



# Mackay Regional Council Community Attitudes Survey 2018

Prepared for  
Mackay Regional Council

Prepared by  
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## Table of Contents

Table of Contents .....	i
List of Tables .....	iii
List of Figures.....	iv
Key Findings.....	v
Introduction .....	vi
Survey Results.....	vi
Summary of Findings .....	vii
Research Design.....	1
CATI interviews .....	1
Online surveys .....	1
Data Collection.....	2
Survey Weighting .....	2
Sample Profile.....	3
1    Satisfaction .....	4
1.1    Overall Satisfaction .....	4
1.2    Internal Benchmarking .....	5
1.4    Council’s Top Priorities .....	6
2    Service Provision.....	8
2.1    Satisfaction with Services and Facilities.....	2
2.1.1    Infrastructure & Basic Services .....	2
2.1.2    Environment.....	5
2.1.3    Economy.....	7
2.1.4    Social Services .....	9
2.1.5    Cultural Services.....	11
2.1.6    Planning Services.....	13
2.1.7    Communication .....	14
2.2    Quadrant Analysis.....	15
3    Council Customer Service.....	20
3.1    Recent contact with Council .....	20
3.2    Method of Contact.....	20
3.3    Satisfaction with Council’s Customer Services.....	21
3.4    Online Council Service .....	22
3.5    Quarterly Rates & Water Notices .....	23

4	Communication.....	24
4.1	Methods of Communication.....	24
4.2	Council Connect .....	28
5	Liveability.....	29
5.1	Community perceptions of liveability.....	29
5.2	'One thing' the region is lacking.....	31
6	Cyclone Debbie .....	33
6.1	Methods of Receiving Information on Natural Disasters .....	33
6.2	Assistance .....	35
6.3	Recovery Process.....	37
	Appendix 1 – Subgroup Analysis.....	38
	Overall Satisfaction .....	38
	Service Provision Comparison Tests .....	39
	Council Customer Service .....	43
	Communication .....	45
	Liveability.....	48
	Cyclone Debbie.....	49

## List of Tables

Table 1 Basic Services & Infrastructure.....	ii
Table 2 Environment .....	iii
Table 3 Economy .....	iii
Table 4 Social Services.....	iv
Table 5 Cultural Services .....	iv
Table 6 Planning Services .....	v
Table 7 Communication.....	v
Table 8 External Benchmarks.....	vi
Table 1.1 Data Weighting Factors.....	2
Table 1.2 Sample Profile.....	3
Table 1.3 Region .....	3
Table 2.1 Infrastructure & Basic Services – Internal Benchmarks.....	4
Table 2.2 Environment – Internal Benchmarks .....	6
Table 2.3 Economy – Internal Benchmarks .....	8
Table 2.4 Social Services – Internal Benchmarks.....	10
Table 2.5 Cultural Services – Internal Benchmarks .....	12
Table 2.6 Planning Services – Internal Benchmarks .....	13
Table 2.7 Communication – Internal Benchmarks.....	14
Table 3.1 Method of contacting Council.....	20
Table 3.2 Support for Quarterly Rates & Water Notices.....	23
Table 4.1 Communication Preferences .....	24
Table 4.2 Sources of Information – Comparisons with 2014 .....	27
Table 4.3 Council Connect Platforms.....	28
Table 6.1 Sources of Information on Natural Disasters .....	33
Table 6.2 First Contact for Assistance.....	36
Table 6.3 Factors Impeding Recovery Process .....	37

## List of Figures

Figure 1 Overall Satisfaction over time .....	vii
Figure 1.1 Overall Satisfaction .....	4
Figure 1.2 Overall Satisfaction over time (2009-2018) .....	5
Figure 1.3 Overall Satisfaction – Internal Benchmarking .....	5
Figure 1.4 Council’s Top Priorities.....	6
Figure 2.1 Infrastructure & Basic Services – Satisfaction .....	2
Figure 2.2 Environment – Satisfaction.....	5
Figure 2.3 Economy – Satisfaction.....	7
Figure 2.4 Social Services – Satisfaction .....	9
Figure 2.5 Culture Services – Satisfaction.....	11
Figure 2.6 Planning Services – Satisfaction.....	13
Figure 2.7 Communication – Satisfaction.....	14
Figure 2.8 Interpretation of quadrants.....	16
Figure 2.9 Quadrant Analysis .....	17
Figure 2.10 Strategic location of services and facilities .....	17
Figure 3.1 Customer Satisfaction .....	21
Figure 3.2 Support for Online Council Service .....	22
Figure 3.3 Support for Quarterly Rates & Water Notices.....	23
Figure 4.1 Awareness of Council Connect .....	28
Figure 5.1 Liveability .....	29
Figure 5.2 One thing the region is lacking.....	31
Figure 6.1 Assistance after Cyclone Debbie .....	35

## Key Findings

### Mackay Regional Council's performance in delivering services and facilities

- ▶ Overall satisfaction with the performance of Mackay Regional Council increased 0.1 pts to **6.6** out of 10. However, this increase was not statistically significant.
- ▶ **Kerbside wheelie bin collection** was the best performing service with an average satisfaction rating of 8.2. This was followed by **Mackay Regional Botanic Gardens** (8.1).
- ▶ **Condition of unsealed local roads** was the worst performing service with an average satisfaction rating of 4.8. The next lowest was **condition of local roads** (5.4).

### Areas of improvement and priorities for the near future

- ▶ Quadrant analysis identified eight services as 'key vulnerabilities'. Improvements in the performance of these services will have a strong, positive impact on overall satisfaction with Council.
  1. Planning for the region's future growth and development
  2. Consultation and engagement with the community
  3. Environmental protection
  4. Council's encouragement and support for local industry and business
  5. Informing the community of Council services, facilities and events
  6. Attracting major concerts and events to the region
  7. Promotion of tourism and the region
  8. Provision of three dump vouchers every six months
- ▶ The same analysis revealed 12 'potential vulnerabilities'. Improvements in the performance of these services should also be considered, though this will not have an important impact on overall satisfaction with Council.
  1. Condition of unsealed local roads
  2. Condition of local sealed roads
  3. The planning assessment application process
  4. Mosquito control
  5. Support for business centres in Sarina & Pioneer Valley
  6. Maintenance of stormwater drains
  7. Condition of public toilets
  8. Support for the city centre in Mackay
  9. Beach foreshore protection
  10. Control and management of dogs
  11. Condition of footpaths
  12. Provision of youth services and facilities
- ▶ Condition of sealed and unsealed roads are not key but potential vulnerabilities in terms of creating higher overall satisfaction with Council. However, in open-ended responses, residents indicated **maintenance of roads** as one of Council's top priorities in addition to **tourism and events**, **economic growth and development**, and **lower rates**. These results show that respondents have strong personal opinions about the maintenance of roads but improvements in the performances of these services will not have a strong positive impact on overall satisfaction.

### Mackay's Liveability

- ▶ Community perceptions of liveability in Mackay LGA are high.
- ▶ 'I believe Mackay is a good place to live' recorded the highest average agreement rating (7.8) whereas 'It is affordable to live in the region' recorded the lowest average agreement rating (5.3).

### Cyclone Debbie

- ▶ Over half (53%) of Mackay LGA residents were personally affected by Cyclone Debbie. Residents from Sarina, Pioneer Valley and the Northern Area were more likely to be affected than residents in Mackay.
- ▶ 49% of those affected received assistance. **Government assistance** and **insurance companies** were the most common avenues for assistance.
- ▶ Of the residents who received assistance, **half** (50%) indicated their recovery process was not impeded by any factor. **Financial issues** were the most common impediment identified. This was followed by shortage of tradespeople and problems with claiming insurance.

## Introduction

IRIS Research was commissioned by Mackay Regional Council to conduct a Community Attitudes Survey which tracks Council's performance in the delivery of services and facilities, analyses Council's communication strategies and measures the perceptions of residents regarding liveability. Mackay Regional Council Community Attitudes Survey 2018 also contains a section on Cyclone Debbie, which covers the sources of information that residents use, first contacts for assistance and factors that impeded their recovery.

The broad objectives for the Community Attitudes Survey process were to:

- ▶ Measure and track the performance of Council in delivering services and facilities.
- ▶ Uncover Council's areas of improvement and priorities for the near future.
- ▶ Understand community perceptions regarding Mackay's liveability.
- ▶ Identify common issues faced by residents when recovering after Cyclone Debbie and the most used sources of information on natural disasters.

## Survey Results

The following report contains these sections:

- ▶ Summary of Findings
- ▶ Research Design
- ▶ Satisfaction
- ▶ Service Provision
- ▶ Council Customer Service
- ▶ Communication
- ▶ Liveability
- ▶ Cyclone Debbie

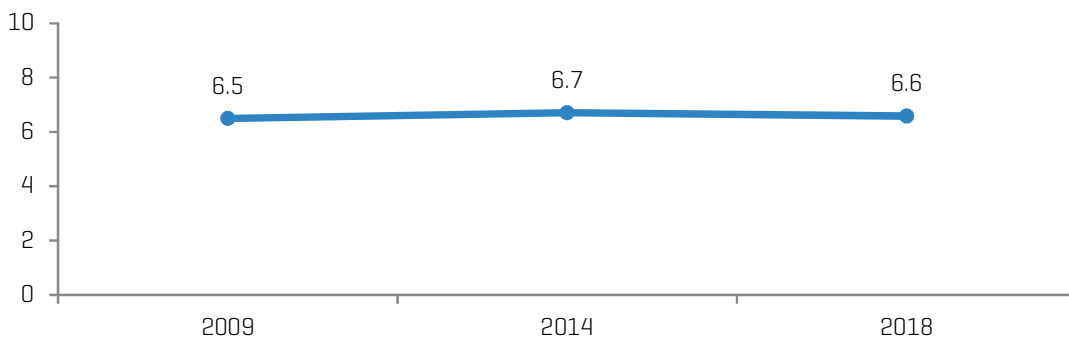
## Summary of Findings

1,046 completed responses were collected from residents of Mackay Regional Council aged 18 years and over.

### Satisfaction

**Overall satisfaction** with Mackay Regional Council is 6.6 out of 10. There has been no statistically significant change since 2014 [6.7 out of 10]. **76%** of Mackay residents were satisfied with the performance of Council over the past 12 months while **15%** were dissatisfied.

**Figure 1** Overall Satisfaction over time



Comparison tests showed that female residents were more satisfied than males and that residents aged 65 years plus were more satisfied when compared to those aged 18 to 49 years. Furthermore, residents who live in the Mackay area were more satisfied than those that live in Sarina, Pioneer Valley and the Northern Area.

### Service Provision

Respondents were asked to rate their satisfaction with 39 Council services and facilities using a 10-point scale where 0 meant 'very dissatisfied' and 10 meant 'very satisfied'. These services were classified into seven categories:

- ▶ Basic Services and Infrastructure
- ▶ Environment
- ▶ Economy
- ▶ Social Services
- ▶ Cultural Services
- ▶ Planning Services
- ▶ Communication



The summary table for each category contains several measures:

- ▶ **2018** refers to the average satisfaction rating from the Community Attitudes Survey 2018.
- ▶ **2014** refers to the average satisfaction rating from the Community Attitudes Survey 2014.
- ▶ **Significant change since 2014** indicates whether there was a statistically significant increase or decrease in performance since the previous survey.
- ▶ **Strategic Location** refers to the location in the performance / importance quadrant (see Section 2.2).

Table 1 provides a summary of Basic Services & Infrastructure. These services received generally medium to high average satisfaction ratings with most either improving or staying at the same level since 2014. *Kerbside wheelie bin collection* was the highest performing service with an average rating of 8.2. The lowest performing services within this category are **potential vulnerabilities**, meaning that they have a below-average impact on residents' overall satisfaction with Council.

**Table 1** Basic Services & Infrastructure

BASIC SERVICES & INFRASTRUCTURE	2018	2014	Significant change since 2014	Strategic Location
Kerbside wheelie bin collection	8.2	8.1	↔	Differentiator
Mackay Regional Botanic Gardens	8.1	7.6	↑	Differentiator
Blue Water Lagoon	7.8	7.9	↔	Strategic Advantage
Sewerage system	7.7	8.3	↓	Differentiator
Water supply and quality	7.5	7.2	↑	Differentiator
Condition of local swimming pools	7.2	7.2	↔	Differentiator
Operation of waste facilities	7.2	6.5	↑	Strategic Advantage
Maintenance of parks and playgrounds	7.0	7.1	↔	Strategic Advantage
Provision of three dump vouchers	6.7	-	-	Key Vulnerability
Condition of footpaths	6.3	6.0	↑	Potential Vulnerability
Condition of public toilets	6.2	5.9	↑	Potential Vulnerability
Maintenance of stormwater drains	6.1	6.0	↔	Potential Vulnerability
Condition of local sealed roads	5.4	5.2	↑	Potential Vulnerability
Condition of unsealed local roads	4.8	5.0	↓	Potential Vulnerability

Table 2 provides a summary for services related to the environment. Half of these services saw a statistically significant decrease in performance since 2014. The highest performing service was *management of emergency events*, with an average satisfaction rating of 7.3. Residents of Mackay were significantly more satisfied with this service compared to those from Sarina, Pioneer Valley and the Northern Area. *Environmental protection* has been identified as a **key vulnerability**.

**Table 2** Environment

ENVIRONMENT	2018	2014	Significant change since 2014	Strategic Location
Management of emergency events	7.3	7.6	↓	Strategic Advantage
Appearance of streets across the region	6.8	-	-	Differentiator
Environmental protection	6.3	6.7	↓	Key Vulnerability
Control and management of dogs	6.3	6.2	↔	Potential Vulnerability
Beach foreshore protection	6.3	6.0	↑	Potential Vulnerability
Mosquito control	5.7	6.4	↓	Potential Vulnerability

Table 3 provides a summary of services related to the economy. Two of the three services which were measured in the 2014 survey saw a statistically significant increase in performance. *Promotion of tourism and the region* recorded the highest average satisfaction rating (6.7). However, as this service was a below-average performer and had an above-average impact on overall satisfaction, it has been classified as a **key vulnerability**.

**Table 3** Economy

ECONOMY	2018	2014	Significant change since 2014	Strategic Location
Promotion of tourism and the region	6.7	6.5	↑	Key Vulnerability
Attracting major concerts and events to the region	6.7	-	-	Key Vulnerability
Council's encouragement and support for local industry and business	6.5	6.4	↔	Key Vulnerability
Support for the city centre in Mackay	6.2	5.9	↑	Potential Vulnerability
Support for business centres in Sarina and Pioneer Valley	5.9	-	-	Potential Vulnerability

The two highest performing Social Services showed significantly higher performance since 2014. The performance of the remaining three social services have not significantly changed since the previous survey. As these services were generally high performing, four of the five have been classified as **strategic advantages** or **differentiators**.

**Table 4** Social Services

SOCIAL SERVICES	2018	2014	Significant change since 2014	Strategic Location
Support of community sport and recreation groups	7.2	7.0	↑	Strategic Advantage
Support for multicultural, Indigenous and Australian South Sea Islander groups	7.2	6.9	↑	Differentiator
Bikeways and walkways	6.9	7.0	↔	Strategic Advantage
Provision of community centres and halls	6.9	6.9	↔	Strategic Advantage
Provision of youth services and facilities	6.4	6.4	↔	Potential Vulnerability

Table 5 provides a summary of services related to culture. This was Council's highest performing service category overall. The two services with the highest average ratings achieved the same average scores as 2014. The performance of the other three services improved. Due to these results, each service within this category has been classified as **strategic advantages** or **differentiators**.

**Table 5** Cultural Services

CULTURE	2018	2014	Significant change since 2014	Strategic Location
Operation of library services	7.9	7.9	↔	Differentiator
Operation of Mackay Entertainment and Convention Centre	7.7	7.7	↔	Strategic Advantage
Operation of Sarina Sugar Shed	7.7	7.5	↑	Differentiator
Operation of art galleries and museums	7.3	6.9	↑	Strategic Advantage
Council's community festivals and events	7.3	7.1	↑	Strategic Advantage

Table 6 provides a summary of services related to planning. As *planning for the region's future growth and development* was reworded from 2014, comparisons have not been made for this service. *The planning assessment application process* saw the largest fall in performance since 2014 of any service measured.

**Table 6** Planning Services

PLANNING	2018	2014	Significant change since 2014	Strategic Location
Planning for the region's future growth and development*	6.1	-	-	Key Vulnerability
The planning assessment application process	5.5	7.1	↓	Potential Vulnerability

\* Service was reworded

Table 7 provides a summary of communication services. Both services are **key vulnerabilities** as they are below-average performers but have an above-average impact on overall satisfaction. However, *informing the community of Council services, facilities and events* saw a significant increase in performance since 2014.

