



Shire of Pingelly Residents' Survey  
July 2016





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## Introduction

### *Background*

Key Research has been commissioned to undertake a community survey for the Shire of Pingelly, similar to the community surveys conducted in 2011 and 2015. This report covers the findings from the 2016 research and in some cases compares results against the 2015 results.

### *Research Objectives*

- Determine the relative importance of, and satisfaction with, various services and facilities
- Understand residents' willingness to pay for desired improvements
- Elicit future vision/direction
- Identify short term and future priorities
- Establish what is most special about the Shire
- Identify priority activities for young people
- Rate playgrounds
- Volunteering
- Determine support for alternative truck route and a new speed limit
- Assess information provided about the Shire and its activities

### *Methodology*

- The study consisted of 102 telephone interviews plus 10 face to face interviews with Aboriginal community members
- Interviewing took place between 13 and 27 June 2016
- The overall results have a margin of error of +/- 9.2% at the 95% confidence level
- Note that due to rounding, some results may sum to slightly under or slightly over 100%
- The following steps were taken to ensure objectivity, validity and reliability of the study:
  - The questionnaire was designed by executives from Key Research in partnership with Localise and the Shire of Pingelly
  - Respondents were selected using a random number generation service
  - All telephone interviews were conducted by trained and experienced interviewers from Key Research
  - The face to face interviews were done by a specialist indigenous interviewer from Thinkfield, WA



## Executive Summary

1

Bush fire control and medical services are the two aspects residents stated as most important to making the Shire ideal. Roads were cited at third most important area to making the Shire ideal.

2

These three areas that residents deem as most important, are not areas where residents believe the Shire performs best (% 9-10 out of 10). In particular, roads is rated poorly – it sits in the bottom five for performance with 57% of residents rating performance as 7-10 out of 10.

3

Economic development is rated the poorest in terms of performance. However this rates in the top six for importance and is an area that residents talk about as being important for the Shire of Pingelly to focus on, both now and into the future.

4

Just over seven in ten (71%) of residents rated the overall performance of the Shire of Pingelly as 7-10 out of 10. This is in line with 2011 results (73%) but 8 points higher than for 2015 (63%). In the 2016 survey, *economic development*, *community development* and *halls and recreation facilities* have the strongest relationship to the perception of overall performance.

5

Most (88%) residents anticipate to be still living in the Shire in 5 years time and residents imagine the Shire in 10-15 years to be a place that has economic growth and prosperity.

6

Residents express some willingness to pay for improvements to essential services such as medical services, roads, bush fire control and community development. Of those, community development and roads have the largest gap between importance and satisfaction with performance.

7

Seven in ten (71%) residents support an alternative truck route while 81% support the new speed limit.

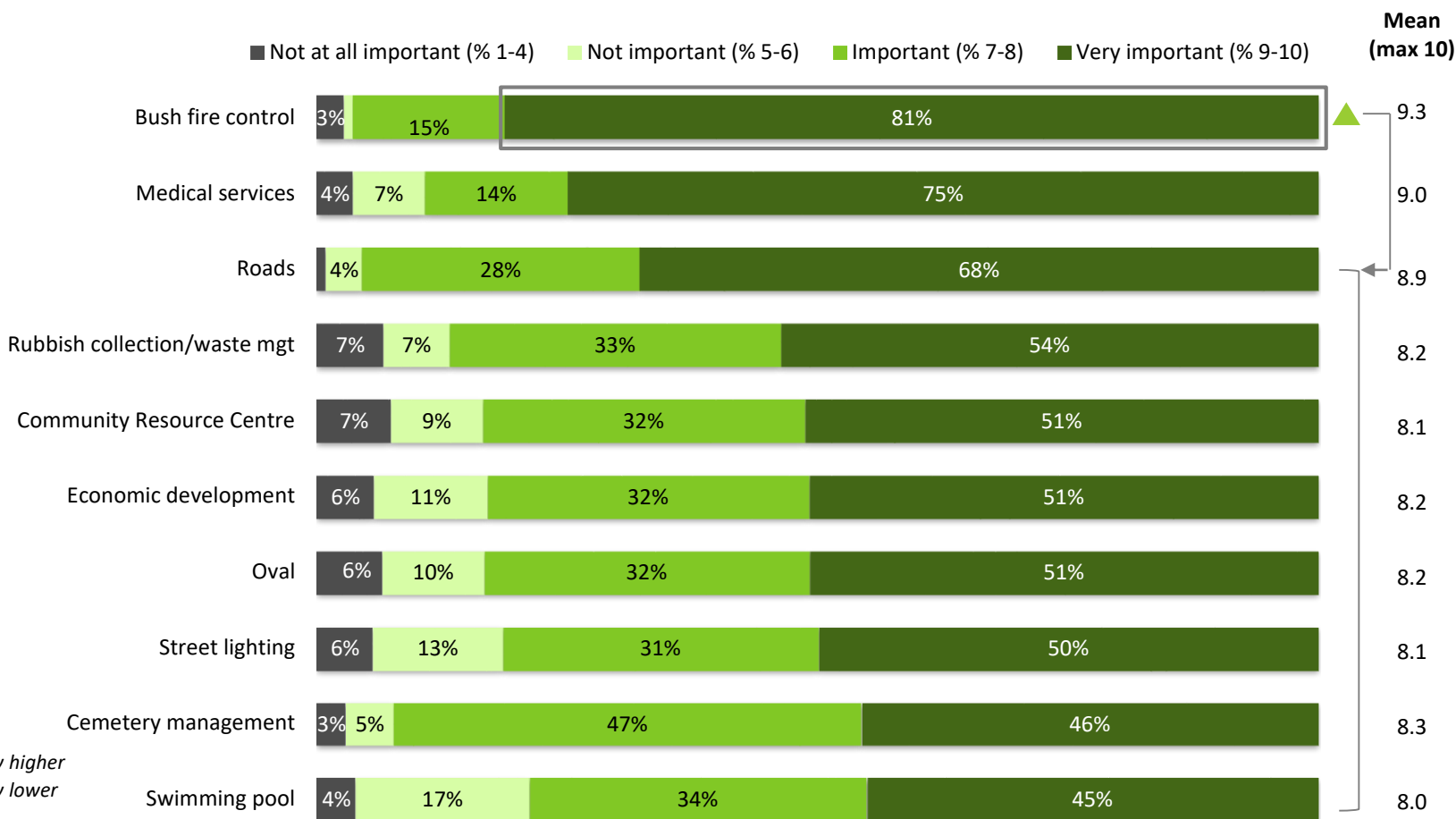
8

The Pingelly Times is the place most (81%) residents get information about the Shire and its activities.



## Important factors in making the Shire ideal

The top three are 'bush fire control', 'medical services' and 'roads'

