

MORETON SAYS



Survey findings

August-September 2025

Acknowledgment of Traditional Custodians

City of Moreton Bay acknowledges the Jinibara, Kabi Kabi and Turrbal peoples and pays respects to Elders, past, present and emerging. Council recognises that the Moreton Bay area has always been a place of cultural, spiritual, social and economic significance to its Traditional Custodians. Council is committed to reconciliation and working in partnership with Traditional Custodians and Aboriginal and Torres Strait Islander communities to shape a shared future for the benefit of all communities within the City of Moreton Bay and beyond.



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Disclaimer

Moreton Bay City Council and its officers accept no liability for decisions made based on information, expressed or implied, in this document. Nothing in this document should be taken as legal advice.

Introduction

About *Moreton Says*

Moreton Says is City of Moreton Bay's survey series that helps us understand what matters most to our communities. We do the surveys twice a year and they cover a range of topics. The surveys include some repeated questions that track changes over time or allow comparisons to be made to other data sets like the Census. They also include some new questions to understand community views on emerging topics. The surveys are open to everyone who lives, works, plays or visits in City of Moreton Bay.

Since *Moreton Says* launched in 2021, more than 30,000 surveys have been completed. This has allowed us to better bring the views, needs, priorities and aspirations of our communities into Council's decision-making.

The findings from *Moreton Says* are used to inform our projects, programs and services, and as an evidence base for future planning for our city. We publicly release the deidentified results of the survey so our community members can also use the results in their own planning and decision-making. More about *Moreton Says*, including past findings reports and data, can be found at moretonbay.link/moreton-says.

This survey: August-September 2025

This *Moreton Says* survey collected data between 8 August and 7 September 2025. The survey was made available online and in hard copy.

In this survey, we asked questions about:

- local issues
- suggestions for improving quality of life
- lifestyle
- local parks
- arts and culture
- waste management
- your experiences with Council.

We partnered with .id (informed decisions) Consulting (<https://home.id.com.au>) to design, implement and analyse this survey. The data and insights presented in this report were prepared by .id Consulting.

Survey engagement and participation

A broad-scale communication and engagement campaign was delivered to encourage community members to participate in the survey. This involved:

- information on our online consultation platform Your Say Moreton Bay at moretonbay.link/moreton-says
- social media and online advertising
- pop-up stalls in 5 locations across the city including at a range of local events and the University of the Sunshine Coast's Moreton Bay campus (one scheduled pop-up event was cancelled due to wet weather)
- contacting local community groups and schools
- signs, posters and banners at outdoor spaces and venues around the city
- displays and paper copies of the survey at Council's libraries and customer service centres
- promotion through a range of Council newsletters
- email invitations to community members who participated in past *Moreton Says* surveys or who registered for *Moreton Says* updates
- recruitment of residents aged under 35 years via an independent market panel
- internal promotion to staff.

To incentivise participation, those that completed the survey could opt into the draw to win one of 20 Moreton Money gift cards valued at \$100 each (excluding those recruited through the market panel). Moreton Money is a Buy Local gift card program to support local businesses in City of Moreton Bay. It encourages local spending and supports the economic sustainability of the local business community. Every \$100 spent generates around \$180 of economic impact.



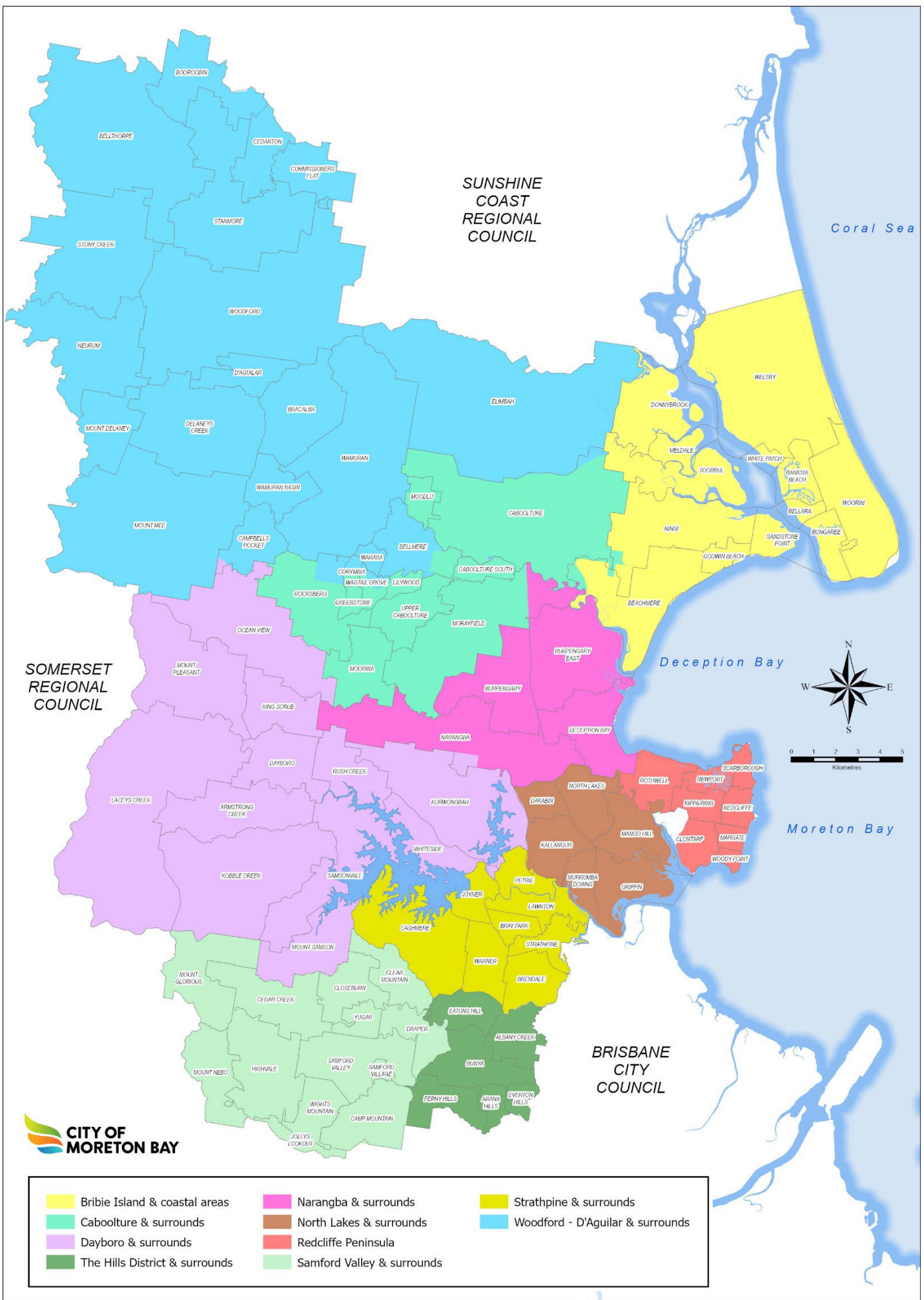
2,739 community members from across the city participated in the survey. This is considered a large, statistically robust sample. To ensure the final sample reflected the actual demographic profile of City of Moreton Bay, the data was normalised (weighted) using gender, age and local area (based on our Communities of Interest – map on following page). Below is the unweighted and weighted sample profile. Where comparisons to past *Moreton Says* surveys is made the same weightings have been applied to the past data. Further detail on the data processing and how to interpret the results is included in the appendix.

Sample profile

Characteristic	Sample size (n)	Unweighted %	Weighted*
Gender			
Woman or female	1,715	64%	52%
Man or male	920	35%	47%
Non-binary	24	1%	1%
Age			
15-34 years	644	24%	31%
35-59 years	1,020	37%	41%
60+ years	1,063	39%	28%
Local area			
Woodford-D'Aguilar & surrounds	113	4%	25%
Bribie Island & surrounds	254	9%	
Caboolture & surrounds	341	12%	
Narangba & surrounds	331	12%	42%
Redcliffe Peninsula	521	19%	
North Lakes & surrounds	309	11%	
Dayboro & surrounds	76	3%	26%
Strathpine & surrounds	322	12%	
Samford Valley & surrounds	72	3%	
The Hills District & surrounds	222	8%	
Non-resident	178	6%	6%

**The weighted % is based on actual population proportions from the Australian Bureau of Statistics (ABS) Census. Some respondents elected not to provide their gender or age and are excluded from the table above.*

Of the 2,739 community members that participated in the August-September 2025 *Moreton Says* survey, about 67% have completed one or more *Moreton Says* surveys in the past.



