

# 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

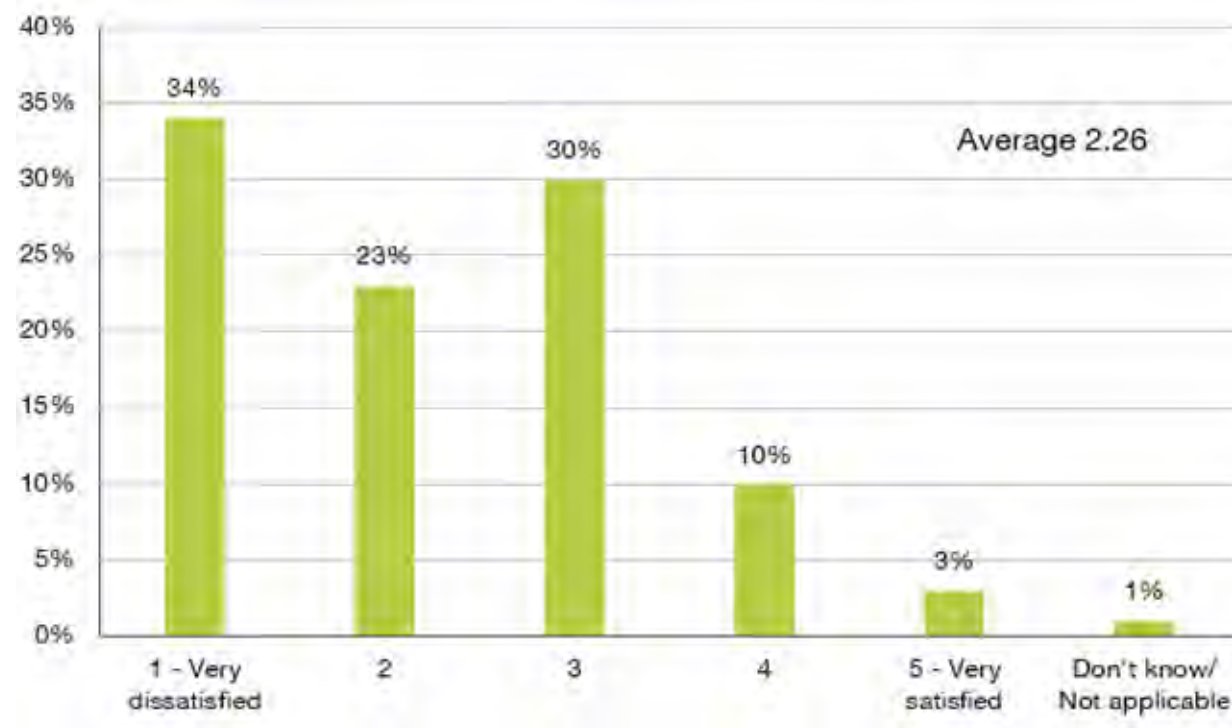
Base: All respondents (n=193)

Q: Does Council positively promote its activities and achievements?