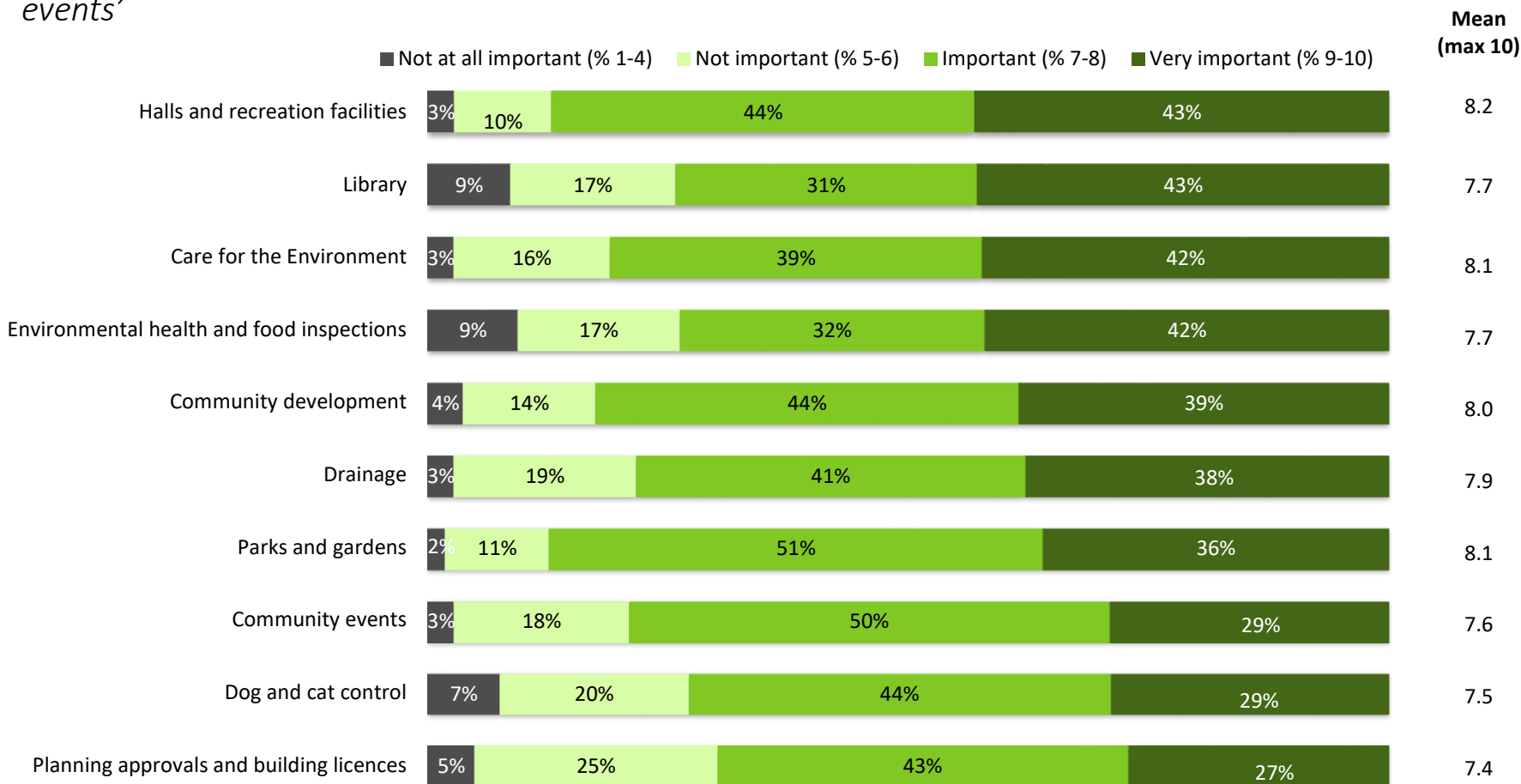


1. Sample: n=112
2. Q3. When you think of the Shire of Pingelly as a place to live, how important are the following to making the Shire of Pingelly ideal? Please rate this on a scale of 1 to 10 where 1 is not at all important and 10 is very important
3. Excludes 'Don't know' responses



## Important factors in making the Shire ideal

The bottom three are *'planning approvals and building licences'*, *'dog and cat control'* and *'community events'*



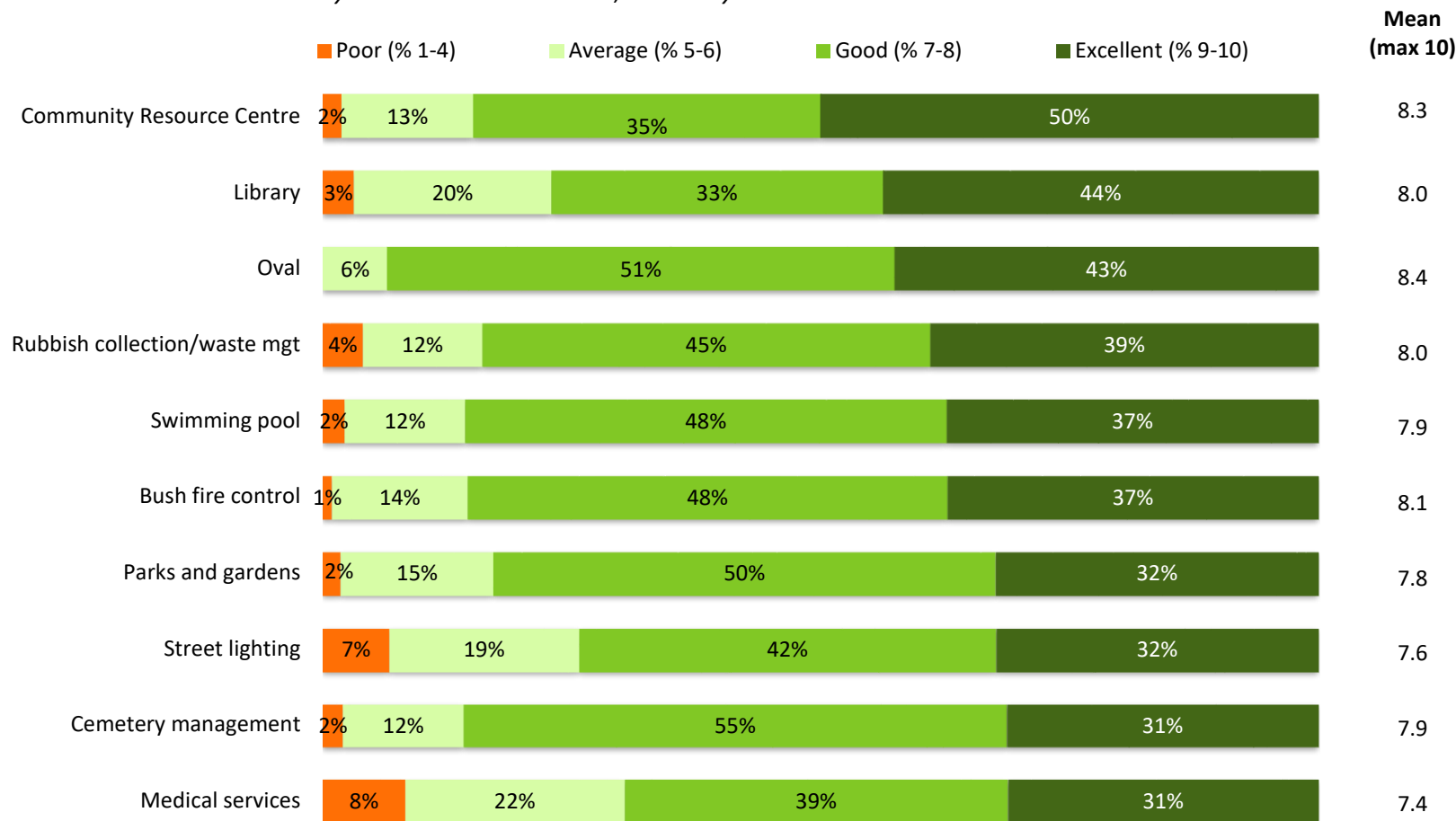
1. Sample: n=112
2. Q3. When you think of the Shire of Pingelly as a place to live, how important are the following to making the Shire of Pingelly ideal? Please rate this on a scale of 1 to 10 where 1 is not at all important and 10 is very important
3. Excludes 'Don't know' responses





## Performance ratings

The top three are 'Community Resource Centre', 'library' and the 'oval'.