**Table 7** Communication

COMMUNICATION	2018	2014	Significant change since 2014	Strategic Location
Informing the community of Council services, facilities and events	6.6	6.4	↑	Key Vulnerability
Consultation and engagement with the community	6.1	6.1	↔	Key Vulnerability

## External Benchmarks

Table 8 provides Mackay Regional Council's external benchmarks. Council's performance scores have been converted into an 100-point index, which allows for comparisons to be made with various councils regardless of the measurement scale used [e.g. 5-point scale or 7-point scale]. 'Comparable Council' is an amalgamation of councils with similar characteristics to Mackay Regional Council. A difference of +/-4 pts indicates a significant difference.

**Table 8** External Benchmarks

	Mackay Regional Council	Comparable Council	Significant Difference
Overall Satisfaction	66	65	↔
<b>Basic Services &amp; Infrastructure</b>			
Kerbside wheelie bin collection	82	76	↑
Sewerage system	77	73	↑
Water supply and quality	75	73	↔
Condition of local swimming pools	72	67	↑
Maintenance of parks and playgrounds	70	68	↔
Condition of footpaths	63	54	↑
Condition of public toilets	62	49	↑
Condition of local sealed roads	54	53	↔
Condition of unsealed local roads	48	47	↔
<b>Environment</b>			
Control and management of dogs	63	64	↔
<b>Economy</b>			
Promotion of tourism and the region	67	64	↔
Council's encouragement and support for local industry and business	65	53	↑
<b>Social Services</b>			
Bikeways and walkways	69	57	↑
Provision of community centres and halls	69	65	↑
Provision of youth services and facilities	64	57	↑
<b>Cultural Services</b>			
Operation of library services	79	77	↔
Council's community festivals and events	73	66	↑
<b>Planning</b>			
Planning for the region's future growth and development	61	58	↔
The planning assessment application process	55	52	↔
<b>Communication</b>			
Informing the community of Council services, facilities and events	66	62	↑
Consultation and engagement with the community	61	56	↑

## Quadrant Analysis

Quadrant analysis was used to identify the services and facilities which have the highest impact upon creating overall satisfaction with Mackay Regional Council. Improvement in the performance of Council's key vulnerabilities will have a strong, positive impact on residents' overall satisfaction with Council.

### Strategic Advantages [high performance-high importance]

- ▶ Blue Water Lagoon
- ▶ Operation of Mackay Entertainment and Convention Centre
- ▶ Management of emergency events
- ▶ Operation of art galleries and museums
- ▶ Council's community festivals and events
- ▶ Operation of waste facilities
- ▶ Support of community sport and recreation groups
- ▶ Maintenance of parks and playgrounds
- ▶ Bikeways and walkways
- ▶ Provision of community centres and hall

### Key Vulnerabilities [low performance-high importance]

- ▶ Planning for the region's future growth and development
- ▶ Consultation and engagement with the community
- ▶ Environmental protection
- ▶ Council's encouragement and support for local industry and business
- ▶ Informing the community of Council services, facilities and events
- ▶ Attracting major concerts and events to the region
- ▶ Promotion of tourism and the region
- ▶ Provision of three dump vouchers every six months

## Council Customer Service

44% of residents indicated they had contacted Mackay Regional Council during the past 12 months. Of these residents, the vast majority (80%) contacted Council by phone. This was followed by email (11%) and making personal visits to Council (8%).

Mackay residents were highly satisfied with Council's customer services. **78%** gave a rating of 6 or above, indicating satisfaction. **18%** were dissatisfied while 4% were neutral. This resulted in an average satisfaction rating of 7.3 out of 10. There were no significant differences between subgroups, which suggest that Council's customer services are well received among all types of customers.

Residents were asked whether they like the idea of an online service where they can access rates notices, water bills, pet registration and other information relating to Council. 71% of residents like the idea of this online service. Of these residents, 94% indicated they would use the service if it was available. Overall, about two thirds [67%] of Mackay residents would use this service based on these preferences. Support for this service and potential usage was highest amongst residents aged less than 65 years.

Residents were also asked whether they would like to receive their rates and water notices quarterly instead of every six months. When residents with no preference and non-ratepayers are removed, 51% of the remaining residents support this change.

## Communication

Respondents were asked to indicate their usual and preferred methods of receiving information on events and projects from Mackay Regional Council.

The most **used** methods of receiving information from Council were *Council's Facebook page* [31%], *local television news* [29%] and the *Daily Mercury newspaper* [24%]. The most **preferred** methods of receiving information from Council are *Council's Facebook page* [29%], *by mail* [28%] and *local television news* [24%].

Residents were asked whether they were aware of the Council Connect newspaper features and television segments. 51% of Mackay residents were aware of Council Connect. There were no significant differences in awareness, which suggests that awareness is not dependent on gender, age, region or length of time lived in Mackay. 86% of the residents that were aware of Council Connect recalled seeing the television segments while 48% recalled seeing the newspaper features. 41% recalled seeing both of these platforms.

## Liveability

Liveability refers to the amalgamation of factors which influence a community's quality of life. This includes the natural and built environments, educational opportunities, affordability, social cohesion, economic prosperity and recreation. Respondents were asked to rate their agreement with 11 statements relating to liveability using a 10-point scale where 0 meant 'strongly disagree' and 10 meant 'strongly agree'.

Residents are generally content with life in Mackay. For 10 of the 11 statements, a majority of Mackay residents indicated agreement with a rating of 6 or above. Overall, 86% of residents agree that *I believe Mackay is a good place to live* while 7% disagreed, resulting in an average agreement rating of 7.8 out of 10.

*It is affordable to live in the region* recorded the lowest average satisfaction rating at 5.3 out of 10.

## Cyclone Debbie

Respondents were asked which sources of information on natural disasters they use. *Local radio* [51%], *local television* [41%] and the *Bureau of Meteorology* [41%] were the most commonly used sources of information.

53% of Mackay residents were personally affected by Cyclone Debbie. Residents in Sarina, the Northern Area and Pioneer Valley more likely to have been affected compared to residents from Mackay. Of the residents who were personally affected, 49% received assistance. *Government assistance* [18%] and residents' *insurance companies* [18%] were the most common avenues for assistance.

Respondents who had been personally affected by Cyclone Debbie and received assistance were asked to indicate any factors which impeded their recovery. Half [50%] of these residents indicated their recovery was not impeded.

*Financial issues* were the most common recovery impediment at 8%. According to comparison tests, residents in Mackay, the Northern Area and Pioneer Valley were significantly more likely to be affected by *financial issues* compared to residents of Sarina. The next most common impediments were *shortage of tradespeople* and *problems with claiming insurance* at 7%.



## **Research Design**

A total of 1,046 completed interviews were collected from a random sample of residents of the Mackay Regional Council local government area.

### **CATI interviews**

A telephone-based survey aiming to secure a response from 1,000 residents throughout the Mackay LGA was used. The survey unit was permanent residents of the area. Respondents also had to be aged 18 years or older to qualify for an interview. The 2016 Census was used to establish quotas to ensure a good distribution of responses by age and gender.

The sample base for the phone calls was the electronic White Pages. This sample is known to be sub optimal, as the churn of telephone numbers due to people moving and new numbers being added as dwellings are occupied affects about 12% to 15% of possible numbers. Furthermore, from previous research we know that the proportion of silent numbers is increasing and can be as high as 25-30% in some areas. To deal with these issues, IRIS uses a technique that starts with the population of numbers listed in the telephone book and adds new and unlisted numbers using the 'half open' method. In this method, all numbers were incremented by five to create new numbers in the 'gaps' between the listed numbers. The resultant universe of numbers was then de-duplicated to remove any numbers that may be repeated. This process was replicated five times to create a new theoretical universe of telephone numbers. This provided the opportunity for all potential numbers to be selected in the sample. This equal and known opportunity for selection is the first criterion of good random sampling.

Once the potential universe of numbers had been generated, a computer program was used to randomise the database. Following this, a sequential sample (e.g. every 110<sup>th</sup> number) was extracted from the database. The sample was geographically stratified and evenly distributed within strata. This process gave a very even distribution of potential numbers across the whole survey area. Every household therefore had an equal and known chance of selection and every part of the survey area received a fair proportional representation in the final sample drawn.

### **Online surveys**

An online version of the survey was available online. This survey was advertised and promoted by Council on various platforms such as local radio, social media and Council's website. Therefore, all residents of Mackay had the opportunity to participate in the survey.

## Data Collection

Interviews were conducted between 21 April and 29 April 2018. Calls were made between 4.30 and 8.30 p.m. If the selected person was unavailable at that time to do the survey, call backs were scheduled for a later time or day. Unanswered interviews were retried three times throughout the period of the survey. These procedures ensure a good sampling process from the sample frame used so that statistical inferences could be made about the entire resident population.

Disconnected numbers and faxes reached during the selection process were excluded from the sample. The survey was implemented under Interviewer Quality Control Australia (IQCA) quality guidelines. Interviews were conducted using our computer-aided telephone interviewing (CATI) system. Continuous interviewer monitoring was used and post interview validations were conducted within five days of the close of the survey.

In addition to CATI, the **online survey** link was shared by Mackay Regional Council. Consequently, 51 online responses were collected. These responses were included in the final sample.

## Survey Weighting

The collected data set seldom mirrors the exact age/sex distribution of the region. In order to correct for this, the collected data set is weighted to bring it back to the ideal age/sex distribution [see Table 1.1].

**Table 1.1** Data Weighting Factors

Age	Population		Ideal		Actual		Weights	
	Male	Female	Male	Female	Male	Female	Male	Female
18 to 29	8,366	8,370	97	97	16	22	6.32	4.60
30 to 49	16,081	15,739	186	182	99	176	1.96	1.08
50 to 64	11,883	10,982	137	127	178	224	0.81	0.59
65 plus	7,365	7,739	85	89	159	172	0.56	0.54
<b>Total</b>	<b>43,695</b>	<b>42,880</b>	<b>505</b>	<b>495</b>	<b>452</b>	<b>594</b>	-	-

## Sample Profile

In order to obtain a clear view of the sample's profile and to conduct comparison tests, demographic characteristics including gender, age and time lived in Mackay LGA were collected.

Table 1.2 details the weighted sample profile for this survey.

**Table 1.2** Sample Profile

<b>Gender</b>	<b>%</b>	<b>#</b>	<b>Time Lived in Mackay LGA</b>	<b>%</b>	<b>#</b>
Male	50%	528	1 to 5 years	9%	92
Female	50%	518	6 to 10 years	12%	128
<b>Age</b>	<b>%</b>	<b>#</b>	11 to 15 years	14%	148
18 to 29	19%	202	More than 15 years	65%	675
30 to 49	37%	385			
50 to 64	26%	276			
65 plus years	17%	183			

Base: All respondents (n = 1,046)

Residents' postcodes were categorised into four areas: Mackay, Sarina, Pioneer Valley and the Northern Area. In order to facilitate comparison tests, Pioneer Valley and the Northern Area were collapsed into one region. Table 1.3 details these regions.

**Table 1.3** Region

<b>Postcode</b>	<b>%</b>	<b>#</b>	<b>Area</b>	<b>%</b>	<b>#</b>
4740	61%	635	Mackay	70%	725
4750	5%	54			
4751	3%	36			
4751	9%	97	Sarina	19%	197
4737	8%	87			
4738	1%	13			
4753	5%	50	Pioneer Valley	9%	96
4754	3%	32			
4756	1%	11			
4757	0.3%	3			
4799	0.9%	10	Northern Area	2%	16
4800	0.3%	3			
4798	0.3%	2			

# 1 Satisfaction

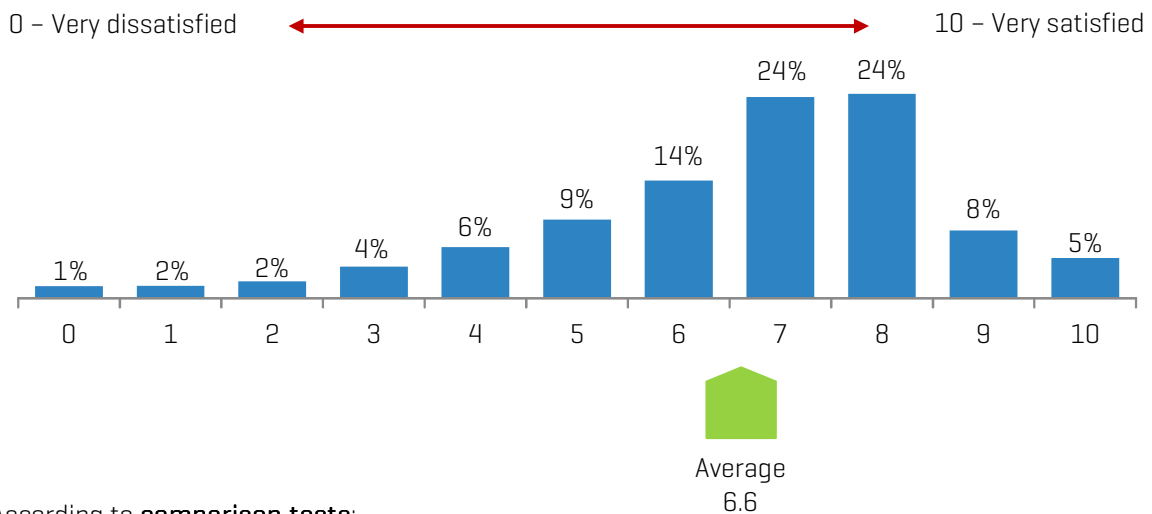
This section of the report covers Mackay LGA residents' overall satisfaction with the performance of Council. This measure is compared with previous results from 2009 and 2014. This section also contains responses from residents regarding what should be Council's 'one top priority' over the next three years.

## 1.1 Overall Satisfaction

Respondents were asked to indicate their overall satisfaction with the performance of Mackay Regional Council over the past 12 months using a 10-point scale where 0 meant 'very dissatisfied' and 10 meant 'very satisfied'.

Mackay residents are generally satisfied with the performance of Council over the past year. 76% of respondents were satisfied (rating of 6 or above) while 15% were dissatisfied. This resulted in an average satisfaction rating of 6.6 out of 10.

Figure 1.1 Overall Satisfaction



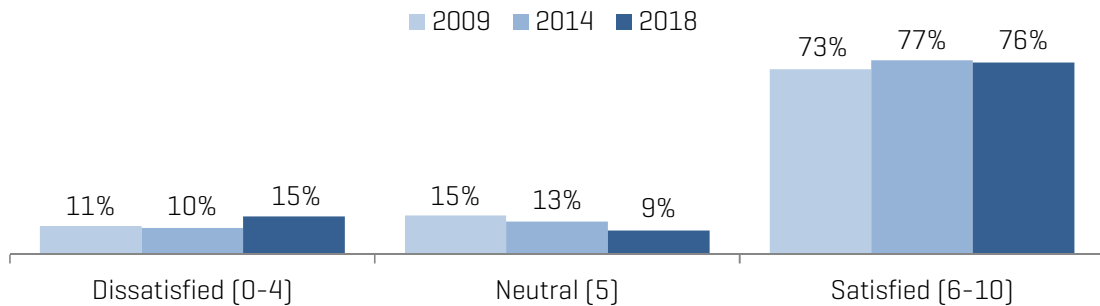
According to **comparison tests**:

- ▶ The average satisfaction rating for female respondents (6.9) was significantly higher than male respondents (6.3).
- ▶ The average satisfaction rating for residents aged 65 plus years (7.1) was significantly higher compared to the 18 to 29 years (6.3) and 30 to 49 years (6.3) age groups.
- ▶ Overall satisfaction ratings given by respondents who live in the Mackay area were significantly higher than respondents live in other areas.
- ▶ There were no significant differences by length of time lived in Mackay LGA.

## 1.2 Internal Benchmarking

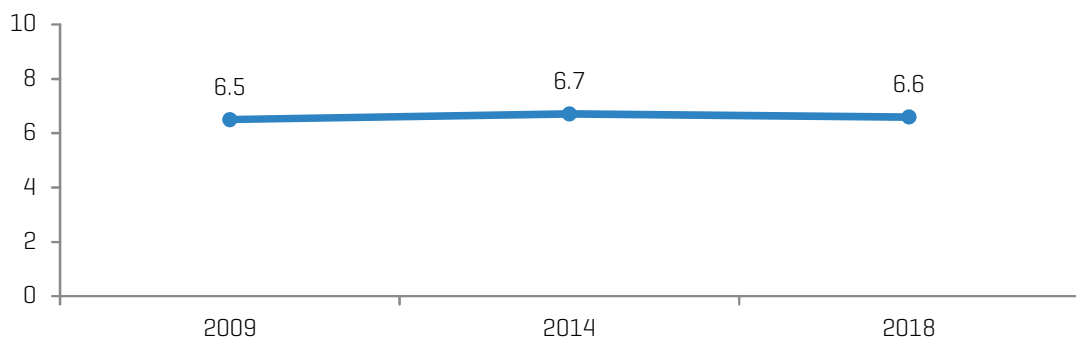
Figure 1.2 compares the breakdown of satisfaction ratings with previous 2009 and 2014 results. There has been an increase of 5% pts in the proportion of dissatisfied respondents since 2014. This increase was driven by a fall in the number of respondents who gave a neutral rating of 5. The number of satisfied residents was relatively stable at 76%.

