



City of Newcastle

Community Satisfaction Research – 2025

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Date: July 21, 2025

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Research Objectives

City of Newcastle commissioned Micromex Research to conduct the 2025 wave of their annual Community Satisfaction Survey, using a random telephone survey of residents living in the Newcastle Local Government Area (LGA).

Objectives (Why?)

- Understand and identify community priorities for the City of Newcastle LGA
- Identify the community's overall level of satisfaction with City of Newcastle performance
- Assess and establish the community's satisfaction in relation to City of Newcastle activities, services, and facilities
- Determine the community's preferred methods of contact and channels of information

Sample (How?)

- Telephone survey (landline N=97 and mobile N=304) to N=401 residents
- 57 acquired through face-to-face number harvesting
- We have used Council's preferred 5-point bipolar scale
- Greatest margin of error +/- 4.9%

Timing (When?)

- Fieldwork conducted 10th – 20th June 2025

Methodology and Sample



Sample selection and error

A total of 401 resident interviews were completed. 316 of the 401 respondents were chosen by means of a computer based random selection process using the Australian marketing lists and SamplePages, and 28 respondents were collected from Pureview the Micromex Panel. The remaining 57 respondents were 'number harvested' via face-to-face intercept at several locations around the City of Newcastle LGA, i.e. University of Newcastle, Marketown Shopping Centre, and Dixon beach.

Quotas of approximately 100 residents per Ward were set to ensure a good spread of interviews across the LGA.

A sample size of 401 residents provides a maximum sampling error of plus or minus 4.9% at 95% confidence. This means that if the survey was replicated with a new universe of N=401 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.9%. For example, an answer such as 'yes' (50%) to a question could vary from 45% to 55%.

Interviewing

Interviewing was conducted in accordance with The Research Society Code of Professional Behaviour.

Data analysis

The data within this report was analysed using Q Professional.

Within the report, **blue** and **red** font colours are used to identify statistically significant differences between groups, i.e., gender, age, etc.

Significance difference testing is a statistical test performed to evaluate the difference between two measurements. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

Note: All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

Ratings questions

The Scale of 1 to 5 was used in all rating questions, where 1 was 'very dissatisfied' and 5 was 'very satisfied'

This scale allowed us to identify different levels of satisfaction across respondents.

Top 2 (T2) Box: refers to the aggregate percentage (%) score of the top two scores for satisfaction or support. (i.e. satisfied & very satisfied).

Micromex LGA Benchmark

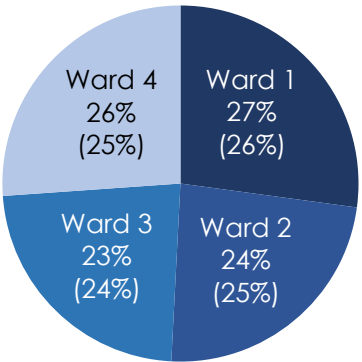
Micromex has developed Community Satisfaction Benchmarks using normative data from over 80 unique councils, more than 200 surveys and over 100,000 interviews since 2012.

Please note: The Micromex Benchmark satisfaction norms are based on a unipolar scale, and only those rating importance as 4 or higher were asked to rate their satisfaction. City of Newcastle residents were all asked to rate satisfaction, regardless of importance score – and they used a bi-polar scale. Thus, the external benchmark data provided in this report should be considered as indicative only.

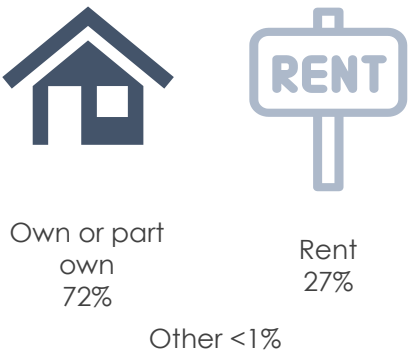
Sample Profile

The sample was weighted by age and gender to reflect the 2021 ABS Census data for City of Newcastle LGA.

Ward*



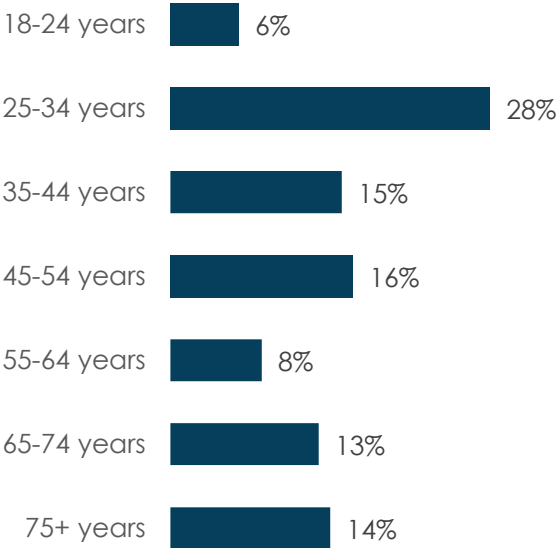
Ratepayer status



Gender

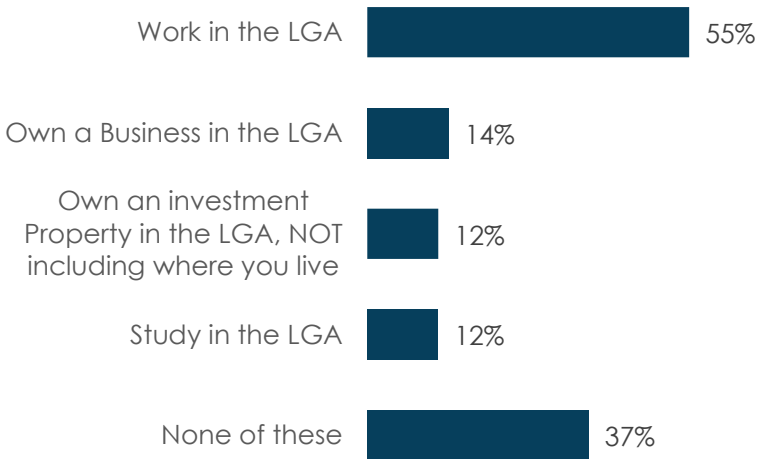


Age

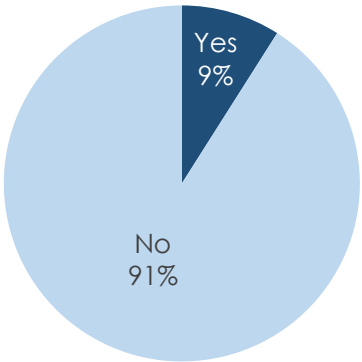


Relationship to LGA

Note: all respondents had to live in the LGA to qualify for the survey



Speak a Language Other Than English at Home



*Note: please see unweighted results for Wards in brackets

Summary Findings



Summary – Key Performance Indicators

Encouragingly, many positive results were observed this year. Overall satisfaction with the City of Newcastle's (CN) performance has increased marginally from 2024, with 54% of residents reporting they are satisfied or very satisfied. A slight increase was also seen in satisfaction with Council's service standards (61% in 2025 vs. 58% in 2024). CN continues to perform well in areas such as lifeguard services (79% satisfaction), ocean baths and facilities (76%), and garbage collection and disposal (71%). Regarding Council's website, ratings for all measures are higher than in 2024, and there has also been a slight increase in overall satisfaction with Council's online services.

Overall Satisfaction

54% of residents are satisfied/ very satisfied with CN's overall performance

- An increase from 2024 (49%)
- The top 3 drivers of satisfaction are 'response to community needs', 'community involvement in Council decision making' and 'footpaths'



Council's website

45% of residents are satisfied/ very satisfied with Council's online services

- Ratings for the ease of navigation, usefulness and clarity of content and self-service options have increased from 2024
- Browsing the Council's website remains the most preferred channel of finding out information



Service Standard Satisfaction

61% of residents are satisfied/ very satisfied with the standard of services provided to the community

Satisfaction with the standard of services City of Newcastle provides to the community has increased in 2025, with 61% satisfied/very satisfied (vs 58% in 2024)



Service/Facility Satisfaction

18 of the 45 services/facilities received a top 2 box satisfaction rating of 50% or more

Satisfaction was highest for lifeguards (79%), ocean baths and facilities (76%), garbage collection and disposal (71%), and beaches and beach facilities (70%)



Summary – Areas of Focus

Although many positive aspects were observed, there is always room for improvement. Based on the 2025 results, several key areas have been identified for further consideration:

Urban mobility and infrastructure management

Based on an open-ended question asking the highest priority issues facing the LGA, 61% of residents mentioned roads, traffic management, footpaths, cycleways, parking, and public transport. Significantly more residents mentioned road maintenance and traffic management this year than in 2024.

'Footpaths', 'Parking in the CBD' and 'Street and commercial area cleansing' all feature within the top 12 drivers of overall satisfaction – and along with 'Local neighbourhood roads' all feature in the 'Focus for improvement' quadrant of the regression analysis.

Community engagement/ customer service

Consistent with 2024, 'Response to community needs' has the largest influence on overall satisfaction, based on the regression analysis. Along with 'Community involvement in Council decision making' and 'Informing the community about CN activities and services', all three feature in the 'Focus for improvement' quadrant of the regression analysis, indicating they are relatively high drivers with relatively low satisfaction levels.



Urban development and housing management

More than 1 in 3 residents on the open-ended priorities question mentioned urban development and housing management. This includes 20% mentioning housing management, 11% mentioning the management of development and infrastructure, and 5% mentioning the management of population growth.

However, 'Long-term planning and vision for the City' and 'Management of residential development' both appear in the 'Focus for improvement' quadrant of the regression analysis, indicating they are relatively high drivers with relatively low satisfaction levels.

Related to development, environmental/ open-spaces attributes generally score positively – although 'Parks and recreation areas', 'Playground equipment available', and 'Sporting facilities' have all declined somewhat over the past two waves

Emergency management

Perhaps reflecting the impact of recent heavy rain events in the Hunter region, based on the mean rating, residents expressed significantly lower satisfaction with Council's flood planning and storm drainage services compared to 2024.

Summary – Satisfaction Scorecard

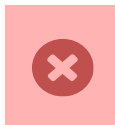
18 of the 45 services/facilities received a satisfaction rating of 50% or more, while 13 were below 30%.



Good performance
(T2B sat score ≥50%)



Monitor
(T2B sat score 30%-49%)



Needs improvement
(T2B sat score <30%)

Arts and Culture	Community	Infrastructure and transport
Civic Services	Cemeteries	Cycling facilities
Entertainment and events	Community halls and centres	Street and commercial area cleansing
Library services and programs	Informing the community about City of Newcastle activities and services	Footpaths
Museum and programs	Online services such as the website	Local neighbourhood roads
Art Gallery and programs	Service you receive when you deal with Council	Parking in the Newcastle CBD
Public art and monuments	Community involvement in Council decision making	Public amenities
Economic development	Response to community needs	Public domain
Promotion of Newcastle (tourism)	Coastal and aquatics	Regulating traffic flow on our local roads
Economic development	Beaches and beach facilities	Stormwater drainage
Environment	Coastal management	Parks and recreation
City's bushland and waterways	Lifeguards	Parks and recreation areas
City's wetlands and estuary	Ocean Baths and facilities	Playground equipment available
Environmental monitoring and protection	Swimming Pools	Sporting facilities
Environmental programs	Planning and development	Waste
Greening and tree preservation	Heritage conservation	Garbage collection and disposal
Climate actions	Flood planning	Green waste collection
	Long-term planning and vision for the City	Recycling services and programs
	Management of residential development	



Section One

Satisfaction & Future Priorities

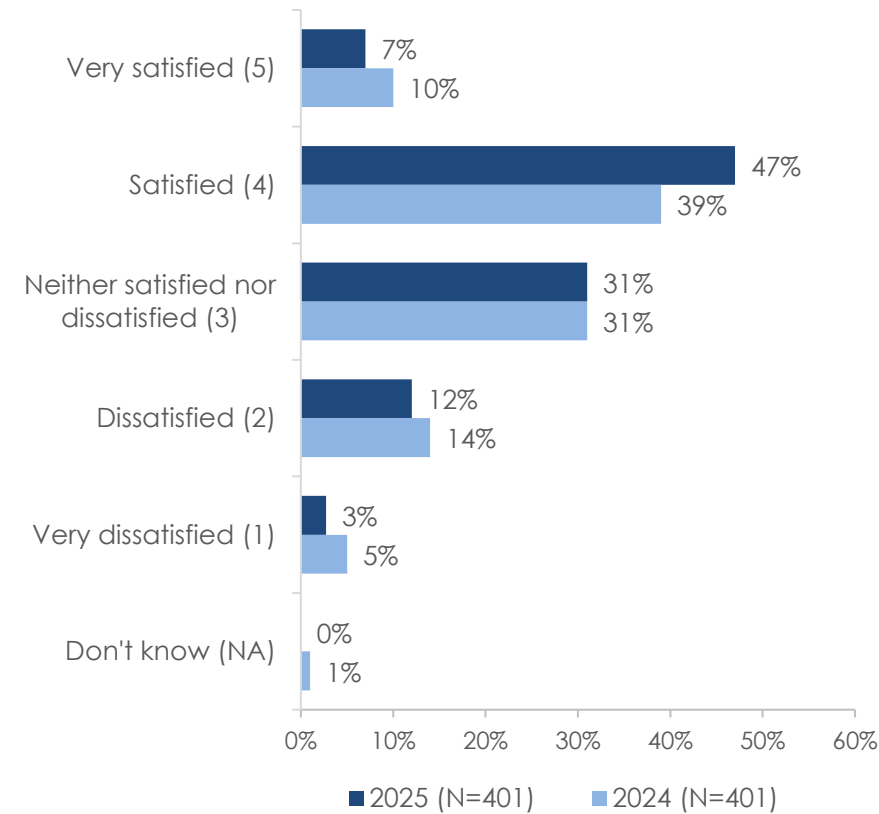
In this section, we evaluate two high-level metrics: residents' satisfaction with the performance of City of Newcastle and satisfaction with the standard of services.

This section also explores community priority issues facing the City of Newcastle LGA. Comparisons are made with the previous year's results.

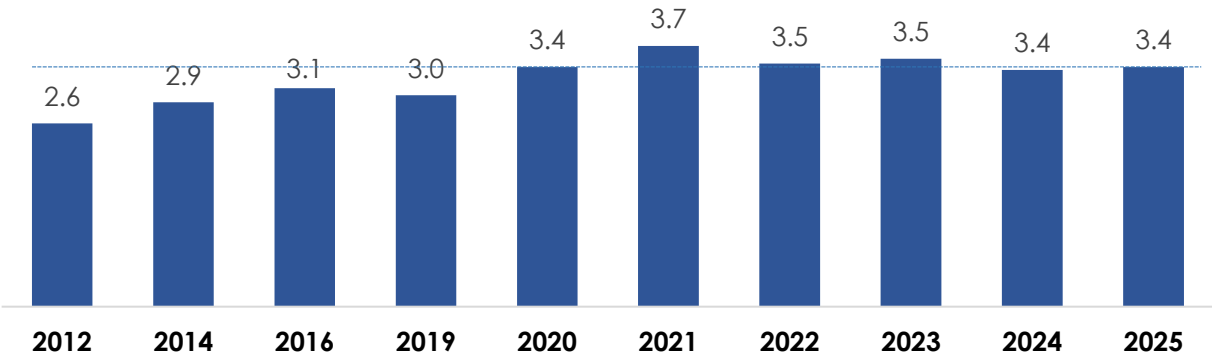
Overall Satisfaction

More than half (54%) of residents are satisfied or very satisfied with the overall performance of Council, an increase from 2024 (49%). This result is also higher than the Micromex benchmarks.