About .id Consulting

With more than 25 years' experience converting national demographic, housing and economic trends into local stories, .id is Australia's leading provider of tools and consulting services to support local area decision making.

Through its Community Views service, .id helps councils and other organisations put their residents' needs at the centre of decision making.

To learn more, please visit <https://home.id.com.au/>.

.id Consulting and City of Moreton Bay would like to acknowledge and thank the many community members that participated in the *Moreton Says* August–September 2025 survey. Your perspectives are important and are making a positive impact on how Council makes decisions and conducts its work.

About City of Moreton Bay

City of Moreton Bay is in South East Queensland, between 20 and 44 kilometres north of the Brisbane CBD. The Traditional Custodians of the land are the Kabi Kabi, Jinibara and Turrbal People. Today, more than 510,000 people live here. We are one of the largest and fastest growing local government areas in Australia. By 2041, an additional 200,000 people are expected to call our city home.

City of Moreton Bay has a total land area of over 2,000 square kilometres, including mountain ranges, water supply catchments, coastal wetlands, national parks, state forests, rural townships and urban centres.

City of Moreton Bay is a growing residential area, with substantial rural, rural-residential, commercial and industrial areas. Rural land is used mainly for dairy farming, timber production, beef cattle, mixed farming and tropical fruit growing. In City of Moreton Bay, Health Care and Social Assistance is the largest employer, generating 32,511 local jobs in 2022/23.



510,000+

population (additional
200,000 by 2041)



3rd largest

local government in
Australia by population



5th fastest

growing area in Australia



2,045km²

land area



100 suburbs

with an average population
density of 249 per km²



294km

coastline and
waterways



39 years

median resident age



3.9%

residents that identify
as Aboriginal or Torres
Strait Islander



21%

residents born
overseas



30%

households renting



\$21 billion

local economy



163,000

local jobs

Survey findings

Issues affecting the local area

Council is committed to building a strong understanding of what matters most to everyone who lives, works, visits or enjoys time in City of Moreton Bay. By hearing about the issues you experience, we can consider your needs in our work.

As in the August-September 2024 survey, residents were again asked in August-September 2025 to identify the top three issues facing their local area from a list of 19 possible concerns. .id Consulting also administered this question across Australia and South East Queensland (SEQ) in April-May 2025, providing a point of comparison.

'Inflation/cost of living' emerged as the top issue, identified by 45% of residents, an increase from 41% in 2024. Despite this, City of Moreton Bay's community were less likely to be concerned about cost of living compared to the averages for Australia and SEQ. This suggests that while economic pressure is undeniably real for City of Moreton Bay residents, the intensity of concern may be somewhat less than in capital cities and other high-density metropolitan regions.

	City of Moreton Bay			Australia			South East Queensland		
	2025	2024	Shift (pp*)	2025	2024	Shift (pp*)	2025	2024	Shift (pp*)
Inflation/Cost of living	45%	41%	+4	54%	59%	-5	57%	62%	-5
Crime/Law & order	40%	45%	-5	36%	26%	+10	39%	30%	+9
Housing/Price of Housing	39%	32%	+7	50%	54%	-4	60%	61%	-1
Transport	33%	35%	-2	20%	18%	+2	24%	21%	+3
Population/Overpopulation	23%	24%	-1	13%	13%	0	19%	16%	+3
Environmental Concerns	21%	27%	-6	10%	7%	+3	8%	7%	+1
Healthcare/Hospitals	18%	22%	-4	20%	19%	+1	8%	10%	-2
Poverty/Inequality	14%	13%	+1	11%	11%	0	9%	13%	-4
Petrol Prices/Fuel	13%	17%	-4	12%	21%	-9	15%	22%	-7
Drug/Alcohol Abuse	11%	9%	+2	15%	15%	0	9%	11%	-2
The Economy	11%	10%	+1	12%	13%	-1	11%	10%	+1
Immigration	7%	4%	+3	7%	5%	+2	5%	7%	-2
Education	7%	5%	+2	3%	3%	0	1%	1%	0
Household Debt/Personal Debt	6%	6%	0	13%	14%	-1	16%	15%	+1
Taxation	5%	3%	+2	6%	5%	+1	8%	3%	+5
Unemployment	4%	4%	0	9%	9%	0	5%	6%	-1
Race Relations/Racism	1%	1%	0	5%	3%	+2	3%	1%	+2
Issues Facing First Nations	1%	2%	-1	4%	5%	-1	2%	3%	-1
Defence	1%	1%	0	1%	1%	0	1%	1%	0

Results shaded green (higher) / red (lower) show a statistically significant change compared to the previous year at the 95% confidence level. *pp = percentage points.

'Crime/law and order' was the second most identified local issue at 40%, though this represents a decline compared with 45% last year. This decline in concern about crime and antisocial behaviour represents a noticeable difference compared with the upward trends observed nationally (up from 26% in 2024 to 36% in 2025 across Australia) and across SEQ (up from 30% to 39%). The results of the last edition of *Moreton Says* showed that feeling safe is a critical element of liveability, with residents rating it as the most important thing when determining what makes somewhere a good place to live at 70%. This reiterates the importance of City of Moreton Bay continuing to prioritise initiatives that enhance community safety and ensure residents feel secure in their local area.

'Housing/price of housing' rose to become the third top issue affecting the community, with 39% of our community identifying it in 2025, up significantly from 32% the previous year. Moreton Bay is one of Australia's fastest-growing urban areas. Population growth puts upward pressure on house prices due to demand outpacing supply and increased competition for rentals, pushing up costs and reducing availability. This issue was experienced more acutely in SEQ at 60%, with this now the most concerning issue facing in the local area across SEQ.

'Transport' and 'population/overpopulation' were the fourth and fifth most common concerns in City of Moreton Bay, with no major change year-on-year. Compared to the average Australian, residents of City of Moreton Bay placed significantly greater importance on these aspects of liveability. As new developments progress in areas like Narangba, North Lakes, Griffin, Caboolture West, and Morayfield, road networks become increasingly congested, particularly at peak times, exacerbated by a high reliance on private vehicles. The lag between growth and transport capacity leads to perceptions of overcrowding, bottlenecks, and limited alternatives. There are several local factors leading to the higher focus on 'population/overpopulation'. City of Moreton Bay has historically had a mix of semi-rural and coastal town identities and strong community ties and a slower pace of life. As new developments change the look, feel, and character of the area, residents may interpret this as a loss of what made their neighbourhoods unique - magnifying perceptions of overpopulation or overdevelopment.

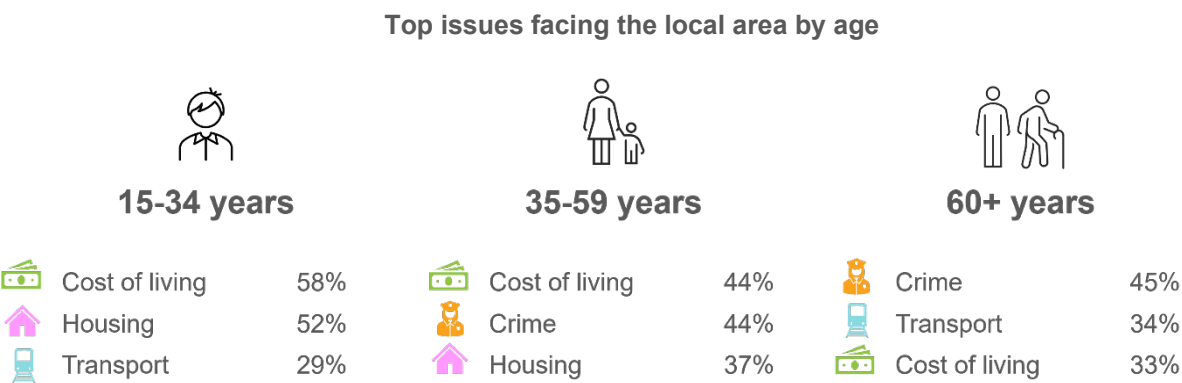
The City of Moreton Bay community also rated 'healthcare/hospitals' (18%) as a higher priority than their counterparts in SEQ (8%), signalling a noticeably stronger expectation for investment in local health services.