**Figure 1.2** Overall Satisfaction over time (2009-2018)



As a result, average overall satisfaction has seen minimal movement over time (see Figure 1.3). Average overall satisfaction has decreased 0.1 pts since 2014. This change in mean score is not statistically significant.

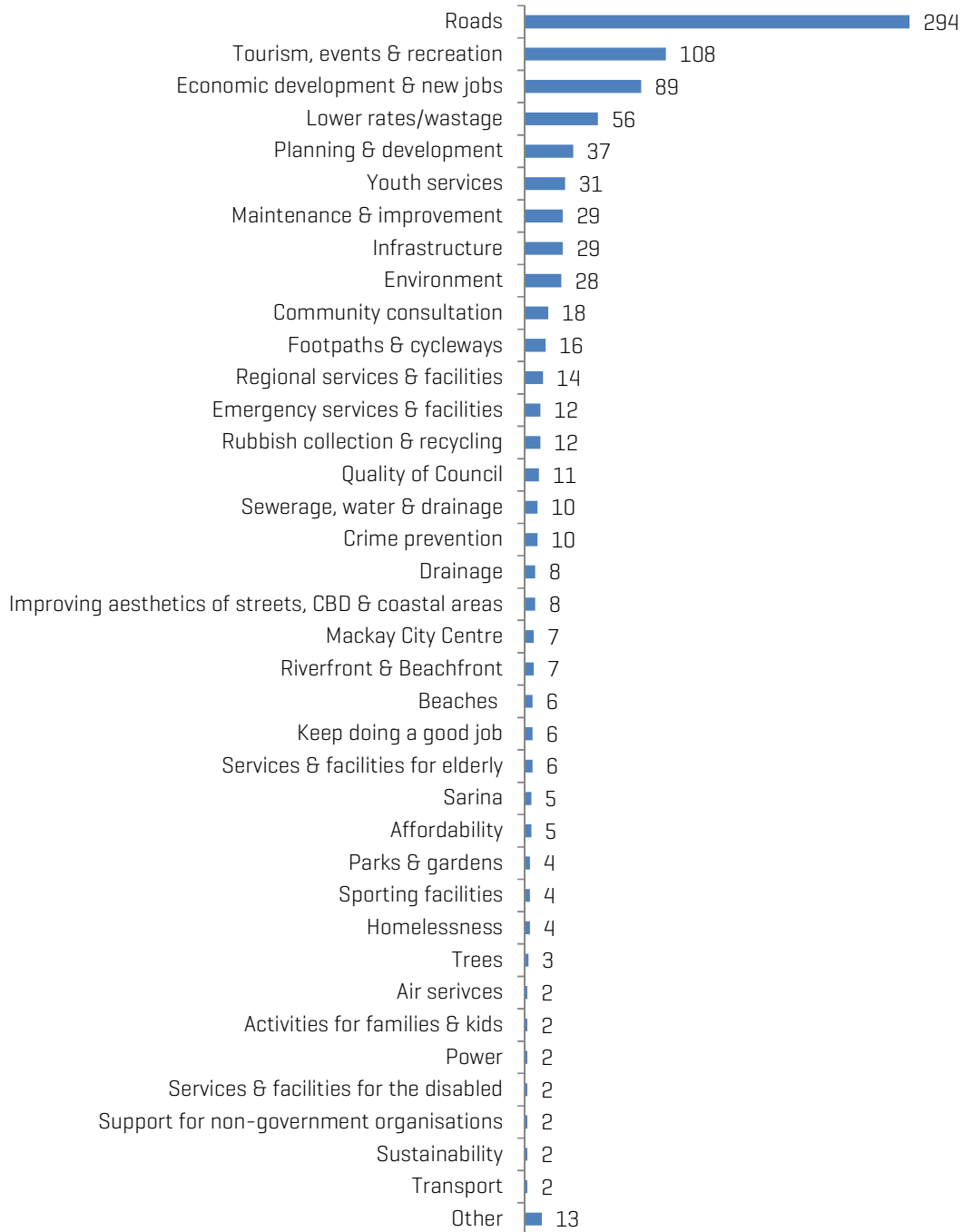
**Figure 1.3** Overall Satisfaction – Internal Benchmarking



## 1.4 Council's Top Priorities

Respondents were asked what should be Council's top priority for the region over the next three years. 904 responses were collected. These responses have been classified into 38 themes and topics (see Figure 1.4). Open-ended responses have been provided to Council in a separate report.

**Figure 1.4** Council's Top Priorities



## **Roads**

Maintenance of roads in the Mackay LGA was the most common priority identified by respondents. Residents would like to see maintenance carried out more regularly, particularly after periods of heavy rainfall. Furthermore, residents would prefer issues such as potholes were fixed permanently via resealing. Specific areas and streets mentioned in these responses include Sarina, Seaforth, Sydney Street, Eungella Road and Blacks Beach Road. Some residents brought up the condition of unsealed roads in the region, though responses generally referred to all roads.

## **Tourism, events and recreation**

Encouraging tourism in the region through an increase in tourism facilities, events and promotion was another top priority for Council as identified by residents of Mackay LGA. These residents would like to see Council promote Mackay LGA as a key destination for tourists. Residents who mentioned tourism facilities were mostly general, though some facilities specifically mentioned included parks, walkways and shade covers. Some residents mentioned specific areas such as Pioneer Valley and the northern beaches, while others brought up issues such as affordability.

## **Economic development and new jobs**

This theme covers growth in employment, attraction of new industry and support of local business. Overall, residents would like Council to focus on growing the number of local jobs. The most common way to achieve this growth according to residents was attracting and encouraging new business and industry into the region. A smaller number of residents would also like to see Council increase their support of local small businesses, with some identifying the removal of 'red tape' as a key step.

## **Lower rates and less wastage**

Residents of Mackay LGA would like to see Council either lower rates or reduce the increase in rates. Some of these residents would also like to see Council to budget wisely and spend within their means.

## **Services and facilities for youth**

A relatively smaller number of residents want Council to prioritise increasing the provision of services and facilities for youth. These responses covered both recreational activities and youth employment. Some residents specifically mentioned this was important to reduce crime and vandalism in the area.

## 2 Service Provision

This section covers the services and facilities provided by Mackay Regional Council. This includes analysis of community satisfaction with these services and facilities as well as comparisons with previous results. This section also includes quadrant analysis, which highlights Council's strengths, vulnerabilities and differentiators.

The 39 services and facilities have been analysed and reported according to seven categories:

### Infrastructure & Basic Services

- ▶ Blue Water Lagoon
- ▶ Condition of footpaths
- ▶ Condition of local sealed roads
- ▶ Condition of local swimming pools
- ▶ Condition of public toilets
- ▶ Condition of unsealed local roads
- ▶ Kerbside wheelie bin collection
- ▶ Mackay Regional Botanic Garden
- ▶ Maintenance of parks and gardens
- ▶ Maintenance of stormwater drains
- ▶ Operation of waste facilities
- ▶ Provision of three dump vouchers every six months
- ▶ Sewerage system
- ▶ Water supply and quality

### Environment

- ▶ Appearance of streets across the region
- ▶ Beach foreshore protection
- ▶ Control and management of dogs
- ▶ Environmental protection
- ▶ Management of emergency events such as cyclones and floods
- ▶ Mosquito control

### Social

- ▶ Bikeways and walkways
- ▶ Provision of community centres and halls
- ▶ Provision of youth services and facilities
- ▶ Support for multicultural, Indigenous and Australia South Sea Islander groups
- ▶ Support of community sport and recreation groups

### Planning

- ▶ Planning for the region's future growth and development
- ▶ The planning assessment application process

### Economy

- ▶ Attracting major concerts and events to the region
- ▶ Council's encouragement and support for local industry and business
- ▶ Promotion of tourism and the region
- ▶ Support for business centres in Sarina and Pioneer Valley
- ▶ Support for the city centre in Mackay

### Culture

- ▶ Council's community festivals and events
- ▶ Operation of art galleries and museums
- ▶ Operation of library services
- ▶ Operation of Mackay Entertainment and Convention Centre
- ▶ Operation of Sarina Sugar Shed

### Communication

- ▶ Consultation and engagement with the community
- ▶ Informing the community of Council services, facilities and events



## 2.1 Satisfaction with Services and Facilities

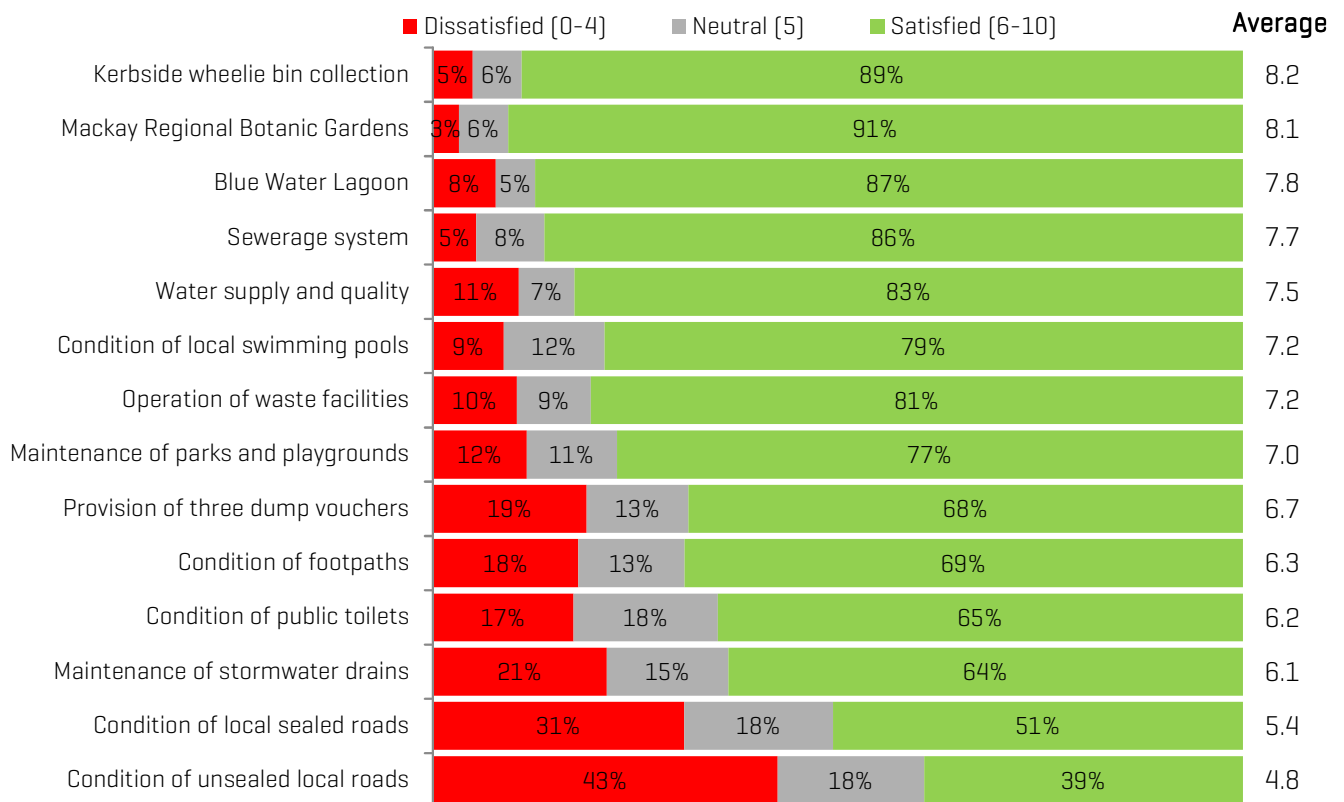
Respondents were asked to rate their satisfaction with each service and facility using a 10-point scale where 0 meant 'very dissatisfied' and 10 meant 'very satisfied'.

### 2.1.1 Infrastructure & Basic Services

Figure 2.1 displays the satisfaction results for Infrastructure & Basic Services. Of the services and facilities within this category, *kerbside wheelie bin collection* recorded the highest average satisfaction rating at 8.2 out of 10. 89% of Mackay residents are satisfied with this service. This was followed by *Mackay Regional Botanic Garden* (8.1) and *Blue Water Lagoon* (7.8).

Services related to roads received the lowest average satisfaction ratings. The proportion of Mackay residents that were dissatisfied with the *condition of unsealed local roads* (43%) was higher than the proportion that was satisfied (39%). This resulted in an average satisfaction rating of 4.8, the lowest of any service.

**Figure 2.1** Infrastructure & Basic Services – Satisfaction



According to **comparison tests**<sup>1</sup>:

- ▶ Female residents recorded significantly higher average satisfaction ratings for a range of services including *kerbside wheelie bin collection, condition of local swimming pools and maintenance of parks and playgrounds*.
- ▶ Residents aged 65 plus years were significantly more satisfied with most services within this category. Average satisfaction ratings for services such as *kerbside wheelie bin collection, Mackay Regional Botanic Gardens, sewerage system and water supply and quality* were significantly higher compared to the 30 to 49 years age group.
- ▶ Residents who live in the Mackay area were significantly more satisfied with *sewerage system, water supply and quality and condition of unsealed local roads* compared to residents from Sarina.
- ▶ Furthermore, residents who lived in the Mackay area were significantly more satisfied with *maintenance and stormwater drains and condition of local sealed roads* compared to all other residents.
- ▶ Residents who have lived in Mackay LGA for 11 to 15 years were significantly more satisfied with Blue Water Lagoon compared to residents who have lived in Mackay LGA for more than 15 years.

<sup>1</sup>For detailed subgroup analysis please see Appendices

## Internal Benchmarks

Table 2.1 compares the average satisfaction ratings for 2018 with the previous survey results from 2009 and 2014.

The performance of services and facilities within this category generally improved since 2014. The service that recorded the biggest increase in average satisfaction over the past four years was *operation of waste facilities*, which lifted 0.7 pts to 7.2.

This was followed by *Mackay Regional Botanic Gardens*, which rose 0.5 pts to 8.1. Other services which saw a significant increase in performance include *water supply and quality*, *condition of footpaths*, *condition of public toilets* and *condition of local sealed roads*.

*Kerbside wheelie bin collection*, Council's best performing service in 2018, saw no significant change since 2014 as it was already a high performing service. Other services which saw no significant change include *Blue Water Lagoon*, *condition of local swimming pools*, *maintenance of parks and playgrounds* and *maintenance of stormwater drains*.

*Sewerage system* and *condition of unsealed local roads* saw significant decreases in performance since 2014.

**Table 2.1** Infrastructure & Basic Services – Internal Benchmarks

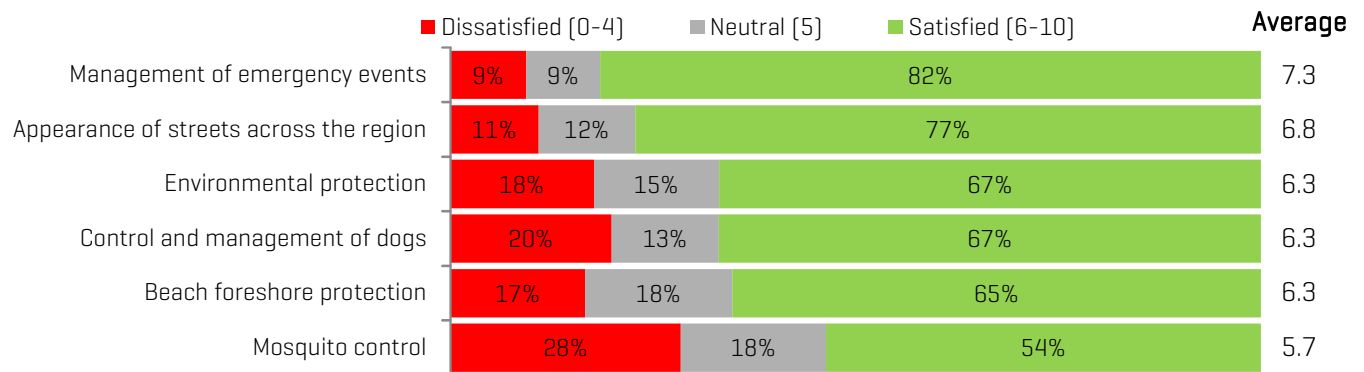
Service	2009	2014	2018	Significant change since 2014
Kerbside wheelie bin collection	8.3	8.2	8.2	↔
Mackay Regional Botanic Gardens	-	7.6	8.1	↑
Blue Water Lagoon	7.2	7.9	7.8	↔
Sewerage system	8.0	8.3	7.7	↓
Water supply and quality	7.5	7.2	7.5	↑
Condition of local swimming pools	7.1	7.2	7.2	↔
Operation of waste facilities	6.9	6.5	7.2	↑
Maintenance of parks and playgrounds	6.9	7.1	7.0	↔
Provision of three dump vouchers	-	-	6.7	-
Condition of footpaths	5.8	6.0	6.3	↑
Condition of public toilets	5.7	5.9	6.2	↑
Maintenance of stormwater drains	5.6	6.0	6.1	↔
Condition of local sealed roads	4.9	5.2	5.4	↑
Condition of unsealed local roads	4.7	5.0	4.8	↓

## 2.1.2 Environment

Figure 2.2 displays the satisfaction results for services related to the environment. Of the services within this category, *management of emergency events such as cyclones and floods* recorded the highest average satisfaction rating of 7.3. 82% of Mackay residents were satisfied with this service. This was followed by *appearance of streets across the region [street sweeping]* [6.8].