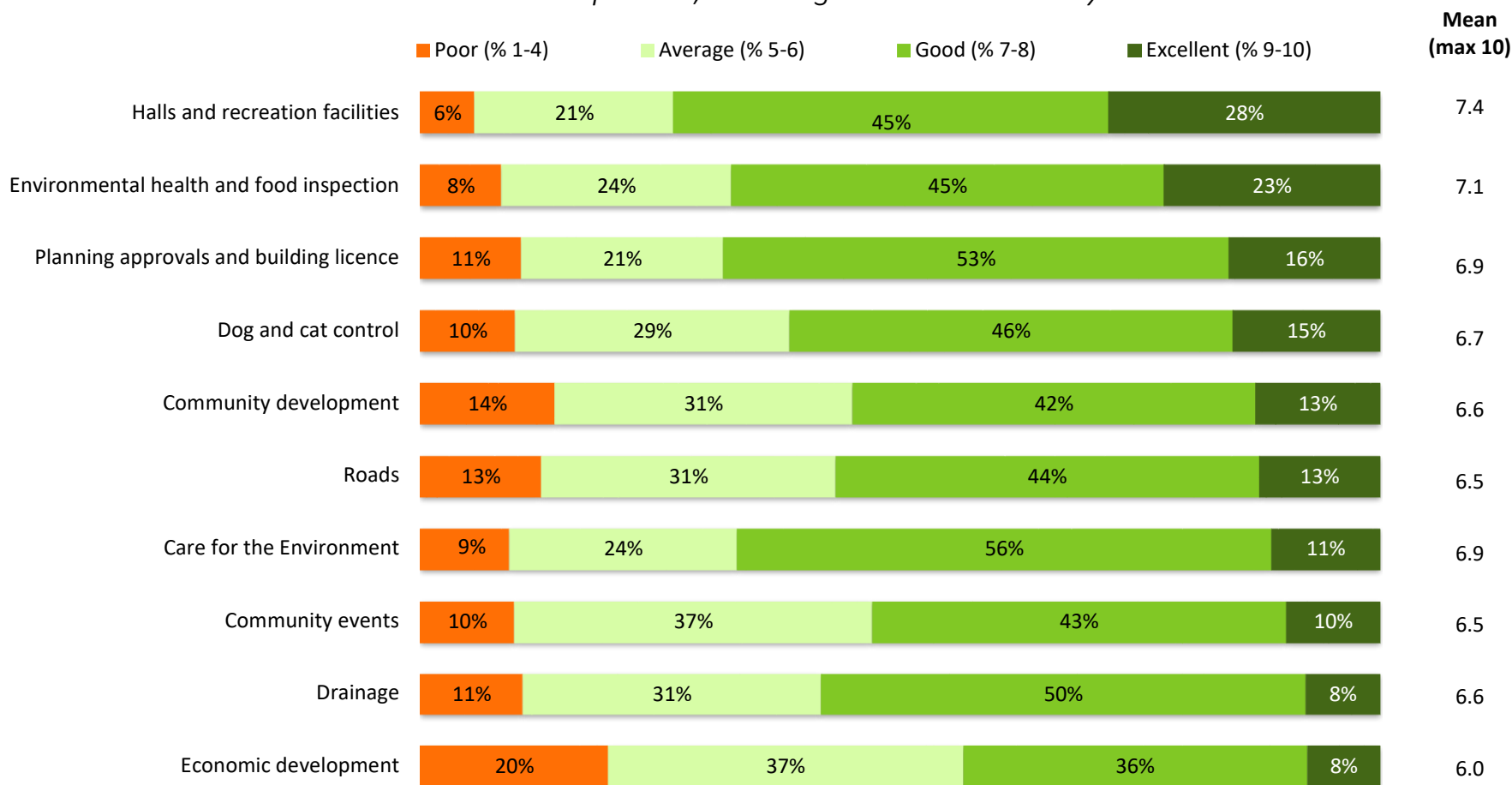


1. Sample: n=112
2. Q4. And how would you rate the performance of the Shire of Pingelly on each of these services and facilities? Again, please rate this on a scale of 1 to 10 where 1 is poor performance and 10 is excellent performance
3. Excludes 'Don't know' responses



## Performance ratings

The bottom three are 'economic development', 'drainage' and 'community events'.



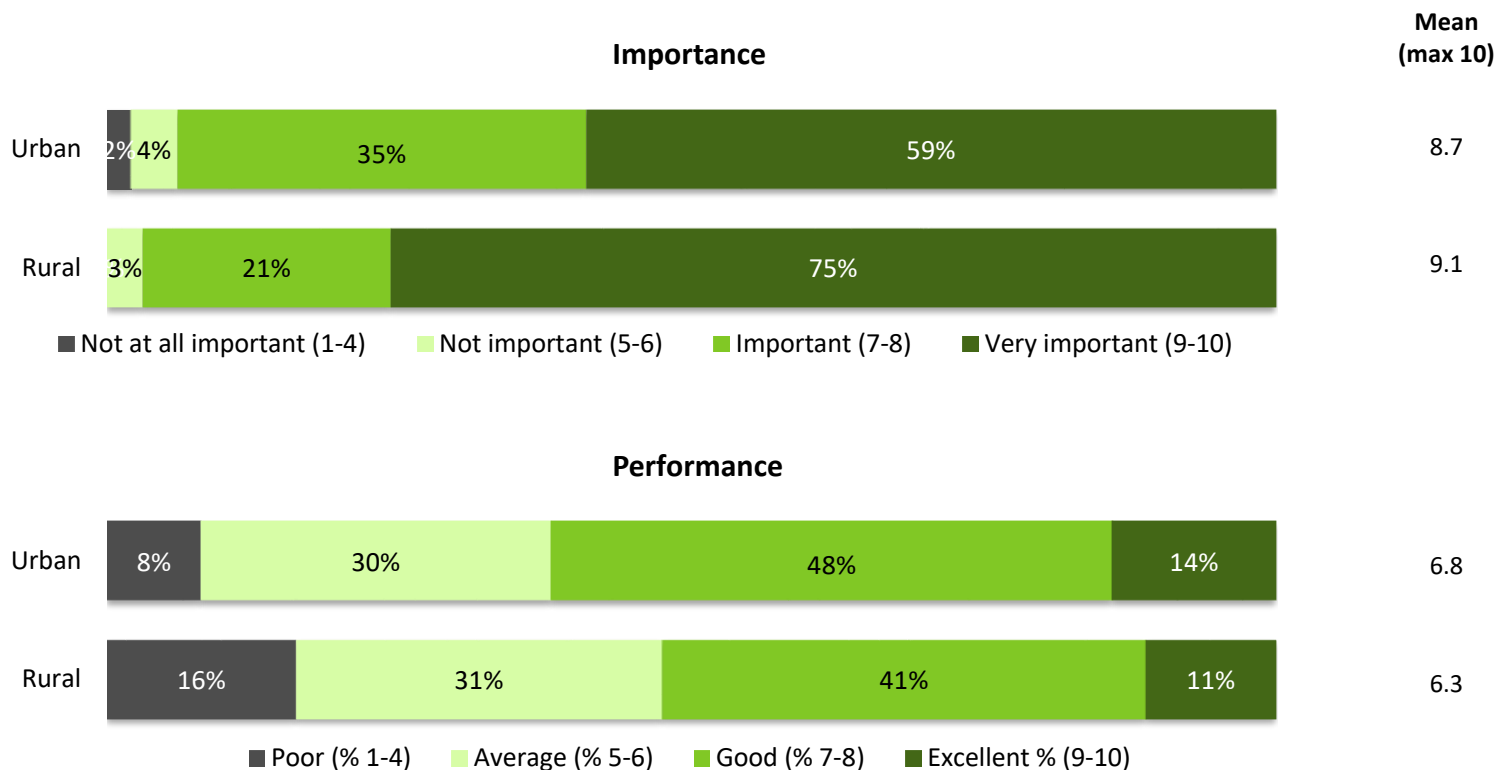
1. Sample: n=112
2. Q4. And how would you rate the performance of the Shire of Pingelly on each of these services and facilities? Again, please rate this on a scale of 1 to 10 where 1 is poor performance and 10 is excellent performance
3. Excludes 'Don't know' responses





## Roads – importance and performance by urban and rural residents

Roads are particularly important to rural residents (75%), however these residents rate the Shire relatively low for performance (52% good/excellent)



1. Comparison of importance and performance for Roads across urban and rural participants. n=51 urban residents, n=61 rural residents
2. Excludes 'Don't know' responses



## Importance versus performance

Rubbish collection/waste management is one of the most important and best performing areas while roads and economic development which are also important are in the bottom five for performance