Although 'immigration' is a lower-order concern with 7% of the community concerned, it has seen a 3 percentage point increase since 2024. This may reflect the influence of national media coverage and political discussion, compounded by local pressures around housing and cost of living. As concern about population growth and service strain grows, immigration can become a touchpoint for broader unease, even in areas without high direct migration impacts.

Consistent with the 2024 results, concerns among City of Moreton Bay residents continued to vary across age cohorts.

While ‘inflation/cost of living’ remained the top concern for the community overall, this result was largely driven by younger residents aged 15-34 years. In this group, 58% identified cost of living as a top issue, up from 53% in 2024 and well above the city average of 45%. ‘Housing/price of housing’ was also significantly more important for these younger residents, with 52% identifying it as a concern (up from 42% in 2024).

Among residents aged 35-59 years, ‘cost of living’ and ‘crime/law and order’ were the most important concerns, both at 44%. Concern about ‘housing/price of housing’ has risen among this age group, and is now the third most common issue identified, potentially reflecting the pressures faced by families and working households in the current housing market.

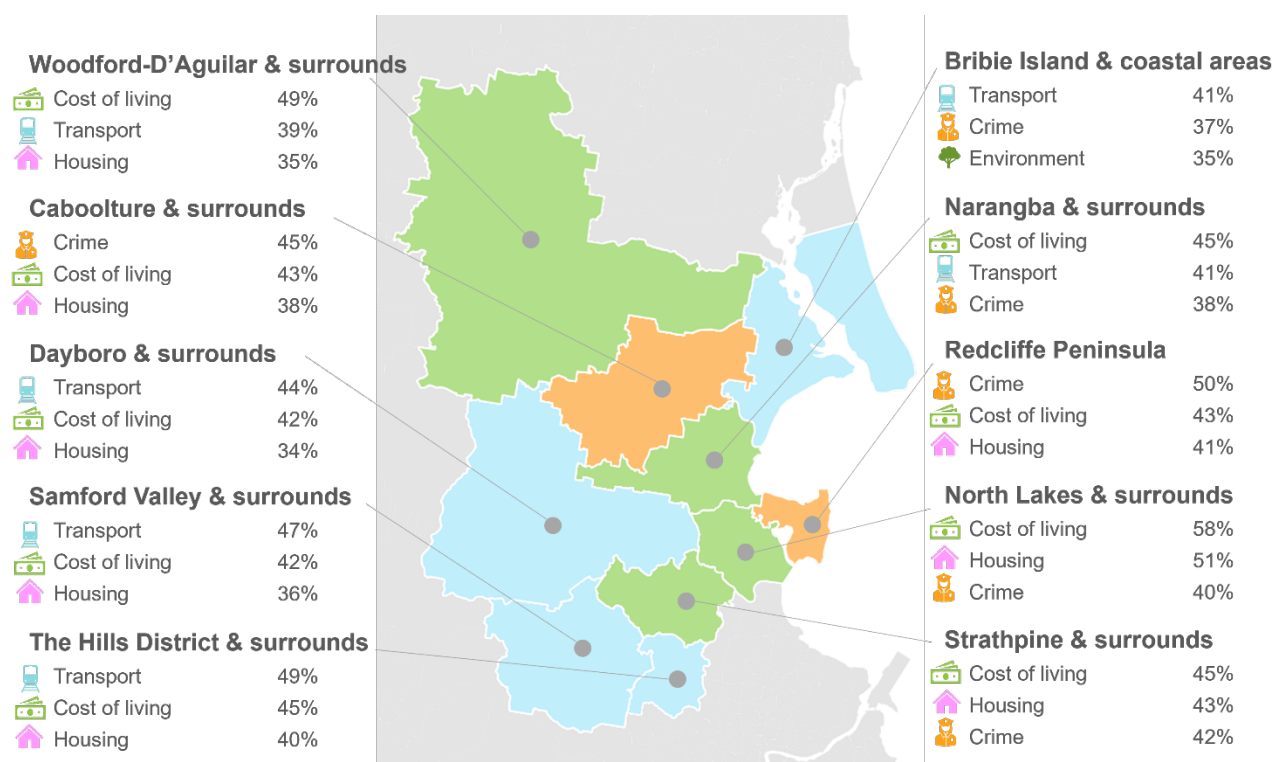


Older residents (aged 60+) continued to be more concerned than the city average about a broader range of issues, with ‘crime/law and order’ standing out as a key concern for 45% of this group (40%). This age group was also more likely than the average City of Moreton Bay resident to identify the following issues as facing the local area: ‘population/overpopulation’ (32% compared with 23%), ‘environmental concerns’ (27% compared with 21%) and ‘healthcare/hospitals’ (26% compared with 18%).

These results highlight the differing priorities across age groups and reinforce the importance of considering demographic variation when planning Council services and priorities.

Perceptions of the top issues facing City of Moreton Bay also varied across locations, reflecting the different localised challenges experienced within the community. Three key issues topped the list across the communities of interest – cost of living, transport and crime.

Top issues facing the local area by community of interest



'Crime/law and order' was again the most common concern in Redcliffe Peninsula (50%, down from 53% in 2024) and Caboolture & surrounds (45%, down from 53% in 2024). Encouragingly, concern about this issue has declined in both communities, mirroring the trend observed across City of Moreton Bay overall.

'Inflation/cost of living' remained a top three issue across almost all communities of interest but was particularly high in North Lakes & surrounds (58%, up from 52% in 2024), Woodford–D'Aguilar & surrounds (49%, up from 38% in 2024), Narangba & surrounds (45%, unchanged from 2024) and Strathpine & surrounds (45%, no change from 2024).

'Transport' continued to be a key concern. Residents in The Hills District & surrounds (49%) and Samford Valley & surrounds (47%) are significantly more likely to raise it than the city average, consistent with 2024. Dayboro & surrounds (44%) and Bribie Island & coastal areas (41%) were also above average, similar to 2024 (46% and 43% respectively).

'Housing/price of housing' became more prominent in several areas in Aug-Sep 2025. North Lakes & surrounds rose to 51% (up from 36% in 2024), Redcliffe Peninsula increased to 41% (up from 36%) and Strathpine & surrounds to 43% (up from 35%).

'Environmental concerns' declined at a city-wide level, and this trend was also observed across most local areas. However, it remained a top issue in Bribie Island & coastal areas (35%, down from 39% in 2024), indicating this community continues to place greater emphasis on the environment than the city average.

This data suggests a need to:

- Prioritise **transport planning in peri-urban zones** (particularly Samford, Dayboro and Woodford-D'Aguilar).
- Focus **community safety efforts** in urban cores (particularly Caboolture, Redcliffe and Strathpine).
- Tailor **housing advocacy and strategy** to areas experiencing highest pressure (North Lakes, Narangba, Woodford).
- Invest in **environmental protection and education** particularly in places where this is a strong community value (Bribie Island).

As was the case in 2024, there were slight differences in the types of concerns people had across the city. First Nations people were more likely to be concerned about issues facing Aboriginal and Torres Strait Islanders (14%, up from 11% last year). Those who studied in the area were also more likely to prioritise 'housing/price of housing', with almost half (49%) identifying it as the main concern compared with 39% of those who live locally. Similarly, 'housing/price of housing' was cited as more concerning among women (43%) than men (36%). These results reinforced the broader trend in 2025 of housing affordability becoming a more prominent issue across the community, building on its rising importance in last year's survey.