The service within this category which recorded the lowest average satisfaction rating was *mosquito control* [5.7]. Over one quarter [28%] of Mackay residents were dissatisfied with this service.

**Figure 2.2** Environment – Satisfaction



According to **comparison tests**:

- ▶ Female residents of Mackay LGA were significantly more satisfied with *environmental protection* and *beach foreshore protection* compared to male residents.
- ▶ Residents aged 65 plus years recorded a significantly higher level of satisfaction for *management of emergency events* compared to all other residents.
- ▶ Mackay LGA residents in the 50 to 64 years and 65 plus years age groups were significantly more satisfied with *mosquito control* compared to those in the 18 to 29 years and 30 to 49 years age groups.
- ▶ Residents that live in the Mackay area were significantly more satisfied with *management of emergency events* compared to other residents.
- ▶ Residents that have lived in Mackay LGA for 11 to 15 years were significantly more satisfied with *control and management of dogs*.

## Internal Benchmarks

Table 2.2 compares the average satisfaction ratings for 2018 with the previous survey results from 2009 and 2014.

*Beach foreshore protection* was the only service within this category that saw a significant increase in performance. The average satisfaction rating rose 0.3 pts to 6.3. *Control and management of dogs* rose 0.1 pts to 6.3 but this change was not statistically significant.

*Management of emergency events*, *environmental protection* and *mosquito control* saw significant decreases in performance over the past four years. Of these services, *mosquito control* experienced the biggest decline in average satisfaction, down 0.7 pts to 5.7.

**Table 2.2** Environment – Internal Benchmarks

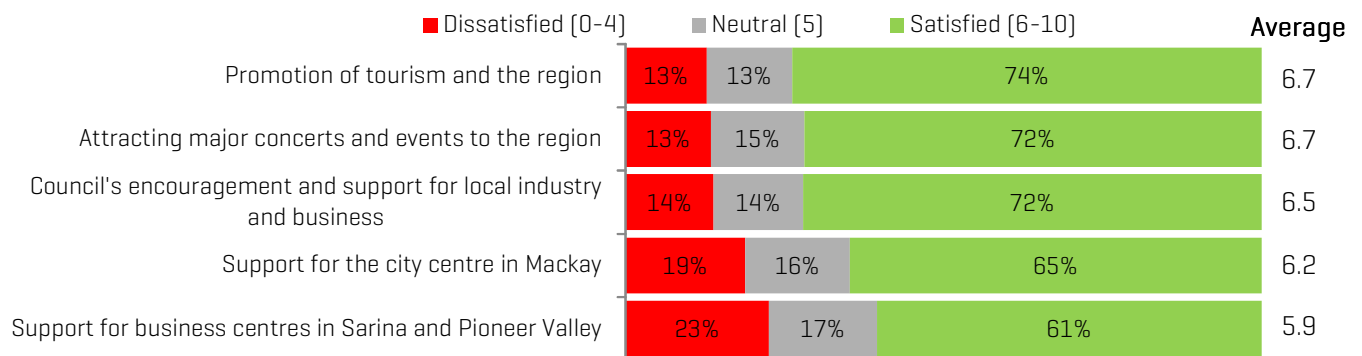
Service	2009	2014	2018	Significant change since 2014
Management of emergency events	7.3	7.6	7.3	↓
Appearance of streets across the region	-	-	6.8	-
Environmental protection	-	6.7	6.3	↓
Control and management of dogs	6.1	6.2	6.3	↔
Beach foreshore protection	6.4	6.0	6.3	↑
Mosquito control	-	6.4	5.7	↓

### 2.1.3 Economy

Figure 2.3 displays the satisfaction results for services related to the economy. Of the services within this category, *promotion of tourism and the region* and *attracting major concerts and events to the region* recorded the highest average satisfaction ratings at 6.7.

The service which saw the lowest average satisfaction rating was *support for business centres in Sarina and Pioneer Valley* at 5.9. Almost one quarter of Mackay residents were dissatisfied with this service.

**Figure 2.3** Economy – Satisfaction



According to **comparison tests**:

- ▶ Female residents were significantly more satisfied with *promotion of tourism and the region* and *attracting major concerts and events to the region* compared to male residents.
- ▶ Residents aged 30 to 49 years were significantly less satisfied with every service within this category with the exception of *support for the city centre in Mackay*.
- ▶ Residents in the 50 to 64 years and 65 plus years age groups were significantly more satisfied with *attracting major concerts and events to the region*, *Council's encouragement and support for local industry and business* and *support for business centres in Sarina and Pioneer Valley*.
- ▶ Residents aged 18 to 29 years were significantly less satisfied with *attracting major concerts and events to the region*.
- ▶ Respondents who have lived in Mackay LGA for 11 to 15 years were significantly more satisfied with *support for the city centre in Mackay*.
- ▶ There were no significant differences by region.

## Internal Benchmarks

Table 2.3 compares the average satisfaction ratings for 2018 with the previous survey results from 2009 and 2014. As there were two new economic services measured in 2018, comparisons for these services cannot be made.

*Support for the city centre in Mackay* saw the biggest increase in average satisfaction, up 0.3 pts to 6.2. *Promotion of tourism and the region* saw an increase of 0.2 pts to 6.7.

*Council's encouragement and support for local industry and business* was up 0.1 pts to 6.5, though this change was not statistically significant.

**Table 2.3** Economy – Internal Benchmarks

Service	2009	2014	2018	Significant change since 2014
Promotion of tourism and the region	6.7	6.5	6.7	↑
Attracting major concerts and events to the region	-	-	6.7	-
Council's encouragement and support for local industry and business	6.7	6.4	6.5	↔
Support for the city centre in Mackay	-	5.9	6.2	↑
Support for business centres in Sarina and Pioneer Valley	-	-	5.9	-

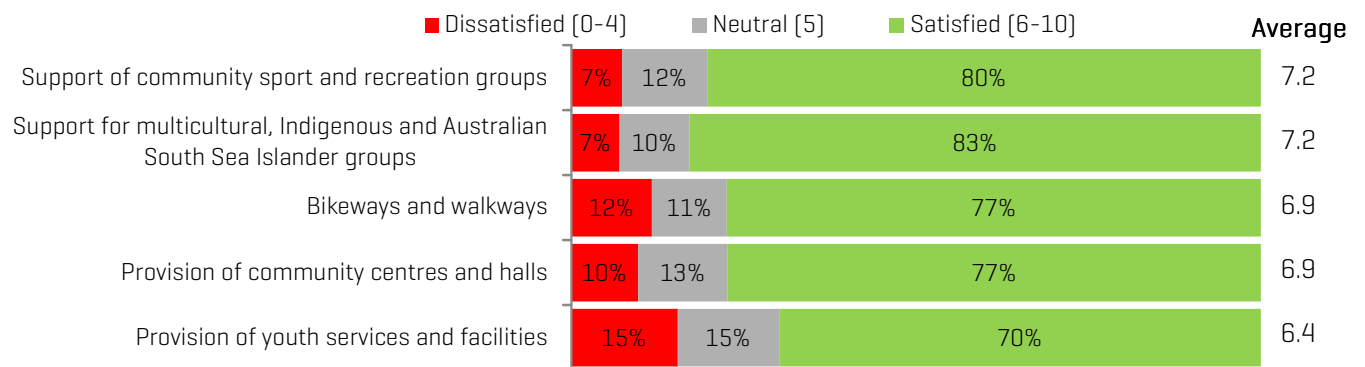
## 2.1.4 Social Services

Figure 2.4 displays the satisfaction results for Social Services. This was a high performing category, with at least 70% of residents satisfied with each of these services.

*Support of community sport and recreation groups and support for multicultural, Indigenous and Australian South Sea Islander groups* recorded the highest average satisfaction ratings at 7.2.

*Provision of youth services and facilities* saw the lowest average satisfaction rating within this category [6.4].

**Figure 2.4** Social Services – Satisfaction



According to **comparison tests**:

- ▶ Residents aged 65 plus years were significantly more satisfied with all services with the exception of *support for multicultural, Indigenous and Australian South Sea Islander groups* compared to residents aged 30 to 49 years.
- ▶ Residents that live in 'Northern Area/Pioneer Valley' had a significantly higher level of satisfaction for *provision of youth services and facilities* compared to residents from other areas.
- ▶ There were no significant differences by gender or length of time lived in Mackay LGA.



## Internal Benchmarks

Table 2.3 compares the average satisfaction ratings for 2018 with the previous survey results from 2009 and 2014.

The performance of Social Services either improved or stayed the same since 2014. *Support for multicultural, Indigenous and Australian South Sea Islander groups* and *support of community sport and recreation groups* both increased 0.2 pts to 7.2

*Bikeways and walkways, provision of community centres and halls* and *provision of youth services and facilities* saw no statistically significant change since 2014.

**Table 2.4** Social Services – Internal Benchmarks

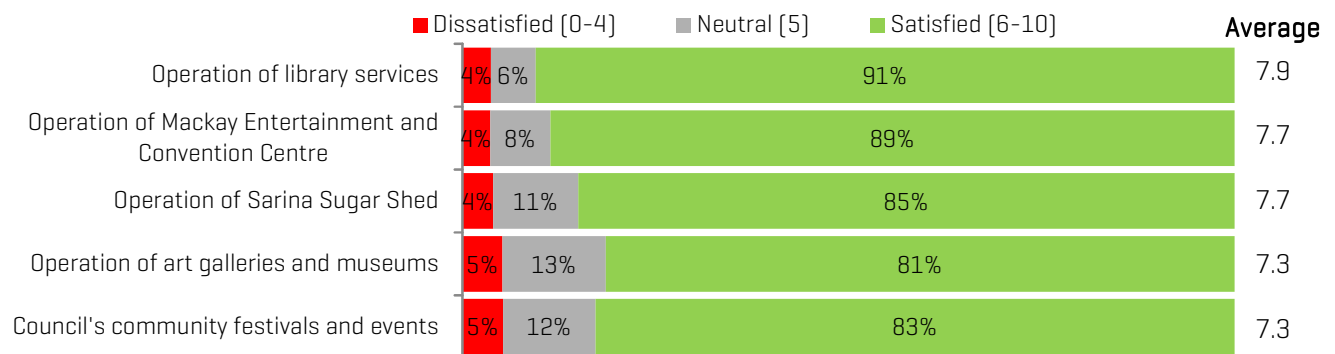
Service	2009	2014	2018	Significant change since 2014
Support of community sport and recreation groups	6.9	7.0	7.2	↑
Support for multicultural, Indigenous and Australian South Sea Islander groups	-	7.0	7.2	↑
Bikeways and walkways	-	7.0	6.9	↔
Provision of community centres and halls	7.1	6.9	6.9	↔
Provision of youth services and facilities	6.1	6.4	6.4	↔

### 2.1.5 Cultural Services

Figure 2.5 displays the satisfaction results for cultural services. This was Council’s highest performing category, with at least 81% of residents indicating satisfaction with a rating of 6 or above for all five services.

Of the services within this category, *operation of library services* recorded the highest average satisfaction rating at 7.9. 91% of Mackay LGA residents were satisfied with this service while only 4% were dissatisfied.

**Figure 2.5** Culture Services – Satisfaction



According to **comparison tests**:

- ▶ Female residents were significantly more satisfied with all cultural services compared to male residents.
- ▶ Residents in the 65 plus years age group were significantly more satisfied with *operation of Mackay Entertainment and Convention Centre*, *operation of Sarina Sugar Shed* and *Council’s community festivals and events*.
- ▶ Residents aged 50 to 64 years recorded significantly higher satisfaction for *operation of Sarina Sugar Shed*.
- ▶ There were no significant differences by area or length of time lived in Mackay LGA.

## Internal Benchmarks

Table 2.5 compares the average satisfaction ratings for 2018 with the previous results from 2009 and 2014.

The performance of Council's services related to culture either improved or stayed the same since 2014. *Operation of art galleries and museums* saw the biggest increase in performance, up 0.4 pts to 7.3. *Operation of Sarina Sugar Shed* and *Council's community festivals and events* also saw a statistically significant improvement in satisfaction since 2014.

*Operation of library services* and *operation of Mackay Entertainment and Convention Centre*, Council's highest performing services within this category, saw no significant change over the past four years.

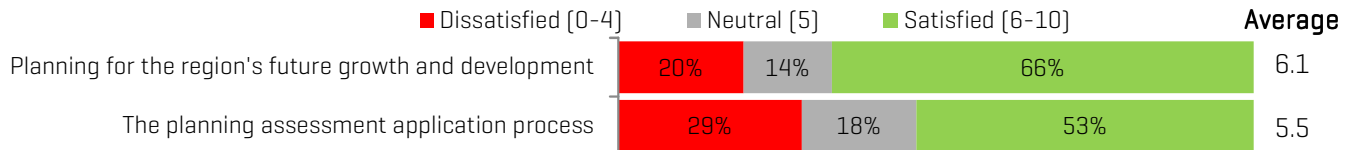
**Table 2.5** Cultural Services – Internal Benchmarks

Service	2009	2014	2018	Significant change since 2014
Operation of library services	8.1	8.0	7.9	↔
Operation of Mackay Entertainment and Convention Centre	7.5	7.7	7.7	↔
Operation of Sarina Sugar Shed	7.1	7.5	7.7	↑
Operation of art galleries and museums	7.0	6.9	7.3	↑
Council's community festivals and events	7.2	7.1	7.3	↑

### 2.1.6 Planning Services

Figure 2.6 shows the satisfaction results for services related to planning. *Planning for the region's future growth and development* recorded the highest average satisfaction rating out of the two services at 6.1. Two thirds [66%] of residents were satisfied with this service. *The planning assessment application process* received a relatively lower average rating of 5.5.

**Figure 2.6** Planning Services – Satisfaction



According to **comparison tests**:

- ▶ Residents aged 65 years plus were significantly more satisfied with *planning for the region's future growth and development* compared to residents aged 30 to 49 years.
- ▶ There were no significant differences by gender, area or length of time lived in Mackay LGA.

### Internal Benchmarks

Table 2.6 compares the satisfaction results for 2018 with the previous results from 2009 and 2014. For this survey, *planning for the region's future growth and development* was changed from *planning for residential development*. Comparisons for this statement have not been made due to this difference.

*The planning assessment application process* saw a strong decline in average satisfaction, down 1.6 pts to 5.5.

**Table 2.6** Planning Services – Internal Benchmarks

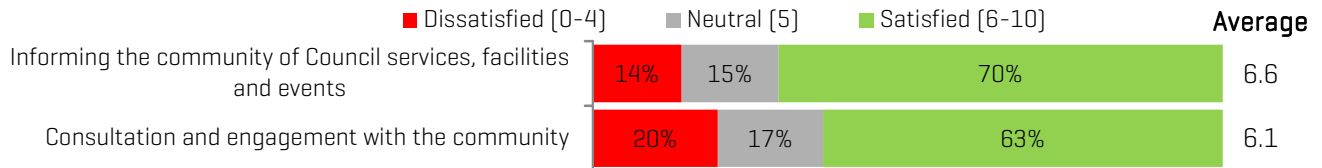
Service	2009	2014	2018	Significant change since 2014
Planning for the region's future growth and development*	-	-	6.1	-
The planning assessment application process	5.5	7.1	5.5	↓

\*Reworded since 2014

### 2.1.7 Communication

Figure 2.7 displays the satisfaction results for communication services. *Informing the community of Council services, facilities and events* recorded the highest average satisfaction rating out of the two services at 6.6. 70% of respondents were satisfied with this service.

**Figure 2.7** Communication - Satisfaction



According to **comparison tests**:

- ▶ Residents aged 65 years plus were significantly more satisfied with both services.
- ▶ Residents who live in the Mackay area were significantly more satisfied with *consultation and engagement with the community* compared to residents of Sarina, the Northern Area and Pioneer Valley.
- ▶ There were no significant differences by gender or length of time lived in Mackay LGA.