As was the case in 2024, younger residents (18-34) are significantly more likely to be satisfied compared to older residents – interestingly, this is the reverse of our Regional-Coastal norms. Those living in Ward 1 are significantly more likely to be satisfied than those living in other wards.



Year on Year Trend
Mean satisfaction rating



	City of Newcastle 2025	City of Newcastle 2024	Micromex LGA Benchmark – Coastal/Regional*	Micromex LGA Benchmark – Regional*
Top 2 Box %	54%	49%	48%	45%
Mean rating	3.43	3.36	3.34	3.28
Base	401	401	23,164	60,363

*Micromex benchmark uses the scale of 1 = not at all satisfied to 5 = very satisfied

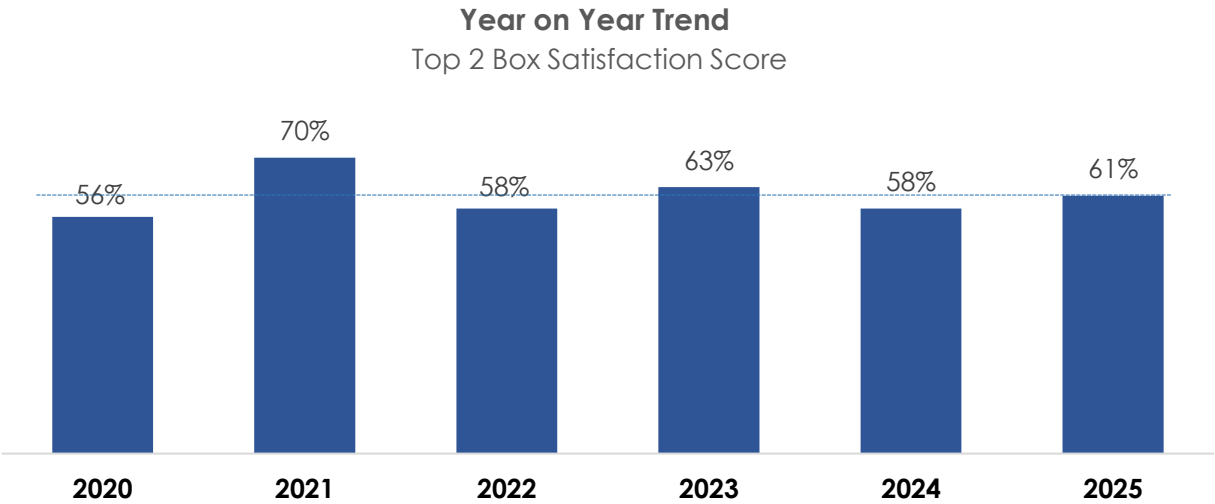
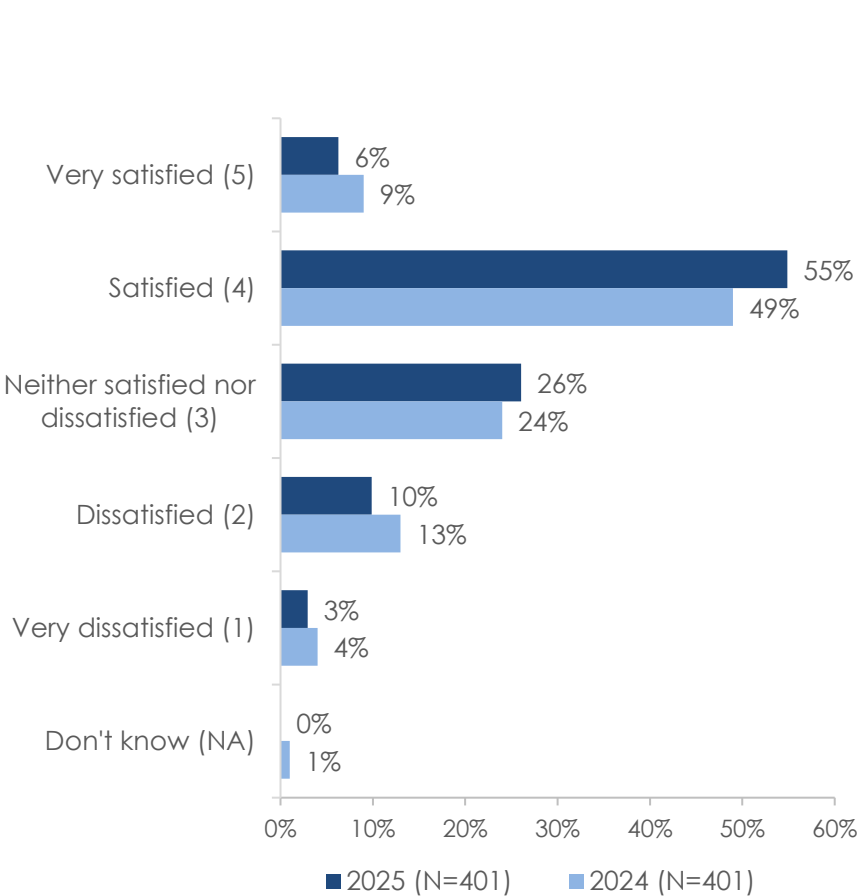
	Gender		Age			Ward			
	Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Top 2 Box %	54%	53%	62%	54%	46%	63%	47%	54%	50%
Mean rating	3.47	3.39	3.67	3.40	3.22	3.62	3.34	3.35	3.38
Base	195	205	135	124	141	110	94	91	104

Note: 'don't know' responses are not included in the mean
CS1. How satisfied are you with City of Newcastle's overall performance?

Satisfaction with Standard of Services

Satisfaction with the standard of services City of Newcastle provides to the community has also increased marginally in 2025, with 61% satisfied/very satisfied (vs 58% in 2024).

There are no significant differences across demographic groups.



	Overall 2025	Overall 2024	Gender		Age			Ward			
			Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Top 2 Box %	61%	58%	64%	58%	61%	55%	67%	66%	59%	63%	56%
Mean rating	3.52	3.46	3.60	3.44	3.58	3.44	3.52	3.60	3.53	3.53	3.40
Base	401	401	195	206	135	125	141	110	94	92	104

Highest Priority Issues for the City of Newcastle

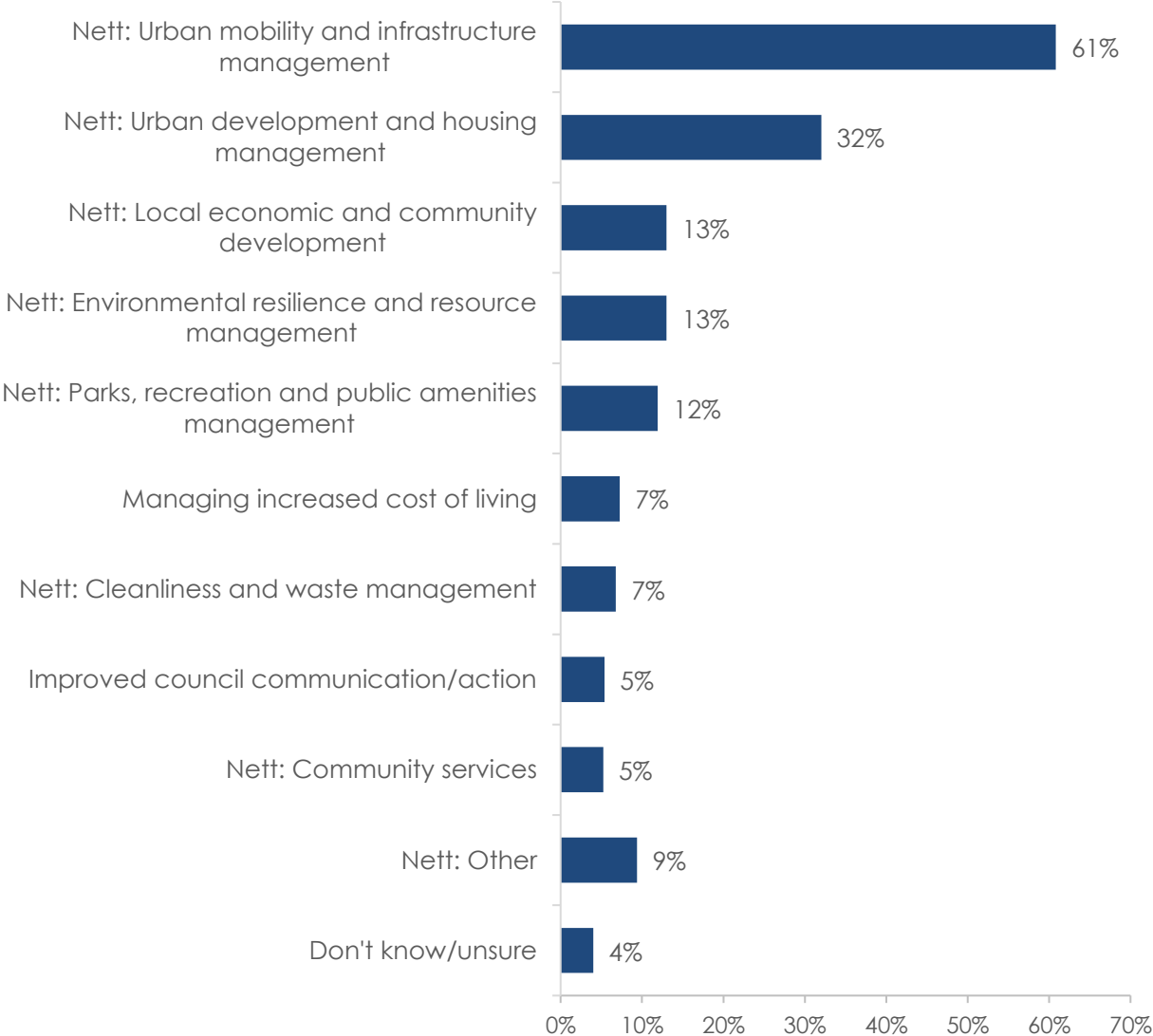
Consistent with 2024, the two most pressing issues for the City of Newcastle community over the next 10 years remain:

- ‘Urban mobility and infrastructure management’ (i.e., roads, traffic, parking, public transport, footpaths, and cycleways), and
- ‘Urban development and housing management’ (i.e., infrastructure to support population growth, and the availability and affordability of development and housing).

Notably, significantly more residents mentioned roads and traffic management compared to last year (see Appendix 1), highlighting its increasing importance in residents' perceptions.

Residents living in Ward 1 are significantly more likely to mention urban development and housing management, as well as cleanliness and waste management.

Further details are provided on Slides 14-16 that follow, and Appendix 1.



Base: N = 401

Please see Appendix 1 for full list of responses

Highest Priority Issues for the City of Newcastle – Nett Groups

This slide shows the codes that were grouped together to create the 'Nett' group from the previous slide. Detailed year on year results are provided in Appendix 1.

Nett: Urban mobility and infrastructure management

Road maintenance/infrastructure
Traffic management
Parking availability
Bike paths/cycling infrastructure
Managing pedestrian safety/footpaths
Public transport (availability/access)

Nett: Urban development and housing management

Managing infrastructure and development
Managing population growth
Housing availability/affordability

Nett: Local economic and community development

Support for local business/shopping/employment opportunities
Revitalising the area
Tourism management
Entertainment/events/creating a sense of community

Nett: Parks, recreation and public amenities management

Maintenance/increase of parks/greenspaces
Increased/maintenance of facilities e.g. playgrounds, sporting grounds, pools
Improved maintenance and management of amenities

Nett: Environmental resilience and resource management

Environmental sustainability/protection/managing climate change
Coastal management
Managing drainage/stormwater/impact from storms

Nett: Cleanliness and waste management

Waste management/pollution
Cleanliness/maintenance of the area

Nett: Community services

Provision of healthcare services
Improved education and schooling
Improved facilities for youth/children
Disability services/accessibility
Services and facilities for the elderly

Nett: Other

Remove Supercars
Managing homelessness
Crime management
Protecting heritage
Other

Highest Priority Issues for the City of Newcastle

Highest Priorities by Demographics

	Overall 2025	Overall 2024	Gender		Age			Ward			
			Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Nett: Urban mobility and infrastructure management	61%	56%	64%	57%	60%	58%	64%	51%	64%	65%	65%
Nett: Urban development and housing management	32%	36%	35%	30%	32%	36%	28%	43%	32%	29%	23%
Nett: Local economic and community development	13%	11%	12%	13%	16%	14%	8%	17%	11%	14%	10%
Nett: Environmental resilience and resource management	13%	9%	15%	11%	9%	15%	15%	17%	15%	10%	10%
Nett: Parks, recreation and public amenities management	12%	10%	10%	13%	9%	12%	14%	7%	16%	13%	12%
Managing increased cost of living	7%	7%	9%	6%	6%	5%	10%	10%	6%	9%	5%
Nett: Cleanliness and waste management	7%	7%	6%	7%	2%	8%	10%	11%	9%	6%	1%
Improved council communication/action	5%	8%	6%	5%	2%	6%	8%	7%	7%	6%	1%
Nett: Community services	5%	4%	3%	7%	3%	8%	5%	7%	2%	7%	5%
Nett: Other	9%	8%	9%	10%	10%	12%	7%	15%	8%	6%	8%
Don't know/unsure	4%	8%	4%	4%	8%	2%	2%	5%	2%	2%	7%
Base	401	401	195	206	135	125	141	110	94	92	104

Highest Priority Issues for the City of Newcastle

Example Verbatims for Top 2 Nett Groups

Nett: Urban mobility and infrastructure management (61%)

"Road maintenance, particularly fixing potholes"

"Traffic management all around the area to address long term traffic issues"

"Increase parking accessibility, especially in town and near beach areas"

"More public transport options in the evenings and on weekends"

"Fix the roads around the LGA that need to be fixed, instead of fixing roads that don't need fixing"

"Traffic congestion improvements"

"Infrastructure like road to cater for the development"

Nett: Urban development and housing management (32%)

"Housing affordability and availability, particularly more affordable rentals"

"Managing overpopulation and providing adequate infrastructure to deal the population"

"Growing population: strain on capacity of services such as health and schools etc."

"Increasing population and infrastructure to accommodate it"

"Infrastructure to keep up with the pace of growth, particularly in the western suburbs"

"Constant construction resulting in obstructions to getting around the city"

"Improving infrastructure and facilities to make the area safer and better"



Section Two

Summary of Services/Facilities

This section summarises the Importance and Satisfaction ratings for the 45 services and facilities. In this section we explore trends to past research and comparative norms.

Services and Facilities

A major component of the 2025 Community Survey was to assess perceived satisfaction with 45 City of Newcastle services and facilities.