# OVERALL SATISFACTION



# Overall satisfaction with DRC

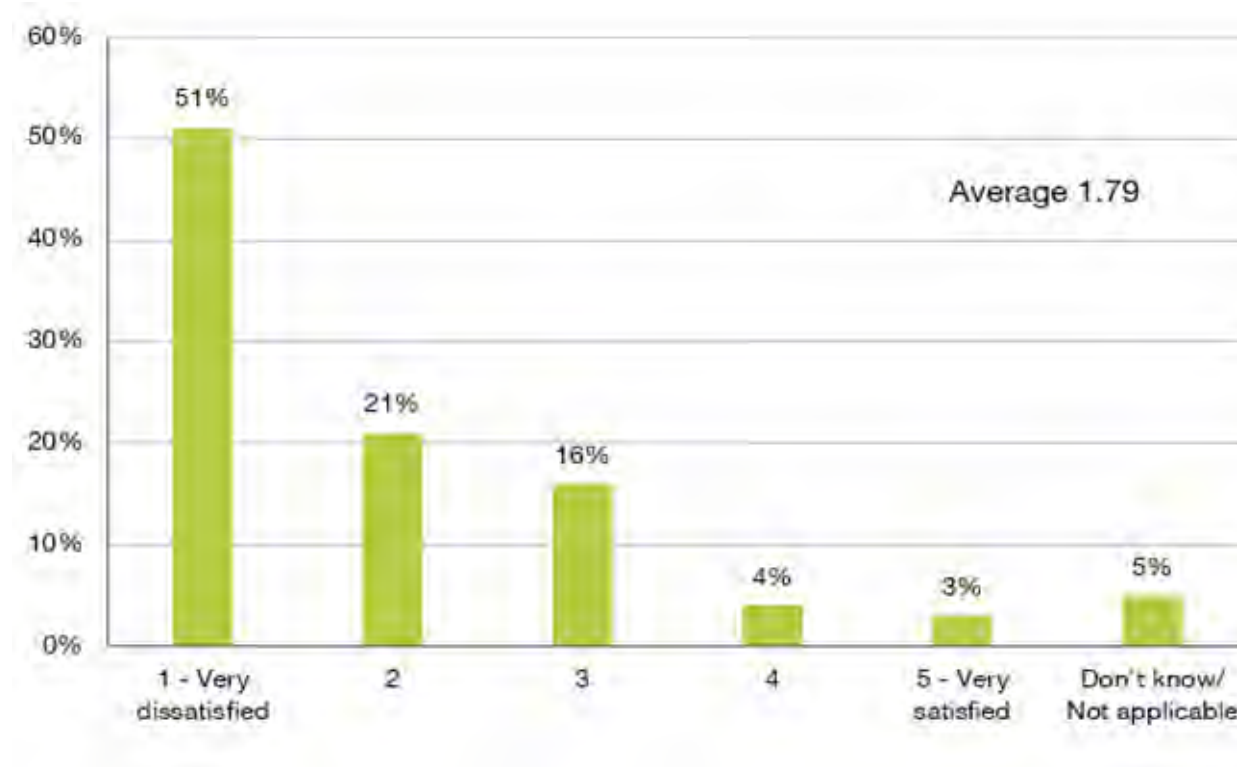


Phone Average = 2.79

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

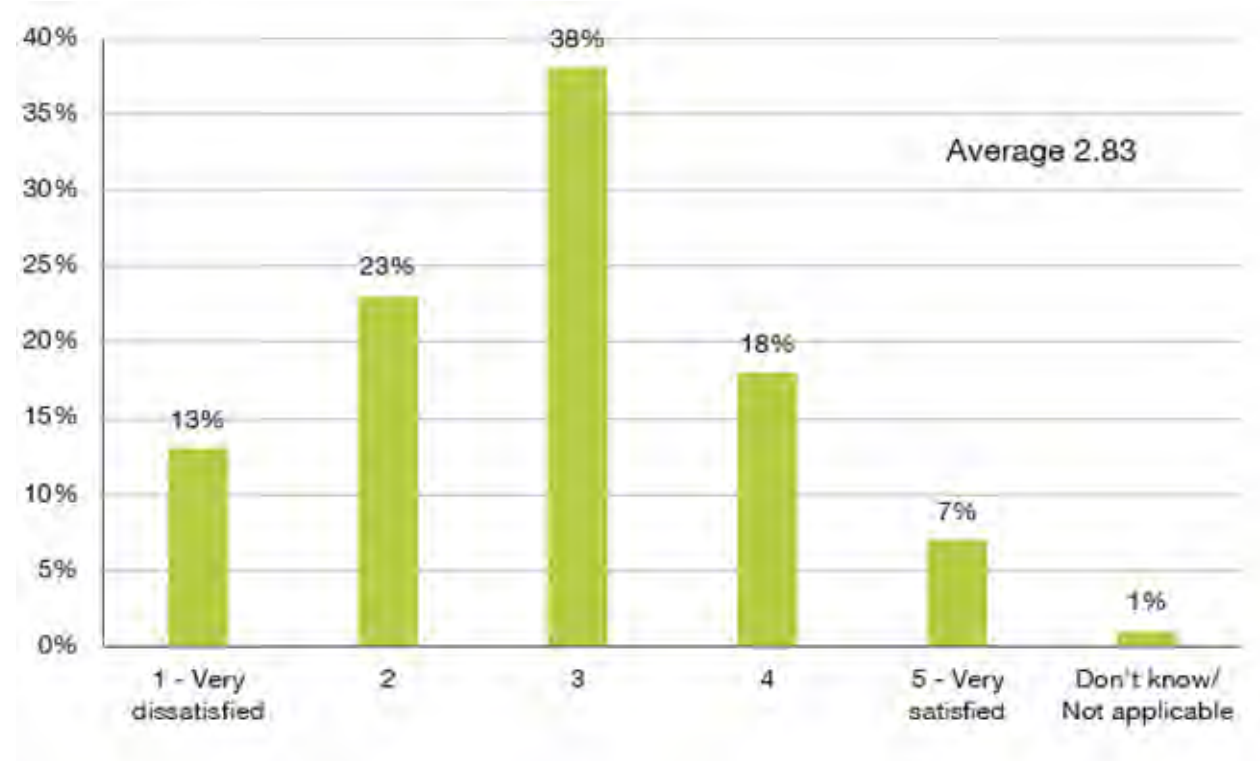
# Overall satisfaction with elected Councillors



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

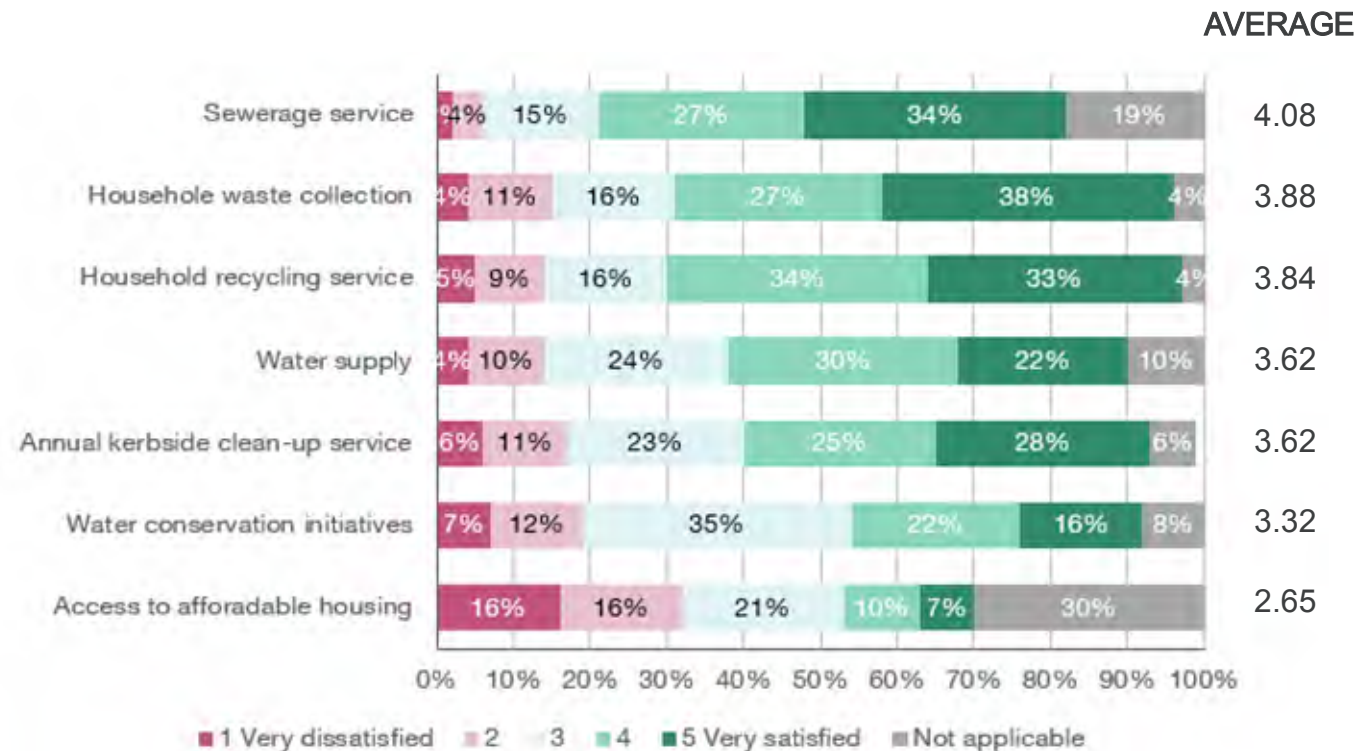


Phone Average = 3.57

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'