Importance	Performance
<b>Top 5</b>	
Bush fire control	Community Resource Centre
Medical services	Library
<b>Roads</b>	Oval
<b>Rubbish collection/waste management</b>	<b>Rubbish collection/waste management</b>
Community Resource Centre/ <b>Economic Development</b>	Swimming pool
<b>Bottom 5</b>	
Drainage	<b>Roads</b>
Parks and gardens	Care for the Environment
Community events	Community events
Dog and cat control	Drainage
Planning approvals and building licences	<b>Economic development</b>

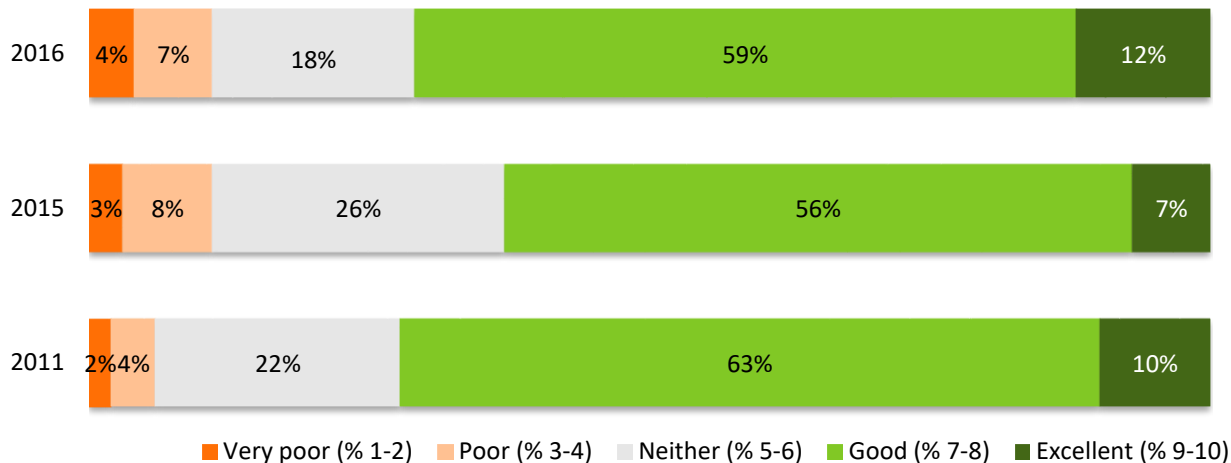
*Economic development is rated lowest for performance as it did in the 2011 and 2015 surveys*

1. Sample: n=112
2. Q3. Importance
3. Q4 Performance
4. Excludes 'Don't know' responses



## Overall performance

Around one in ten (12%) rate the Shire’s performance as ‘*excellent*’ while 71% rate performance as a combination of ‘*good*’ and ‘*excellent*’; just over one in ten (11%) cite performance as very poor/poor



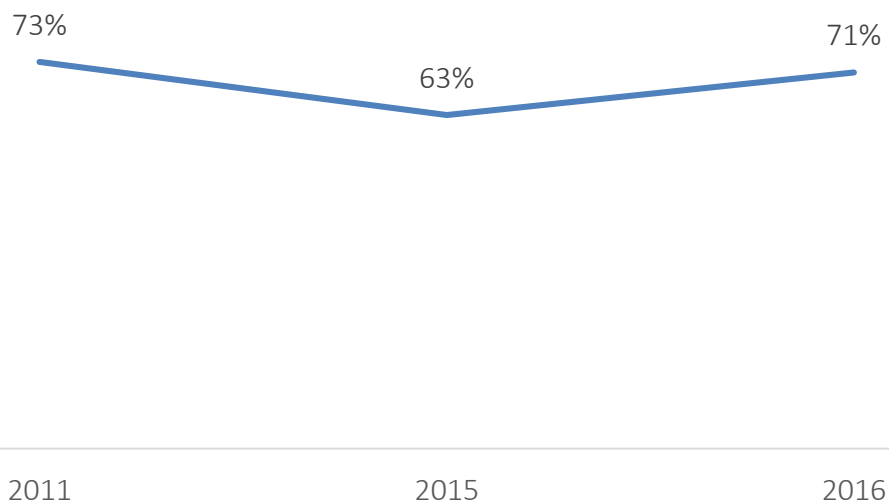
1. Sample: n=112
2. Q5. Overall, how would you rate the performance of the Shire of Pingelly?  
Please rate this using the same scale as before
3. Excludes 'Don't know' responses





## Satisfaction over time

Overall performance (% 7-10)



1. Sample: n=112
2. Q5. Overall, how would you rate the performance of the Shire of Pingelly?  
Please rate this using the same scale as before
3. Excludes 'Don't know' responses



## Drivers of the perception of overall performance

The survey sheds light on what drives the community's perception of the overall performance of the Shire. In 2016, economic development, community development and halls and recreation facilities were the biggest influences – in other words, people who thought the Shire was doing well in those areas, tended to think the Shire was doing well overall (and vice-versa).

	2011	2015	2016
Economic development	Strongest		Strongest
Community development	Second strongest	Third strongest	Second strongest
Halls and recreation facilities			Third strongest
Care for the Environment	Third strongest	Second strongest	
Environmental health and food inspections		Strongest	