We have utilised the following techniques to summarise and analyse these questions:

Summary and Comparison with 2024 Results



Comparison with Micromex Benchmarks (indicative)

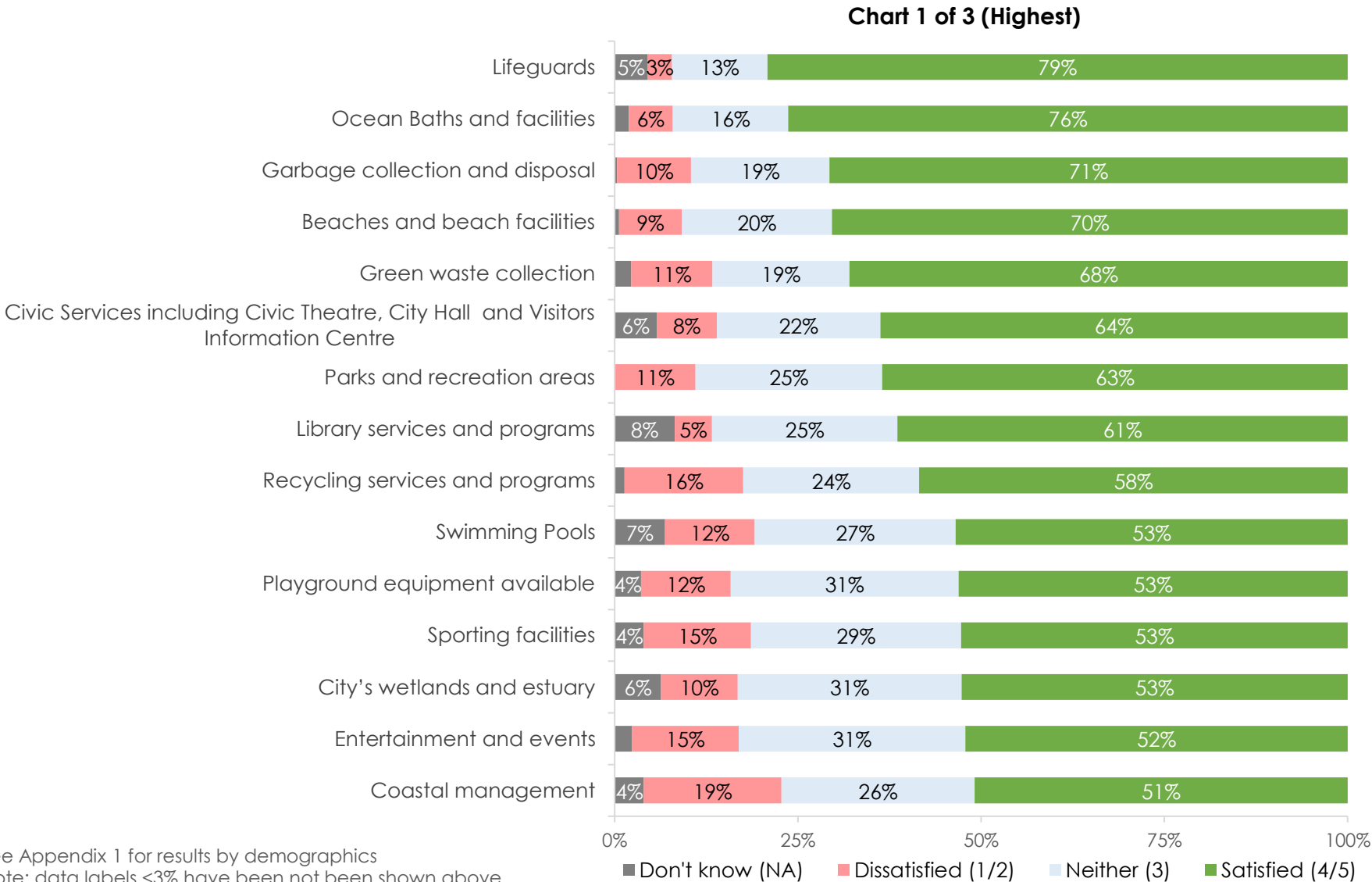


Regression Analysis (i.e.: determine the services/ facilities that drive overall satisfaction with City of Newcastle)



Satisfaction With Services/Facilities – Summary (Highest)

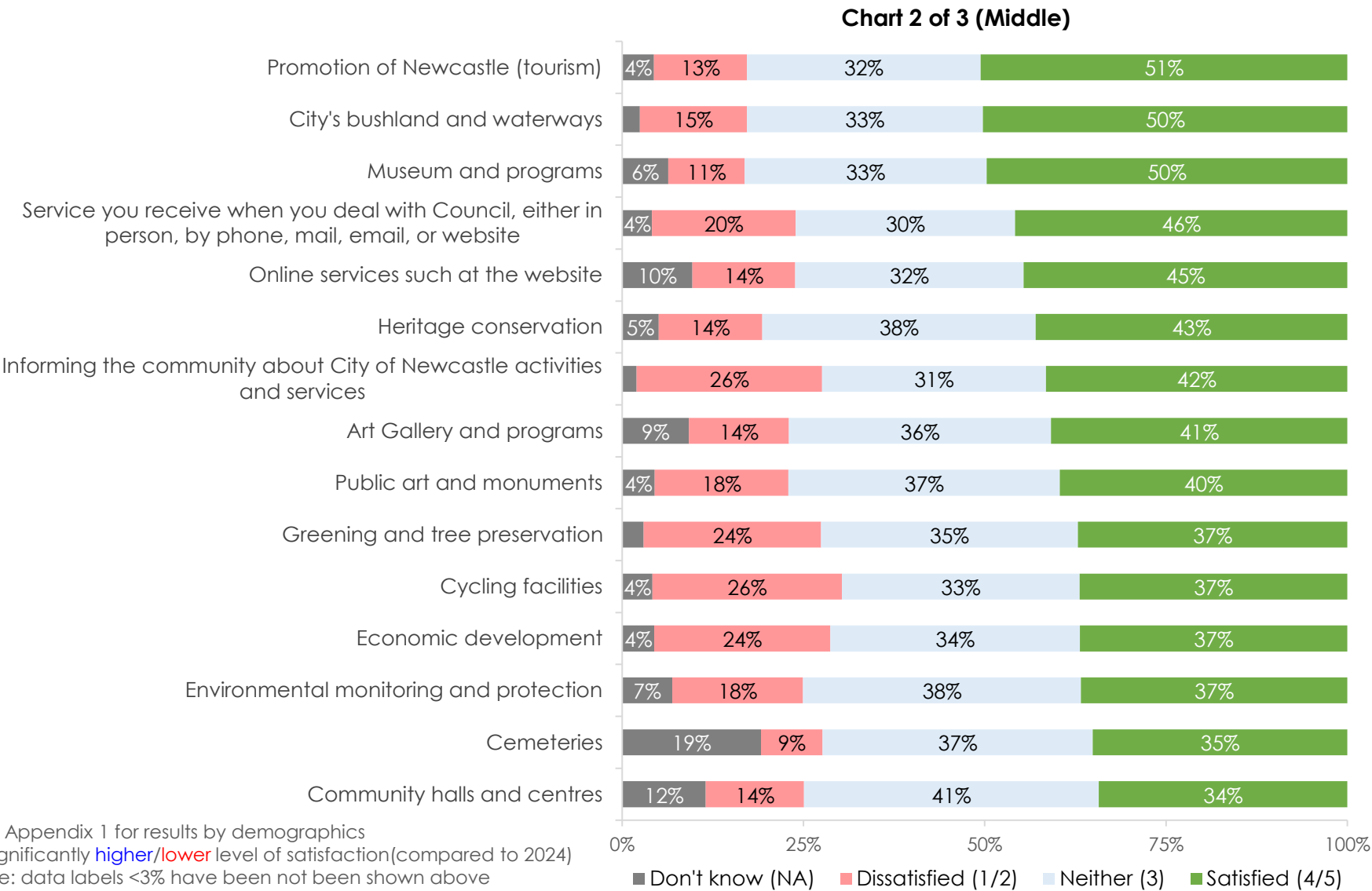
The analysis on this and the following two slides summarises the 45 services/facilities in order of highest to lowest satisfaction. Based on T2B scores, across all 45 services/facilities, two have decreased significantly compared to 2024 ('street and commercial area cleansing' and 'stormwater drainage'), whereas no significant increases were noted.



Top 2 Box %				Mean Rating			
2025	2024	2023	2022	2025	2024	2023	2022
79%	77%	81%	79%	4.24	4.19	4.27	4.33
76%	76%	54%	57%	4.06	4.04	3.54	3.59
71%	73%	66%	67%	3.83	3.79	3.77	3.71
70%	71%	67%	60%	3.89	3.92	3.87	3.66
68%	68%	65%	65%	3.79	3.76	3.65	3.77
64%	59%	61%	62%	3.78	3.69	3.75	3.79
63%	61%	71%	63%	3.64	3.65	3.82	3.69
61%	65%	65%	65%	3.90	3.94	3.93	3.99
58%	61%	58%	60%	3.59	3.57	3.54	3.56
53%	54%	49%	58%	3.56	3.61	3.47	3.68
53%	57%	59%	56%	3.52	3.59	3.70	3.56
53%	55%	62%	59%	3.49	3.50	3.70	3.67
53%	53%	56%	58%	3.59	3.55	3.62	3.60
52%	53%	59%	59%	3.48	3.47	3.61	3.69
51%	46%	49%	44%	3.43	3.33	3.36	3.33

Satisfaction With Services/Facilities – Summary (Middle)

Looking at services/facilities within the middle group of satisfaction, resident satisfaction increased significantly for 'heritage conservation' (according to the mean ratings).



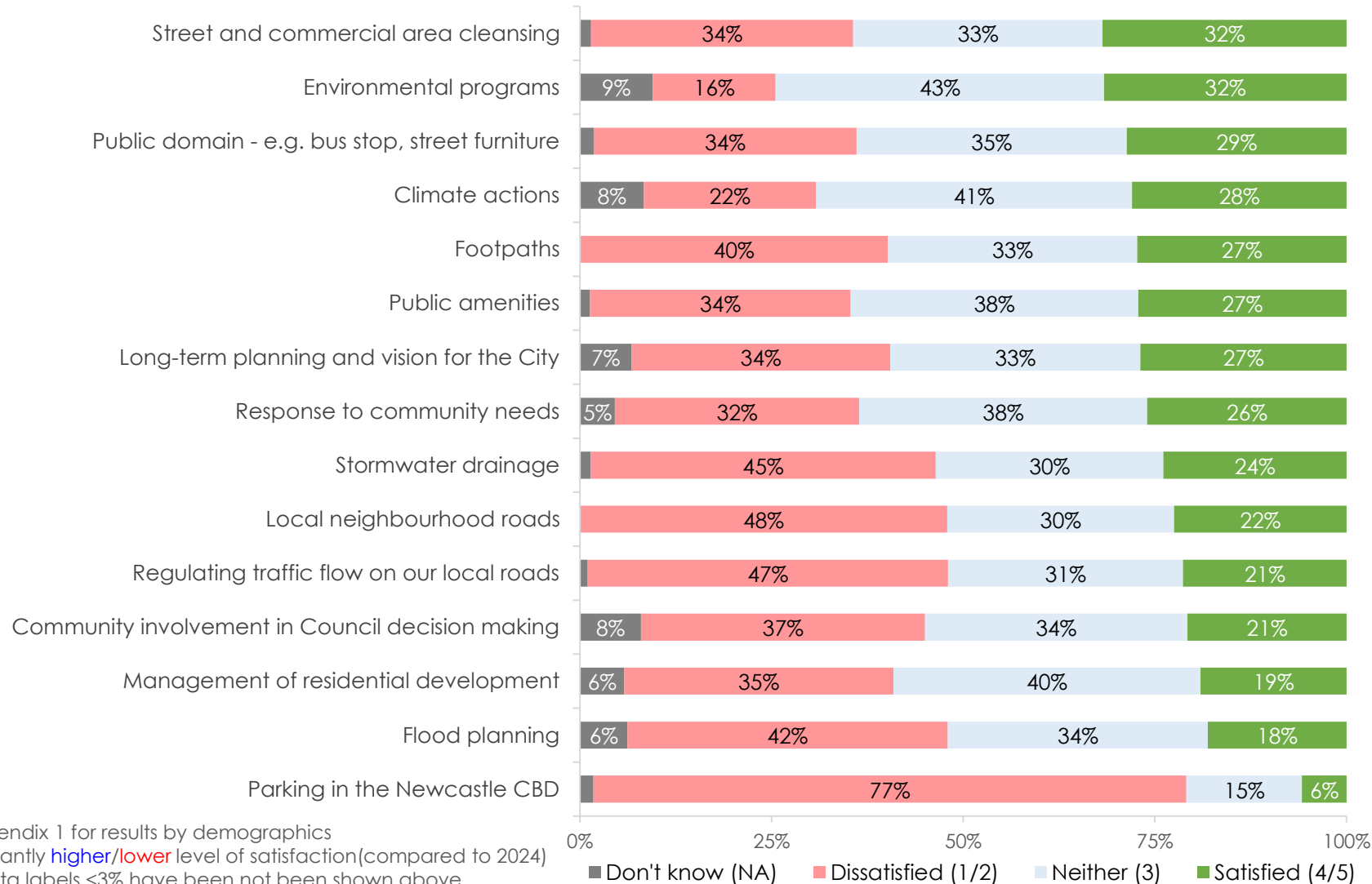
Top 2 Box %				Mean Rating			
2025	2024	2023	2022	2025	2024	2023	2022
51%	46%	60%	48%	3.51	3.37	3.66	3.41
50%	47%	52%	51%	3.48	3.38	3.46	3.44
50%	51%	53%	52%	3.56	3.53	3.53	3.65
46%	46%	N/A	N/A	3.34	3.34	N/A	N/A
45%	44%	44%	46%	3.41	3.38	3.38	3.51
43%	38%	46%	40%	3.36	3.21	3.37	3.26
42%	42%	52%	44%	3.19	3.27	3.42	3.29
41%	41%	46%	48%	3.39	3.37	3.45	3.63
40%	46%	48%	49%	3.32	3.43	3.48	3.51
37%	33%	43%	39%	3.16	3.11	3.22	3.14
37%	38%	43%	42%	3.11	3.09	3.28	3.22
37%	31%	40%	39%	3.15	3.04	3.18	3.22
37%	30%	37%	35%	3.24	3.10	3.22	3.13
35%	41%	37%	36%	3.41	3.53	3.49	3.48
34%	35%	38%	35%	3.27	3.31	3.32	3.31

T2B = satisfied/very satisfied
Scale: 1 = very dissatisfied, 5 = very satisfied

Satisfaction With Services/Facilities – Summary (Lowest)

Looking at services/facilities within the lower group of satisfaction, according to mean ratings, satisfaction significantly decreased for 'street and commercial area cleansing', 'stormwater drainage' and 'flood planning', and satisfaction significantly increased for 'environmental programs' and 'climate actions'.