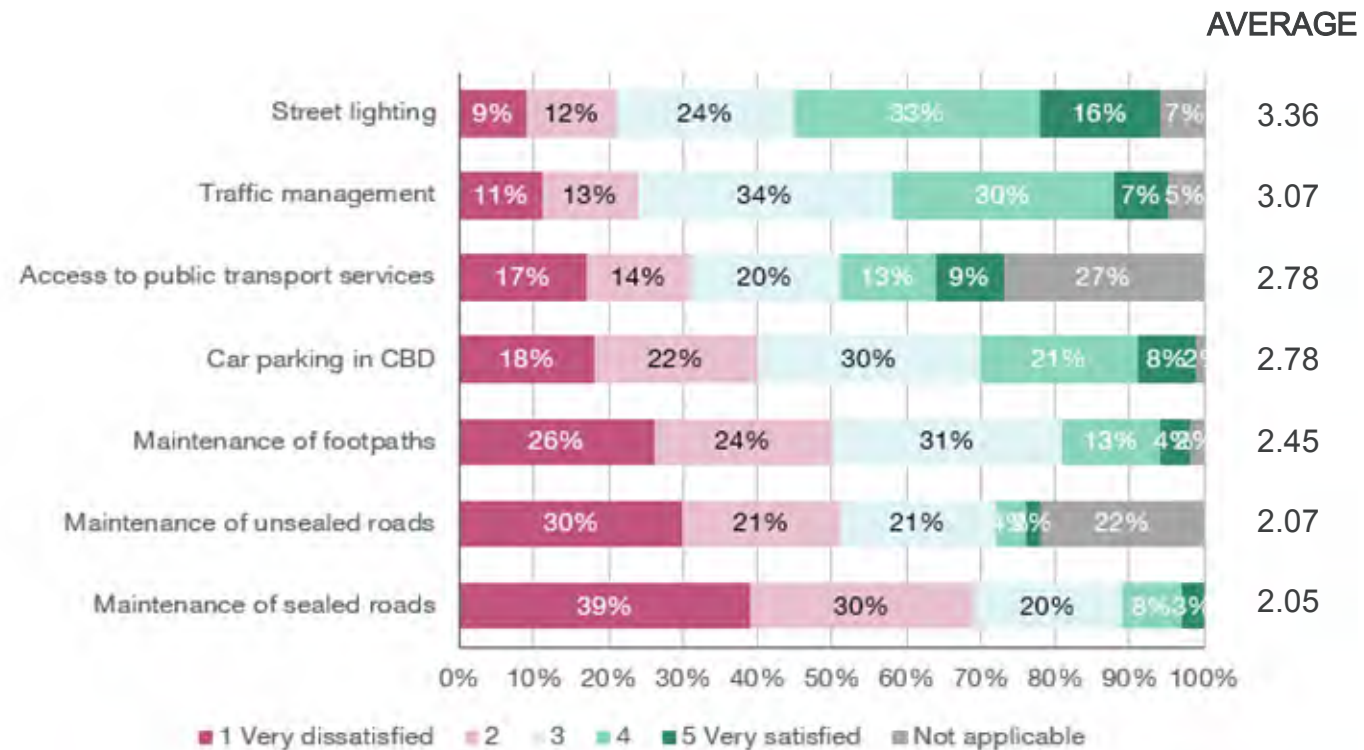
# TELEPHONE v ONLINE – mean scores

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



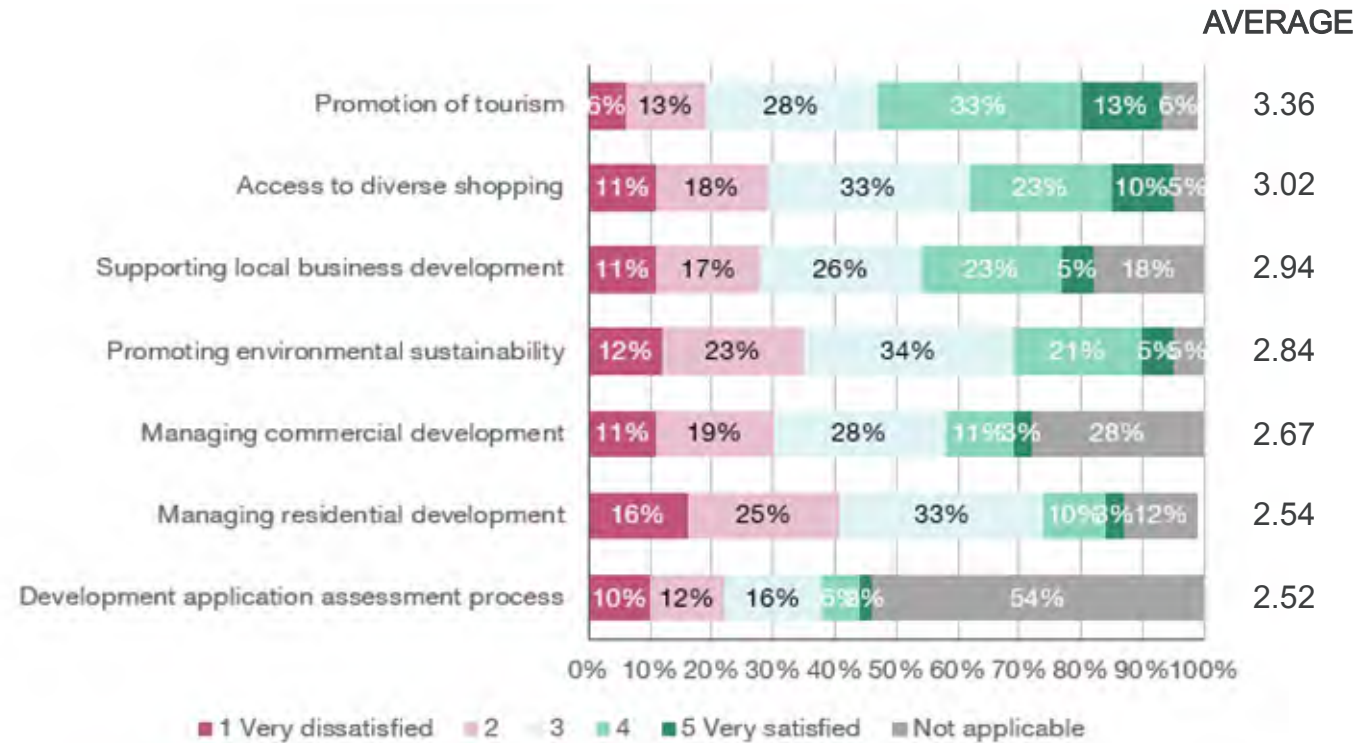
Base: All respondents (n=193)  
 Q: Please rate your satisfaction with the following services and facilities using a 5-point scale where 1 means you are 'very dissatisfied' and 5 means you are 'very satisfied'