### Internal Benchmarks

Table 2.7 compares the satisfaction results from 2018 with the previous results from 2009 and 2014.

*Informing the community of Council services, facilities and events* saw a statistically significant increase in performance, up 0.2 pts to 6.6. *Consultation and engagement with the community* was unchanged since 2014.

**Table 2.7** Communication - Internal Benchmarks

Service	2009	2014	2018	Significant change since 2014
Informing the community of Council services, facilities and events	6.5	6.4	6.6	↑
Consultation and engagement with the community	5.9	6.1	6.1	↔

## 2.2 Quadrant Analysis

Quadrant analysis is used to further understand community satisfaction and identify the services and facilities which drive overall satisfaction with Council.

Quadrant analysis simultaneously analyses the impact of a service (i.e. 'importance') in terms of driving overall satisfaction and the 'performance' of services in creating resident satisfaction. To do this, mean satisfaction scores are plotted against derived importance scores for each Council service. Importance scores are derived from extensive regression analysis.

To form quadrants, the average derived importance scores and average satisfaction scores across all services and facilities were calculated. Services and facilities with a mean satisfaction score less than the overall average were classified as 'low' performing' while those with a mean score above the average were classified as 'high' performing'. Similarly, services and facilities have 'high' or 'low' importance depending on their position above or below the overall average. These importance scores do not suggest the service or facility is not important in the personal lives of residents. It strictly relates to importance in improving creating overall satisfaction with Council.

The four quadrants have specific interpretations (see Figure 2.8):

- ▶ Services and facilities within the 'High importance – High performance' quadrant are **strategic advantages**, which should be maintained. These services and facilities have an important impact on overall satisfaction and Council performs higher than the average in providing these services and facilities.
- ▶ Those in the 'High importance – Low performance' quadrant are **key vulnerabilities**, which should be considered as top priorities for improvement. These services and facilities are important in terms of driving higher community satisfaction yet Council performs below average in satisfying community needs.
- ▶ Services and facilities in the 'Low importance – Low performance' quadrant are **potential vulnerabilities**. These services and facilities do not have a high impact on overall satisfaction with Council. Moreover, Council's performance of providing these services and facilities is below average. Improvement of these services should be considered after key vulnerabilities.
- ▶ Those in the 'Low importance – High performance' quadrant are **potential differentiators**. These services do not have an above-average impact on satisfaction yet Council shows

above-average performance. These services differentiate Council with its service provision. These high performers may become strategic advantages over time.

Figure 2.8 Interpretation of quadrants

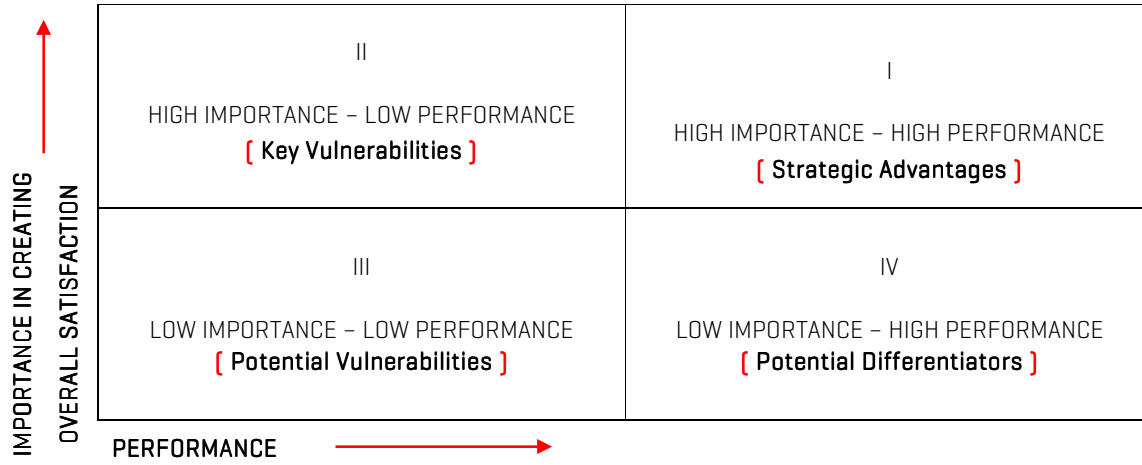


Figure 2.9 Quadrant Analysis

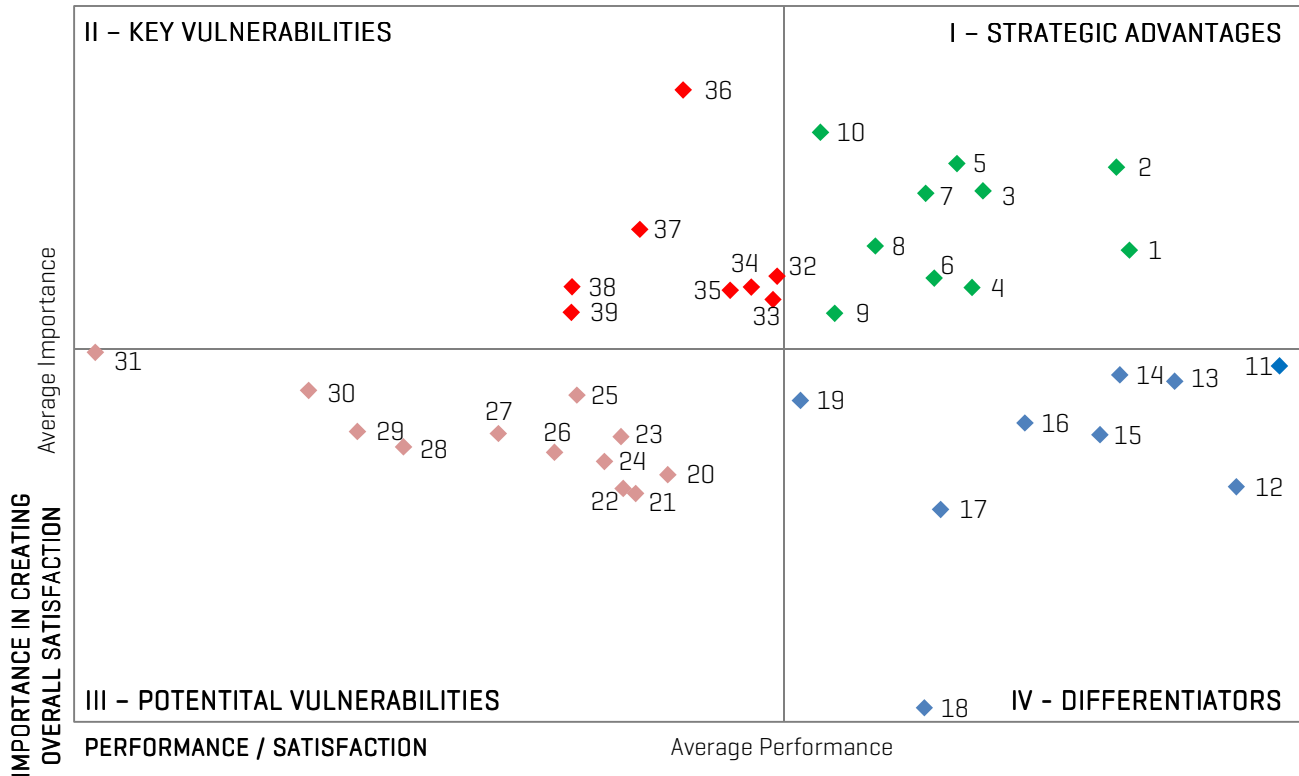


Figure 2.10 Strategic location of services and facilities

KEY VULNERABILITIES	STRATEGIC ADVANTAGES
[38] Consultation and engagement with the community [39] Planning for the region’s future growth and development [37] Environmental protection [36] Council’s encouragement and support for local industry and business [35] Informing the community of Council services, facilities and events [34] Attracting major concerts and events to the region [33] Promotion of tourism and the region [32] Provision of three dump vouchers every six months	[1] Blue Water Lagoon [2] Operation of Mackay Entertainment and Convention Centre [3] Management of emergency events [4] Operation of art galleries and museums [5] Council’s community festivals and events [6] Operation of waste facilities [7] Support of community sport and recreation groups [8] Maintenance of parks and playgrounds [9] Bikeways and walkways [10] Provision of community centres and hall
POTENTIAL VULNERABILITIES	DIFFERENTIATORS
[31] Condition of unsealed local roads [30] Condition of local sealed roads [29] The planning assessment application process [28] Mosquito control [27] Support for business centres in Sarina and Pioneer Valley [26] Maintenance of stormwater drains [25] Condition of public toilets [24] Support for the city centre in Mackay [23] Beach foreshore protection [22] Control and management of dogs [21] Condition of footpaths [20] Provision of youth services and facilities	[11] Kerbside wheelie bin collection [12] Mackay Regional Botanic Gardens [13] Operation of library services [14] Sewerage system [15] Operation of Sarina Sugar Shed [16] Water supply and quality [17] Condition of local swimming pools [18] Support for multicultural, Indigenous and Australian South Sea Islander groups [19] Appearance of streets across the region [street sweeping]



Figure 2.9 is Council's performance/importance quadrant. Services and facilities have been numbered according to their quadrant. Figure 2.10 displays the names of Council's services and facilities according to their strategic location.

The quadrants identify services and facilities which should be prioritised in order to **improve residents' overall satisfaction with Council**. It is important to note that a service or facility having below-average importance does not imply that they are not important in the personal lives of residents. For example, roads was identified by residents as the top priority for Council in open-ended responses. However, the condition of local sealed and unsealed roads are secondary drivers of overall satisfaction with Council. This is why Council's overall satisfaction score did not see a statistically significant increase despite a significant improvement in the performance of local sealed roads.

Improvement in the performance of services and facilities within the 'Key Vulnerabilities' quadrant will result in higher overall satisfaction with Council over time.

### Strategic Advantages

These 10 services and facilities have an important impact on overall satisfaction and are above-average performers. The performance of these services and facilities should be maintained and their importance should be communicated regularly.

- ▶ *Blue Water Lagoon and operation of Mackay Entertainment and Convention Centre* are the best performing strategic advantages.
- ▶ *Bikeways and walkways and provision of community centres and halls* are the services which are closest to average performance.
- ▶ *Bikeways and walkways and operation of art galleries and museums* are the services which are closest to average importance.

### Key Vulnerabilities

These eight services and facilities have a high impact on overall satisfaction but have performed below average.

- ▶ *Consultation and engagement with the community and planning for the region's future growth and development* are the lowest performing services with a high impact on overall satisfaction. These are Council's foremost priorities.
- ▶ *Provision of three dump vouchers every six months, promotion of tourism and the region, attracting major concerts and events to the region and informing the community of Council*

*services, facilities and events* are very close to average performance. A boost to performance will turn these services into strategic advantages.

- ▶ *Council's encouragement and support for local industry and business* is the service within this group with the highest impact on overall satisfaction. Stronger performance in this service will have a strong, positive impact on overall satisfaction.

### Potential Vulnerabilities

Both the performance and importance of these 12 services are below average.

- ▶ This is a positive result, as the six lowest performing services have a below-average impact on overall satisfaction with Council.
- ▶ *Condition of unsealed local roads* is the lowest performing service and is also the closest to average importance. The proximity to average importance and the relatively higher performance of Council's key vulnerabilities means this service should also be considered a top priority.
- ▶ *Condition of local sealed roads, the planning assessment application process and mosquito control* are other low performing services within this group.
- ▶ *Provision of youth services and facilities and condition of footpaths* are the highest performing services within this group. A further boost in performance can transform these services into differentiators over time.

### Potential Differentiators

These nine services and facilities are above-average performers but have a low impact on overall satisfaction with Council.

- ▶ *Kerbside wheelie bin collection, operation of library services and sewerage system* are close to becoming strategic advantages if there is an improvement in perceptions regarding the importance of these services.
- ▶ *Support for multicultural, Indigenous and Australian South Sea Islander groups* is a good performer but has the lowest impact on overall satisfaction, likely due to this service being relevant to a relatively smaller number of Mackay residents.
- ▶ *Appearance of streets across the region [street sweeping]* is close to average performance. A small decrease in performance will cause this service to become a potential vulnerability.

### 3 Council Customer Service

This section of the report covers Council’s customer services. This includes method of contact, customer satisfaction and preferences regarding hypothetical changes to Council’s customer services strategies.

#### 3.1 Recent contact with Council

Respondents were asked whether they had contacted Mackay Regional Council in the last 12 months. 44% of residents indicated they had contacted Council within that timeframe.

According to **comparison tests**:

- ▶ The proportion of female residents who had contacted Council [49%] was significantly higher compared to male residents [40%].
- ▶ The majority [53%] of residents aged 30 to 49 years had contacted Council. This result is significantly higher compared to the 18 to 29 years [31%] and 65 plus years [37%] age groups.
- ▶ There were no significant differences by area or length of time lived in Mackay LGA.

#### 3.2 Method of Contact

Respondents who had contacted Council in the last 12 months were asked to indicate their method of contact [see Table 3.1]. Respondents were able to select multiple methods, thus the percentages do not sum to 100%.

*By phone* was by far the most common method of contacting Council at 80%. This was followed by *email* [11%] and *personal visits to a Council officer* [8%].

**Table 3.1** Method of contacting Council

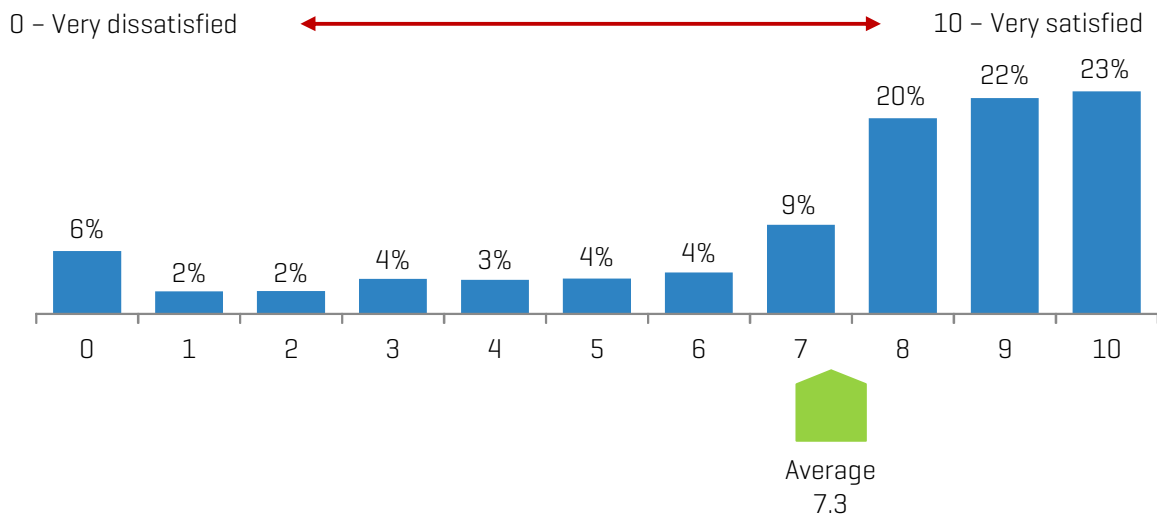
By phone	80%
By email	11%
Personal visits to a Council officer	8%
Via Council’s website	3%
Through Council’s social media platforms	1.9%
Via a Councillor or Mayor	0.7%
Other	0.4%

### 3.3 Satisfaction with Council's Customer Services

Respondents who had contacted Council were asked to rate their satisfaction with Council's customer services using a 10-point scale where 0 meant 'very dissatisfied' and 10 meant 'very satisfied'.

Mackay LGA residents were highly satisfied with Council's customer services. Over three quarters [78%] gave a satisfaction rating of 6 or above. 18% of residents were dissatisfied while 4% rated their satisfaction with a neutral score of 5, resulting in an average satisfaction rating of 7.3.

**Figure 3.1** Customer Satisfaction



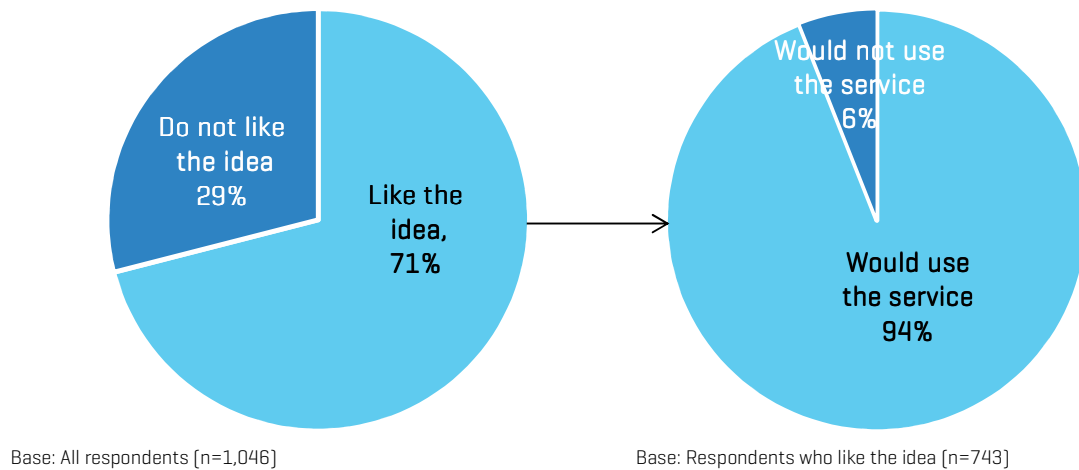
There were no significant differences among subgroups, indicating Council's customer services is generally well received among all customers regardless of their demographic profile.