Chart 3 of 3 (Lowest)



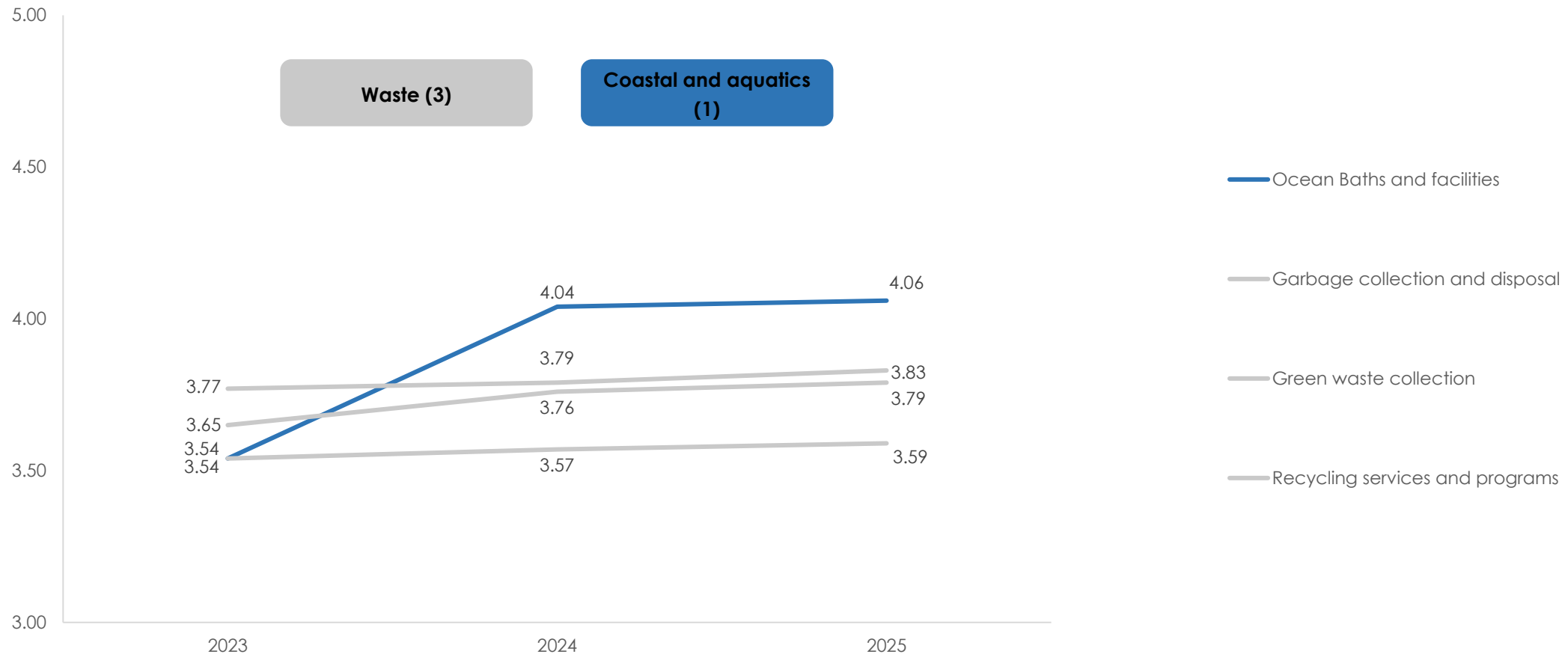
Top 2 Box %				Mean Rating			
2025	2024	2023	2022	2025	2024	2023	2022
32%	41%	43%	36%	2.92	3.11	3.20	3.05
32%	30%	35%	28%	3.23	3.06	3.17	3.14
29%	33%	39%	30%	2.92	3.08	3.13	2.96
28%	22%	26%	27%	3.07	2.76	2.95	2.91
27%	32%	38%	32%	2.83	2.91	2.99	2.86
27%	29%	32%	28%	2.90	2.91	3.00	2.86
27%	29%	36%	28%	2.85	2.90	3.07	2.97
26%	27%	30%	29%	2.88	2.88	2.94	2.99
24%	31%	36%	36%	2.67	2.92	3.05	2.97
22%	25%	32%	27%	2.62	2.69	2.81	2.78
21%	23%	28%	27%	2.57	2.72	2.84	2.81
21%	21%	22%	21%	2.73	2.64	2.75	2.73
19%	18%	26%	24%	2.75	2.65	2.76	2.71
18%	23%	29%	25%	2.65	2.87	2.96	2.85
6%	5%	8%	10%	1.79	1.68	1.79	1.93

T2B = satisfied/very satisfied
Scale: 1 = very dissatisfied, 5 = very satisfied

Satisfaction With Services/Facilities – Trend Analysis (Increase)

This slide and the next present a trend analysis over the most recent three years (2023–2025), highlighting measures with consistent yearly increases or decreases in satisfaction. As context, in 2023 the average satisfaction rating across what was then 44 attributes was 46% - this dropped to 43% in 2024 and 42% in 2025.

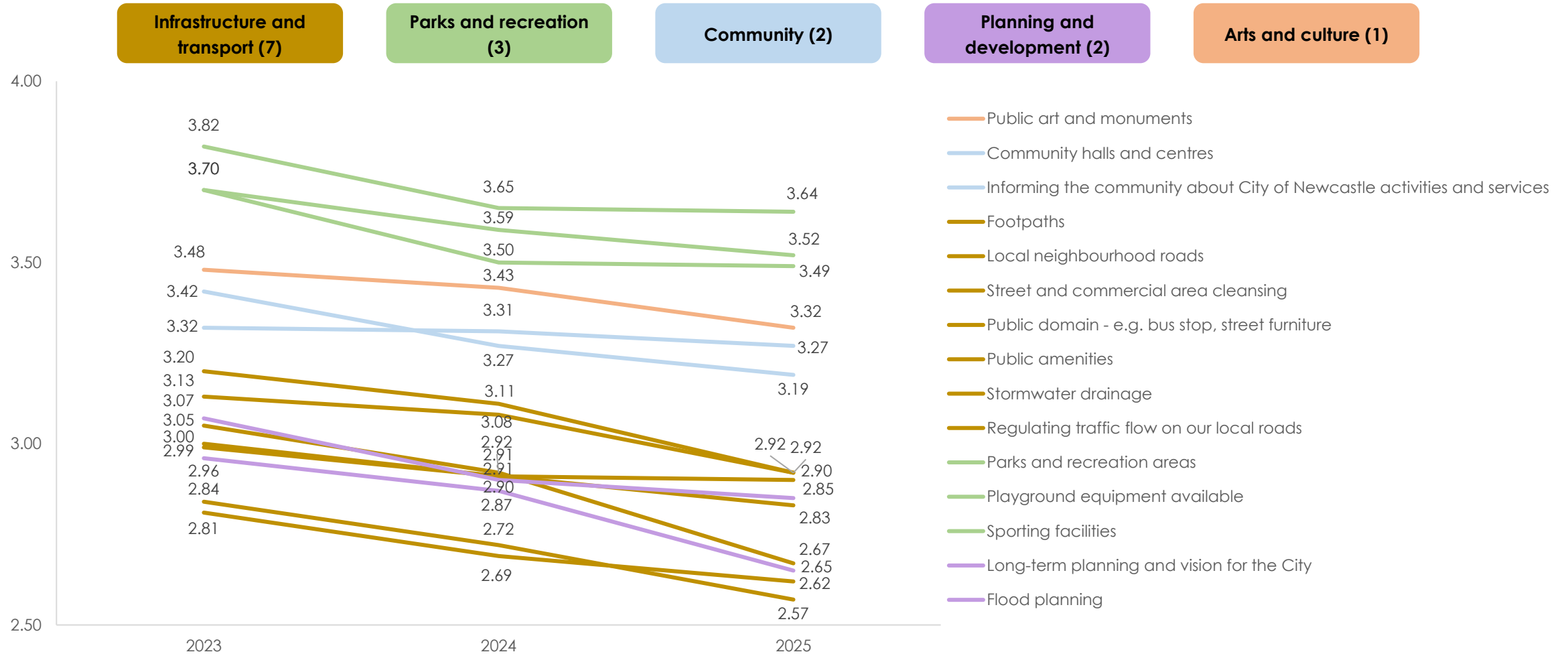
Since 2023, satisfaction levels for four measures have increased each year. These include ocean baths and facilities within the 'Coastal and aquatics' pillar, as well as all three measures within the 'Waste' pillar.



Satisfaction With Services/Facilities – Trend Analysis (Decrease)

Looking at measures that have declined in satisfaction levels for the two most recent years, 7 measures within the 'Infrastructure and transport' pillar have decreased. These include roads, footpaths, public amenities and domains, drainage, street cleaning, and traffic flow.

Notably, although satisfaction levels remain relatively high, all measures within the 'Parks and recreation' pillar have also declined.

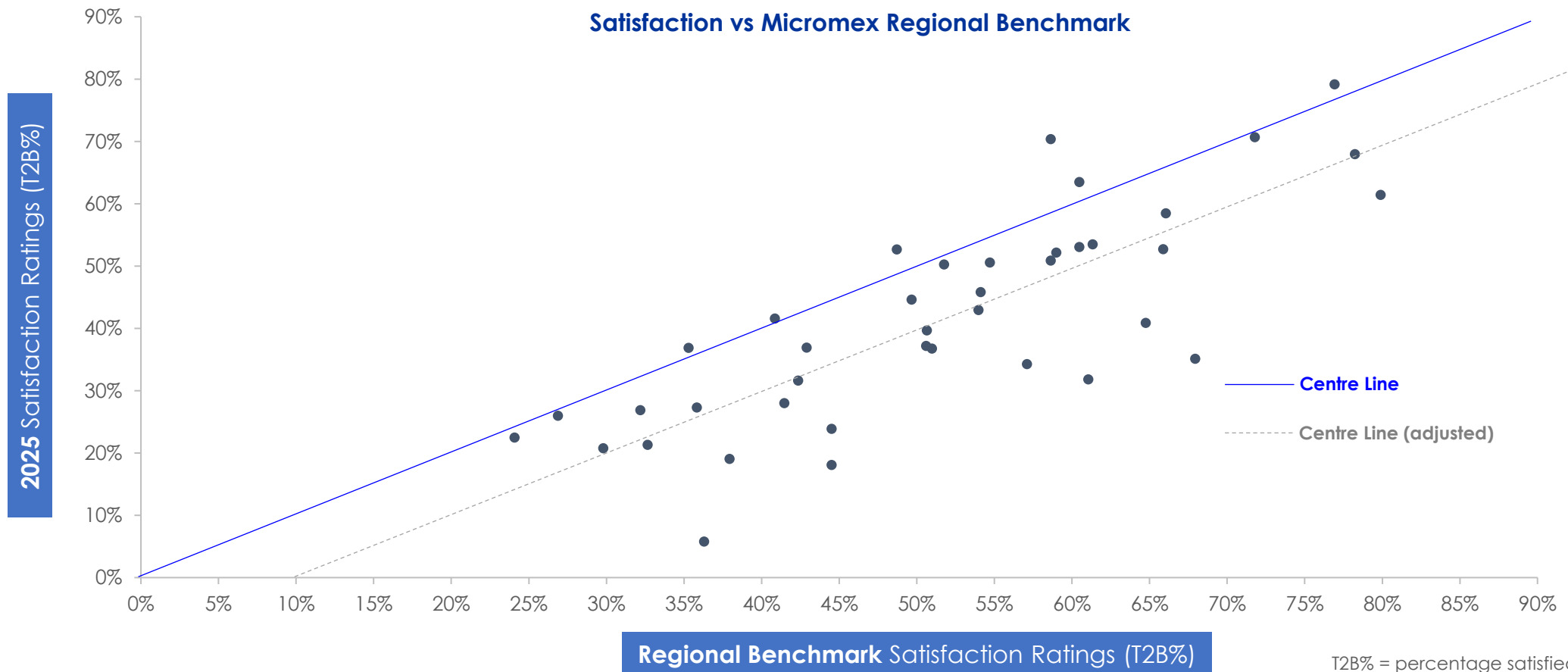


Comparison to the Micromex Benchmark – Satisfaction

As City of Newcastle questionnaire uses a different scale and methodology, direct comparisons to the Micromex benchmarks may reflect differences in the methodology rather than differences in the LGA being researched. However, the results can be compared on a 'relative difference' basis – below is a chart that plots the 2025 City of Newcastle satisfaction ratings (vertical axis) against the comparable Micromex Regional Benchmark (40 of 45 measures comparable – horizontal axis).

The **Blue** line indicates the centre line of the chart, where any measures above (or to the left) of the line are cases where City of Newcastle is above the Benchmark, and those below (or to the right) are below the Benchmark. The majority of points are below the **blue** line, suggesting there is a methodology impact.

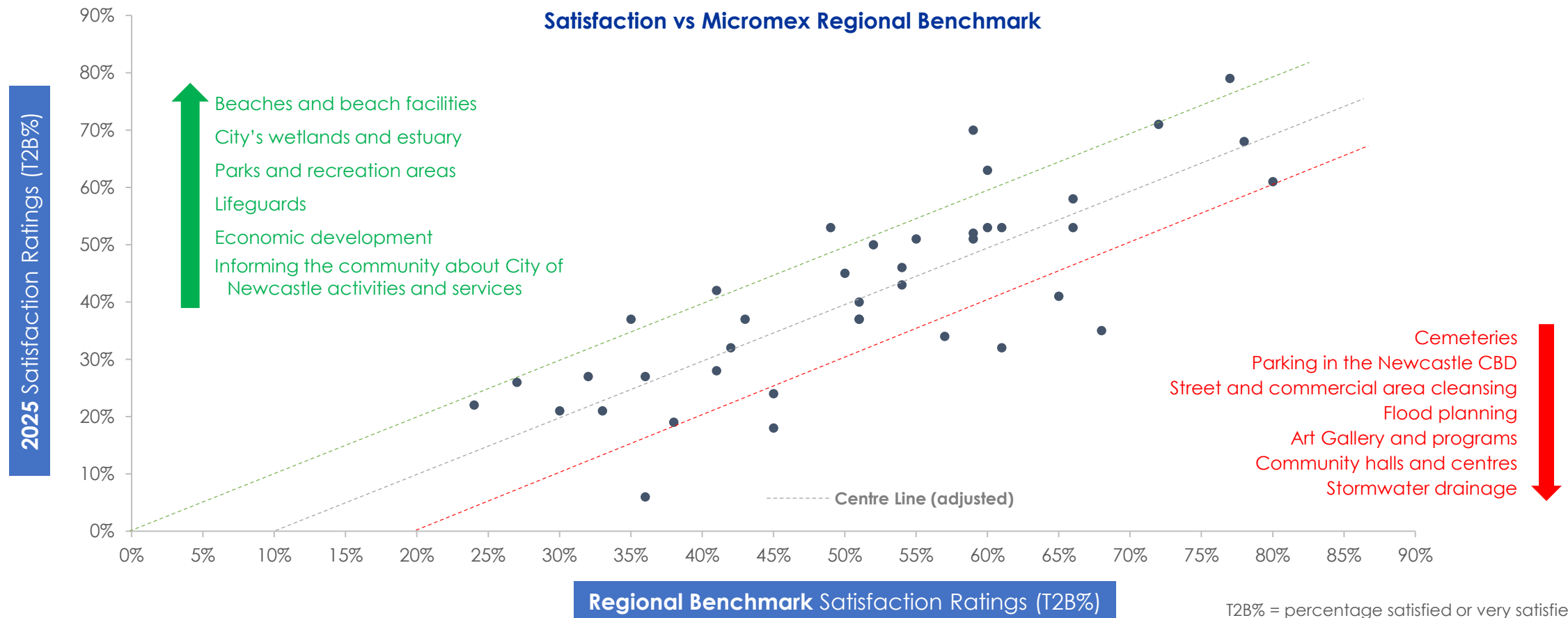
By calculating the average shift compared to the Benchmark (-10%), we have included a **grey-dotted** line to indicate the centre line adjusted to account for the average shift. On the next slide, we have shown this chart again, but showing the new centreline as the reference point for differences, so that we can better infer relative differences.