# 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



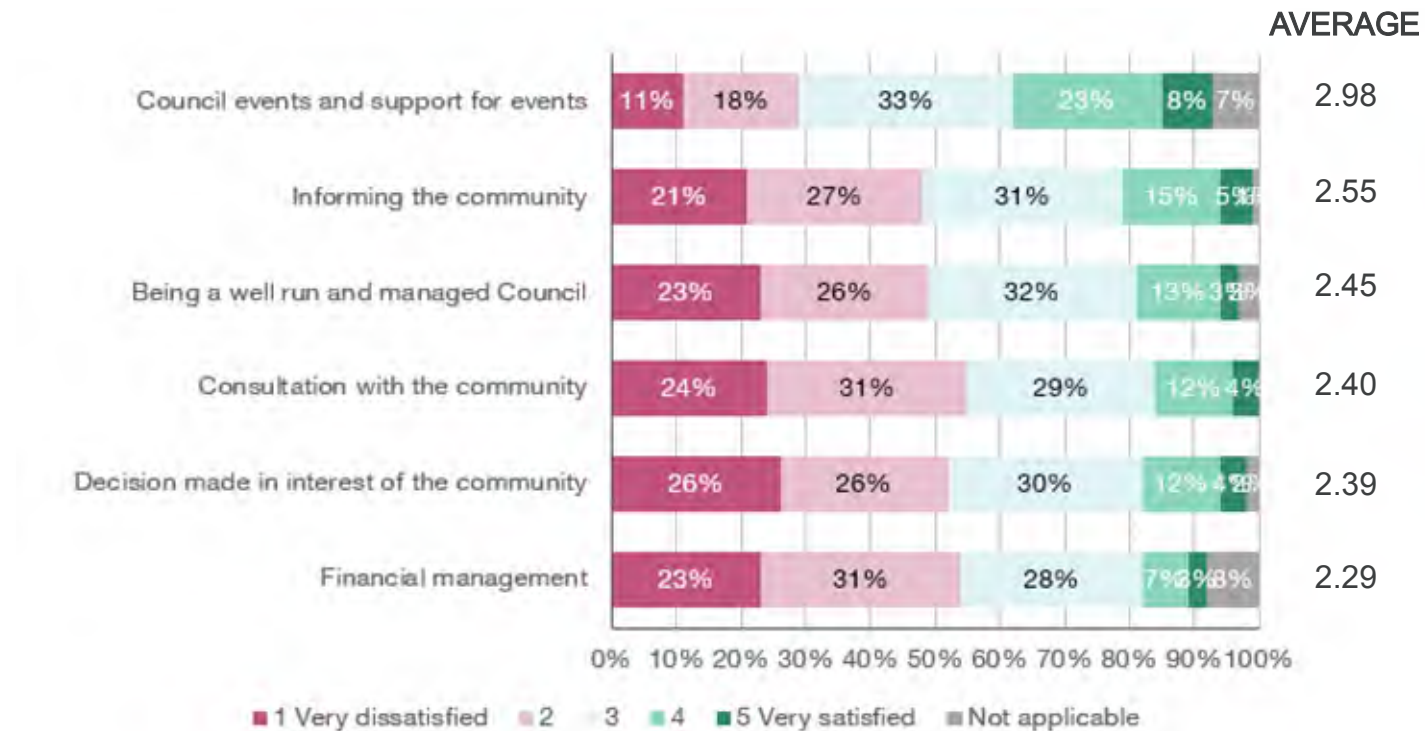
Base: All respondents (n=193)  
 Q: Please rate your satisfaction with the following services and facilities using a 5-point scale where 1 means you are 'very dissatisfied' and 5 means you are 'very satisfied'