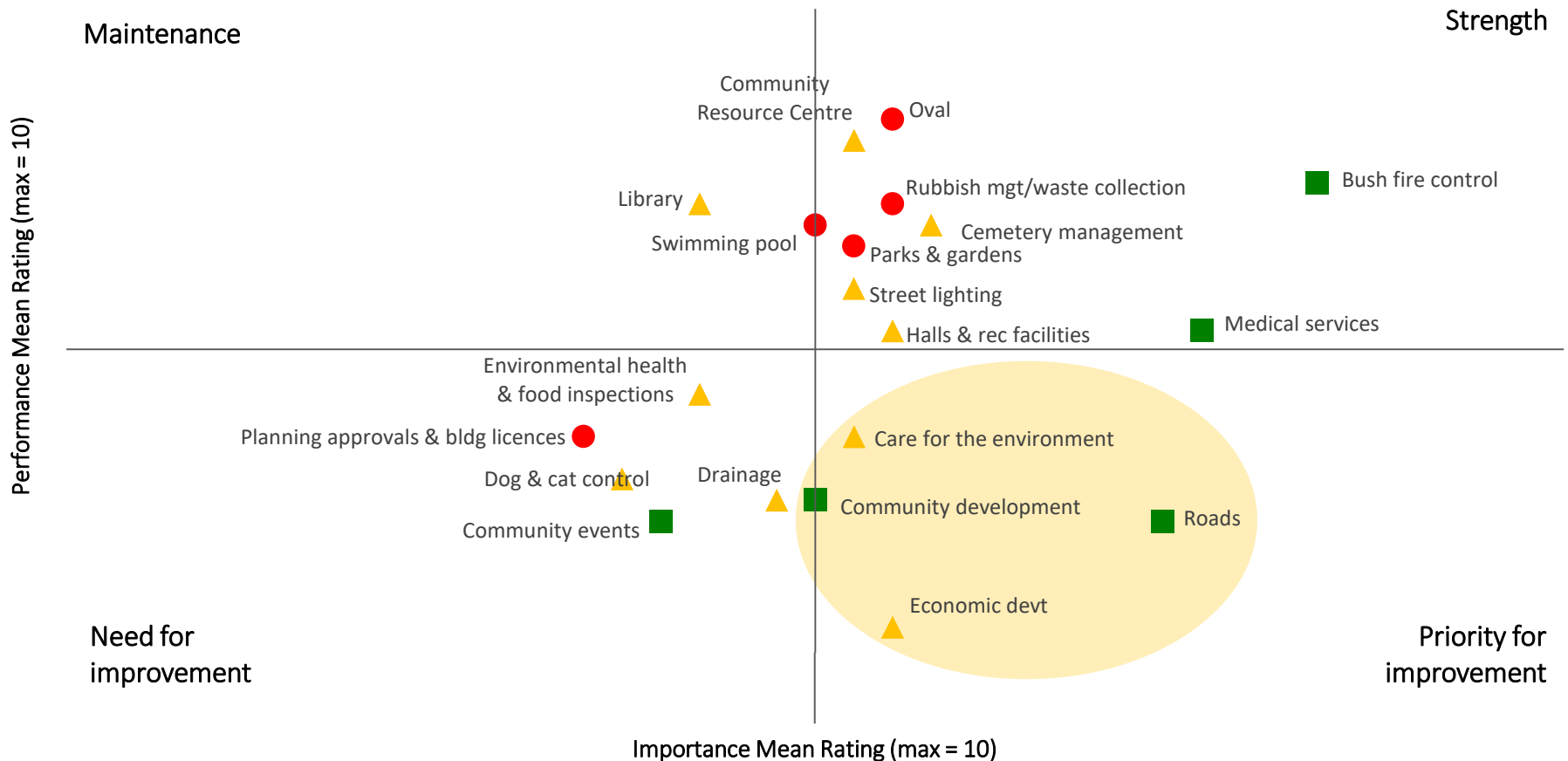
### Legend

Strongest
Second strongest
Third strongest

1. Q4. Performance
2. Q5. Overall Performance
3. Excludes 'Don't know' responses



**Priority Areas for Improvement:** the areas indicated as being most in need of improvement are community development, roads, economic development and care for the environment. These are the areas with high importance but relatively low satisfaction. Of those, the community is most willing to pay more for improvements in community development and roads.



Willingness to pay: ■ Most willing to pay more ▲ Willing to pay more ● Least willing to pay more

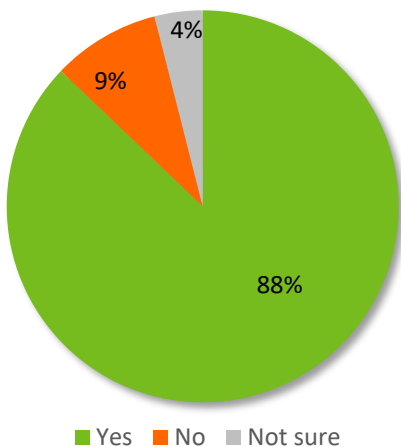




## Likelihood of living in the Shire in 5 years time

Most respondents expect they will still be living in the Shire in 5 years' time

Likely to still be living in the Shire in 5 years



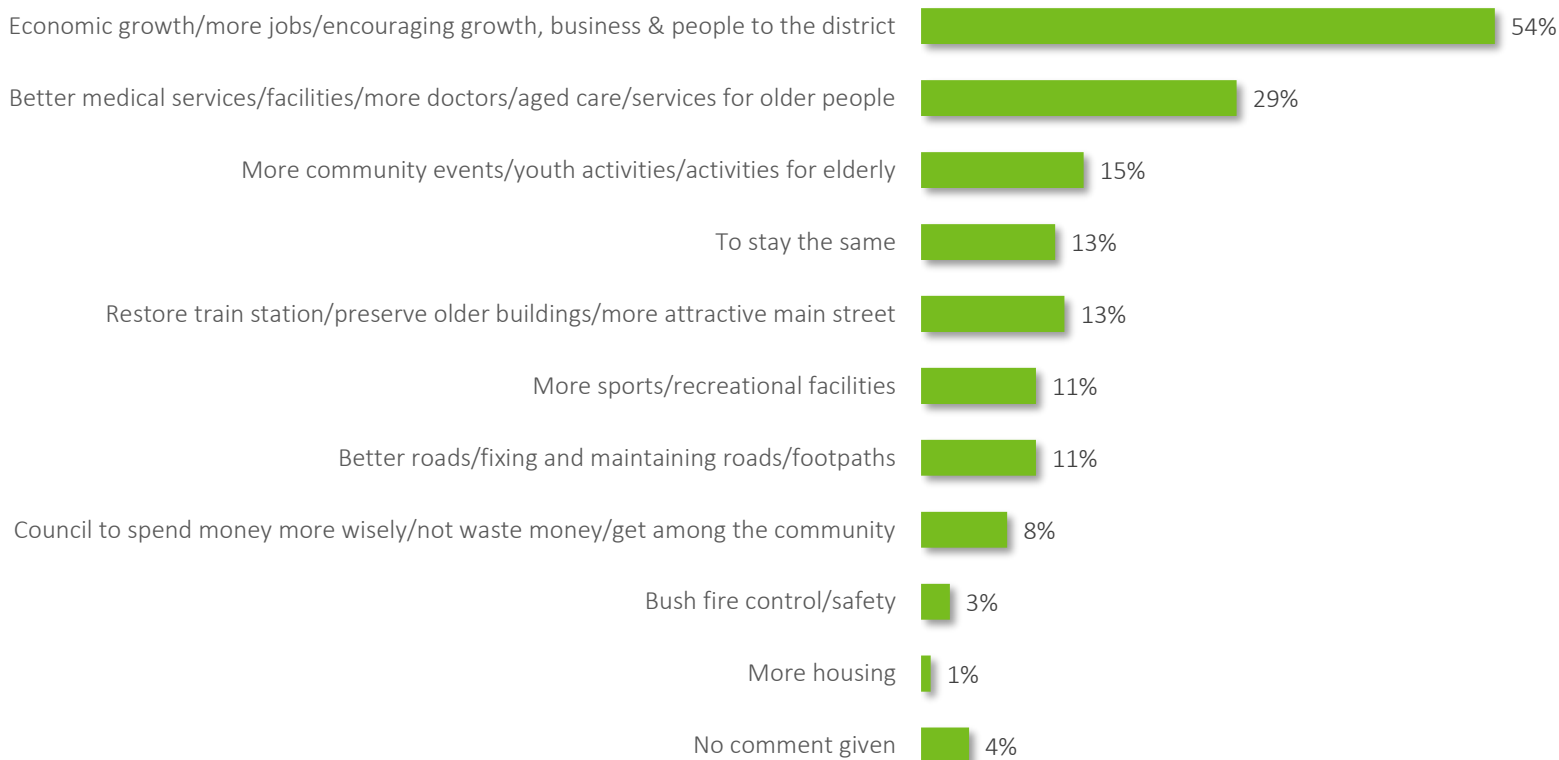
Reasons given for not likely to be living in the Shire in 5 years
<i>Living here until I pass on.</i>
<i>Farm is on the market but not easy to sell a farm.</i>
<i>I've retired, and will be travelling a bit. We will only stay for economic reasons. Expect to be in &amp; out of the area.</i>
<i>Age, we would like to.</i>
<i>Climate is to cold for me, heading further north.</i>
<i>Because the area has gone down hill, a lot of people leaving because not enough jobs. A lot of people who come to town are either retired, not work ready, or not able or willing to work if there are jobs. We have been here 14 years and had expected to retire here, but there is just not the same atmosphere in the town as there once was. We've relied on industries which have deteriorated eg shearing and farming. There needs to be investment in new economic activities and industries. To date the Shire hasn't encouraged this to happen.</i>
<i>Age.</i>
<i>I have a house but have now moved away.</i>
<i>The school is out of town and I don't want to have to commute.</i>
<i>Doesn't suit me.</i>
<i>Because its medical facilities are not good enough for older people, we are attracting the wrong age group – older non contributors. We need an industry and to have the vitality of young families.</i>
<i>Because I'll be retiring and going back to Perth where I have a house; but I have a job here.</i>
<i>Lack of medical and the Shire Council do not take into consideration any resident's complaints. The whole Shire is dreadful.</i>
<i>We are considering moving somewhere else.</i>

1. Sample: n=112
2. Q7. Do you think you are likely to still be living in the Shire of Pingelly in 5 years' time?
3. Q8. Why do you say that? n=14 No/not sure. Open ended



## How the community imagines the Shire in 10 – 15 years time

Many would like to see a Shire in 10-15 years time that has stronger economic growth, encouraging businesses and people to the district