Comparison to the Micromex Benchmark – Satisfaction

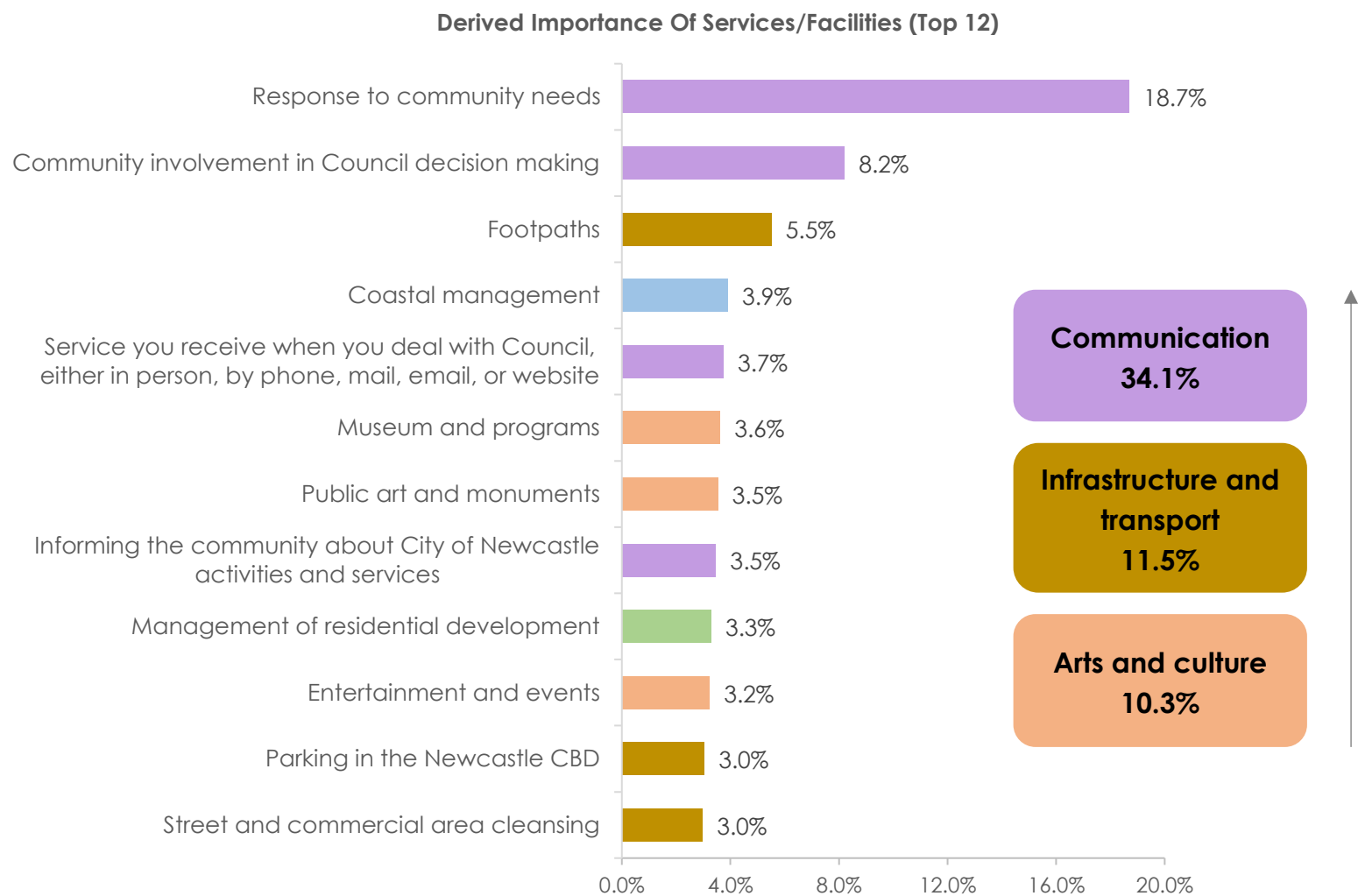
Below we have again plotted the City of Newcastle satisfaction ratings (T2B%) against the Micromex Regional Benchmark, but where the centre line has been adjusted to assist in comparing results in a relative sense.

Measures that sit above the **green-dotted** line (+10%) are more likely to be significantly greater than our Regional Benchmark, while those below the **red-dotted** line (-10%) are more likely to be significantly lower than our Regional Benchmark.



Regression: Key Drivers of Overall Satisfaction with City of Newcastle

In order to identify how City of Newcastle can actively drive overall community satisfaction, we conducted further analysis using a regression model. The score assigned to each measure indicates the percentage of influence each measure contributes to overall satisfaction with City of Newcastle, referred to as the 'derived importance'.



These top 12 services/facilities (so 27% of the 45 services/facilities) account for more than 60% of the variation in overall satisfaction – so whilst provision of all 45 services/facilities is important, these are seemingly the main drivers of overall satisfaction with Council.

Investigating the measures separately, CN's response to community needs is the dominant driver of overall satisfaction, followed by community involvement in Council decision making.

Further, after summarising the 12 areas into thematic groups, we can see that Communication between Council and residents, Transport and infrastructure, and Arts and culture are the most important driver categories.

R² value = 0.49

Dependent Variable: CS1. How satisfied are you with City of Newcastle's overall performance?

Regression: Quadrant Analysis

What is quadrant analysis?

Quadrant analysis is often helpful in planning future directions based on regression outcomes. It combines the derived importance (from the regression model) and assesses satisfaction with delivery in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by derived importance and rated satisfaction. More precisely, we plot the derived importance scores (%) against the mean satisfaction scores (scale 1 to 5) to determine where the facility or service should be placed in the chart.

The way quadrants are defined is by two lines: a horizontal divider that represents the average satisfaction across all measures to indicate above/below average (3.27), and a vertical divider that represents the average of the derived importance (2.2%).

Explaining the 4 quadrants (overleaf)

Attributes in the top left quadrant, **MAINTAIN/EDUCATE**, are core strengths, but in relative terms they are considered less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

Attributes in the bottom left quadrant, **LOW PRIORITY/NICHE**, are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

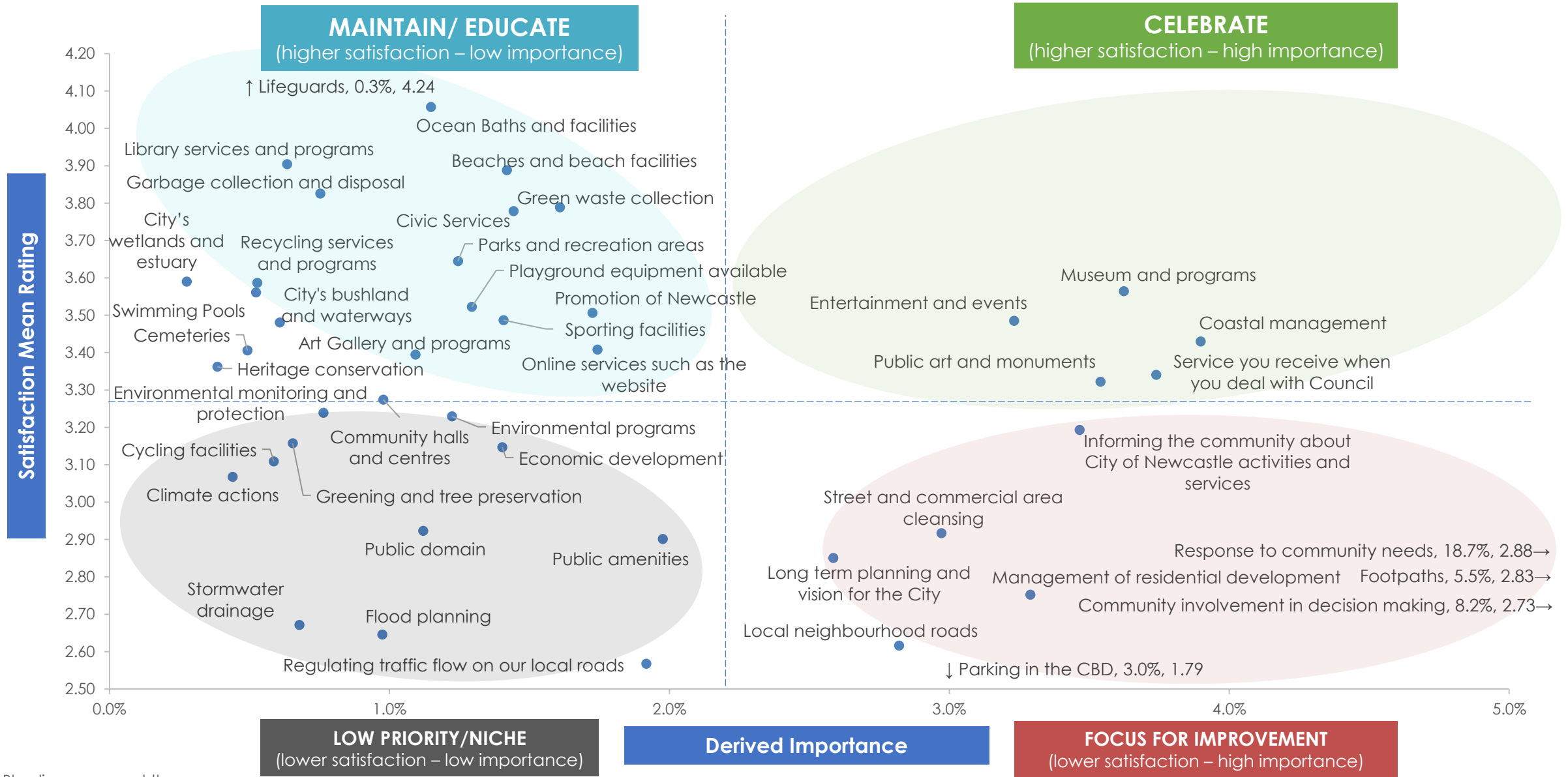
Attributes in the bottom right quadrant, **FOCUS FOR IMPROVEMENT**, are key concerns in the eyes of your residents. These are the largest opportunity areas to improve residents' overall satisfaction with the performance of City of Newcastle, and in most cases, you should aim to improve your performance in these areas to better meet the community's expectations. Three themes emerge from this quadrant:

- **Communication:** 'Response to community needs', 'Community involvement in decision making' and 'Informing the community about City of Newcastle activities and services'
- **Infrastructure and transport:** 'Local neighbourhood roads', 'Footpaths', 'Parking in the CBD' and 'Street and commercial area cleansing'
- **Development:** 'Long-term planning and vision for the City', and 'Management of residential development'

Finally, attributes in the top right quadrant, **CELEBRATE**, are City of Newcastle's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these, as they are influential and address clear community needs.

Quadrant Analysis – Satisfaction vs Derived Importance

The chart below shows the satisfaction with service/facilities measures plotted against derived importance.



Regression: Quadrant Analysis

See below for full list of services and facilities, organised by which quadrant they belong to.

Low Priority/Niche
Environmental maintaining and protection
Cycling facilities
Climate actions
Stormwater drainage
Community halls and centres
Greening and tree preservation
Public domain
Flood planning
Environmental programs
Economic development
Public amenities
Regulating traffic flow on our local roads

Maintain/Educate
Lifeguards
Ocean Baths and facilities
Library services and programs
Garbage collection and disposal
Green waste collection
Civic Services including Civic Theatre, City Hall and Visitors Information Centre
Parks and recreation areas
Playground equipment available
Sporting facilities
Recycling services and programs
City's wetlands and estuary
Swimming pools
Heritage conservation
Cemeteries
Promotion of Newcastle (tourism)
City's bushland and waterways
Art Gallery and programs
Beaches and beach facilities
Online services such as the website

Celebrate
Museum and programs
Entertainment and events
Coastal management
Public art and monuments
Service you receive when you deal with Council, either in person, by phone, mail, email, or website

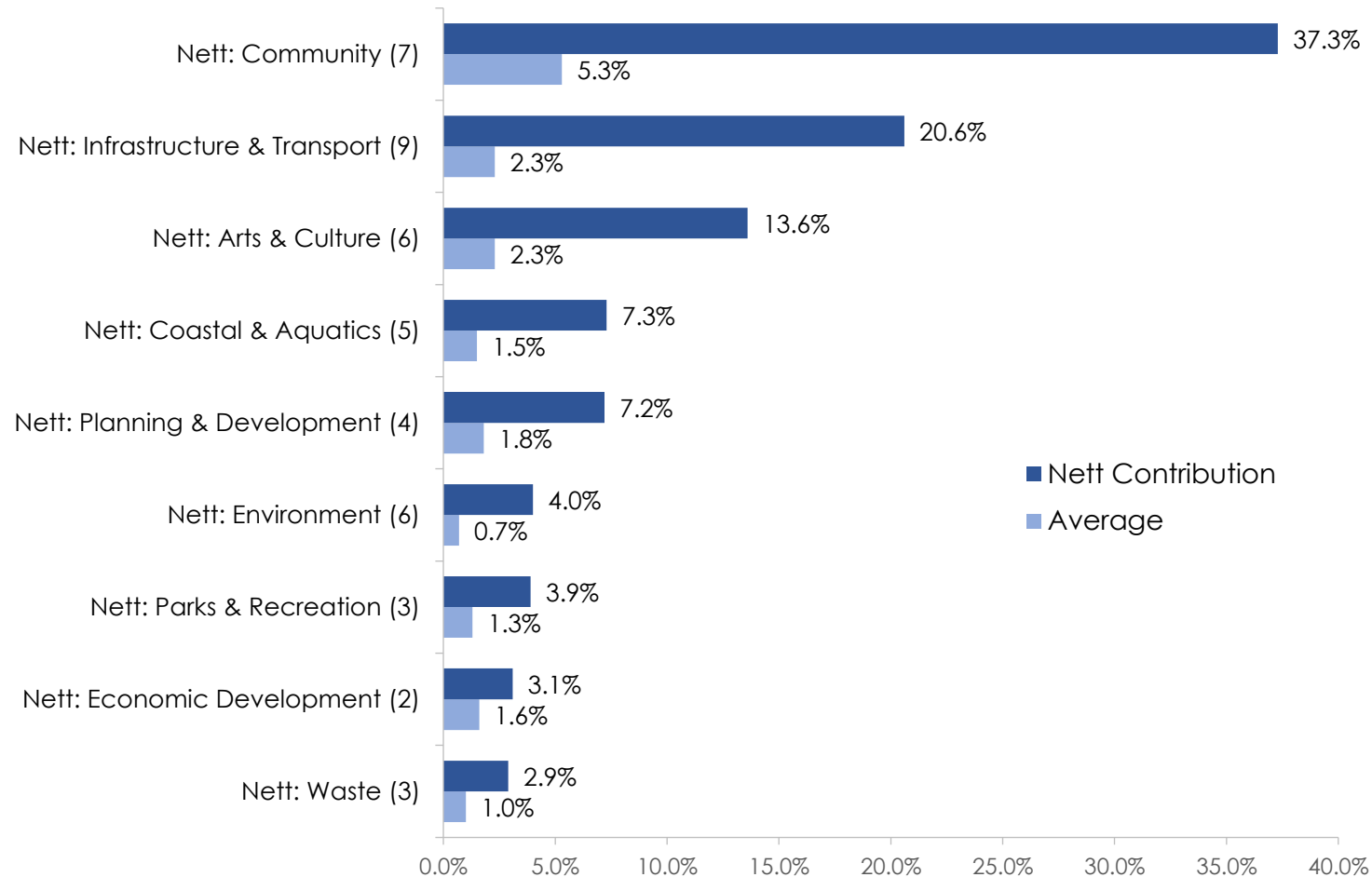
Focus For Improvement
Response to community needs
Management of residential development
Footpaths
Community involvement in decision making
Informing the community about City of Newcastle activities and services
Street and commercial area cleaning
Long term planning and vision for the City
Local neighbourhood roads
Parking in the CBD

In the next slide, we group the services and facilities into service area groups (see Summary Findings: Satisfaction Score card for list of groupings)

NETT Contribution to Overall Satisfaction with City of Newcastle's Performance

By combining the outcomes of the regression data based on the questionnaire categories, we can identify the derived importance of the different Nett Priority Areas.