Suggestions for improving quality of life

Consistent with the 2024 survey, *Moreton Says* again invited the community to share in their own words what could be done to improve the quality of life in their local area within City of Moreton Bay. The results revealed five key themes:

Ways to improve quality of life in City of Moreton Bay



Affordable housing

- Housing for low to medium incomes
- Emergency housing
- Safe spaces for the homeless



Infrastructure

- Better roads and maintenance
- More effective public transport
- Expand road and transit networks



Public safety

- Greater police presence
- Harsher penalties for crime
- More community activities



Environmental protection

- Protect green spaces
- Plant trees and create bike paths
- Consider ecological impacts



Local governance

- Lower Council rates
- Improve services and planning
- More community involvement

Affordable housing

Housing affordability was commonly raised as an area for improvement and a key factor influencing quality of life. Many called for more affordable and diverse housing, including options such as townhouses and duplexes. There were also calls for greater access to affordable and social housing, along with better management of existing public housing to provide safe spaces and support for people experiencing homelessness, low-income earners and single parents. Alongside affordability, community members emphasised the need for thoughtful urban planning, noting concerns about the impact of high-density developments on community character.

While some supported higher-density housing if accompanied by appropriate infrastructure such as roads, parking, green space and services, others preferred protecting green spaces and the natural environment from overdevelopment.

“Support small to medium size developers with reduced infrastructure charges and expedited approval pathways to encourage and enable construction of dwellings to ease the housing crisis in our area.”

Female, 35-59 years, Redcliffe Peninsula

“Large-scale development of high-density mixed-use complexes at major public transport hubs would simultaneously improve the housing shortage, develop local employment opportunities and provide greater mobility for residents of the region.”

Male, 15-34 years, Strathpine & surrounds

“More affordable and diverse housing. Fast-track community housing projects and expand social housing options to reduce pressure on families and individuals struggling with high rents and long waiting lists.”

Female, 15-34 years, Narangba & surrounds

Infrastructure

Infrastructure development emerged as a major theme, with many members of the community urging improvements to roads, public transport and community facilities to better support the city’s growing population. A strong sentiment was expressed that infrastructure should be delivered before, or at least alongside, new housing developments to prevent congestion and pressure on existing services. Community members also put forward ideas for more integrated planning, including the development of high-density mixed-use complexes near public transport hubs to reduce car dependency. Specific infrastructure priorities mentioned included upgrades to road networks in areas such as Bribie Island and Oakey Flat Road, and improved public transport services, such as express train connections from Mango Hill, and a direct bus service from Petrie to Ferny Grove. In addition to these types of improvements, community members called for more footpaths and safe cycling paths to be built to encourage active transport.

“Enhancing public transport infrastructure, such as introducing express train services from Mango Hill to the city, would greatly benefit commuters.”

Female, 15-34, North Lakes & surrounds

“Better traffic flow and safety options for the growing population, especially with foot traffic for children/families accessing places safely. An overpass would be a good start over the very busy Oakey Flat Road, connecting the shopping and school areas to the new housing estates.”

Female, 35-59 years, Narangba & surrounds

“One of the most pressing issues is the state of local roads. Potholes and quick patch jobs not only damage vehicles but also undermine safety and confidence in Council’s maintenance. Investing in proper, long-lasting road repairs would make a real difference to quality of life.”

Male, 15-34 years, Strathpine & surrounds

Public safety

Community members frequently raised concerns about community safety, particularly the need for a stronger police presence to deter crime. Shopping centres and public spaces were identified as areas where safety could be improved. Suggestions also included investment in safer, well-lit streets and other measures to reduce anti-social behaviour and improve perceptions of safety across the city. In addition, some community members emphasised the importance of road safety, calling for lower speed limits of 40km/h in some areas, the installation of speed bumps, and the creation of more pedestrian crossings, particularly near schools.

“Better traffic flow and safety options for the growing population, especially with foot traffic for children/families accessing the shopping areas, parks, etc. safely.”

Female, 35-59 years, Narangba & surrounds

“More crackdowns on youth crimes and for it to be taken more seriously for the safety and wellbeing of the general public.”

Male, 15-34 years, Caboolture & surrounds

“Lower speed limits and consistency on Bribie Island. There are too many changes in limits causing confusion and unnecessary speeding.”

Female, 35-59 years, Bribie Island & coastal areas

Environmental protection

Community members placed strong importance on protecting the natural environment and promoting sustainability within City of Moreton Bay. Many called for stricter environmental laws and greater preservation of natural areas, alongside improved maintenance of existing parks, green spaces and foreshore areas. Suggestions included ensuring new developments incorporate adequate green space, completing planned projects such as the boardwalk at Joseph Bancroft Park, and creating more community gardens. Some also advocated for initiatives to reduce pollution, increase recycling and embed sustainability more strongly in Council's planning and decision-making.

“...Incorporating environmental elements like plants and green spaces among housing complexes could help create nature pathways for wildlife and help to control pollutants long term.”

Female, 15-34 years, Non-resident

“Greater interest in the environment to encourage a healthier community with interest in keeping care of green spaces and the bay.”

Female, 35-59 years, Narangba & surrounds

“More emphasis on environmentally responsible development e.g. preventing run off from polluting the Pumicestone Passage and Moreton Bay.”

Male, 60+ years, Bribie Island & coastal areas

Local governance

Residents shared mixed views about local governance, with some expressing dissatisfaction over high council rates, inadequate services, and planning decisions. Many also called for greater transparency and community involvement in decision-making, and a stronger community voice in shaping local priorities.

Alongside governance, community members emphasised the importance of building social connection through more community events, well-maintained parks and public spaces, and stronger support for libraries, arts, and cultural hubs. Some expressed a strong desire for more volunteering opportunities and initiatives that celebrate diversity within the community and strengthen local connections.

“Make the council smaller, cut costs and reduce rates.”

Male, 35-59 years, Caboolture & surrounds

“Council managing council assets in line with the users (ratepayers) expectations and recommendations.”

Male, 35-59 years, Redcliffe Peninsula

“More community programs. More organised community events with volunteers in order to get more young people into employment and cause less crime.”

Female, 15-34 years, North Lakes & surrounds

Lifestyle

Council is committed to being accountable, transparent, engaged and responsive - delivering great customer experiences and continuously improving our services. Understanding lifestyle and community identity through initiatives like *Moreton Says* is an important part of achieving this.

What we asked

As City of Moreton Bay grows, it is important to balance change with maintaining lifestyle and local identity. To better understand the broad range of perspectives among those who live, study or work within the city, we asked you:

- what your views on the city’s lifestyle characteristics are - including activities, events, affordability, environmental sustainability, diversity, and accessibility
- how likely you are to recommend City of Moreton Bay as a place to live, work, do business/invest, study or visit
- what activities you enjoy in your spare time.

Some of these questions were also asked in April/June 2021 and August/September 2024, allowing us to compare results and identify trends over time.