# 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'

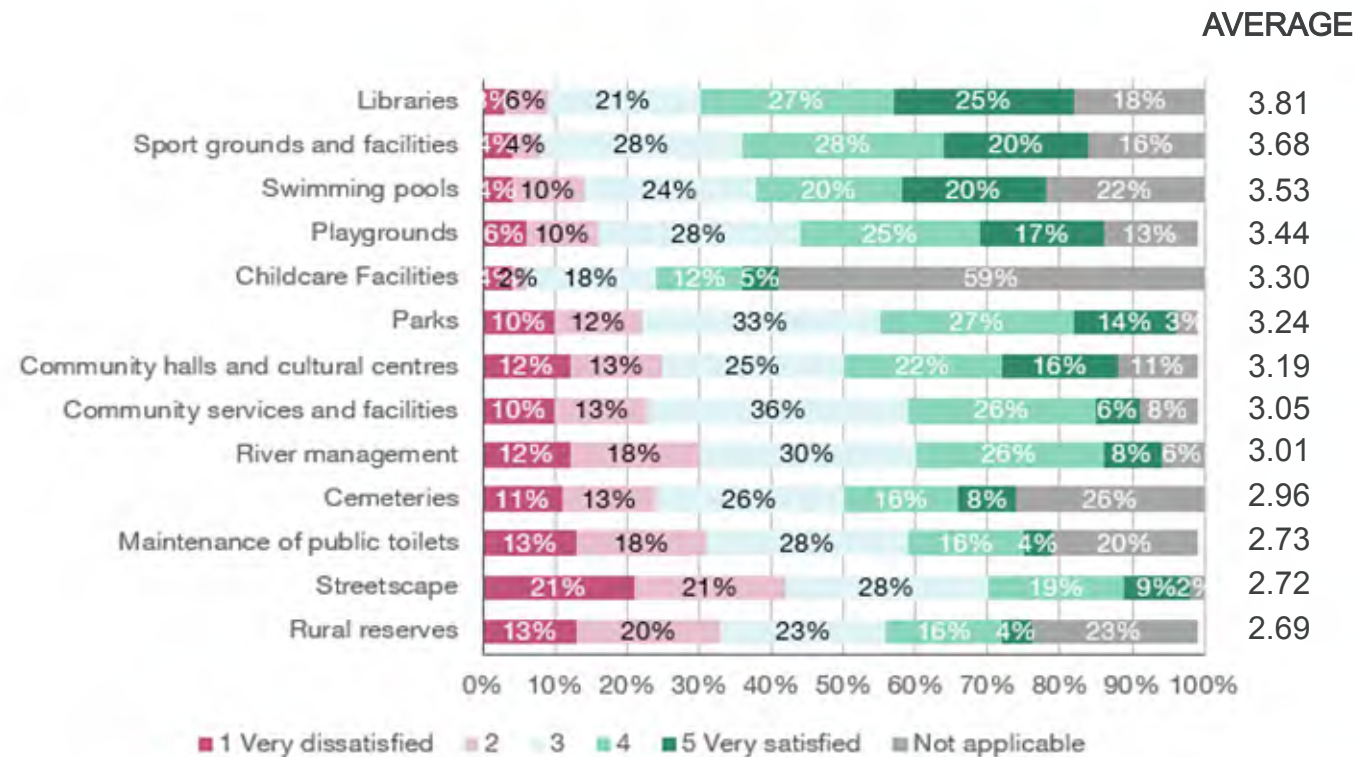
# TELEPHONE v ONLINE – mean scores

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

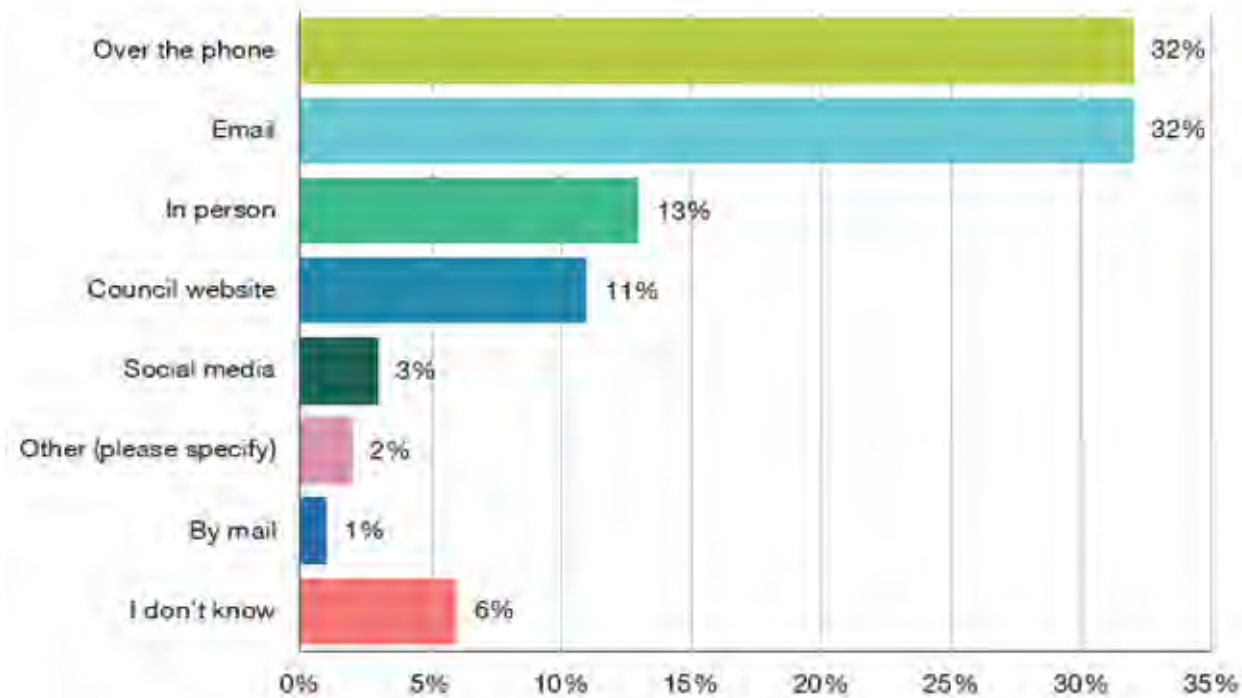
FACILITY	DAILY	WEEKLY	MONTHLY	QUARTERLY	YEARLY	USAGE RATE	NEVER
Parks	12%	28%	29%	16%	8%	93%	7%
Dubbo Regional Theatre & Convention Centre	0%	0%	5%	33%	36%	74%	26%
Western Plains Cultural Centre	1%	6%	13%	23%	27%	70%	30%
Libraries	0%	8%	18%	16%	21%	63%	37%
Sports grounds and facilities	6%	23%	11%	12%	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

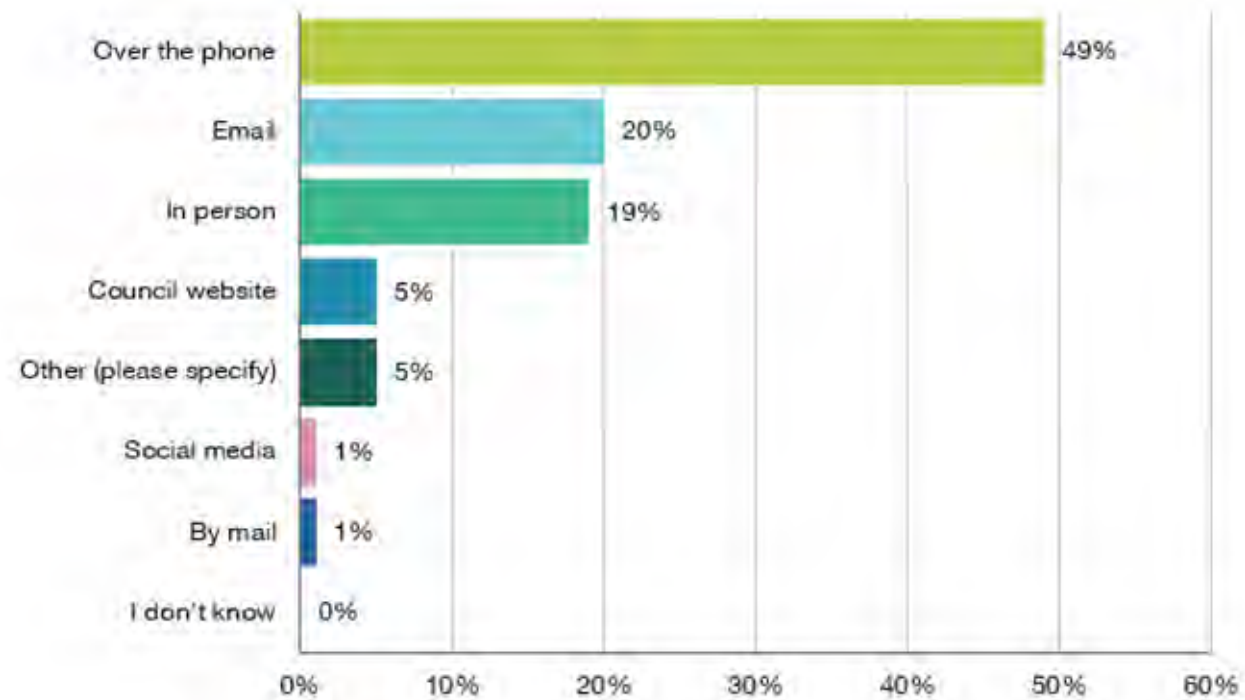
# RECENT CONTACT WITH COUNCIL



Base: All respondents (n=193)