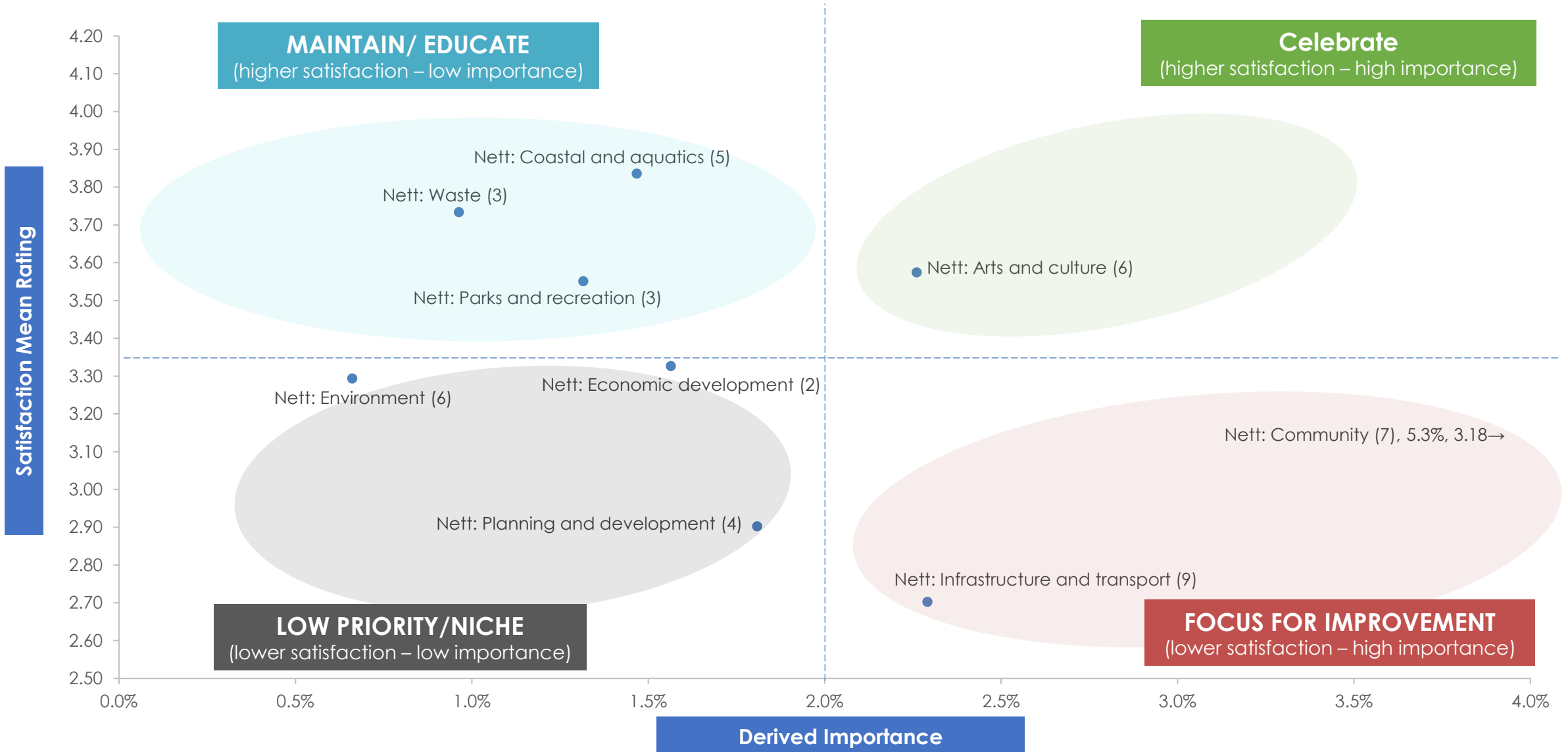
'Community' (37.3%), 'infrastructure and transport' (20.6%) and 'arts and culture' (13.6%) are the key contributors toward overall satisfaction with City of Newcastle's performance. Further, based on the average score per attribute for each Priority Area (which is more meaningful as it accounts for different numbers of attributes per category), these three areas are still the dominant categories.



Note: Numbers in brackets represent the number of services/facilities within each service area

Quadrant Analysis – Satisfaction vs Derived Importance (Grouped)

By using the average satisfaction and average derived importance across the service area groups, we can see where each lies in the quadrant analysis.



Note: Numbers in brackets represent the number of services/facilities within each service area



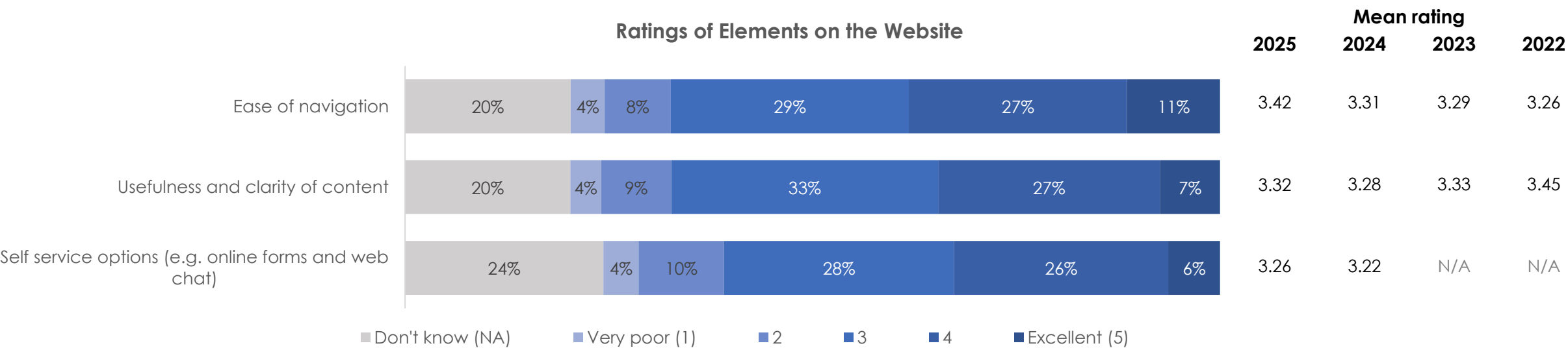
Section Three

Contact with Council

This section explores resident experience with CN's website, as well as evaluating preferred channels to contact/find out information.

City of Newcastle Website

Although not significant, satisfaction with all measures regarding Council's website has increased compared to 2024.



	Overall 2025	Gender		Age			Ward			
		Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Ease of navigation	3.42	3.45	3.39	3.56	3.31	3.38	3.54	3.39	3.44	3.29
Usefulness of content	3.32	3.34	3.31	3.35	3.25	3.39	3.43	3.28	3.39	3.20
Self service options	3.26	3.29	3.24	3.33	3.18	3.28	3.28	3.26	3.41	3.13
Base	401	195	206	135	125	141	110	94	92	104

Preferred Channels of Finding out Information

Council's website and phone calls remain the most preferred channels for finding out information. However, significantly more residents preferred online methods compared to last year (e.g. website forms, social media, City of Newcastle app). Phone calls are the most preferred method when residents are requesting Council to do something or making a complaint, while Council's website is the most preferred for finding information about planning, policies, activities, and emergencies.

Preferred Contact Channels By Contact Reason

	NETT: Preferred channel for at least one reason 2025	NETT: Preferred channel for at least one reason 2024	Making a payment	Requesting Council to do something (e.g. fix a pothole)	Finding out about emergency planning and recovery activities	Providing feedback on important or topical issues	Making a formal customer/ resident complaint	General requests for information	Finding out about Council policies, plans, strategies or activities	Finding out about local activities and events	Finding out about local flooding, road closures, etc.
Browsing Council's website	75%	76%	27%	21%	41%	26%	19%	34%	60%	38%	32%
Phone call	67%	74%	11%	46%	12%	21%	41%	37%	9%	3%	8%
Email	54%	55%	6%	18%	13%	26%	27%	19%	9%	9%	5%
Request forms on Council's website	47%	33%	21%	24%	2%	17%	22%	14%	2%	1%	1%
Social media (Facebook, etc)	46%	33%	<1%	2%	17%	8%	1%	2%	15%	36%	24%
Other media (TV, radio, newspapers)	24%	26%	0%	<1%	11%	1%	0%	1%	5%	12%	13%
Letter	21%	20%	3%	1%	7%	3%	2%	2%	8%	8%	3%
Face to face	19%	18%	8%	6%	2%	7%	9%	5%	3%	1%	2%
Web chat on Council's website	15%	15%	1%	5%	2%	5%	4%	8%	1%	1%	1%
City of Newcastle App on your phone	15%	9%	5%	10%	3%	3%	4%	4%	2%	2%	5%
Unsure	14%	13%	3%	1%	2%	5%	1%	1%	3%	2%	2%
Other	58%	59%	33%	3%	19%	8%	2%	7%	6%	15%	31%
Base	401	401	401	401	401	401	401	401	401	401	401

Most preferred

Second most preferred

Please see Appendix 1 for 'other' specified
A significantly higher/lower percentage (by year)

Preferred Channels of Finding out Information – By Demographics

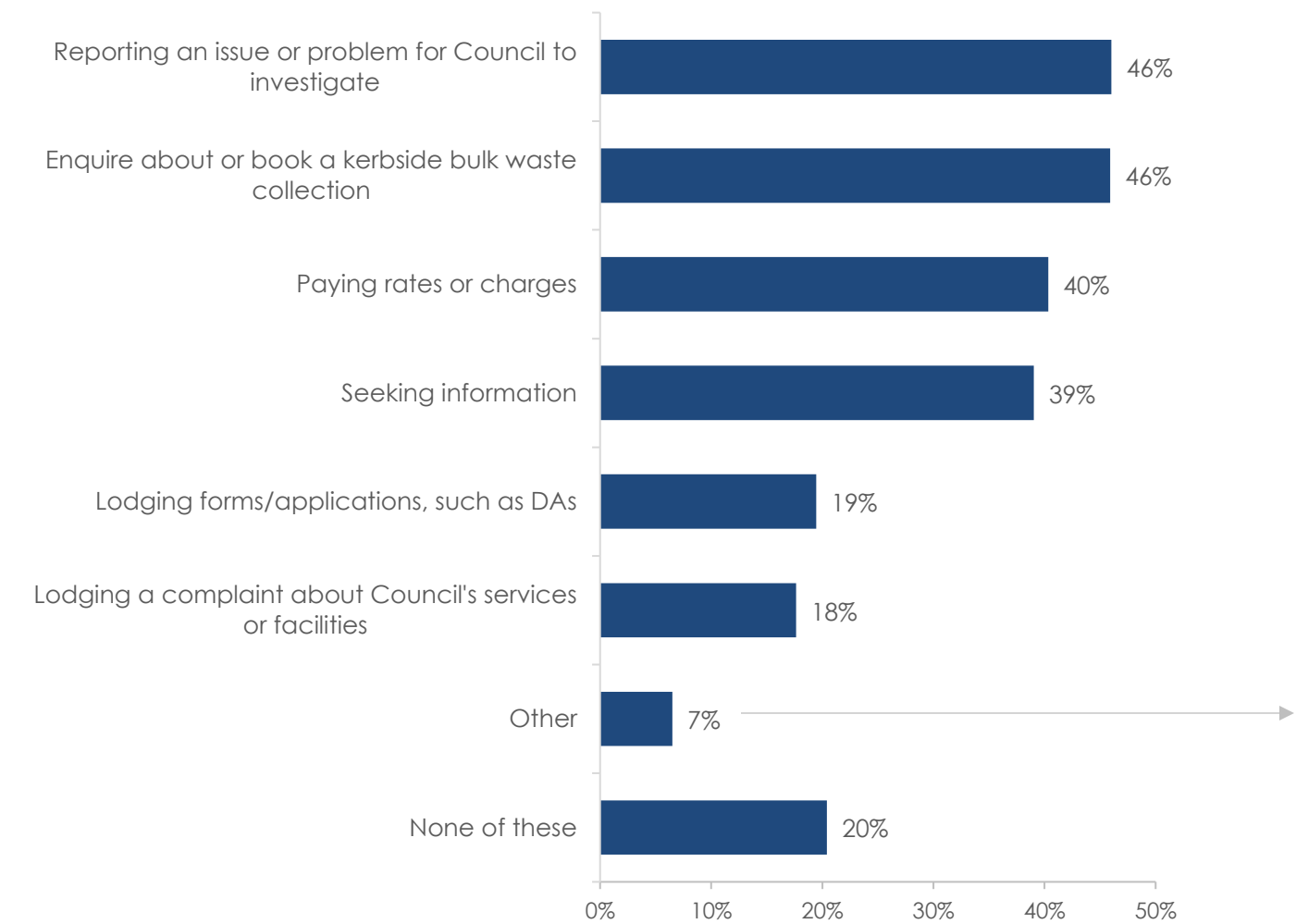
The table below shows the proportion of residents that preferred to use a contact channel for at least one of the prompted reasons. Younger residents (18-34) are significantly more likely to prefer online channels (e.g. Council's website, social media, City of Newcastle APP), while older residents are much likely to prefer traditional channels such as phone calls, TV, radio, newspapers and visiting in person.