### 3.4 Online Council Service

Respondents were asked whether they liked the idea of an online service where they could access information such as rates notices, water bills and pet registration.

71% of Mackay LGA residents like the idea of this online service. Of these residents, 94% indicated they would use the service if it was available. Overall, about two thirds [67%] of Mackay residents would use this service based on these preferences.

**Figure 3.2** Support for Online Council Service



According to **comparison tests**:

- ▶ Support for the online service is highest among those in the 18 to 29 years age group [89%] and lowest among those in the 65 plus years age group [39%].
- ▶ Residents who have lived in Mackay LGA for more than 15 years were significantly less likely to support the online service [66%].
- ▶ Of the residents who support the online service, hypothetical usage is highest for those in the 18 to 29 years age group [100%] and lowest among those in the 65 plus years age group [84%].
- ▶ Respondents who have lived in Mackay LGA for more than 15 years were significantly less likely to use the online service, even though they support the idea of it [92%].
- ▶ There were no significant differences by gender or area.

### 3.5 Quarterly Rates & Water Notices

Mackay LGA ratepayers currently receive their rates and water notices every six months. Respondents were asked whether they would prefer to receive them quarterly instead.

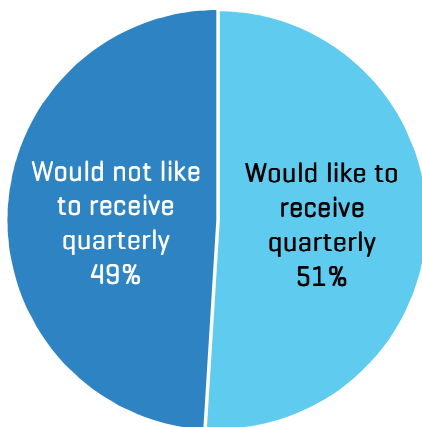
Table 3.2 shows the support for this change. Overall, 35% of Mackay residents would like to receive rates and water notices every three months. One third [33%] would not like to receive them quarterly while 26% have no preference.

**Table 3.2** Support for Quarterly Rates & Water Notices

Would like to receive quarterly	35%
Would not like to receive quarterly	33%
No preference	26%
Not a ratepayer	6%

Figure 3.3 displays the support for this change once respondents with no preference and non-ratepayers are removed. There is not an overwhelming desire to change based on these preferences.

**Figure 3.3** Support for Quarterly Rates & Water Notices



According to **comparison tests**:

- ▶ The proportion of residents in the 30 to 49 years age group that support the change [66%] is significantly higher compared to other age groups.
- ▶ The proportion of residents in the 65 plus years age group that support the change [30%] is significantly lower compared to other age groups.
- ▶ There were no significant differences by gender, area or length of time lived in Mackay LGA.

## 4 Communication

This section explores Mackay Regional Council’s communication strategies with its residents. First, the most common methods for residents to receive information from Council are compared against resident preferences. Secondly, awareness of the Council Connect newspaper features and television segments are examined.

### 4.1 Methods of Communication

Residents were first asked to indicate how they usually receive information on events and projects from Mackay Regional Council. They were then asked to indicate their preferred methods of receiving such information. For both questions residents were able to select multiple responses.

Table 4.1 lists these methods of communication in order of use. The proportions of residents who receive information via these methods are compared against the proportions that would prefer to receive information via these methods. Differences where preference exceeds use by more than 1% have been coloured green while differences where use exceeds preference have been coloured red.

**Table 4.1** Communication Preferences

	Usual	Preferred	Difference
Council's Facebook page	31%	29%	-2%
Local television news	29%	24%	-5%
Daily Mercury newspaper	24%	19%	-5%
By mail	20%	28%	8%
Local radio	20%	18%	-2%
Council's website	12%	13%	0.7%
Council E-newsletters	11%	17%	6%
Word of mouth	11%	3%	-8%
Local media's Facebook page	2%	2%	-0.2%
Council libraries	0.9%	0.9%	-
Instagram	0.8%	1.4%	0.5%
The Connecting Mackay engagement website	0.5%	1.2%	0.7%
Personal visits to Council	0.5%	0.7%	0.2%
By phone	0.2%	0.9%	0.7%
LinkedIn	0.1%	-	-0.1%
Other	6%	6%	-0.4%
Never/No preference	5%	2%	-3%

The most commonly used methods for receiving information on events and projects from Council are *Council's Facebook page* (31%), *local television news* (29%) and the *Daily Mercury newspaper* (24%). The least used methods of receiving information from Council are *LinkedIn* (0.1%), *by phone* (0.2%), *personal visits to Council* (0.5%) and the *Connecting Mackay engagement website* (0.5%).

The most preferred methods of receiving information from Council are *Council's Facebook page* (29%), *by mail* (28%) and *local television news* (24%). The least preferred methods of receiving information from Council are *LinkedIn* (0%), *personal visits to Council* (0.7%), *Council libraries* (0.9%) and *by phone* (0.9%).

5% of residents never receive information on events and projects from Council while 2% have no preference.

The most used methods generally align with the most preferred methods. The biggest difference between preference and use is *by mail* at 8%. This is followed by *Council E-newsletters* at 6%.

Concerning **usual** methods of communication, **comparison tests** show:

- ▶ A significantly higher number of males use *local television news* (33%), *Daily Mercury newspaper* (28%), *local radio* (24%) and *Instagram* (2%) compared to female residents.
- ▶ Conversely, the proportion of female residents who use *Council's Facebook page* (41%) and *local media's Facebook page* (4%) was significantly higher than male residents.
- ▶ A significantly higher number of residents aged 65 years plus use the *Daily Mercury newspaper* (44%) compared to all other residents and a significantly lower number use *Council's Facebook page* (4%).
- ▶ The proportion of residents aged 50 to 64 years who use *Council E-newsletters* (15%) was significantly higher compared to those aged 65 plus years (7%).
- ▶ Residents who live in 'Northern Area/Pioneer Valley' receive information via *Council libraries* (7%) significantly more than other residents.
- ▶ The proportion of residents from Sarina that had *no preference* (9%) was significantly higher compared to residents from other areas.
- ▶ A significantly lower number of residents who have lived in Mackay LGA for 11 to 15 years receive information *by mail* (15%).
- ▶ Residents who have lived in Mackay LGA for 5 to 10 years use *Instagram* (5%) more than other residents.



Concerning preferred methods of communication, **comparison tests** show:

- ▶ Male residents of Mackay LGA prefer *local television news* (29%), *Daily Mercury newspaper* (22%), *local radio* (22%), *the Connecting Mackay engagement website* (2%), *by phone* (2%) significantly more than female residents.
- ▶ Female residents prefer receiving information from *Council's Facebook page* (37%) significantly more than male residents.
- ▶ Residents aged 18 to 29 years prefer *Council's Facebook page* (56%), *local media's Facebook page* (5%) and *Instagram* (5%) significantly more than other residents but are less likely to prefer *Council E-newsletters* (8%).
- ▶ The proportion of residents aged 30 to 49 years was significantly higher for *local media's Facebook page* (3%) and significantly lower for *by mail* (24%).
- ▶ A significantly lower number of residents in the 50 to 64 years and 65 years plus age groups prefer *local media's Facebook page*.
- ▶ Residents aged 65 years plus were significantly more likely to prefer receiving information *by mail* (36%) and *Daily Mercury newspaper* (35%) but less likely to prefer *Council E-newsletters* (10%) and *Council's Facebook page* (4%).
- ▶ Sarina residents were significantly more likely to have *no preference* (4%).
- ▶ Residents who have lived in Mackay LGA for 1 to 5 years prefer *Council libraries* (7%) and *personal visits to Council* (7%) significantly more than other residents.
- ▶ The proportion of residents that have lived in Mackay for 5 to 10 years that prefer *the Connecting Mackay engagement website* (6%) and *by phone* (5%) was significantly higher compared to other residents.

## Comparisons with 2014

The Mackay Regional Council Community Attitudes Survey 2014 asked respondents which sources they use when seeking Council information about projects, events or sources. Each source was read out to the respondent. In the 2018 survey, sources were not read out to respondents. As such, percentages from 2014 and 2018 are not comparable. Instead, the ranking of each source of information has been compared in Table 4.2. Sources of information that were listed in 2018 but not 2014 have been excluded.

*Council's Facebook page* is now the most common source of information for projects and events. This has overtaken *local television news*, which was the most common source in 2014. *Council's Facebook page* has also become a more popular source than *Council's website* over the past four years.

**Table 4.2** Sources of Information – Comparisons with 2014

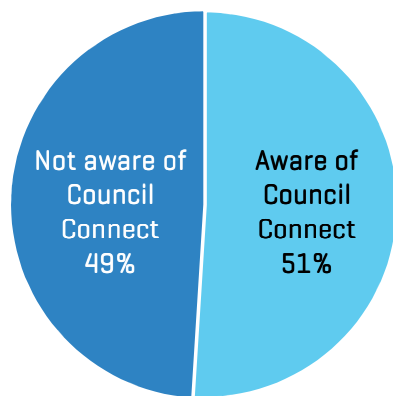
2014	2018
1. Local television news	1. Council's Facebook page
2. Council's website	2. Local television news
3. Local radio	3. Daily Mercury newsletter
4. By phone	4. Local radio
5. Daily Mercury newspaper	5. Council's website
6. Council libraries	6. Council E-newsletters
7. Council E-newsletter	7. Council libraries
8. Council's Facebook page	8. By phone

## 4.2 Council Connect

Council Connect is a multiplatform communication strategy that delivers news relating to Mackay Regional Council through newspaper features, segments on television news and other online channels. Both awareness of Council Connect and the most commonly recalled platforms were measured in the Community Attitudes Survey 2018.

51% of Mackay LGA residents were aware of Council Connect [see Figure 4.1]. Comparison tests showed that there were no significant differences between subgroups. This suggests that awareness of Council Connect does not depend on gender, age, area or length of time lived in Mackay.

**Figure 4.1** Awareness of Council Connect



Residents who were aware of Council Connect were asked which platforms they recall seeing [see Table 4.3]. 86% of these residents recalled seeing the television segments while 48% recall seeing the newspaper features.

**Table 4.3** Council Connect Platforms

Television segments	86%
Newspaper features	48%
None of the above	7%

According to **comparison tests**:

- ▶ Recollection of *newspaper features* was significantly higher for residents aged 50 to 64 years [55%] and 65 years plus [71%] compared to residents aged 18 to 29 years [25%] and 30 to 49 years [41%].
- ▶ There were no significant differences by gender, area or length of time lived in Mackay LGA.

## 5 Liveability

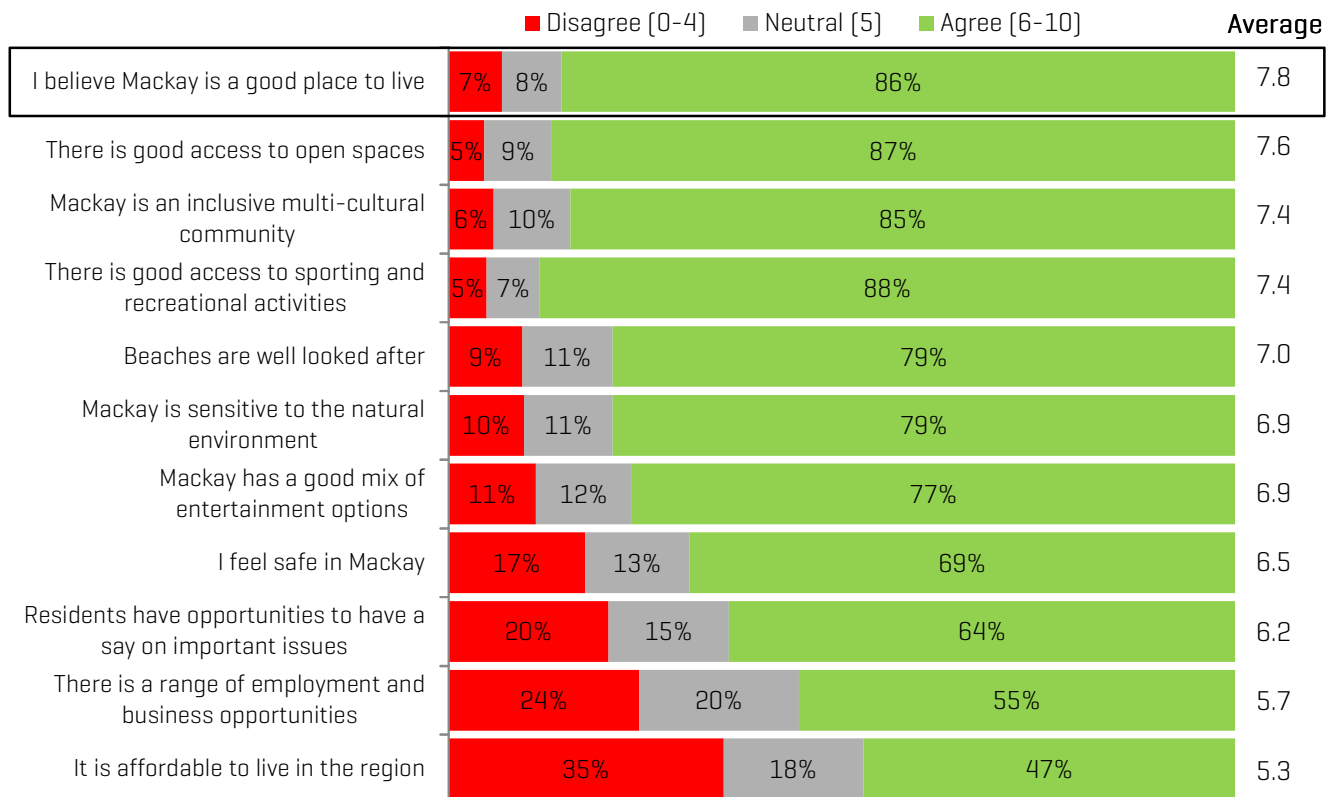
### 5.1 Community perceptions of liveability

Liveability refers to the amalgamation of factors which influence a community’s quality of life. This includes the natural and built environments, educational opportunities, affordability, social cohesion, economic prosperity and recreation. Council has begun to measure and track this important aspect in the Community Attitudes Survey 2018.

Respondents were asked to rate their agreement with 11 statements relating to liveability using a 10-point scale where 0 meant ‘strongly disagree’ and 10 meant ‘strongly agree’ (see Figure 5.1). Residents are generally content with life in Mackay. For 10 of the 11 statements, a majority of Mackay residents indicated agreement with a rating of 6 or above.

Overall, 86% of residents agree that *I believe Mackay is a good place to live* while 7% disagreed, resulting in an average agreement rating of 7.8 out of 10. The only statement which did not see a majority of residents indicate agreement was *It is affordable to live in the region*. 47% agreed with this statement while 35% disagreed, resulting in an average agreement rating of 5.3 out of 10.

