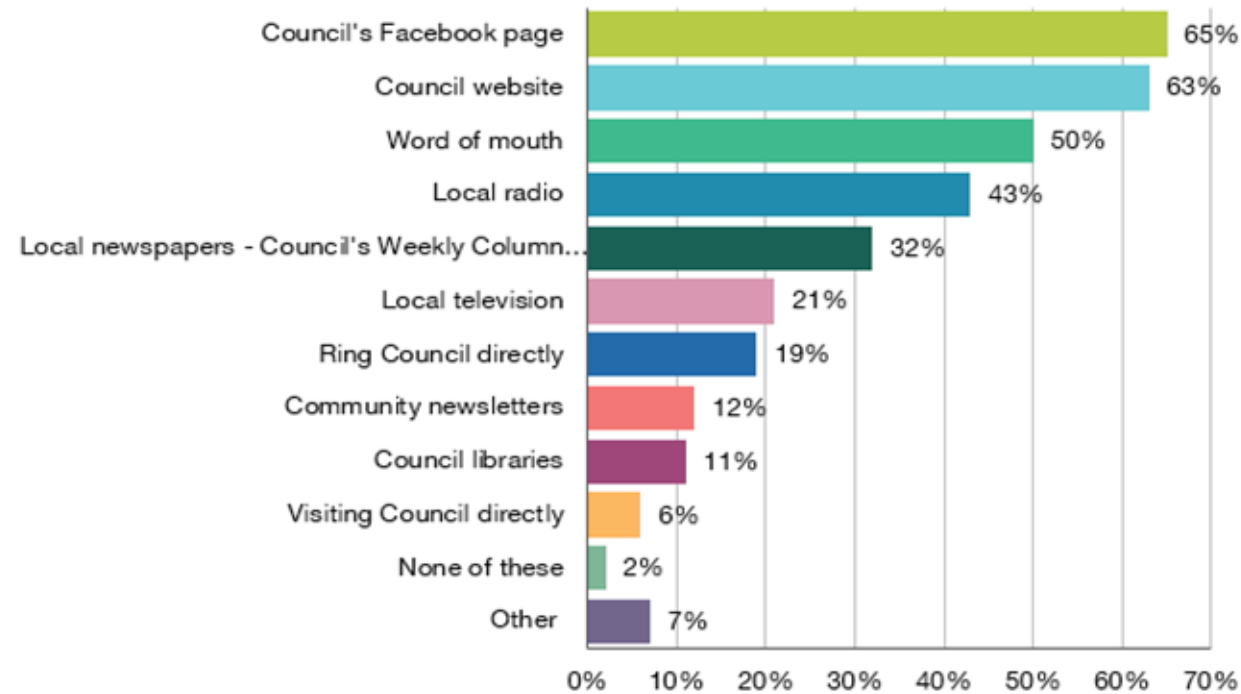


Base: All respondents (n=193)
Q: Are you proud to live in Dubbo Regional Council

A photograph of a dirt path covered in purple flower petals, lined with trees in full bloom under a cloudy sky. The path is the central focus, leading from the foreground into the distance. The trees on either side are densely packed with small purple flowers, creating a vibrant canopy. The sky is overcast with soft, grey clouds. The overall scene is peaceful and scenic.