Proportion of residents who preferred a channel for any reason

	NETT: prefer channel for at least one reason 2025	Gender		Age			Ward			
		Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Browsing Council's website	75%	73%	77%	78%	88%	61%	79%	70%	77%	74%
Phone call	67%	65%	68%	58%	60%	81%	60%	74%	65%	68%
Email	54%	53%	54%	61%	60%	41%	56%	47%	52%	58%
Request forms on Council's website	47%	45%	50%	62%	58%	25%	62%	38%	50%	39%
Social media (Facebook, etc)	46%	44%	48%	64%	58%	18%	50%	41%	46%	46%
Other media (TV, radio, newspapers)	24%	28%	20%	12%	12%	46%	20%	35%	24%	18%
Letter	21%	20%	23%	22%	17%	25%	18%	15%	18%	34%
Face to face	19%	24%	15%	15%	16%	27%	16%	26%	19%	17%
Web chat on Council's website	15%	14%	17%	26%	11%	10%	14%	18%	14%	16%
City of Newcastle App on your phone	15%	15%	16%	22%	18%	7%	17%	13%	10%	21%
Unsure	14%	12%	15%	8%	11%	21%	12%	17%	18%	9%
Other	58%	59%	56%	48%	54%	70%	52%	58%	59%	62%
Base	401	195	206	135	125	141	110	94	92	104

Recent Contacts with Council

80% of residents stated that they have contacted Council at least once in the last 12 months. Most common reasons for contacting Council centred on reporting an issue or problem, enquiring or booking a waste collection, paying rates/charges, and seeking information.



Other specified	Count
Tip/trailer vouchers	6
General feedback/advice	4
Request a new bin	4
Tree management	2
Survey from Council	2
Business initiatives	1
Pet registration	1
Communication with Councillors	1
Booking Council facilities	1
Flooding	1
Job application	1
Detail update	1
Cemetery	1
Council meetings/consultations	1



Appendix 1

Additional Analyses

Highest Priority Issues for the City of Newcastle Area

Detailed list of priority areas	2025 N=401	2024 N=401	Detailed list of priority areas	2025 N=401	2024 N=401
Road maintenance/infrastructure	26%	17%	Cleanliness/maintenance of the area	3%	3%
Housing availability/affordability	20%	24%	Entertainment/events/creating a sense of community	3%	3%
Traffic management	19%	12%	Coastal management	2%	1%
Public transport (availability/access)	17%	20%	Revitalising the area	2%	2%
Parking availability	15%	21%	Improved maintenance and management of amenities	2%	<1%
Managing infrastructure and development	11%	14%	Managing homelessness	2%	2%
Support for local business/shopping/employment opportunities	7%	5%	Tourism management	2%	1%
Managing increased cost of living/rates	7%	7%	Provision of healthcare services	2%	2%
Managing drainage/stormwater/impact from storms	7%	2%	Improved facilities for youth/children	1%	<1%
Maintenance/increase of parks/greenspaces	6%	6%	Improved education and schooling	1%	1%
Increased/maintenance of facilities e.g. playgrounds, sporting grounds, pools	6%	4%	Services/facilities for the elderly	1%	NA
Managing pedestrian safety/footpaths	6%	3%	Disability services/accessibility	1%	<1%
Improved Council communication/action	5%	8%	Reduce development approval process	1%	0%
Managing population growth	5%	4%	Protecting heritage	1%	1%
Crime management	4%	2%	Remove Supercars	<1%	<1%
Waste management/pollution	4%	4%	Other	3%	4%
Environmental sustainability/protection/managing climate change	4%	6%	Don't know/unsure	4%	8%
Bike paths/cycling infrastructure	3%	1%			

Satisfaction With Services/Facilities – T2B% By Demographics

Table 1 of 4

Service Area	Measure	Overall	Gender		Age			Ward			
			Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Arts & Culture	Library services and programs	61%	56%	66%	59%	58%	66%	66%	63%	55%	61%
	Art Gallery and programs	41%	37%	45%	39%	38%	45%	37%	50%	43%	35%
	Entertainment and events	52%	53%	51%	56%	50%	51%	52%	58%	53%	46%
	Museum and programs	50%	47%	52%	46%	55%	49%	53%	51%	47%	47%
	Civic Services including Civic Theatre, City Hall and Visitors Information Centre	64%	64%	63%	68%	66%	58%	71%	68%	57%	58%
	Public art and monuments	40%	37%	42%	42%	42%	36%	40%	43%	39%	37%
Coastal and aquatics	Beaches and beach facilities	70%	72%	69%	73%	70%	68%	71%	74%	70%	67%
	Swimming Pools	53%	56%	51%	49%	54%	58%	55%	59%	48%	51%
	Ocean Baths and facilities	76%	78%	74%	84%	80%	66%	82%	76%	72%	75%
	Lifeguards	79%	81%	78%	75%	82%	81%	86%	84%	78%	70%
	Coastal management	51%	53%	49%	55%	48%	49%	59%	54%	45%	45%

Satisfaction With Services/Facilities – T2B% By Demographics

Table 2 of 4

Service Area	Measure	Overall	Gender		Age			Ward			
			Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Community	Informing the community about City of Newcastle activities and services	42%	42%	41%	45%	38%	41%	42%	45%	42%	38%
	Response to community needs	26%	29%	23%	29%	21%	28%	26%	28%	29%	21%
	Community involvement in Council decision making	21%	22%	19%	24%	20%	18%	23%	26%	17%	17%
	Community halls and centres	34%	33%	35%	32%	40%	32%	32%	35%	36%	34%
	Cemeteries	35%	36%	34%	42%	29%	34%	26%	39%	36%	40%
	Online services such as the website	45%	44%	45%	49%	43%	42%	47%	40%	44%	46%
	Service you receive when you deal with Council, either in person, by phone, mail, email, or website	46%	45%	47%	36%	46%	55%	47%	47%	49%	40%
Economic development	Promotion of Newcastle (tourism)	51%	50%	51%	57%	42%	53%	54%	60%	43%	45%
	Economic development	37%	40%	34%	47%	29%	34%	41%	40%	33%	33%

A significantly higher/lower level of satisfaction (by group)

Satisfaction With Services/Facilities – T2B% By Demographics

Table 3 of 4

Service Area	Measure	Overall	Gender		Age			Ward			
			Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Environment	Environmental programs	32%	36%	27%	29%	28%	37%	31%	32%	32%	31%
	Climate actions	28%	35%	21%	35%	22%	26%	32%	32%	23%	24%
	Environmental monitoring and protection	37%	42%	32%	42%	34%	34%	39%	40%	40%	29%
	Greening and tree preservation	37%	40%	34%	39%	31%	41%	37%	43%	41%	29%
	City's bushland and waterways	50%	53%	48%	52%	49%	49%	52%	58%	51%	41%
	City's wetlands and estuary	53%	53%	53%	48%	56%	54%	55%	58%	52%	46%
Infrastructure and transport	Footpaths	27%	27%	28%	45%	19%	18%	38%	28%	18%	23%
	Local neighbourhood roads	22%	21%	24%	34%	17%	16%	34%	20%	23%	12%
	Street and commercial area cleansing	32%	31%	33%	44%	27%	24%	35%	31%	34%	27%
	Regulating traffic flow on our local roads	21%	22%	20%	23%	19%	22%	30%	29%	22%	5%
	Cycling facilities	37%	43%	32%	31%	34%	45%	41%	37%	36%	34%
	Parking in the Newcastle CBD	6%	5%	6%	9%	5%	3%	11%	5%	2%	4%
	Stormwater drainage	24%	28%	20%	29%	20%	22%	22%	29%	32%	15%
	Public amenities	27%	29%	25%	35%	24%	23%	30%	26%	29%	22%
	Public domain - e.g. bus stop, street furniture	29%	30%	27%	37%	23%	26%	31%	32%	31%	21%

T2B% = satisfied/very satisfied
Scale: 1 = very dissatisfied, 5 = very satisfied

A significantly higher/lower level of satisfaction (by group)

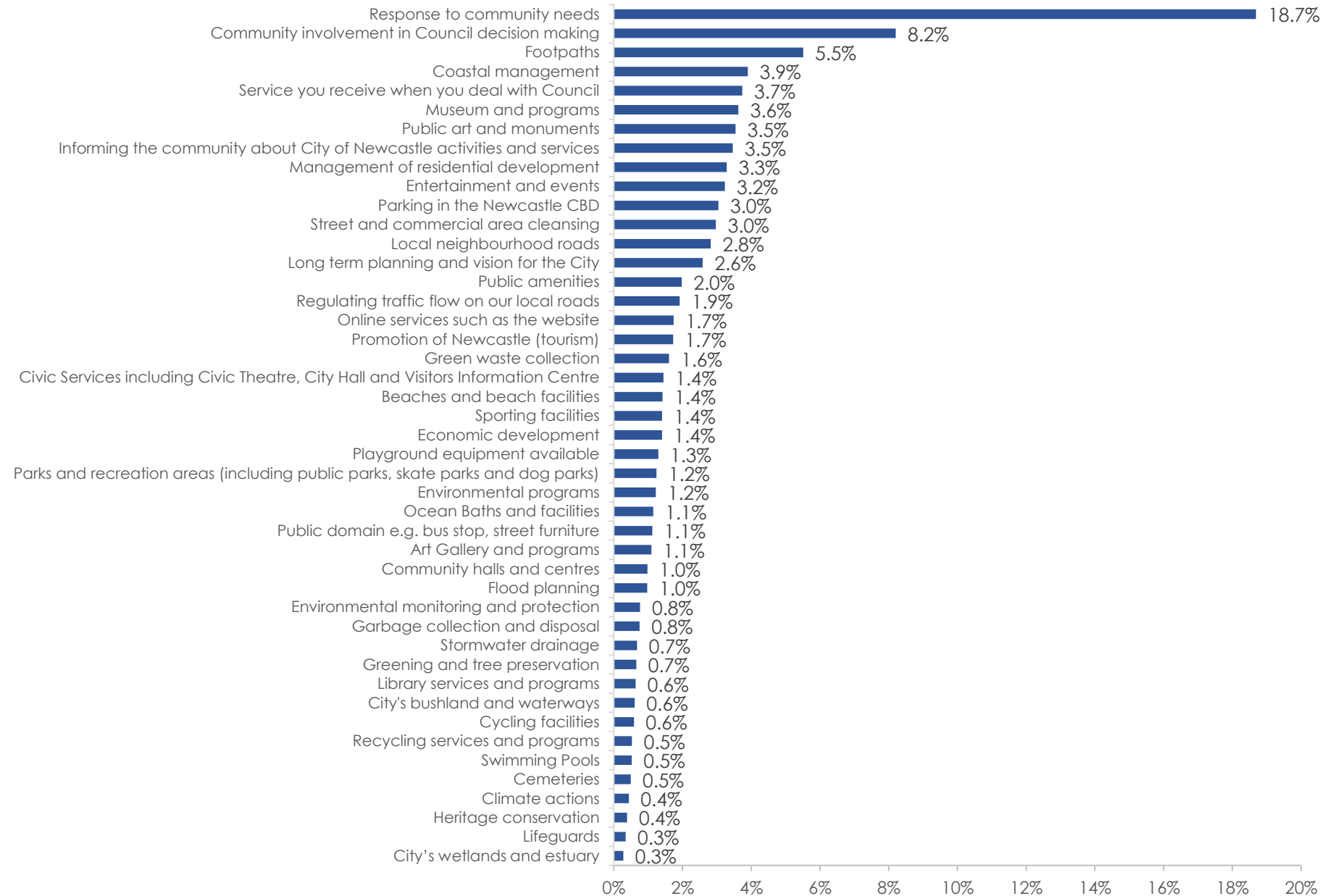
Satisfaction With Services/Facilities – T2B% By Demographics

Table 4 of 4

Service Area	Measure	Overall	Gender		Age			Ward			
			Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Parks and recreation	Playground equipment available	53%	51%	55%	52%	50%	57%	52%	69%	47%	45%
	Sporting facilities	53%	52%	53%	57%	46%	55%	57%	56%	51%	47%
	Parks and recreation areas (including public parks, skate parks and dog parks)	63%	61%	66%	69%	56%	65%	71%	72%	61%	51%
Planning and development	Heritage conservation	43%	48%	38%	51%	40%	38%	47%	47%	36%	42%
	Management of residential development	19%	22%	16%	22%	16%	19%	23%	20%	17%	16%
	Long-term planning and vision for the City	27%	27%	26%	35%	19%	27%	28%	28%	22%	30%
	Flood planning	18%	20%	16%	22%	13%	19%	18%	26%	17%	12%
Waste	Green waste collection	68%	72%	64%	69%	62%	72%	67%	66%	73%	67%
	Recycling services and programs	58%	64%	53%	61%	46%	66%	58%	60%	59%	57%
	Garbage collection and disposal	71%	73%	68%	70%	62%	78%	68%	74%	75%	67%
	Base	401	195	206	135	125	141	110	94	92	104

Regression Analysis – Influence on Overall Satisfaction

The chart to the right summarises the influence of the 45 facilities/ services on overall satisfaction with City of Newcastle's performance, based on the Regression analysis.