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

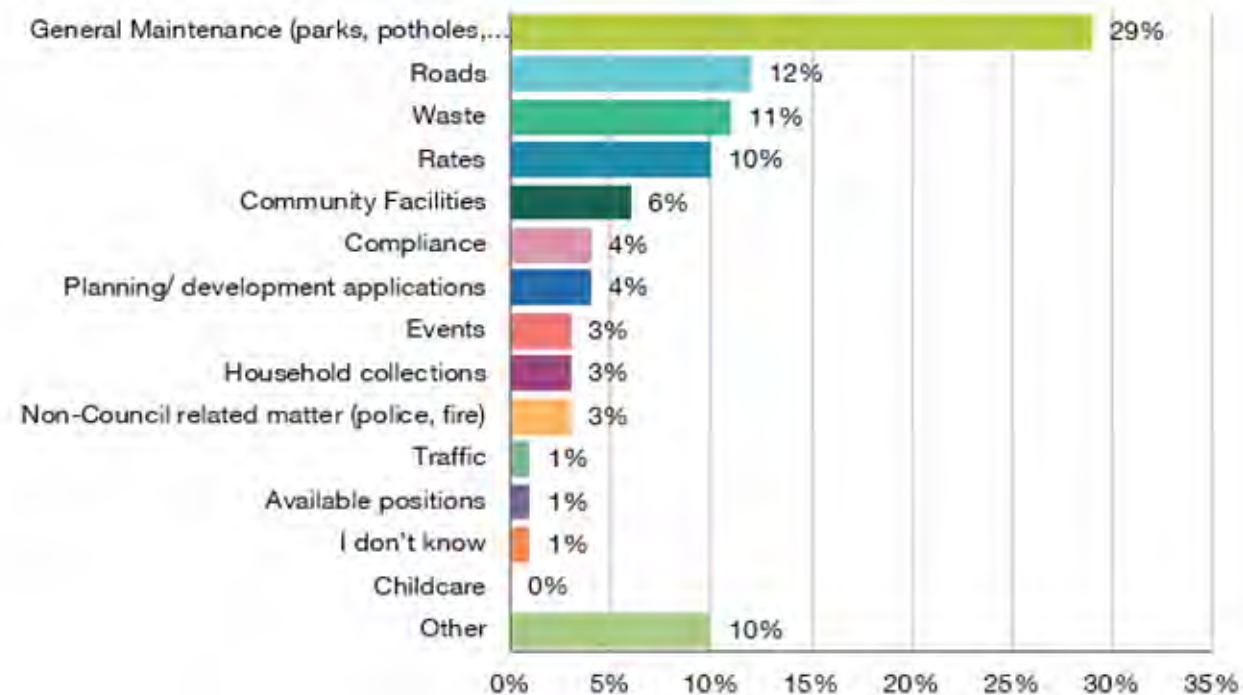
# METHOD OF CONTACT



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

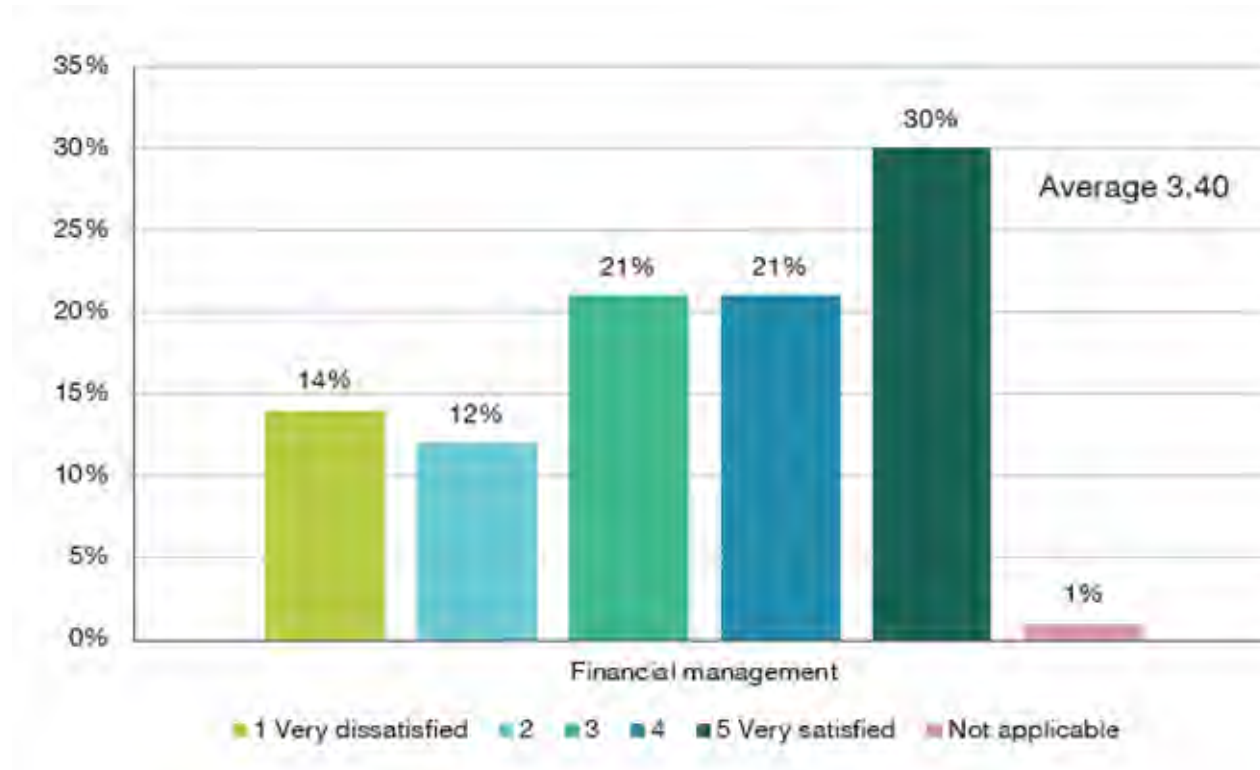
Q: How did you contact Council

# 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)

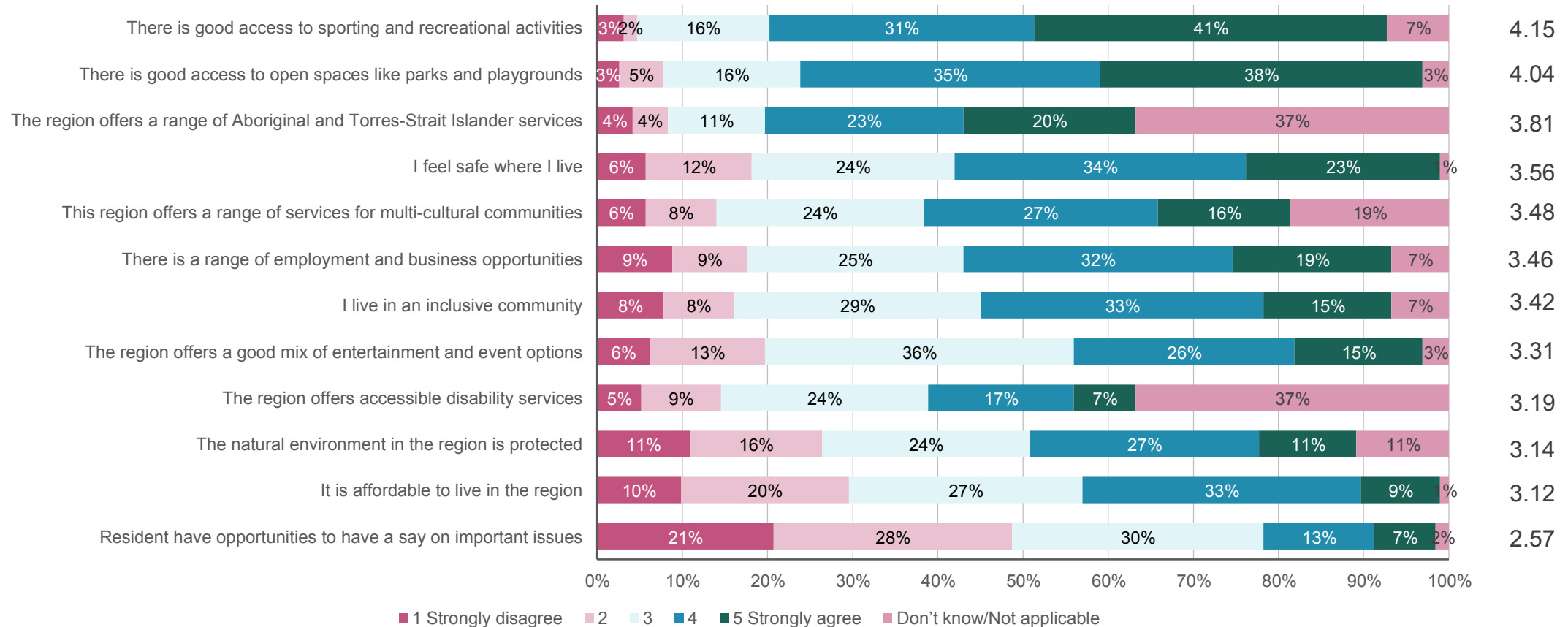