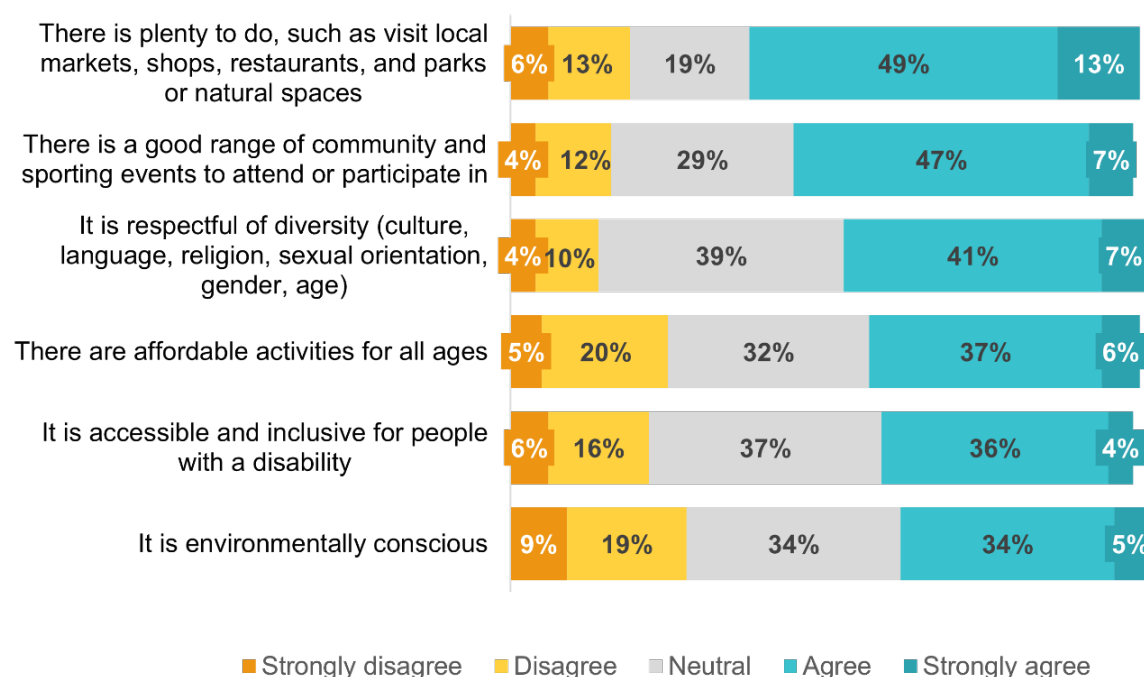
Views on the City's lifestyle characteristics & activities

Residents in City of Moreton Bay demonstrated strong agreement that there is plenty to do in the neighbourhood they live in - such as visiting local markets, shops, restaurants, and natural spaces (62% agreed or strongly agreed). This suggests the community feels well-served in terms of lifestyle offerings and recreational amenities.

More than half (54%) agreed there is a good range of community and sporting events to attend or participate in, though nearly a third were neutral - pointing to potential to broaden appeal or visibility.

Almost half of the City of Moreton Bay community (48%) agreed their neighbourhood shows respect for diversity (culture, language, religion, sexual orientation, gender, age), while 16% disagreed. Agreement with this statement was lower among those who identified as LGBTQIA+ (33% agreed; 31% disagreed) and among the Aboriginal or Torres Strait Islander community (45% agreed; 23% disagreed). The views of those that spoke a language other than English at home were similar to the average (52% agreed; 14% disagreed), as were those born overseas in a country other than Australia or New Zealand (46% agreed; 12% disagreed).

To what extent do you agree or disagree with the following about the neighbourhood you live in...



Perceptions of having affordable activities for all ages in their neighbourhood were more mixed, with just over four in ten (43%) agreeing, while nearly a third (32%) were neutral. Having affordable activities is particularly important given the cost pressures locals are under. Young people (15-34 years) were less likely to agree there were affordable activities for all ages (39%), compared to 35-59 year olds (41%) and those aged 60 years or over (50%).

Four in ten (40%) agreed the neighbourhood they live in is inclusive for people with disability, though this dropped to 30% among those with a disability, or those that care for/support a person with a disability, indicating those most affected may have differing experiences.

Environmental consciousness in local neighbourhoods was somewhat divisive - 42% agreed their neighbourhood was environmentally conscious, 28% disagreed, and a large 34% remained neutral. It is likely that this result is linked to community concerns about overdevelopment, land clearing, and urban expansion across City of Moreton Bay.

The higher proportion of neutral responses may reflect limited awareness of what's available, suggesting Council could do more to promote accessible activities.

When asked what activities they most enjoy in their spare time, community members strongly favoured activities involving physical activity and outdoor spaces. The top activity selected was being active in public outdoor spaces (69%), followed by outdoor recreation (51%) and general exercise (48%). This highlights the importance of high-quality outdoor areas - like parks, walking tracks, and natural spaces - for supporting everyday wellbeing.

Which of the following activities do you enjoy doing or attending in your spare time?



Activities with animals - such as dog walking and horse riding - were enjoyed by 41%. This reflects the area's semi-rural character in parts and shows the importance of planning for pet- and animal-friendly infrastructure (e.g. off-leash areas, horse trails).



Social gatherings in public outdoor spaces (39%) were more common than Council-led activities (e.g. watching organised sport or participating in Council-organised events), suggesting residents are looking for self-driven social opportunities, not just formal programming.

Libraries were used by almost a third (32%) of respondents - not just for borrowing books, but as places for programs and activities. This supports the idea that libraries are inclusive, multifunctional spaces with strong community value.

Creative activations (26%), visiting museums (25%), and art galleries (23%) had lower but still meaningful levels of engagement. These activities likely appeal to particular demographics (women were more likely to partake than men) or interest groups, indicating the need for targeted support and promotion.

Other responses included: swimming, fishing, boating, visiting local beaches and parks, water sports, cycling and walking along trails, reading, art classes, cinema, concerts and music events, religious events, markets and gardening. There was a notable interest in volunteering, with individuals contributing to organisations like the RSPCA, and Redcliffe Botanical Gardens. Indoor activities such as socialising at cafes and restaurants, crocheting, patchwork quilting, and playing board games like Mahjong and Canasta were mentioned.

Older community members (60+) were more likely than the city average to enjoy activities organised by others (39% compared to 32%) and general exercise (55% compared to 48%), suggesting a desire for both social connection and healthy living in later life.

Across communities of interest, activity preferences were generally consistent, though some differences emerged. In Dayboro and surrounds, almost half (47%) said they enjoyed participating in organised activities—well above the city average (32%). On the Redcliffe Peninsula, residents were significantly more likely than average to be active in outdoor spaces (75%), gather socially outdoors (49%), or attend creative activations in public areas (33%). Non-residents were also more likely than average to say they enjoyed creative activations in outdoor spaces (34%) and visiting art galleries (33%), suggesting opportunities for Council to further invest in facilities and experiences that attract both locals and visitors.

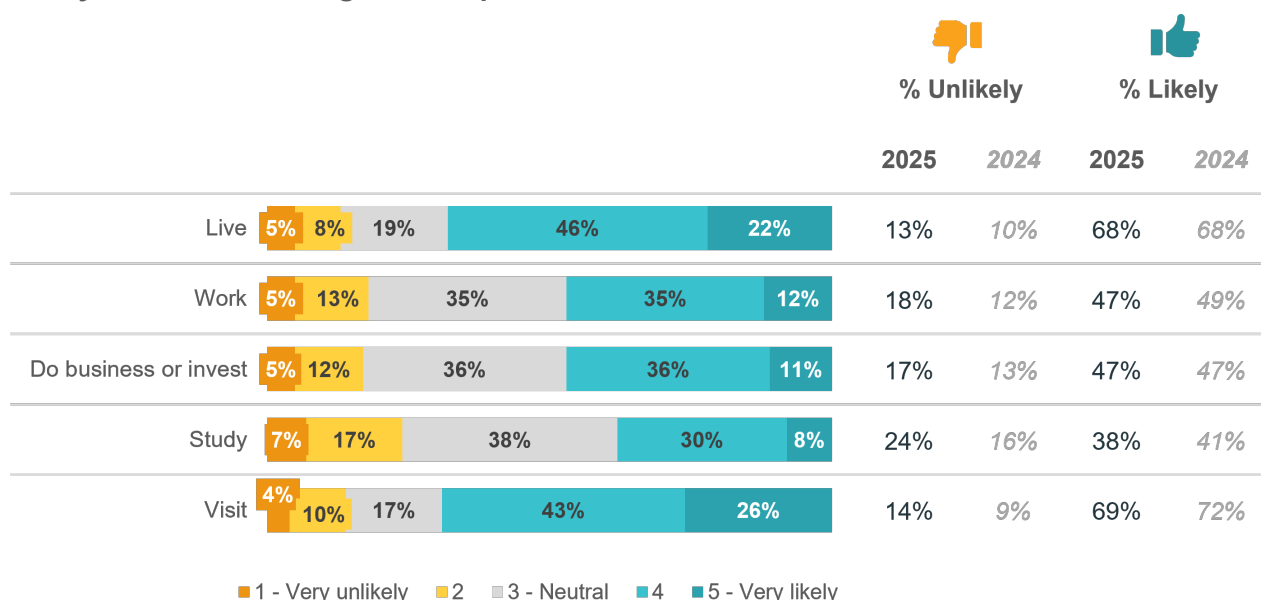
Likelihood to recommend City of Moreton Bay

Just as in the 2024 survey, in this wave of *Moreton Says*, we asked you to what extent you would recommend City of Moreton Bay as a place to live, work, invest, study or visit.