Figure 5.1 Liveability



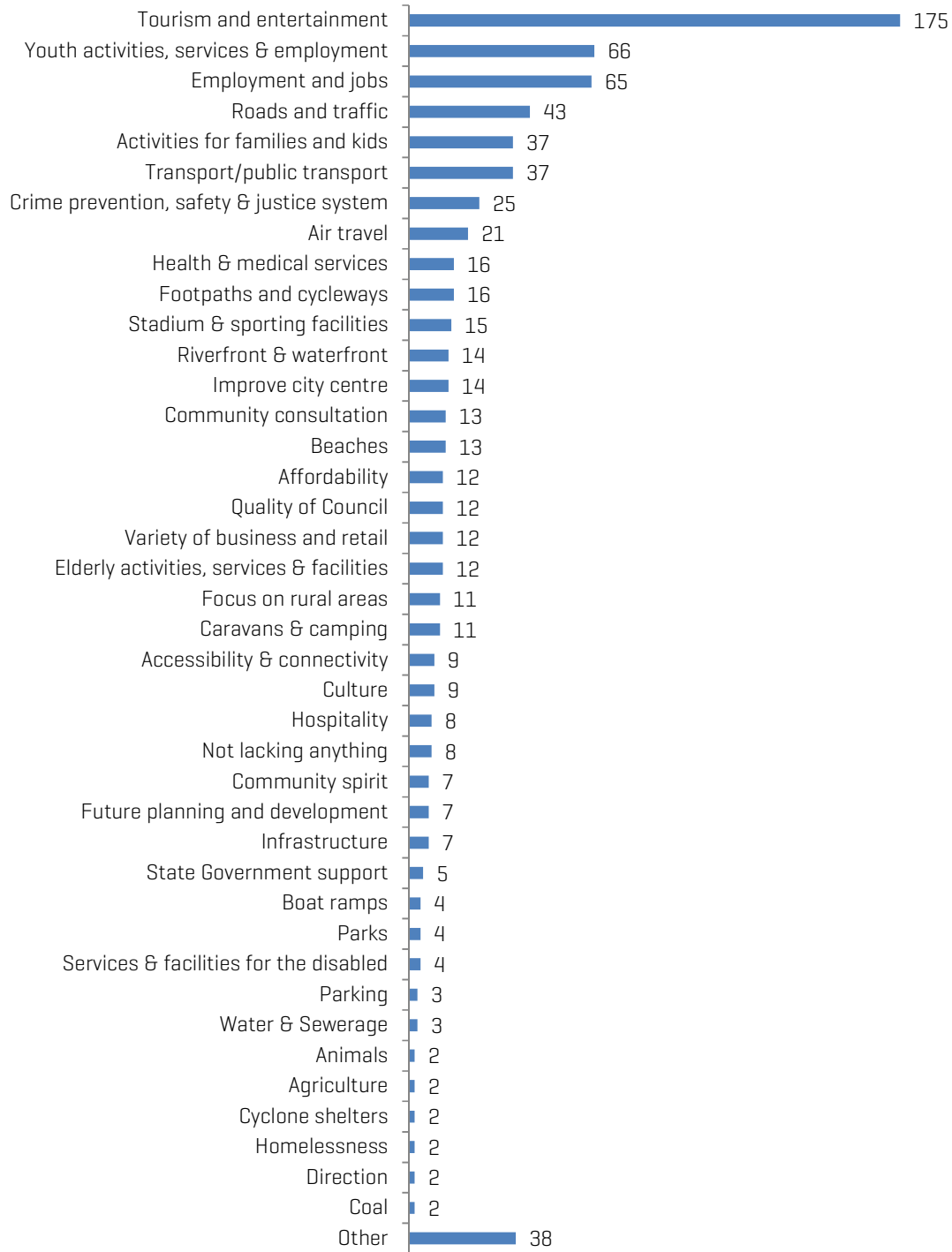
According to **comparison tests**:

- ▶ Female residents recorded significantly higher average agreement ratings for statements including *There is good access to open spaces, There is good access to sporting and recreational activities, Beaches are well looked after, Mackay is sensitive to the natural environment, Mackay has a good mix of entertainment options* and *Mackay residents have opportunities to have a say on issues that are important to them* compared to male residents.
- ▶ The average agreement rating for *It is affordable to live in the region* was significantly higher for residents aged 65 plus years (6.3) and significantly lower for residents aged 30 to 49 years (4.8).
- ▶ Residents in the 50 to 64 years (6.0) and 65 plus years (6.1) age groups recorded significantly higher average agreement ratings for *There is a range of employment and business opportunities* compared to residents in the 18 to 29 years (5.1) and 30 to 49 years (5.5) age groups.
- ▶ There are no significant differences by area or length of time lived in Mackay.

## 5.2 'One thing' the region is lacking

Respondents were asked to identify what they believe is the 'one thing' the region is lacking. 768 responses were collected. These responses were classified into 41 themes.

**Figure 5.2** One thing the region is lacking



### **Tourism and entertainment**

Tourism and entertainment was the most common theme within the responses and covers areas including increased promotion of tourism in the region, more tourism attractions and facilities and a greater number of events. Responses were mostly general, though some residents offered suggestions such as caravan parks, drive-ins, late night dining, international events and live music. Furthermore, some areas specifically mentioned include Brampton Island and Pioneer Valley.

### **Youth activities, services and employment**

Another common theme concerned activities, facilities, services and employment for younger residents of Mackay LGA. Some residents stated that addressing this will help keep young people in the region.

### **Employment and jobs**

Most of the responses within this theme simply identified 'employment' and 'jobs'. Some responses centred on issues such as continuous employment, non-mining jobs and increasing employment outside the city centre.

### **Public transport**

Responses within this theme mostly identified 'public transport' in general as what the region was lacking. A smaller number of residents referred to bus services, while others highlighted specific locations such as Sarina, Glenella and Farleigh.

### **Activities and facilities for children and families**

Another common theme was recreational facilities and entertainment catered for families. Facilities identified by residents include theme parks, water parks, markets and playgrounds. Some responses also mentioned that these activities and facilities should be affordable.

## 6 Cyclone Debbie

Severe Tropical Cyclone Debbie was a storm event which impacted the Mackay region in March 2017. In an effort to understand the community's preparation, required assistance and recovery process, Mackay residents were asked several questions about Cyclone Debbie.

### 6.1 Methods of Receiving Information on Natural Disasters

Respondents were asked where they go to get information regarding natural disasters. They were able to select multiple answers. Table 6.1 lists these sources of information.

*Local radio* was the most common source of information. Over half of Mackay residents [51%] use this platform to receive information on natural disasters. This was followed by *local television* [41%] and the *Bureau of Meteorology* [41%].

In terms of Mackay Regional Council platforms, *Council's social media pages* (e.g. Facebook, Twitter) [21%] was more commonly used compared to *Council's website* [14%]. Only 4% of respondents used both Council platforms, which highlights the importance of sharing the same information on each platform.

Sources of information within the 'other' category include SMS warnings, online search engines, Storm Chasers and residents' place of employment.

**Table 6.1** Sources of Information on Natural Disasters

Local Radio	51%
Local Television	41%
Bureau of Meteorology	41%
Council's social media pages (e.g. Facebook, Twitter)	21%
Council's website	14%
Word of mouth (e.g. neighbour)	4%
Daily Mercury (online or newspaper)	4%
Queensland Police Service Facebook page	2%
Other	11%
I don't get information about natural disasters	2%



According to **comparison tests**:

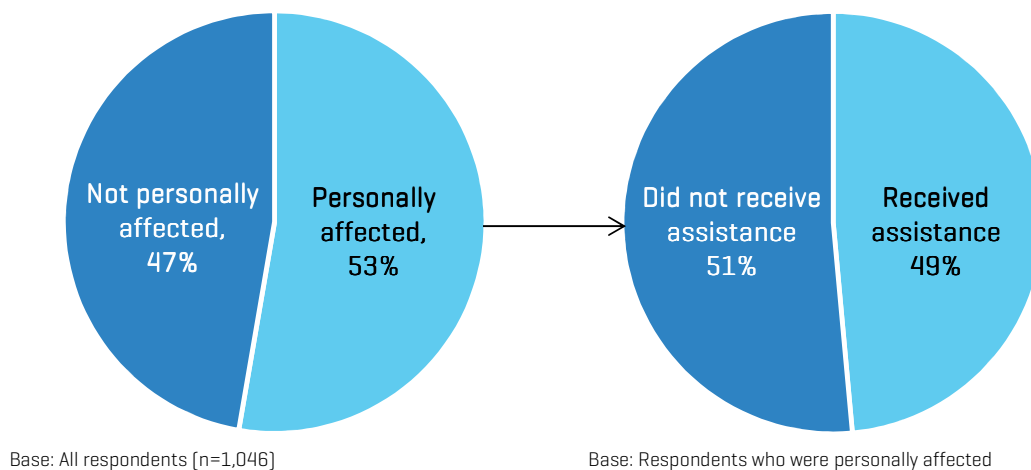
- ▶ There were no significant differences between residents who received assistance and residents who did not receive assistance. This indicates that accessing a particular source of information or not does not change the likelihood of receiving assistance.
- ▶ The proportion of female residents who used *Council's social media pages* (e.g. Facebook, Twitter) [27%] was significantly higher compared to male residents [16%]. There was no difference between genders for *Council's website*.
- ▶ The sources of information which residents use is highly dependent on their age. Residents aged 65 plus years are significantly more likely to use *local radio, local television* and *Daily Mercury* (online or newspaper) compared to all other age groups.
- ▶ Residents aged 18 to 29 years were significantly more likely to use *Council's social media pages* [42%] compared to those aged 65 plus years [5%].
- ▶ No residents aged 18 to 29 years indicated they use *Council's website* or *word of mouth* to receive information on natural disasters.
- ▶ Residents who live in 'Pioneer Valley/Northern Area' were more likely to indicate that they do not get information about natural disasters compared to residents from Sarina and the Mackay area.
- ▶ The proportion of residents who use the *Bureau of Meteorology* was significantly higher those who have lived in Mackay LGA for 5 to 10 years [54%] and significantly lower for those who have lived in Mackay LGA for over 15 years [36%].
- ▶ The proportion of residents who use the *Queensland Police Service Facebook page* was significantly higher for residents who have lived in Mackay LGA for less than 10 years and significantly lower for those who have lived in Mackay LGA for more than 10 years.

## 6.2 Assistance

Respondents were asked whether they were personally affected by Cyclone Debbie. Those that were personally affected were asked whether they received assistance. The residents who received assistance were asked who they first contacted for assistance.

53% of Mackay residents were personally affected by Cyclone Debbie [see Figure 6.1]. Of these residents, 49% received assistance.

**Figure 6.1** Assistance after Cyclone Debbie



According to **comparison tests**:

- ▶ The proportion of residents who were personally affected was significantly higher for the 30 to 49 years age group [61%] compared to the 65 plus years age group [37%].
- ▶ Residents in Sarina [73%] and 'Northern Area/Pioneer Valley' [73%] were significantly more likely to have been personally affected compared to Mackay residents [44%].
- ▶ The number of female residents who received assistance [55%] was significantly higher compared to male residents [42%].
- ▶ There were no significant differences by the length of time lived in Mackay LGA.

Respondents who received assistance after Cyclone Debbie were asked who they first made contact with for assistance. This was an open-ended question. 211 responses were analysed and similar responses were grouped together under a category [see Table 6.2].

*Government Assistance* [18%] was the most common avenue for residents to make first contact. This category encapsulates the State Government of Queensland and various departments such as

Rural Adjustment Authority. This was followed by *Insurance Company* [18%] and *Mackay Regional Council* [10%].

8% of those who gave a response stated they went to a local community hall or the Mackay Entertainment & Convention Centre for assistance.

5% contacted a Community Recovery Hotline. Some respondents had heard this number advertised on the radio while others saw it from social media.

**Table 6.2** First Contact for Assistance

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Government Assistance	18%
Insurance Company	18%
Mackay Regional Council	10%
Emergency Services	8%
Local community centre	8%
Family & Friends	7%
Online	5%
Energy Company	5%
Hotline	5%
Neighbours	4%
Centrelink	3%
Other	4%
No one/Could not make contact	3%
Can't recall	2%

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### 6.3 Recovery Process

Respondents who were personally affected by Cyclone Debbie and received assistance were asked to indicate factors which impeded their recovery process. Residents were able to select multiple answers.

Half [50%] of these residents indicated their recovery was not impeded.

*Financial issues* were the most common recovery impediment at 8%. According to comparison tests, residents in Mackay area, the Northern Area and Pioneer Valley were affected by *financial issues* significantly more compared to residents of Sarina.

The next most common impediments were *shortage of tradespeople* and *problems with claiming insurance* at 7%.

Residents were asked to provide any other impediment. The most common responses included loss of power, accessibility issues related to transport and disruption to communication such as phones and internet.

**Table 6.3** Factors Impeding Recovery Process

Financial issues	8%
Shortage of tradespeople	7%
Problems with claiming insurance	7%
Lack of assistance from Council	4%
Lack of assistance from emergency services	3%
Psychological issues	3%
Lack of assistance from volunteers	2%
Other	26%
My recovery was not impeded	50%

## Appendix 1 – Subgroup Analysis

### Overall Satisfaction

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Dissatisfied (0-4)	15%	20%	10%	15%	18%	14%	10%
Neutral (5)	9%	9%	10%	15%	7%	10%	8%
Satisfied (6-10)	76%	71%	80%	70%	75%	76%	82%
<b>Average</b>	<b>6.6</b>	<b>6.3</b>	<b>6.9</b>	<b>6.3</b>	<b>6.3</b>	<b>6.8</b>	<b>7.1</b>

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Dissatisfied (0-4)	15%	11%	23%	26%	18%	15%	15%	15%
Neutral (5)	9%	9%	11%	7%	18%	11%	6%	9%
Satisfied (6-10)	76%	80%	66%	67%	64%	74%	79%	77%
<b>Average</b>	<b>6.6</b>	<b>6.8</b>	<b>6.1</b>	<b>6.2</b>	<b>6.1</b>	<b>6.6</b>	<b>6.8</b>	<b>6.6</b>

## Service Provision Comparison Tests

### Infrastructure & Basic Services

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Kerbside wheelie bin collection	8.2	7.9	8.5	8.4	7.9	8.2	8.5
Mackay Regional Botanic Gardens	8.1	7.7	8.4	8.1	7.8	8.2	8.4
Blue Water Lagoon	7.8	7.5	8.0	7.4	7.7	8.0	8.0
Sewerage system	7.7	7.7	7.8	7.9	7.4	7.6	8.3
Water supply and quality	7.5	7.3	7.6	7.6	7.1	7.5	7.9
Condition of local swimming pools	7.2	7.0	7.5	7.7	6.9	7.2	7.6
Operation of waste facilities	7.2	7.0	7.4	7.5	6.9	7.2	7.6
Maintenance of parks and playgrounds	7.0	6.7	7.3	6.7	6.8	7.2	7.6
Provision of three dump vouchers	6.7	6.3	7.2	6.6	6.4	6.9	7.4
Condition of footpaths	6.3	6.2	6.5	6.8	6.2	6.1	6.5
Condition of public toilets	6.2	6.0	6.3	5.3	6.2	6.4	7.1
Maintenance of stormwater drains	6.1	6.0	6.2	6.7	5.7	6.1	6.3
Condition of local sealed roads	5.4	5.3	5.5	5.1	5.1	5.4	6.3
Condition of unsealed local roads	4.8	4.8	4.7	4.5	4.5	5.0	5.3

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Kerbside wheelie bin collection	8.2	8.3	7.9	8.3	7.8	8.0	8.4	8.2
Mackay Regional Botanic Gardens	8.1	8.1	8.0	7.8	8.0	7.5	8.3	8.1
Blue Water Lagoon	7.8	7.9	7.7	7.1	7.9	8.0	8.2	7.6
Sewerage system	7.7	8.0	6.5	7.3	7.4	7.7	7.8	7.8
Water supply and quality	7.5	7.7	6.3	7.0	6.7	7.4	7.5	7.6
Condition of local swimming pools	7.2	7.3	6.8	7.3	7.1	7.4	7.8	7.0
Operation of waste facilities	7.2	7.4	6.8	6.9	6.8	7.3	7.2	7.2
Maintenance of parks and playgrounds	7.0	7.1	6.8	6.8	6.2	6.8	7.6	7.0
Provision of three dump vouchers	6.7	6.7	6.7	7.0	6.0	6.2	6.8	6.9
Condition of footpaths	6.3	6.5	6.0	6.0	5.7	6.5	6.7	6.3
Condition of public toilets	6.2	6.2	6.3	5.8	5.2	6.5	6.4	6.2
Maintenance of stormwater drains	6.1	6.4	5.5	5.3	5.5	6.4	6.0	6.1
Condition of local sealed roads	5.4	5.6	5.1	4.6	4.9	5.6	5.8	5.3
Condition of unsealed local roads	4.8	5.0	4.1	4.5	4.5	5.0	5.0	4.7

## Environment

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Management of emergency events	7.3	7.2	7.5	7.3	7.1	7.5	7.6
Appearance of streets across the region	6.8	6.7	6.9	7.0	6.8	6.6	6.9
Environmental protection	6.3	6.1	6.6	6.7	6.2	6.2	6.5
Control and management of dogs	6.3	6.1	6.4	6.9	6.1	6.1	6.3
Beach foreshore protection	6.3	6.1	6.5	6.4	6.3	6.1	6.3
Mosquito control	5.7	5.6	5.7	5.0	5.4	6.1	6.4

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Management of emergency events	7.3	7.6	6.9	6.8	7.5	7.3	7.5	7.3
Appearance of streets across the region	6.8	6.8	6.7	7.1	6.2	6.8	7.1	6.8
Environmental protection	6.3	6.5	5.9	6.1	6.0	6.5	6.8	6.3
Control and management of dogs	6.3	6.3	6.2	6.2	5.4	6.1	7.0	6.3
Beach foreshore protection	6.3	6.3	6.5	5.8	6.2	6.6	6.6	6.1
Mosquito control	5.7	5.9	5.0	5.2	4.6	5.4	5.8	5.8