COMMUNICATION

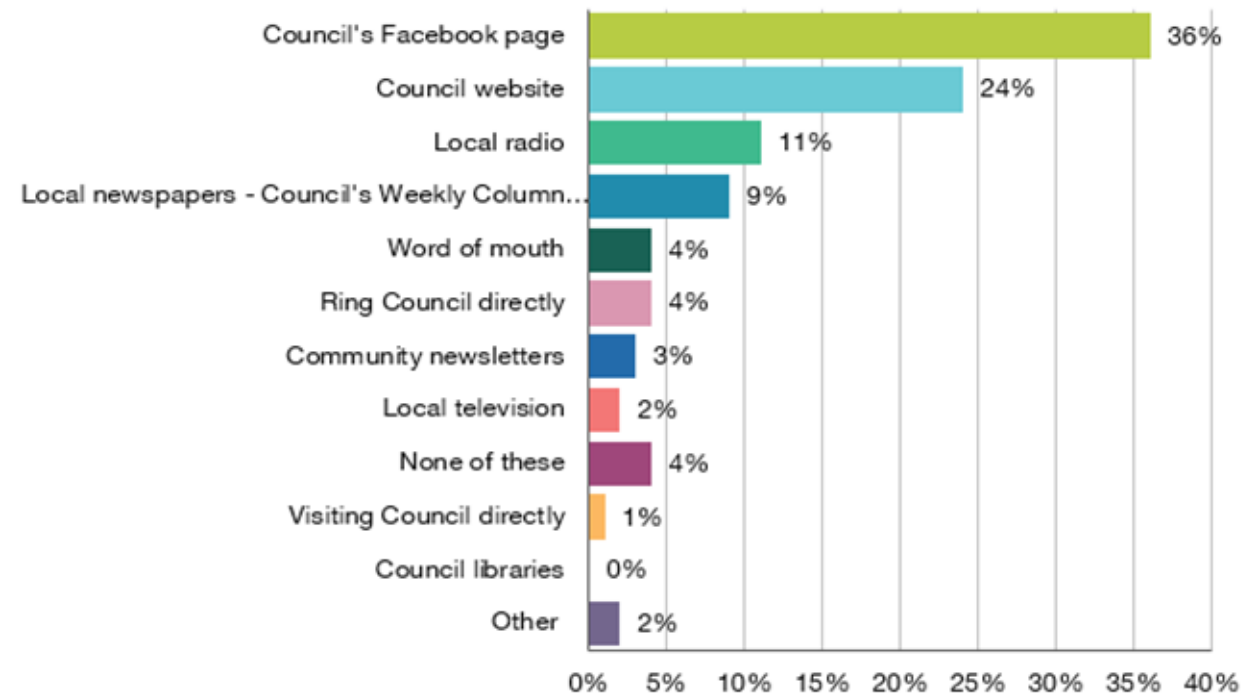
USUAL METHOD OF RECEIVING INFORMATION



Base: All respondents (n=193)

Q: Which of the following sources do you use to receive information or updates on Council's services, events and activities? [Multiple choice]

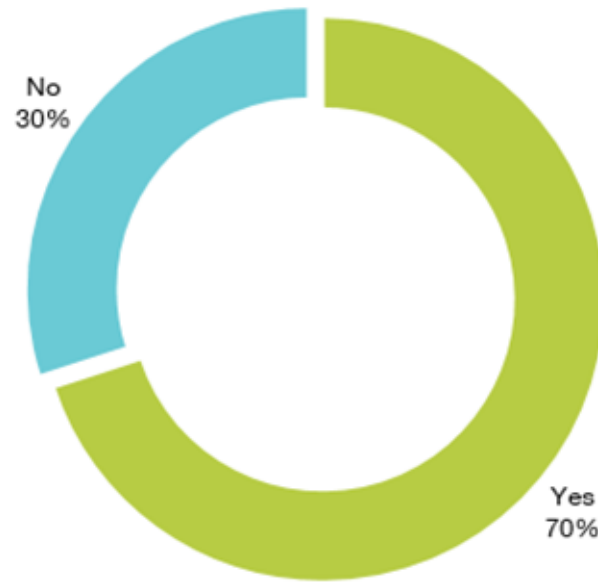
PREFERRED METHODS OF RECEIVING INFORMATION



Base: All respondents (n=193)

Q: Of those sources, which is your most preferred? [Single choice]

POSITIVE PROMOTION OF ACTIVITIES & ACHIEVEMENTS



Base: All respondents (n=193)
Q: Does Council positively promote its activities and achievements?

Contact Details

T +61 (0)2 9212 2900

E research@taverner.com.au

W www.taverner.com.au

Our Offices

Level 2
88 Foveaux Street
Surry Hills, NSW 2010

Unit 1A
30 Industrial Drive
Coffs Harbour, NSW 2450


Suite G.02
Lowden Square
Wollongong NSW 2500





Taverner

RESEARCH GROUP



The
Research
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2021-22
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