Q: On a scale of 1 to 5, how satisfied were you with Council's customer services

# 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"

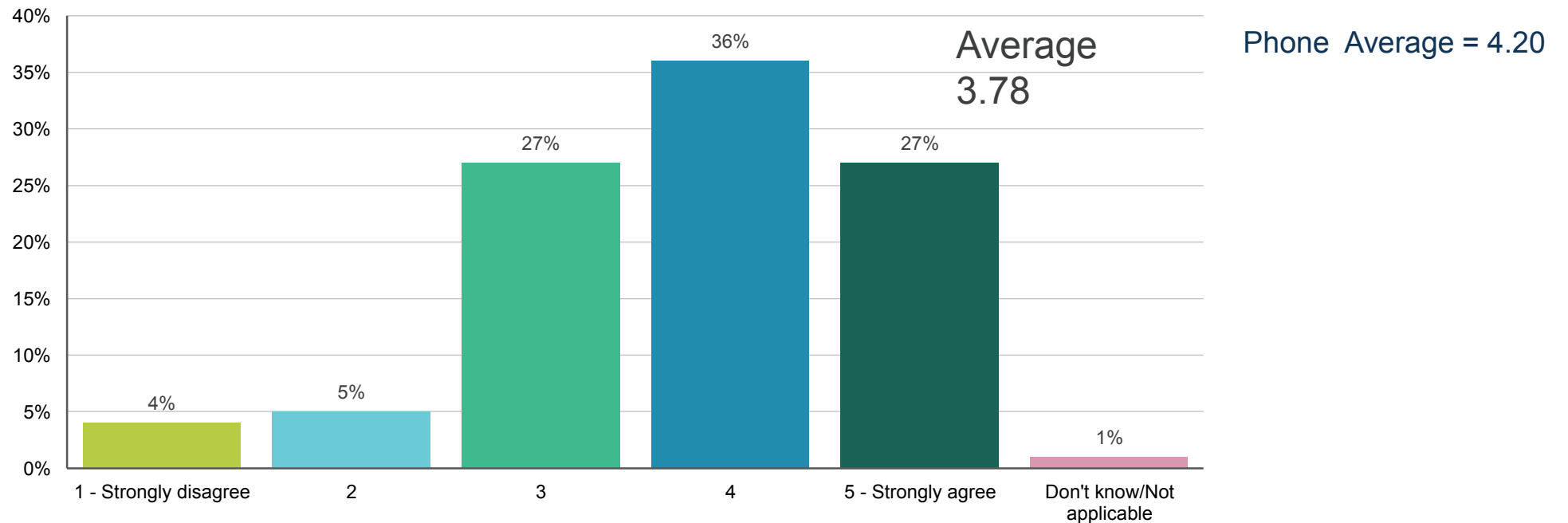
# TELEPHONE v ONLINE – mean scores

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)

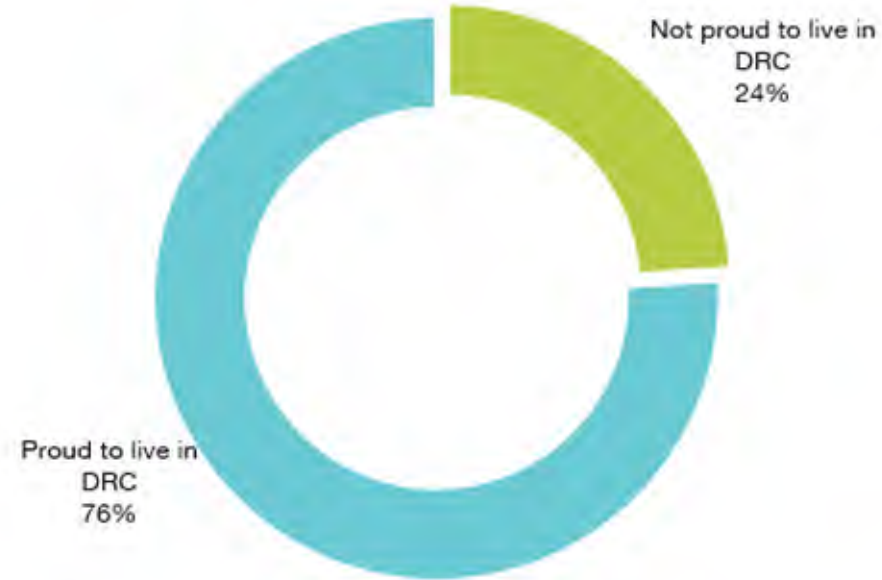
Q: Does Council positively promote its activities and achievements?