The City of Moreton Bay community continues to demonstrate a strong sense of pride, with almost seven out of ten residents likely to recommend it as a place to live (68% rated 4-5 out of 5, unchanged from 2024). However, a small rise in those unlikely to recommend (from 10% to 13%) could point to emerging concerns—likely linked to cost of living, housing affordability or infrastructure pressure.

A similar proportion (69%) would recommend it as a place to visit, down from 72% in 2024. This willingness to advocate for the city is important in fostering social cohesion and attracting community investment.

How likely are you to recommend City of Moreton Bay to family, friends or colleagues as a place to...



Community members remained less likely to recommend City of Moreton Bay as a place to work (47%, down from 49% in 2024), own a business/invest (47%—unchanged from 2024) or study (38%, down from 41% in 2024). This may suggest growing dissatisfaction with education and job opportunities for younger or working-age populations. However, the relatively high proportion of neutral responses suggests these results may reflect a lack of awareness or personal involvement in those aspects.

When focusing on those more likely to be in a position to recommend these aspects:

- 61% of respondents who **work within City of Moreton Bay** (34% of total survey respondents, 931 people) would recommend the city as a place to work, a far higher proportion than the total community (47%).

- 45% of those who own a **business in City of Moreton Bay** (7% of total survey respondents, 200 people) would recommend doing business or investing in City of Moreton Bay, slightly lower than the community average (47%).
- 58% of those **attending school or studying in City of Moreton Bay** (5% of total survey respondents, 137 people) would recommend City of Moreton Bay as a place to study or attend school (rated 4-5 out of 5), significantly higher than the total community (47%).

Women were slightly more likely than men to recommend City of Moreton Bay across all aspects, and younger residents (15-34) rated the City higher across most measures—except as a place to visit, where 62% gave a rating of 4-5 compared to the city average of 69%. Older residents (60+) were significantly more likely to recommend City of Moreton Bay as a place to visit (78%).

Local area differences were also notable. The highest proportions of residents recommending City of Moreton Bay as a place to live were found in Samford Valley & surrounds (75%), The Hills District & surrounds (75%), Redcliffe Peninsula (74%), and Bribie Island & coastal areas (73%). By contrast, Caboolture & surrounds (51%) was significantly less likely to recommend it as a place to live.

Local parks

Local parks are central to neighbourhood identity and lifestyle. They provide space for people of all ages to be active, connect with nature, and gather as a community. In this wave of *Moreton Says*, we introduced new questions to better understand how residents use and value parks across the City of Moreton Bay.

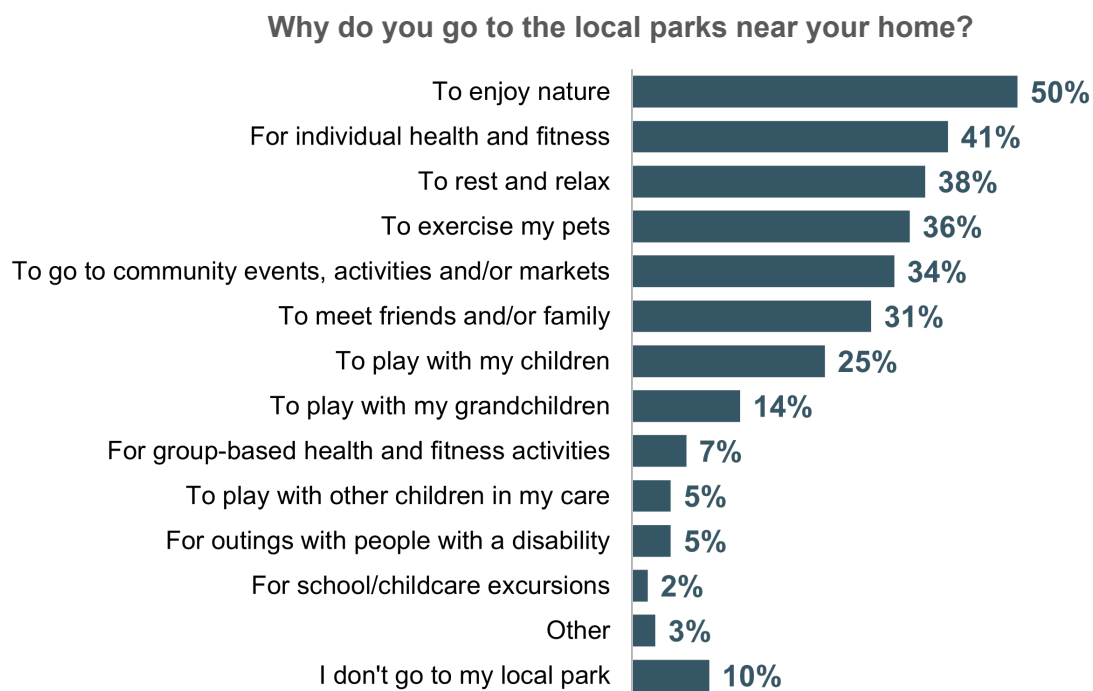
What we asked

To gain insight into how local parks meet community needs, we asked you about your:

- reasons for visiting your local parks
- reasons for travelling to parks further from home
- agreement with statements about your local park, including access via active transport, size, facilities, shade, and accessibility for people with disability or mobility challenges
- what your 'ultimate local park' would include if you were to design one for your neighbourhood.

Reasons for visiting your local parks

We asked community members why they go to the local park near their home. The most common reason was to enjoy nature (50%), followed by individual health and fitness (41%). These results highlight the intrinsic value residents place on natural spaces for physical, mental, and emotional wellbeing. Rest and relaxation (38%) was the third most common reason, showing that parks also serve as restorative spaces beyond active use.



Other popular motivators included exercising with pets (36%) and social connection - with 34% saying they visit parks to attend community events, activities or markets, and 31% to meet friends or family. Among households with dependent children (32% of total survey respondents, 865 people), six in ten (60%) said they go to parks to play with their children. This shows that parks are important gathering spaces that foster social cohesion and provide spaces for intergenerational activity.

While lower in proportion, group health/fitness (7%) and disability-inclusive outings (5%) were important niche uses with equity and inclusion implications.

Patterns were consistent across genders, though women were more likely than average to attend community events, activities, and markets (39%). This suggests an opportunity for Council to promote these offerings more broadly, or to program more events that appeal across demographics.

While nature and fitness were important drivers across all age groups, some differences emerged. Among residents aged 60+, more than a third (35%) reported visiting parks to play with their grandchildren and 43% to rest and relax. Younger residents (15-34) were less likely than average to select many of the listed reasons but stood out for socialising - almost four in ten said they go to parks to meet friends/family or play with their children (37% respectively).

We also found local differences. Residents in Bribie Island & coastal areas were significantly more likely than average to go to parks for multiple reasons, including to enjoy nature (61%), rest and relax (50%), and attend community events or markets (47%). Similarly, Redcliffe Peninsula residents exceeded the city average for a range of reasons including enjoying nature (60%), attending community events (43%), and meeting friends/family (39%). In contrast, residents of Woodford-D'Aguilar and Caboolture & surrounds were less likely to cite key reasons motivators—including enjoying nature (37% and 43% respectively), individual health and fitness (20% and 25% respectively) or relaxation (21% and 32% respectively), suggesting lower engagement with their local parks.

Among community members who said they don't go to their local park (10% of total survey respondents, 284 people), comments revealed a range of concerns. The most common barriers related to safety, maintenance and facilities, and accessibility.

Safety concerns included witnessing anti-social behaviour, drug use, and unease around the presence of people experiencing homelessness.

Maintenance and facilities issues focused on the condition and quality of parks, such as overgrown grass, litter, damaged or outdated equipment, and a lack of toilets, seating, and picnic areas.