Preferred Channels of Finding out Information

Making a payment – other specified	Count
Bank - direct deposit/Bpay/online transfer	97
Post office	21
Online	9
SMS	3
Cash/cheque	2
Get family member to help	2
Google	1
Osko	1
Payment instructions on rates letter	1
Service NSW	1
Refuse to answer	1

Requesting Council to do something or report an issue / request a service – other specified	Count
SMS	5
Snap Send Solve APP	2
Get family member to help	1
Google	1
Online	1
Timeframes given at time of submission for review and actions	1
Voucher	1

Finding out about emergency planning and recovery activities – other specified	Count
Text	45
Google	14
Word of mouth from other residents	7
SES Services	3
Government website	2
Letter dropbox/flyer	2
Newsletter	2
Community forum	1
NSW Incident Alerts APP	1
Online portal	1
Resilience NSW	1
Wait for Council to come around	1

Making a formal customer/resident complaint – other specified	Count
SMS	4
Direct from Councillors/member of Parliament	2
A third-party entity	1
Get family member to help	1
Google	1
Online portal	1

Providing feedback on important or topical issues– other specified	Count
Survey	10
Text	9
Community forums	4
Community meetings	2
Get family member to help	2
Have Your Say	2
Newsletter	2
Await Council notification	1
Google	1
Online portal	1
Petition	1
Snap Send Solve APP	1
Haven't done it before	1

Preferred Channels of Finding out Information

General requests for information – other specified	Count
Text message	13
Google	6
Get family member to help	2
ChatGPT	1
Community information centre	1
Government agency	1
Hotline	1
Online portal	1
Word of mouth from other residents	1

Finding out about local flooding, road closures, etc. – other specified	Count
Text message	79
Google	10
Live traffic app	10
App	8
Other websites	7
Word of mouth from other residents	5
NSW Government Website	3
SES Services	2
Helpline	1
Mail	1
Signs	1

Finding out about Council policies, plans, strategies or activities – other specified	Count
SMS	9
Google	8
Newsletter	4
Community notice	1
Council meeting	1
Letterbox drop/flyer	1
Library	1
Online portal	1
Word of mouth from other residents	1
Not interested	1

Finding out about local activities and events – other specified	Count
Google	15
Text message	13
Word of mouth from other residents	11
Local advertising/noticeboards	9
Newsletter	5
What's on Newcastle	5
Letterbox drop/flyer	2
Local schools	2
ChatGPT	1

Recent Contacts with Council

	Overall 2025	Gender		Age			Ward			
		Male	Female	18-34	35-54	55+	Ward 1	Ward 2	Ward 3	Ward 4
Reporting an issue or problem for Council to investigate	46%	48%	44%	42%	46%	50%	44%	50%	45%	45%
Enquire about or book a kerbside bulk waste collection	46%	46%	46%	42%	53%	44%	36%	44%	50%	55%
Paying rates or charges	40%	41%	40%	35%	44%	42%	37%	42%	43%	40%
Seeking information	39%	38%	40%	31%	48%	39%	38%	43%	41%	36%
Lodging forms/applications, such as DAs	19%	18%	21%	19%	26%	14%	20%	20%	19%	19%
Lodging a complaint about Council's services or facilities	18%	15%	20%	14%	22%	17%	20%	20%	12%	18%
Other	7%	7%	6%	4%	12%	3%	4%	9%	6%	7%
None of these	20%	23%	18%	30%	10%	20%	22%	17%	22%	20%
Base	401	195	206	135	125	141	110	94	92	104

Councils Used to Create the Micromex Benchmarks

The Regional Benchmark was composed from the Council areas listed below:

Albury City Council	Kempsey Shire Council	Parkes Shire Council
Ballina Shire Council	Lachlan Shire Council	Port Macquarie-Hastings Council
Bathurst Regional Council	Lake Macquarie City Council	Richmond Valley Council
Bland Shire Council	Leeton Shire Council	Singleton Shire Council
Blue Mountains City Council	Lismore City Council	Tamworth Regional Council
Byron Shire Council	Lithgow City Council	Tenterfield Shire Council
Cabonne Shire Council	Liverpool Plains Shire Council	Tweed Shire Council
Central Coast Council	Maitland City Council	Upper Hunter Shire Council
Cessnock City Council	MidCoast Council	Wagga Wagga City Council
Coffs Harbour City Council	Mid-Western Regional Council	Walgett Shire Council
Devonport City Council	Moree Plains Shire Council	Weddin Shire Council
Dungog Shire Council	Murray River Council	Wingecarribee Shire Council
Eurobodalla Shire Council	Murrumbidgee Council	Wollondilly Shire Council
Forbes Shire Council	Muswellbrook Shire Council	Yass Valley Council
Glen Innes Severn Shire Council	Narrabri Shire Council	
Hawkesbury City Council	Narrandera Shire Council	

Coastal/Regional

Ballina Shire Council
 Byron Shire Council
 Central Coast Council
 Coffs Harbour City Council
 Devonport City Council
 Eurobodalla Shire Council
 Kempsey Shire Council
 Lake Macquarie City Council
 MidCoast Council
 Port Macquarie-Hastings Council
 Richmond Valley Council
 Tweed Shire Council



Appendix 2

Questionnaire

City of Newcastle Council
Community Survey
2025

Good morning/afternoon/evening, my name is and I am calling on behalf of City of Newcastle Council from Micromex Research. We are conducting a survey regarding the local area, would now be a good time to share your opinions?

Qualifiers:

1. Can I confirm that you live in the City of Newcastle Council Area and that you are aged 18 or over?
If no, terminate.
2. I would like to check whether you or an immediate family member work for City of Newcastle Council?
If yes, terminate.
3. I need to advise you that this call may be monitored for quality control purposes and that all your details will be kept strictly confidential.

So that we can ensure a good cross section of the community, I will begin the survey with some demographic questions.

D1. Please stop me when I read out your age group. Prompt (SR)

Position	Answers	Notes
1	Under 18	Terminate
2	18-24 years	
3	25-34 years	
4	35-44 years	
5	45-54 years	
6	55-64 years	
7	65-74 years	
8	75+	
9	Refused	Terminate

D2. What is your gender? Do not prompt (SR)

Position	Answers	Notes
1	Male	
2	Female	
3	Prefer to self-describe	
4	Prefer not to say	

D3. What suburb do you live in?

Position	Answers	Position	Answers
1	Adamstown	28	Mayfield
2	Adamstown Heights	29	Mayfield East
3	Bar Beach	30	Mayfield North
4	Beresfield	31	Mayfield West
5	Birmingham Gardens	32	Merewether
6	Black Hill	33	Merewether Heights
7	Broadmeadow	34	Minmi
8	Callaghan	35	New Lambton
9	Carriington	36	New Lambton Heights
10	Cooks Hill	37	Newcastle
11	Elmore Vale	38	Newcastle East
12	Fletcher	39	Newcastle West
13	Fullerton Cove	40	North Lambton
14	Georgetown	41	Rankin Park
15	Hamilton	42	Sandgate
16	Hamilton East	43	Shortland
17	Hamilton North	44	Stockton
18	Hamilton South	45	Tarro
19	Hexham	46	The Hill
20	Islington	47	The Junction
21	Jesmond	48	Tighes Hill
22	Kooragang	49	Wallsend
23	Kotara	50	Warabrook
24	Lambton	51	Waratah
25	Lenaghan	52	Waratah West
26	Maryland	53	Wickham
27	Maryville	54	None of these (Terminate)

Q1. Thinking of the next 10 years, what do you believe will be the highest priority issues within the City of Newcastle? (TEXT)

Position	Answers	Notes
1		5 lines

I would now like to understand your views and opinions about how City of Newcastle is performing in different areas. The information you provide will help us identify areas for improvement.

To start with...

CS1. How satisfied are you with City of Newcastle's overall performance? Prompt (SR) FLIP

Value	Answers	Notes
1	Very dissatisfied	
2	Dissatisfied	
3	Neither satisfactory nor dissatisfied	
4	Satisfied	
5	Very satisfied	
0	Don't know	

CS2. How satisfied are you with the standard of services City of Newcastle provides to the community?
(SR) Prompt (SR) FLIP *WITH CS1

Value	Answers	Notes
1	Very dissatisfied	
2	Dissatisfied	
3	Neither satisfactory nor dissatisfied	
4	Satisfied	
5	Very satisfied	
0	Don't know	

CS3. The following questions will ask how satisfied you and those living in your household are with various services and facilities provided by City of Newcastle. For each item, please indicate how satisfied you are with each of the following on a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied. Prompt (Rows randomised within pillars)

Value	Answers	Notes
1	Very dissatisfied	
2	Dissatisfied	
3	Neither satisfactory nor dissatisfied	
4	Satisfied	
5	Very satisfied	
0	Don't know	

CS3a. Arts & Culture

Position	Answers	Very Dissatisfied 1 2 3	Very satisfied 4 5 DK
1	Library services and programs		
2	Art gallery and programs		
3	Entertainment and events		
4	Museum and programs		
5	Civic Services including Civic Theatre, City Hall, and Visitors Information Centre		
6	Public art and monuments		

CS3b. Coastal and aquatics

Position	Answers	Very Dissatisfied 1 2 3	Very satisfied 4 5 DK
1	Beaches and beach facilities		
2	Swimming Pools		
3	Ocean Baths and facilities		
4	Lifeguards		
5	Coastal management		

CS3c. Community

Position	Answers	Very Dissatisfied 1 2 3	Very satisfied 4 5 DK
1	Informing the community about City of Newcastle activities and services		
2	Response to community needs		
3	Community involvement in Council decision making		
4	Community halls and Centres		
5	Cemeteries		
6	Online services such as the website		
7	Service you receive when you deal with Council, either in person, by phone, mail, email, or website		

CS3d. Economic development

Position	Answers	Very Dissatisfied 1 2 3	Very satisfied 4 5 DK
1	Promotion of Newcastle (tourism)		
2			
3	Economic development		

CS3e. Environment

Position	Answers	Very Dissatisfied 1 2 3	Very satisfied 4 5 DK
1	Environmental programs		
2	Climate actions		
3	Environmental monitoring and protection		
4	Greening and tree preservation		
5	City's bushland and waterways		
6	City's wetlands and estuary		

CS3f. Infrastructure and transport

Position	Answers	Very Dissatisfied 1 2 3	Very satisfied 4 5 DK
1	Footpaths		
2	Local neighbourhood roads		
3	Street and commercial area cleansing		
4	Regulating traffic flow on our local roads		
5	Cycling facilities		
6	Parking in the Newcastle CBD		
7	Stormwater drainage		
8	Public amenities		
9	Public domain - e.g. bus stop, street furniture		

CS3g. Parks and recreation

Position	Answers	Very Dissatisfied	1	2	3	4	Very satisfied	5	DK
1	Playground equipment available								
2	Sporting facilities								
3	Parks and recreation areas (including public parks, skate parks and dog parks)								

CS3h. Planning and development

Position	Answers	Very Dissatisfied	1	2	3	4	Very satisfied	5	DK
1	Heritage Conservation								
2	Management of residential development								
3	Long-term planning and vision for the city								
4	Flood planning								

CS3i. Waste

Position	Answers	Very Dissatisfied	1	2	3	4	Very satisfied	5	DK
1	Green waste collection								
2	Recycling services and programs								
3	Garbage collection and disposal								

Q25. Using a scale of 1-5, where 1 is very poor and 5 is excellent, how would you rate Council's website on the following factors?

Position	Answers	Very poor	1	2	3	4	Excellent	5	DK
1	Ease of navigation								
2	Usefulness and clarity of content								
3	Self-service options (e.g. online forms and web chat)								

In your dealings with Council, what methods would you prefer to conduct or find out about the following. (Randomise questions)

Q26a. Making a payment. Do not prompt (MR)

Position	Answers	Notes
1	Face to face	
2	Phone call	
3	Web chat on Council's website	
4	Request forms on Council's website	
5	Browsing Council's website	
6	Email	
7	City of Newcastle App on your phone	
8	Letter	

9	Social media (Facebook, etc)	
10	Other media (TV, radio, newspapers)	
11	Other (Please specify)	
12	Unsure	Exclusive

Q26b. Requesting Council to do something or report an issue/request a service (e.g. fix a pothole, request a bulk waste collection, etc). Do not prompt (MR)

Position	Answers	Notes
1	Face to face	
2	Phone call	
3	Web chat on Council's website	
4	Request forms on Council's website	
5	Browsing Council's website	
6	Email	
7	City of Newcastle App on your phone	
8	Letter	
9	Social media (Facebook, etc)	
10	Other media (TV, radio, newspapers)	
11	Other (Please specify)	
12	Unsure	Exclusive

Q26c. Finding out about emergency planning and recovery activities. Do not prompt (MR)

Position	Answers	Notes
1	Face to face	
2	Phone call	
3	Web chat on Council's website	
4	Request forms on Council's website	
5	Browsing Council's website	
6	Email	
7	City of Newcastle App on your phone	
8	Letter	
9	Social media (Facebook, etc)	
10	Other media (TV, radio, newspapers)	
11	Other (Please specify)	
12	Unsure	Exclusive

Q26d. Providing feedback on important or topical issues. Do not prompt (MR)

Position	Answers	Notes
1	Face to face	
2	Phone call	
3	Web chat on Council's website	
4	Request forms on Council's website	
5	Browsing Council's website	
6	Email	
7	City of Newcastle App on your phone	
8	Letter	
9	Social media (Facebook, etc)	
10	Other media (TV, radio, newspapers)	
11	Other (Please specify)	

12	Unsure	Exclusive
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Q26e. Making a formal customer/resident complaint. Do not prompt (MR)

Position	Answers	Notes
1	Face to face	
2	Phone call	
3	Web chat on Council's website	
4	Request forms on Council's website	
5	Browsing Council's website	
6	Email	
7	City of Newcastle App on your phone	
8	Letter	
9	Social media (Facebook, etc)	
10	Other media (TV, radio, newspapers)	
11	Other (Please specify)	
12	Unsure	Exclusive

Q26f. General requests for information. Do not prompt (MR)

Position	Answers	Notes
1	Face to face	
2	Phone call	
3	Web chat on Council's website	
4	Request forms on Council's website	
5	Browsing Council's website	
6	Email	
7	City of Newcastle App on your phone	
8	Letter	
9	Social media (Facebook, etc)	
10	Other media (TV, radio, newspapers)	
11	Other (Please specify)	
12	Unsure	Exclusive

Q26g. Finding out about Council policies, plans, strategies or activities. Do not prompt (MR)

Position	Answers	Notes
1	Face to face	
2	Phone call	
3	Web chat on Council's website	
4	Request forms on Council's website	
5	Browsing Council's website	
6	Email	
7	City of Newcastle App on your phone	
8	Letter	
9	Social media (Facebook, etc)	
10	Other media (TV, radio, newspapers)	
11	Other (Please specify)	
12	Unsure	Exclusive

Q26h. Finding out about local activities and events. Do not prompt (MR)

Position	Answers	Notes
1	Face to face	
2	Phone call	
3	Web chat on Council's website	
4	Request forms on Council's website	
5	Browsing Council's website	
6	Email	
7	City of Newcastle App on your phone	
8	Letter	
9	Social media (Facebook, etc)	
10	Other media (TV, radio, newspapers)	
11	Other (Please specify)	
12	Unsure	Exclusive

Q26i. Finding out about local flooding, road closures, etc. Do not prompt (MR)

Position	Answers	Notes
1	Face to face	
2	Phone call	
3	Web chat on Council's website	
4	Request forms on Council's website	
5	Browsing Council's website	
6	Email	
7	City of Newcastle App on your phone	
8	Letter	
9	Social media (Facebook, etc)	
10	Other media (TV, radio, newspapers)	
11	Other (Please specify)	
12	Unsure	Exclusive

Q27. In the last 12 months, have you contacted Council in person, over the phone, online, on social media, etc, for any of the following reasons? Prompt (MR)

Position	Answers	Notes
1	Seeking information	
2	Paying rates or charges	
3	Lodging forms/applications, such as DAs	
4	Reporting an issue or problem for Council to investigate	
5	Lodging a complaint about Council's services or facilities	
6	Enquire about or book a kerbside bulk waste collection	
7	Other (please specify).....	
8	(Do NOT prompt) None of these	

Demographics

Finally, just a few questions about you.

D4. Do you speak a language other than English at home? (SR)

Position	Answers	Notes
1	Yes	
2	No	

D5. Which, if any, of these describe your relationship to the City of Newcastle LGA? Please answer yes or no to each. Do you.... Prompt (MR)

Position	Answers	Notes
1	Own a Business in the LGA	
2	Work in the LGA	
3	Study in the LGA	
4	Own an investment Property in the LGA, NOT including where you live	

**D6. Do you own or rent the home in which you are currently living?
IF LIVING WITH PARENTS/OTHER FAMILY MEMBERS ASK IF THEY OWN/RENT HOME. Prompt (SR)**

Position	Answers	Notes
1	Own or part-own	
2	Rent	
3	Other (Please specify)	

Thank you very much for your time. This market research is conducted in compliance with the Privacy Act, and the information you provided will be used only for research purposes. Just to remind you, I am calling from Micromex Research on behalf of City of Newcastle - City of Newcastle contact: 02 4974 2000

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