# “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:

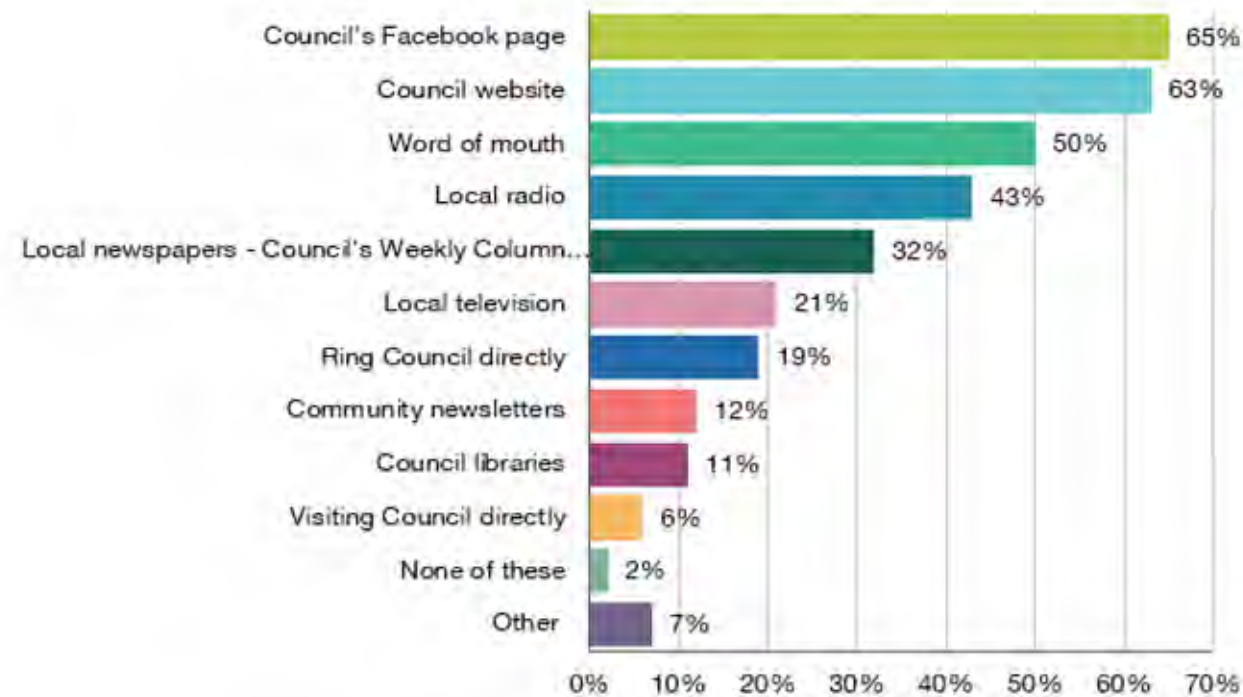
# ARE YOU PROUD TO LIVE IN DUBBO REGIONAL COUNCIL



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

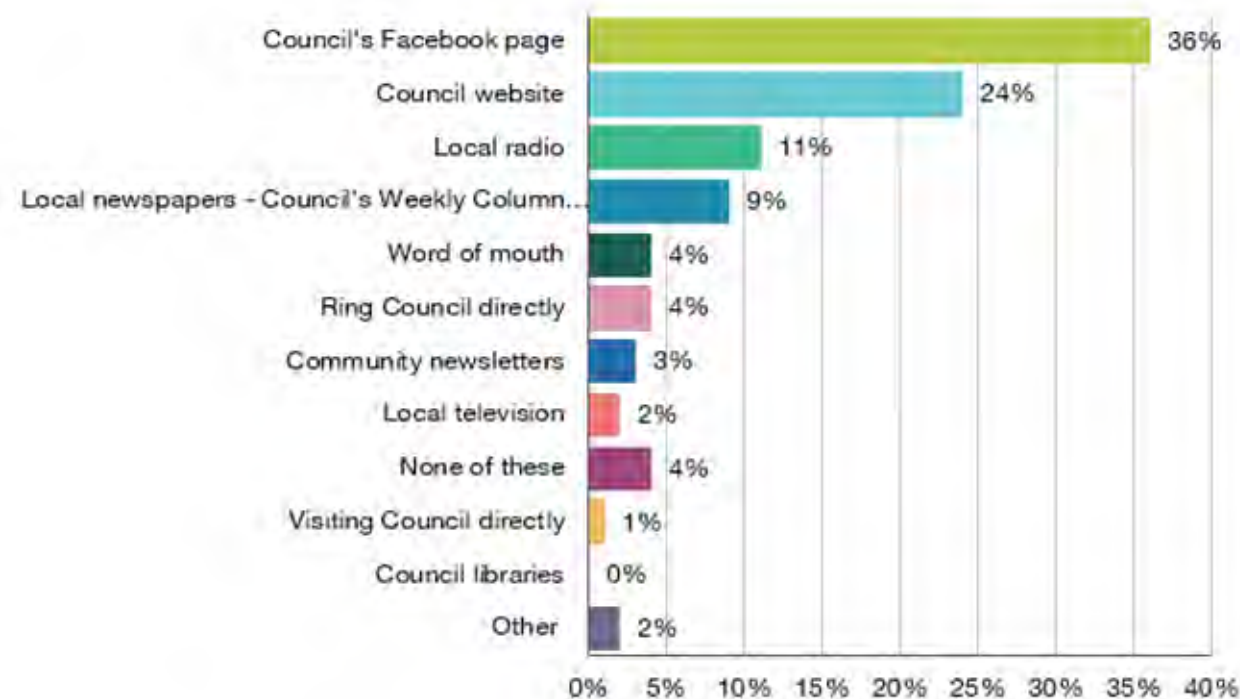
# COMMUNICATION

# 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]

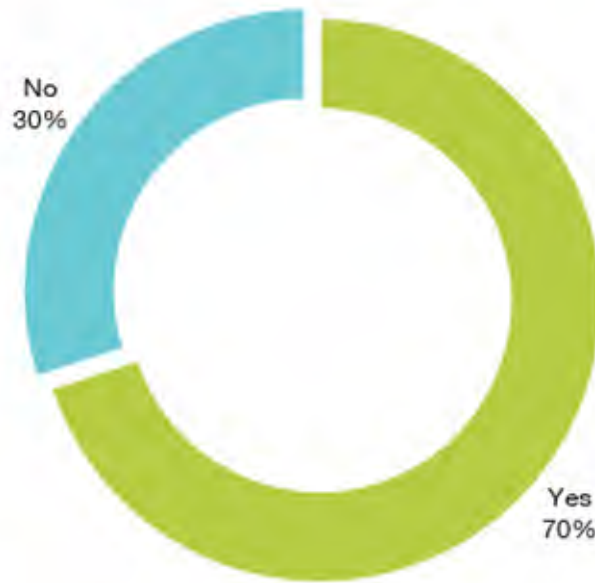
# PREFERRED METHODS OF RECEIVING INFORMATION



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](mailto:research@taverner.com.au)  
W [www.taverner.com.au](http://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



2021-22  
**Member**  
PROFESSIONAL - ETHICS



TRUST MARK MEMBER