Accessibility barriers were also significant. Some residents felt parks were too far away or difficult to access, particularly for those with mobility issues or limited parking nearby.

Why residents don't use local parks



Safety concerns

- Homelessness, drugs, antisocial behaviour



Maintenance and facilities

- Overgrown, damaged
- Lack of toilets, seating



Suitability reasons

- Too far away, too small, too busy
- Poor for age group



Other reasons

- Live on large property
- Too busy
- Prefer to do other things

Others said parks were not inclusive of all ages, with facilities primarily catering to young children but offering few activities for older children, adolescents, or adults.

Together, these issues suggested that while parks are valued by many, improvements in safety, amenities, and inclusive design could encourage greater use across the community.

"It's not big enough. Grass isn't well maintained. It's also surrounded by houses. No great picnic spots."

Female, 15-34 years, North Lakes & surrounds

"Child playground (no children), cannot exercise dogs there are no walkways, grass always needs mowing and there are weeds which stick to dogs which we then bring home."

Female, 35-59 years, Caboolture & surrounds

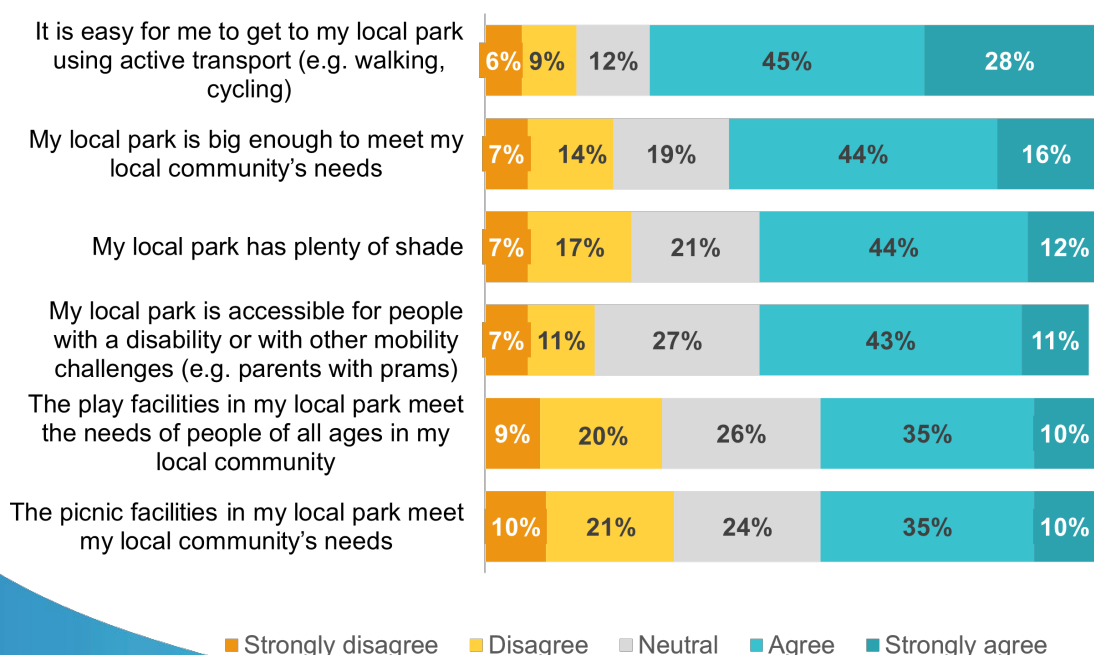
"Our local park is set back from the road, with trees covering the park from the road and line of sight. I do not feel safe going there."

Female, 15-34 years, North Lakes & surrounds

Perceptions of local parks

Community members were asked to rate their views on a series of statements about their local park, including access via active transport, size, facilities, shade, and accessibility for people with disability or mobility challenges. The results suggested local parks are generally well-located and accessible using active transport. Most community members agreed it is easy to walk or cycle to their local park (73%).

To what extent do you agree or disagree...



Six in ten (60%) felt their local park is big enough to meet community needs and nearly one in five (21%) disagreed. There may be capacity issues in higher-density areas or rapidly growing neighbourhoods where existing parks are under pressure.

More than half agreed their local park has plenty of shade (56%), whilst 24% disagreed. Disagreement was higher in Caboolture & surrounds (32% disagreed their local park has plenty of shade). Shade coverage may be lacking in newer or more exposed parks, affecting comfort—especially in hotter months and for older users or young families.

Over half (54%) agreed their park is accessible for people with a disability or mobility challenges, but 27% remained neutral and 18% disagreed. Among those with a disability, or those that care for/support a person with a disability, 48% agreed and 28% disagreed. This may signal a need for further improvements in inclusive design (e.g. paths, ramps, surfaces, seating).

Areas with the lowest agreement were age-friendly play facilities and picnic facilities, with only 45% of community members agreeing their local park meets these needs. This suggests that improvements in these facilities could help parks better serve the full spectrum of people within City of Moreton Bay.

Across all statements, older community members (60 years or over) were more likely to agree than the city average, particularly regarding park size (67% agreed, compared to 60% citywide). Those aged 35–59 years were slightly less agreeable across most measures, while community members aged 15–34 years were broadly in line with the city average.

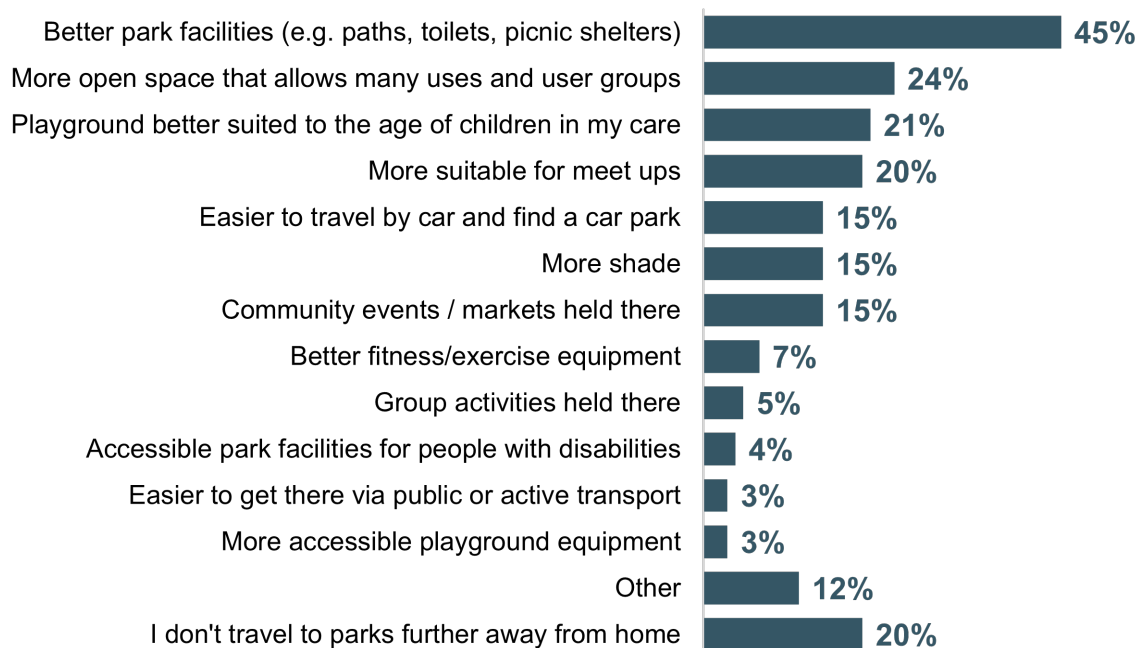
Local differences also emerged. Residents of Bribie Island & coastal areas were significantly more likely than average to agree with all statements tested, especially that it is easy to get to their local park using active transport (78%) and that their park is big enough to meet community needs (74%). By contrast, residents in Woodford–D’Aguilar & surrounds and Caboolture & surrounds were less likely to agree across most measures—reflecting earlier findings that these communities are either less engaged or less satisfied with their local parks overall.