1. Sample: n=112
2. Q9. Now, imagine the Shire of Pingelly as you would like it to be in 10 to 15 years time. What comes to mind? Please consider things like the economy, social wellbeing, natural environment, townscape and cultural vitality. What would you like the Shire of Pingelly to be like in 10 to 15 years' time?
3. Excludes 'Don't know' responses



## Most important activities for the Shire to focus on

More medical services and facilities as well as encouraging economic growth and prosperity to the Shire are the areas that residents talk of as important for now and in the future

Activities to focus on <u>now</u> (first mention)	%	Activities to focus on in the <u>future</u> (first mention)	%
More medical services/better facilities/more doctors/aged care/services for older people	21%	Economic growth/more jobs/encouraging growth, new businesses and people to the district	22%
Economic growth/more jobs/encouraging growth, new businesses and people to the district	17%	More medical services/better facilities/more doctors/aged care/services for older people	18%
Better roads/fix and maintain roads/footpaths	15%	Encourage sports/sporting facilities maintained/current plan re new facilities implemented	8%
More sports and recreational facilities	12%	Community events/youth activities/activities for the elderly	5%
Council to spend money wisely/not waste money/get among the community	9%	Employment opportunities for youth	4%
More community events/youth activities/activities for elderly	6%	Preserve older buildings/take pride in appearance of town	4%
Improving/fixing drainage	4%	Better roads/fixing and maintaining roads/footpaths	4%
Restore train station/preserve older building/more attractive streets	4%	Council spend money more wisely/not waste money/maintain rates	2%
Bush fire control/safety	3%	Rubbish collection	2%
More housing	2%	Promote the town/highlight points of difference/encourage tourism	2%
Other	8%	More affordable housing/better quality housing	2%
No comment	7%	Other	7%
		No comment	20%

1. Sample: n=112
2. Q10. Can you tell me what you consider to be the three most important activities that the Shire of Pingelly should be focusing on now? Open ended. Multiple response
3. Q11. And what are the three most important activities in the future? Open ended. Multiple response





## Most special thing about the Shire

The Shire people (29%), a supportive community (22%), a slower pace of life (22%), good location (21%) and being a nice environment (21%) together make Pingelly a special place to live



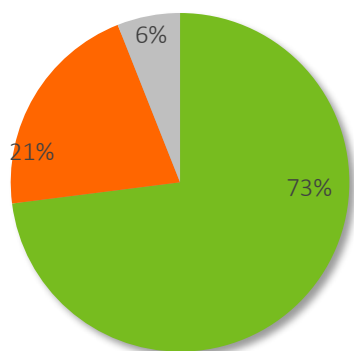
1. Sample: n=112
2. Q12. Thinking now about what makes the Shire of Pingelly a special place to live, in your opinion, what is the most special thing about it? Open ended. Multiple response



## Activities for young people

Many residents believe there needs to be more activities for youth, mentions were made of the need for more sporting options and facilities, developing the existing youth group and more training/programmes for youth

A need for activities for young people



■ Yes ■ No ■ Not sure

Activities needed

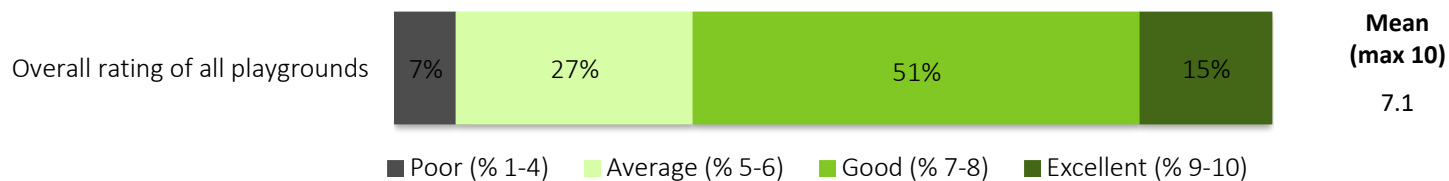


1. Sample: n=112
2. Q13. Thinking about youth in the Shire of Pingelly (those aged 15 to 24 years), in your opinion, is there a need for more activities for young people?
3. Q14. And what activities should the Shire provide for young people? n=89 Stated a need for activities/not sure. Open ended. Multiple response



## Rating amount and quality of playgrounds

Residents generally rate playgrounds overall as 'good' (51%) rather than 'excellent' (15%)



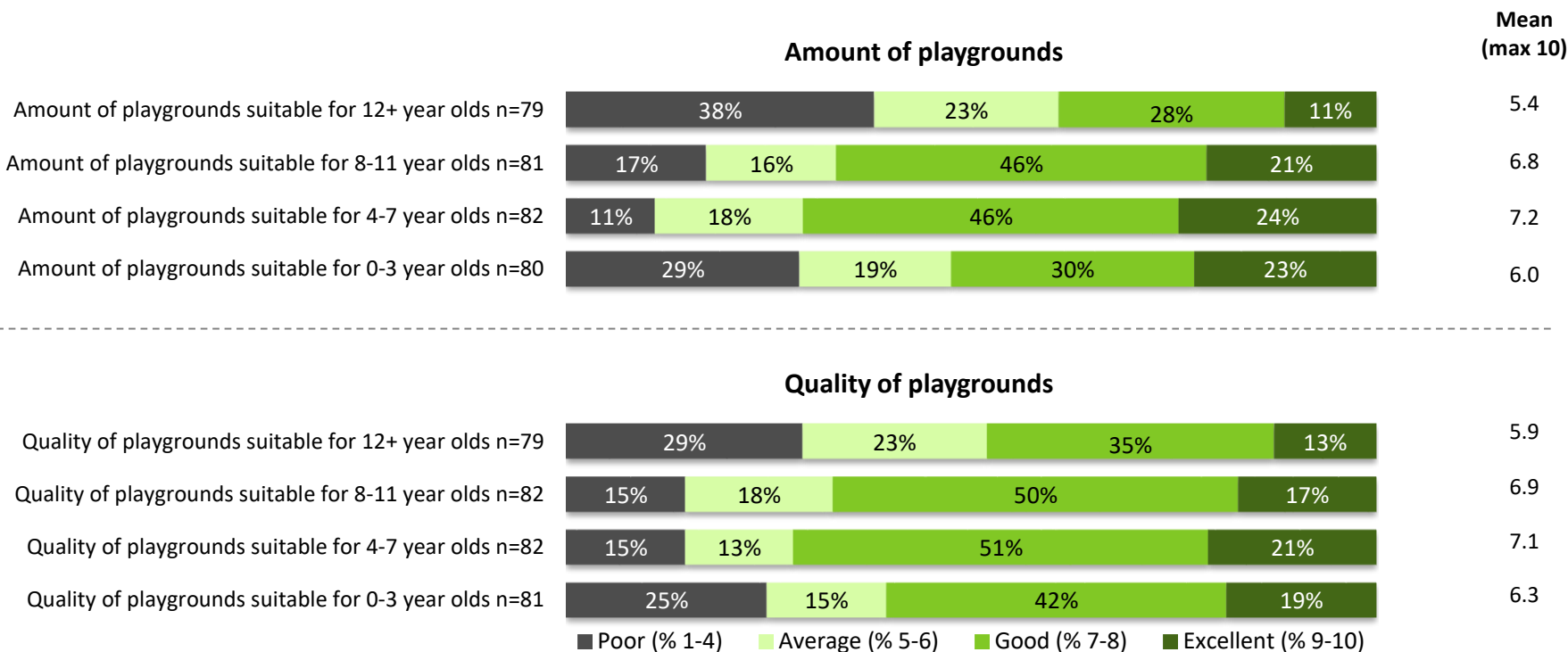
1. Sample: n=110
2. Q17. Now thinking about all the playgrounds in the Shire, how would you rate them overall? Please use the scale of 1 to 10 where 1 is poor and 10 is excellent. Excluded 'Don't know' n=24
3. Q18. Would you be willing to pay more to improve the amount and quality of playgrounds in the Shire? n=1 rated playgrounds 1-3 out of 10