## Economy

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Promotion of tourism and the region	6.7	6.5	7.0	6.9	6.4	6.9	7.1
Attracting major concerts and events to the region	6.7	6.4	6.9	6.2	6.3	7.1	7.3
Council's encouragement and support for local industry and business	6.5	6.3	6.7	6.5	6.1	6.7	6.9
Support for the city centre in Mackay	6.2	6.1	6.4	6.6	6.1	6.2	6.1
Support for business centres in Sarina and Pioneer Valley	5.9	5.7	6.2	5.9	5.5	6.2	6.6

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Promotion of tourism and the region	6.7	6.8	6.8	6.7	5.8	6.6	7.0	6.8
Attracting major concerts and events to the region	6.7	6.8	6.5	6.3	6.0	6.7	6.7	6.7
Council's encouragement and support for local industry and business	6.5	6.7	6.2	5.7	6.1	6.4	6.8	6.5
Support for the city centre in Mackay	6.2	6.2	6.3	6.3	5.9	6.2	7.0	6.1
Support for business centres in Sarina and Pioneer Valley	5.9	6.1	5.8	5.1	5.3	5.7	6.2	6.0

## Social Services

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Support of community sport and recreation groups	7.2	7.0	7.3	7.1	6.9	7.3	7.6
Support for multicultural, Indigenous and Australian South Sea Islander groups	7.2	7.0	7.3	7.2	7.0	7.4	7.1
Bikeways and walkways	6.9	6.8	7.0	6.8	6.7	7.0	7.2
Provision of community centres and halls	6.9	6.8	6.9	6.8	6.7	6.9	7.2
Provision of youth services and facilities	6.4	6.6	6.3	6.5	6.2	6.5	6.8

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Support of community sport and recreation groups	7.2	7.3	7.0	6.8	6.9	6.7	7.5	7.2
Support for multicultural, Indigenous and Australian South Sea Islander groups	7.2	7.2	7.1	7.2	6.4	7.1	7.1	7.3
Bikeways and walkways	6.9	7.0	6.5	6.9	6.0	6.7	6.9	7.1
Provision of community centres and halls	6.9	7.0	6.6	6.7	5.9	6.7	7.0	7.0
Provision of youth services and facilities	6.4	6.4	6.3	7.3	5.8	6.0	6.6	6.5

## Culture

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Operation of library services	7.9	7.6	8.1	8.1	7.9	7.7	7.9
Operation of Mackay Entertainment and Convention Centre	7.7	7.4	8.0	7.6	7.6	7.8	8.0
Operation of Sarina Sugar Shed	7.7	7.4	8.0	7.4	7.4	7.9	8.1
Operation of art galleries and museums	7.3	7.0	7.5	7.4	7.1	7.4	7.5
Council's community festivals and events	7.3	7.0	7.5	7.0	7.1	7.4	7.6

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Operation of library services	7.9	7.9	7.8	7.9	7.9	8.2	7.9	7.8
Operation of Mackay Entertainment and Convention Centre	7.7	7.9	7.6	7.2	7.3	7.8	7.8	7.7
Operation of Sarina Sugar Shed	7.7	7.7	7.7	7.4	7.7	7.3	7.8	7.7
Operation of art galleries and museums	7.3	7.3	7.1	7.6	7.0	7.3	7.5	7.3
Council's community festivals and events	7.3	7.3	7.2	7.1	7.1	7.2	7.4	7.3



## Planning

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Planning for the region's future growth and development	6.1	6.0	6.3	6.6	5.7	6.2	6.7
The planning assessment application process	5.5	5.4	5.7	6.0	5.2	5.5	5.7

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Planning for the region's future growth and development	6.1	6.3	5.7	5.7	5.4	6.2	6.3	6.2
The planning assessment application process	5.5	5.8	5.4	4.3	5.7	6.1	5.3	5.4

## Communication

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Informing the community of Council services, facilities and events	6.6	6.5	6.7	6.3	6.5	6.7	7.0
Consultation and engagement with the community	6.1	5.9	6.4	6.2	5.9	6.2	6.6

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Informing the community of Council services, facilities and events	6.6	6.7	6.5	6.0	6.3	6.4	6.8	6.6
Consultation and engagement with the community	6.1	6.4	5.6	5.7	5.6	6.2	6.2	6.2

## Council Customer Service

### Contacted Council in the last 12 months

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Contacted Council	44%	40%	49%	31%	53%	48%	37%

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Contacted Council	44%	44%	48%	47%	58%	37%	43%	45%

### Satisfaction with Customer Service

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Dissatisfied (0-4)	18%	21%	15%	39%	16%	16%	12%
Neutral (5)	4%	2%	5%	-	4%	3%	7%
Satisfied (6-10)	78%	76%	80%	61%	80%	81%	81%
<b>Average</b>	<b>7.3</b>	<b>7.0</b>	<b>7.5</b>	<b>5.5</b>	<b>7.4</b>	<b>7.4</b>	<b>7.8</b>

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Dissatisfied (0-4)	18%	15%	18%	36%	27%	10%	23%	17%
Neutral (5)	4%	3%	7%	2%	-	3%	8%	3%
Satisfied (6-10)	78%	82%	76%	62%	73%	87%	69%	79%
<b>Average</b>	<b>7.3</b>	<b>7.6</b>	<b>7.1</b>	<b>5.8</b>	<b>7.0</b>	<b>7.9</b>	<b>6.7</b>	<b>7.3</b>

### Support for Online Service

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Likes	71%	71%	72%	89%	77%	72%	39%
Does not like	29%	29%	28%	11%	23%	28%	61%

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Likes	71%	73%	66%	67%	86%	81%	81%	66%
Does not like	29%	27%	34%	33%	14%	19%	19%	34%

## Usage of Online Service

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Would use	94%	94%	95%	100%	96%	91%	84%
Would not use	6%	6%	5%	-	4%	9%	16%

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Would use	94%	94%	93%	98%	100%	100%	95%	92%
Would not use	6%	6%	7%	2%	-	-	5%	8%

## Support for quarterly rates and water notices

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Likes	51%	47%	56%	48%	66%	44%	30%
Does not like	49%	53%	44%	52%	34%	56%	70%

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Likes	51%	55%	46%	42%	61%	60%	59%	46%
Does not like	49%	45%	54%	58%	39%	40%	41%	54%

## Communication

### Usual Method of Communication

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Council's Facebook page	31%	21%	41%	52%	39%	22%	4%
Local television news	29%	33%	24%	17%	27%	35%	36%
Daily Mercury newspaper	24%	28%	20%	10%	21%	25%	44%
By mail	20%	22%	19%	16%	18%	24%	25%
Local radio	20%	24%	16%	15%	22%	24%	17%
Council's website	12%	11%	14%	10%	13%	14%	10%
Council E-newsletters	11%	10%	12%	10%	11%	15%	7%
Word of mouth	11%	11%	10%	17%	10%	9%	8%
Local media's Facebook page	2%	1%	4%	7%	2%	1%	1%
Council libraries	0.9%	0.5%	1%	-	1%	1%	1%
Instagram	0.8%	2%	0.1%	3%	0.5%	0.2%	-
The Connecting Mackay engagement website	0.5%	0.5%	0.5%	-	0.8%	0.7%	0.3%
Personal visits to Council	0.5%	0.7%	0.2%	-	1%	-	-
By phone	0.2%	0.3%	0.1%	-	-	0.8%	-
LinkedIn	0.1%	0.2%	-	-	-	0.3%	-
Other (please specify)	6%	8.2%	4.4%	14%	5%	4%	3%
Never	5%	4%	6%	2%	6%	5%	6%

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Council's Facebook page	31%	33%	28%	28%	45%	34%	36%	27%
Local television news	29%	30%	28%	22%	16%	28%	21%	33%
Daily Mercury newspaper	24%	25%	25%	17%	18%	26%	15%	26%
By mail	20%	22%	19%	15%	11%	23%	17%	22%
Local radio	20%	21%	19%	19%	14%	19%	17%	22%
Council's website	12%	12%	13%	10%	13%	17%	12%	11%
Council E-newsletters	11%	11%	13%	11%	8%	8%	14%	12%
Word of mouth	11%	9%	10%	16%	14%	12%	18%	8%
Local media's Facebook page	2%	2%	0.9%	7%	3%	3%	1%	3%
Council libraries	0.9%	0.9%	1%	0.5%	2%	2%	0.4%	0.7%
Instagram	0.8%	1%	1%	-	-	5%	-	0.4%
The Connecting Mackay engagement website	0.5%	0.8%	-	-	-	-	0.4%	0.7%
Personal visits to Council	0.5%	0.3%	2%	-	-	2%	-	0.5%
By phone	0.2%	0.2%	0.4%	-	-	0.6%	-	0.2%
LinkedIn	0.1%	0.1%	-	-	-	-	-	0.1%
Other (please specify)	6%	5%	7%	15%	11%	9%	9%	4%
Never	5%	4%	9%	3%	-	4%	8%	5%

## Preferred Method of Communication

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Council's Facebook page	29%	20%	37%	56%	33%	18%	4%
By mail	28%	30%	26%	27%	24%	30%	36%
Local television news	24%	29%	19%	14%	23%	29%	27%
Daily Mercury newspaper	19%	22%	15%	11%	16%	18%	35%
Local radio	18%	22%	14%	11%	21%	22%	15%
Council E-newsletters	17%	16%	19%	8%	22%	23%	10%
Council's website	13%	12%	14%	16%	13%	13%	8%
Word of mouth	3%	2%	4%	2%	4%	3%	4%
Local media's Facebook page	2%	1%	3%	5%	3%	0.6%	0.3%
Instagram	1%	2%	1%	5%	0.5%	0.5%	-
The Connecting Mackay engagement website	1%	2%	0.4%	3%	0.5%	1%	0.9%
Council libraries	0.9%	1%	0.7%	3%	0.3%	0.6%	0.3%
By phone	0.9%	2%	0.1%	3%	0.5%	0.5%	-
Personal visits to Council	0.7%	1%	0.2%	3%	0.3%	-	-
LinkedIn	-	-	-	-	-	-	-
Other	6%	7%	4%	9%	6%	5%	5%
No preference	2%	3%	1%	3%	2%	2%	2%

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Council's Facebook page	29%	29%	30%	27%	34%	29%	35%	26%
By mail	28%	30%	26%	18%	31%	29%	23%	29%
Local television news	24%	26%	20%	17%	20%	20%	20%	26%
Daily Mercury newspaper	19%	19%	19%	18%	14%	19%	13%	21%
Local radio	18%	19%	17%	13%	13%	17%	17%	19%
Council E-newsletters	17%	17%	18%	18%	10%	16%	23%	17%
Council's website	13%	14%	10%	14%	16%	14%	10%	13%
Word of mouth	3%	3%	2%	4%	4%	5%	6%	2%
Local media's Facebook page	2%	2%	2%	8%	4%	0.8%	5%	2%
Instagram	1%	1%	1%	4%	0%	5%	4%	0.4%
The Connecting Mackay engagement website	1%	2%	-	-	0.6%	6%	0.4%	0.7%
Council libraries	0.9%	1%	1%	0.5%	7%	0.8%	0.4%	0.3%
By phone	0.9%	1%	1%	-	-	5%	1%	0.2%
Personal visits to Council	0.7%	0.9%	0.5%	-	7%	-	-	0.2%
LinkedIn	-	-	-	-	-	-	-	-
Other	6%	6%	5%	10%	4%	11%	11%	4%
No preference	2%	1%	4%	0.5%	7%	3%	0.5%	2%

## Council Connect

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Aware of Council Connect	51%	50%	52%	40%	50%	58%	52%

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Aware of Council Connect	51%	52%	51%	51%	36%	41%	55%	54%

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Television segments	86%	87%	86%	94%	86%	85%	82%
Newspaper features	48%	49%	47%	25%	41%	55%	71%
None of the above	7%	6%	8%	6%	8%	7%	5%

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Television segments	86%	87%	86%	83%	92%	83%	88%	86%
Newspaper features	48%	50%	51%	33%	34%	64%	35%	50%
None of the above	7%	6%	4%	14%	2%	11%	7%	7%

## Liveability

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
I believe Mackay is a good place to live	7.8	7.7	7.9	7.1	7.6	8.0	8.7
There is good access to open spaces	7.6	7.3	7.9	7.4	7.4	7.7	7.8
Mackay is an inclusive multi-cultural community	7.4	7.3	7.5	7.3	7.2	7.5	7.6
There is good access to sporting and recreational activities	7.4	7.2	7.5	7.2	7.2	7.5	7.8
Beaches are well looked after	7.0	6.8	7.2	7.1	6.8	6.9	7.4
Mackay is sensitive to the natural environment	6.9	6.7	7.1	7.0	6.7	7.0	7.3
Mackay has a good mix of entertainment options	6.9	6.7	7.1	6.8	6.5	7.1	7.6
I feel safe in Mackay	6.5	6.6	6.4	6.1	6.2	6.9	7.1
Mackay residents have opportunities to have a say on issues that are important to them	6.2	6.0	6.4	6.0	6.0	6.2	6.7
There is a range of employment and business opportunities	5.7	5.8	5.6	5.1	5.5	6.0	6.1
It is affordable to live in the region	5.3	5.4	5.2	5.2	4.8	5.4	6.3

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
I believe Mackay is a good place to live	7.8	7.9	7.8	7.5	7.5	7.6	7.9	7.8
There is good access to open spaces	7.6	7.7	7.4	7.3	7.2	7.6	7.6	7.6
Mackay is an inclusive multi-cultural community	7.4	7.5	7.3	7.3	7.5	7.4	7.4	7.4
There is good access to sporting and recreational activities	7.4	7.4	7.3	7.3	7.3	7.0	7.3	7.5
Beaches are well looked after	7.0	7.0	7.0	6.8	6.9	7.1	6.8	7.0
Mackay is sensitive to the natural environment	6.9	7.0	6.6	6.9	6.5	6.9	7.0	6.9
Mackay has a good mix of entertainment options	6.9	6.9	7.0	7.0	6.7	7.0	6.8	6.9
I feel safe in Mackay	6.5	6.6	6.7	5.9	6.0	6.5	6.9	6.5
Mackay residents have opportunities to have a say on issues that are important to them	6.2	6.3	6.1	5.9	5.8	6.4	6.2	6.2
There is a range of employment and business opportunities	5.7	5.7	5.8	5.5	5.0	5.4	6.0	5.7
It is affordable to live in the region	5.3	5.3	5.4	5.0	5.1	5.2	5.3	5.4

## Cyclone Debbie

### Sources of Information on Natural Disasters

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Local Radio	51%	54%	48%	44%	47%	54%	64%
Local Television	41%	40%	43%	33%	36%	45%	58%
Bureau of Meteorology	41%	44%	38%	43%	54%	35%	22%
Council's social media pages	21%	16%	27%	42%	24%	14%	5%
Council's website	14%	14%	14%	-	21%	18%	8%
Word of mouth (e.g. neighbour)	4%	5%	3%	-	5%	5%	5%
Daily Mercury (online or newspaper)	4%	4%	3%	6%	1%	3%	8%
Queensland Police Service Facebook page	2%	2%	2%	3%	3%	1%	0.3%
Other	11%	12%	10%	11%	13%	12%	8%
I don't get information about natural disasters	2%	3%	1%	6%	1%	1%	2%

	Total	Region			Region			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Local Radio	51%	53%	51%	42%	36%	48%	42%	56%
Local Television	41%	44%	41%	29%	28%	48%	36%	43%
Bureau of Meteorology	41%	42%	35%	48%	41%	54%	51%	36%
Council's social media pages	21%	23%	19%	17%	27%	27%	31%	17%
Council's website	14%	15%	13%	10%	14%	15%	10%	15%
Word of mouth (e.g. neighbour)	4%	4%	5%	3%	3%	7%	5%	3%
Daily Mercury (online or newspaper)	4%	4%	2%	2%	0.6%	2%	1%	5%
Queensland Police Service Facebook page	2%	2%	2%	1%	5%	7%	0.7%	0.9%
Other	11%	12%	9%	13%	19%	10%	14%	10%
I don't get information about natural disasters	2%	0.7%	0.9%	7%	7%	0.4%	-	2%

### Personally Affected by Cyclone Debbie

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Personally affected	53%	54%	51%	54%	61%	51%	37%

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Personally affected	53%	44%	73%	73%	60%	54%	60%	50%



Received Assistance after Cyclone Debbie

	Total	Gender		Age			
		Male	Female	18 to 29	30 to 49	50 to 64	65+
Received assistance	49%	42%	55%	63%	47%	41%	45%

	Total	Region			Time Lived in Mackay			
		Mackay	Sarina	Northern/ Pioneer	1 to 5	5 to 10	11 to 15	15+
Received assistance	49%	40%	56%	68%	47%	48%	59%	46%

]