## Rating amount and quality of playgrounds for different age groups

Satisfaction with the amount and quality of playgrounds is highest for 4-11 year olds and lowest for 0-3 year olds and 12+ year olds

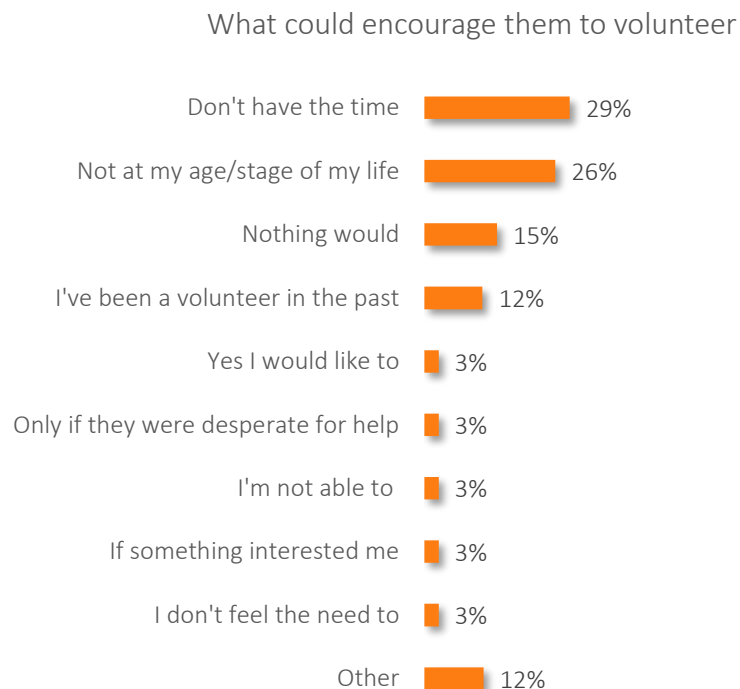
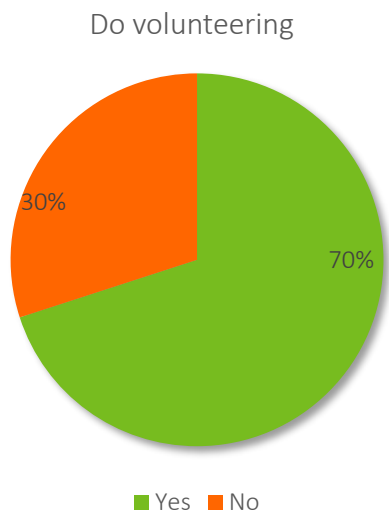


1. Sample: n=112
2. Q15. Thinking about the playgrounds in the Shire, how would you rate the amount of playgrounds that are suitable for each of the following age groups? Please use the scale of 1 to 10 where 1 is poor and 10 is excellent
3. Q16. And still thinking about the playgrounds, how would you rate the quality of the playgrounds for each of the following age groups? Please use the scale of 1 to 10 where 1 is poor and 10 is excellent
4. Results excluded 'Don't know' responses



## Volunteering

For those who don't volunteer, the most common reasons cited are to do with not having enough time and not wanting to at their age or stage of life



1. Sample: n=112
2. Q19. Do you currently volunteer with any of the associations in the Shire?
3. Q20. What, if anything, could encourage you to consider volunteering?  
n=34 Do not do volunteering. Open ended. Multiple response



## Support for alternative truck route and a new speed limit

Residents are generally in support of an alternative truck route and a new 40km per hour speed limit in the main street of Pingelly

Would support alternative truck route

Yes  71%

No  27%

Don't know  3%

Would support the new speed limit

Yes  81%

No  18%

Don't know  1%

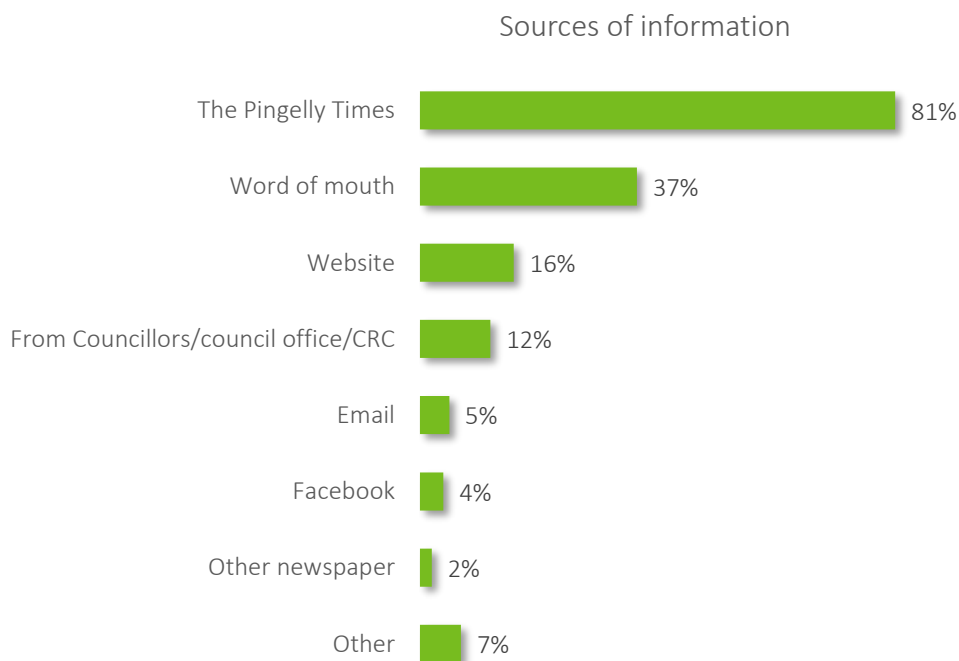
1. Sample: n=112
2. Q21. Would you support an alternative truck route around the main street of Pingelly?
3. Q22. And do you support the new 40km per hour speed limit in the main street of Pingelly?



## Information about the Shire and its activities

### (a) Sources of information about the Shire and its activities

The Pingelly Times (81%) is used as the main source of information about the Shire followed by word of mouth (37%)



1. Sample: n=110
2. Q23. Where do you primarily get your information about the Shire and what it is doing? Multiple response

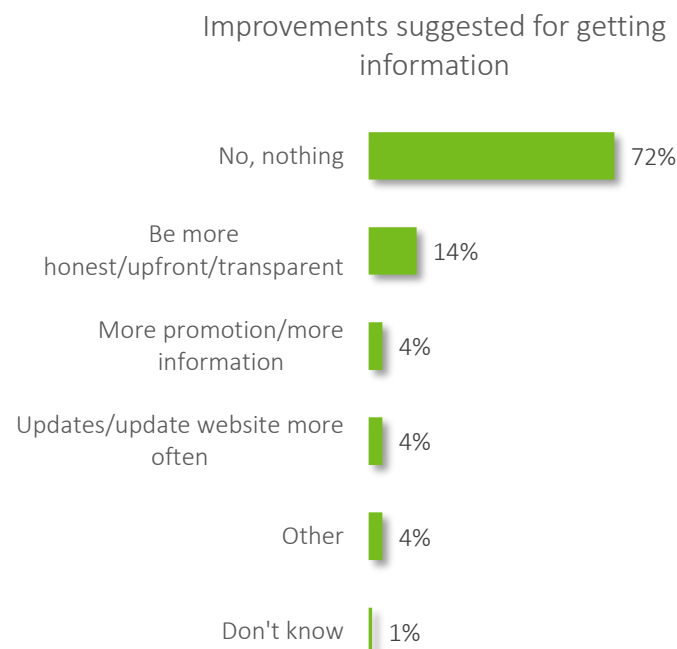
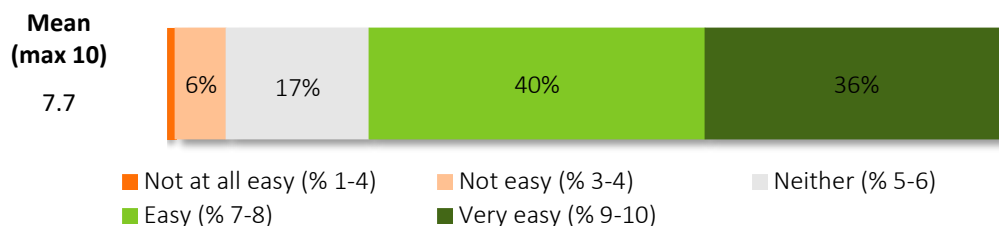




## Information about the Shire and its activities

### (b) Ease of getting information

Most residents believe it 'easy' (40%) or 'very easy' (36%) to get information and generally residents were unable to give further suggestions to improve the way they get information



1. Sample: n=112
2. Q24. Overall, how would you rate the ease of getting information about the Shire and what it is doing on a scale of 1 to 10 where 1 is not at all easy and 10 is very easy? Results exclude 'Don't know' n=5
3. Q25. Is there anything you would like to see improved in the way that the Shire information is provided? Open ended. Multiple response



## Information about the Shire and its activities

### (c) Awareness and readership of the Shire agenda and minutes

Almost all residents are aware the Shire agenda and minutes are published in the Pingelly Times and there is high readership – 48% *‘always read them’*, 23% *‘read them most of the time’*



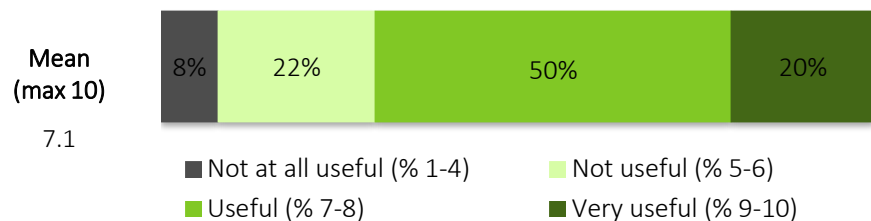
1. Sample: n=112
2. Q25a. Currently the Shire agenda and minutes are published in the Pingelly Times under the Shire Notes section. Are you aware of this?
3. Q26. How frequently do you read the published agenda and minutes? n=108 Aware of agenda and minutes are published in Pingelly Times



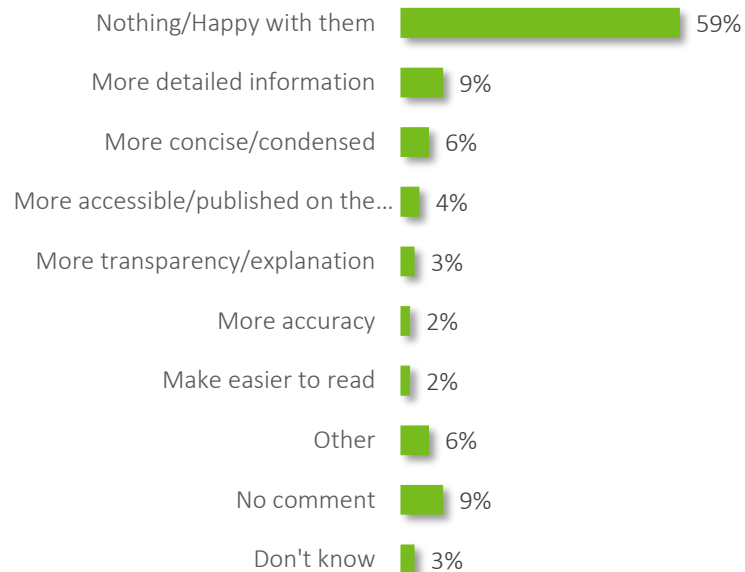
## Information about the Shire and its activities

### (d) Usefulness of the published agenda and minutes

Generally the published agenda and minutes are perceived as useful (70% rate 7-10 out of 10)



### Improvements suggested for published agenda and minutes



1. Q27. How useful do you find the published agenda and minutes on a scale of 1 to 10 where 1 is not at all useful and 10 is very useful? Results exclude 'Don't know' n=2. n=108 Aware of agenda and minutes are published in Pingelly Times
2. Q28. What improvements, if any, would you like to see to the published agenda and minutes? Open ended. Multiple response. n=112



## Information about the Shire and its activities

### (e) Awareness and readership of 'Council Comments'

High awareness of the 'Council Comments' published in the Pingelly Times and there is high readership, almost six in ten (56%) 'always read them', 17% 'read them most of the time'



1. Sample: n=112
2. Q29. The Pingelly Times also publishes "Council Comments" by the President. Are you aware of this?
3. Q30. How frequently do you read the "Council Comments" by the President? n=102 Aware of 'Council Comments'

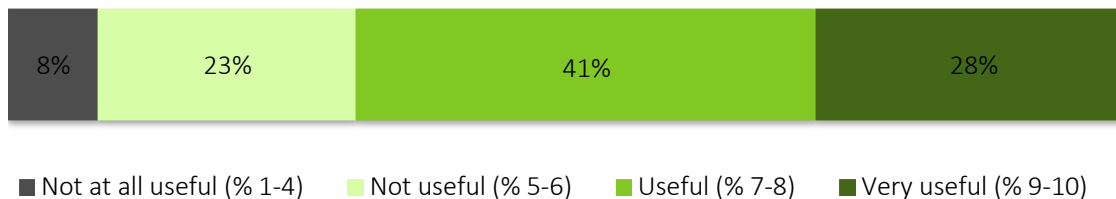




## Information about the Shire and its activities

### (f) Usefulness of the 'Council Comments'

Almost seven in ten (69%) residents find the 'Council Comments' from the President as 'useful' or 'very useful'



Mean  
(max 10)

7.3

1. Q31. How useful do you find the "Council Comments" by the President on a scale of 1 to 10 where 1 is not at all useful and 10 is very useful? Results exclude 'Don't know/NA' n=5. n=102 Aware of 'Council Comments'



## Other feedback

Over a third of residents had no further comments to make; one in ten (11%) would like to see roads and footpaths improved while a further 8% thought more speed signs are needed

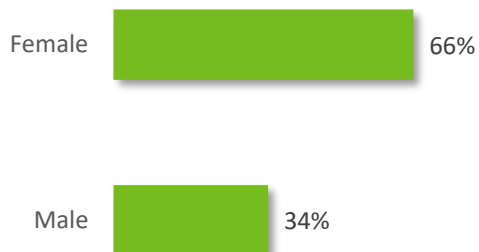


1. Sample: n=112
2. Q32. Finally, is there anything else you would like to comment further on or do you have any other comments or feedback for the Shire of Pingelly?  
Open ended. Multiple response

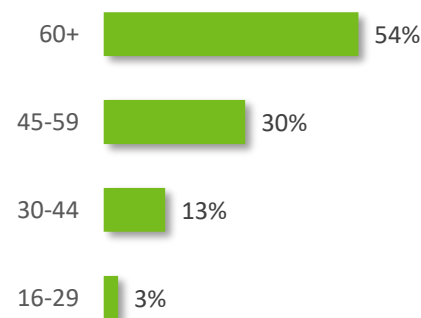


**Demographic profile of respondents:** Note that the survey responses have been weighted to ensure valid demographic representation of the community. This has been done by qualified experts using well accepted techniques.

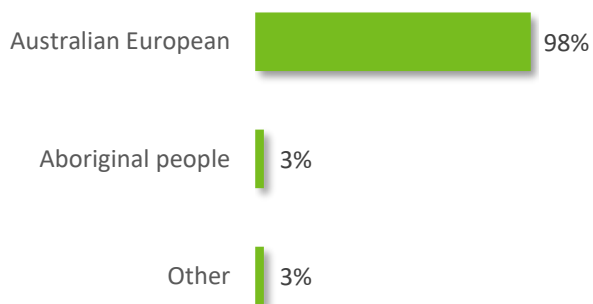
### Gender



### Age



### Ethnicity



### Area they live in



1. Sample: n=112
2. Ethnicity – multiple response