Reasons for travelling to parks further away from home

We asked community members why they travel to parks further from home. By far, the most common reason was to access better facilities (45%), indicating that basic infrastructure is a strong driver of park visitation decisions. Other top drivers included larger open spaces that accommodate many uses and user groups (24%) and playgrounds better suited to children in their care (21%).

If you travel to parks further away from home, what are your main reasons for going to those parks?



Social functionality also featured: 20% said parks further away were more suitable for meeting friends/family, and 15% cited community events/markets - reinforcing that people are drawn to parks that support both casual and programmed social activity.

Across all age groups, better facilities were the leading reason for travelling further. Younger residents (15–34) were the most likely age group to travel to parks further away from home (88%), and 53% said they did so for better facilities, 33% for larger open space, and 29% for playgrounds suited to children in their care. In contrast, almost a third (32%) of residents aged 60+ said they do *not* travel to parks further away from home - significantly higher than the city average.

Among households with dependent children (32% of respondents, 865 people), more than a third (37%) said they travel further because playgrounds in other areas are better suited to their children's ages.

Local area differences were also evident. While better facilities were the leading reason across all areas, residents of Narangba & surrounds and Strathpine & surrounds were more likely than average to travel to parks further away from home. By contrast, Samford Valley & surrounds and Bribie Island & coastal areas were least likely to do so.

Interestingly, the motivations for travelling to parks further from home among Samford Valley & surrounds residents were more diverse than in other areas: a higher proportion of residents here nominated social meet ups with family and friends (22%), ease of traveling by car and parking (19%), and community events/markets (18%) as key motivators.

Creating an 'ultimate local park'

We then asked community members an open-text question to design their ultimate local park: what features would it include to cater for everyone in their neighbourhood?

The most common themes were shady areas, play and exercise equipment, dog-friendly spaces, inclusive and accessible design, and strong security and maintenance.

For shade, residents called for more trees and shade sails, particularly over playgrounds, seating, and picnic areas to provide comfort during hot weather.

In terms of play and exercise, there was a strong desire for adventurous and challenging equipment such as climbing frames and nature-based play areas. Residents also highlighted the need for diverse recreational facilities - including basketball courts, bike tracks, exercise equipment, and water play - to support physical activity and appeal to a range of age groups. Some residents suggested parks include separate spaces and varied equipment to cater to different ages, while a minority emphasised the value of intergenerational play – spaces and activities that bring people together of all ages. Suggestions included more BBQs, community gardens, public art displays, movie nights, and festivals as ways to foster shared use and connection.

Features of an ideal local park



Shady areas

- Trees or shade sails
- Seating and picnic tables



Play equipment

- For different age groups
- Inclusive for children with disability



Exercise equipment

- For all ages



Dog-friendly area

- Off-leash section
- Good fencing and amenities



Accessibility

- Wheelchair-friendly paths
- Accessible toilets



Security and maintenance

- CCTV and lighting
- Regular cleaning and upkeep

Dog-friendly features were also a priority, including off-leash areas, agility equipment, and waste disposal facilities.

Accessibility and inclusion were recurring themes. Residents stressed the importance of wheelchair-friendly paths, picnic tables, and inclusive play equipment such as wheelchair swings, to ensure parks are welcoming for all. They also emphasised that play equipment and spaces should be safe, well maintained, and suitable for children of all abilities.

Finally, community members placed significant emphasis on safety and upkeep. Suggestions included installing security cameras (including in car parks), improved lighting, and more frequent cleaning of facilities to create a secure and pleasant park environment.

These responses highlighted a community vision for parks that are safe, inclusive, and cater to a wide range of recreational, social, and environmental needs.

“Shade for kids, BBQ, toilets, flying fox, swings, climbing equipment for multiple aged kids and an open space for ball sports.”

Male, 15-34 years, The Hills District & surrounds

“Plenty of shade, picnic tables, BBQ's, an accessible playground for all abilities, maintained public toilets, general exercise structures, area for bikes/scooters, wheelchair/pram friendly.”

Female, 35-59 years, Strathpine & surrounds

“Accessible toilets (some sinks are too high for children), change table should be big enough for adults who need changing. Paths and gates easily traversed and opened by all abilities. Plenty of natural shade...Lots of plants creating a great habitat for wildlife. A pond or creek. Play equipment for all ages and abilities.”

Female, 15-34 years, Woodford – D'Aguilar & surrounds

Arts and culture

Arts and culture—from music, theatre and literature to galleries, museums, festivals and libraries—play a vital role in shaping and strengthening communities. In this wave of *Moreton Says*, we introduced a new section to better understand what community members value and experience in arts and culture.

What we asked

To better understand how community members value and experience arts and culture in the City of Moreton Bay, we asked about:

- importance of affordable and accessible creative activities and experiences
- importance of accessing the work of national and international artists, writers, musicians and performers locally
- importance of Council supporting the local arts sector, including artists, musicians, performers, speakers and writers
- how welcoming and inclusive local museums, galleries, libraries, sporting clubs, festivals and events are.

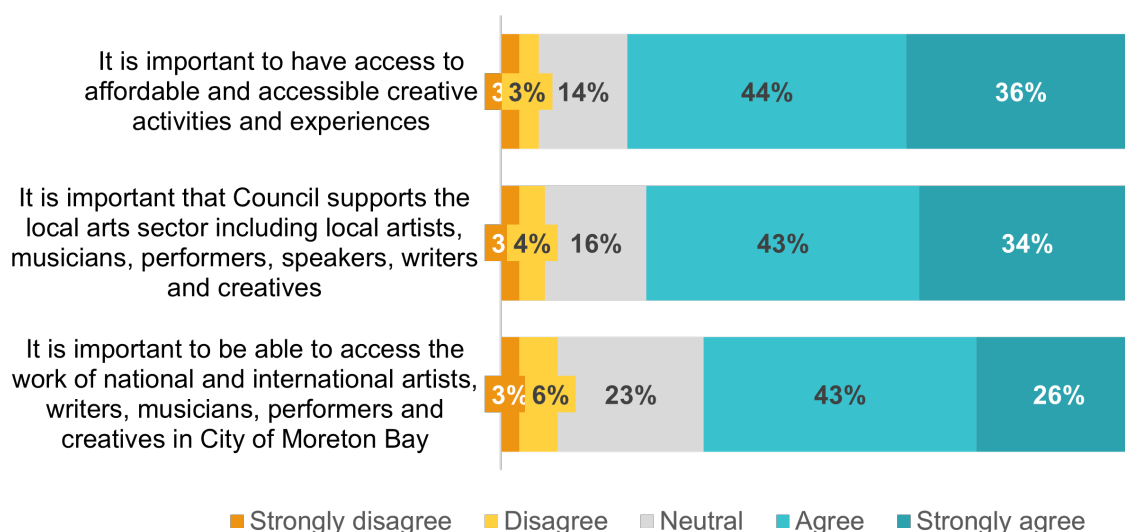


Perceptions of arts and culture

We asked community members to rate their level of agreement with a series of statements regarding arts and culture in City of Moreton Bay.

Overall, residents demonstrated a clear appreciation for access to the arts. A significant majority (80%) agreed it is important to have affordable and accessible creative activities and experiences, or it is important for Council to support the local arts sector including local artists, musicians, performers, speakers, writers and creatives (77%). These findings highlight a strong appetite for cultural participation across the community.

To what extent do you agree or disagree...



Almost seven in ten community members (69%) agreed it is important to be able to access the work of national and international artists, writers, musicians, performers and creatives locally. While agreement levels were still high, fewer residents strongly agreed with this statement (26%) compared with the other measures, and there was a larger share of neutral responses (23%).

This suggests many residents want arts and cultural experiences that are close to home, affordable, and inclusive. Supporting local creatives, festivals, exhibitions and performance spaces can help meet this demand.

Agreement patterns were consistent across age groups. However, gender differences were notable: women were significantly more likely than the city average to 'strongly' agree with all three measures, particularly the importance of affordable and accessible creative activities and experiences (45%). In contrast, men were less likely to 'strongly' agree, with only one in five (19%) agreeing 'strongly' that access to national and international work is important.

Agreement across our communities of interest was generally consistent, with a few exceptions:

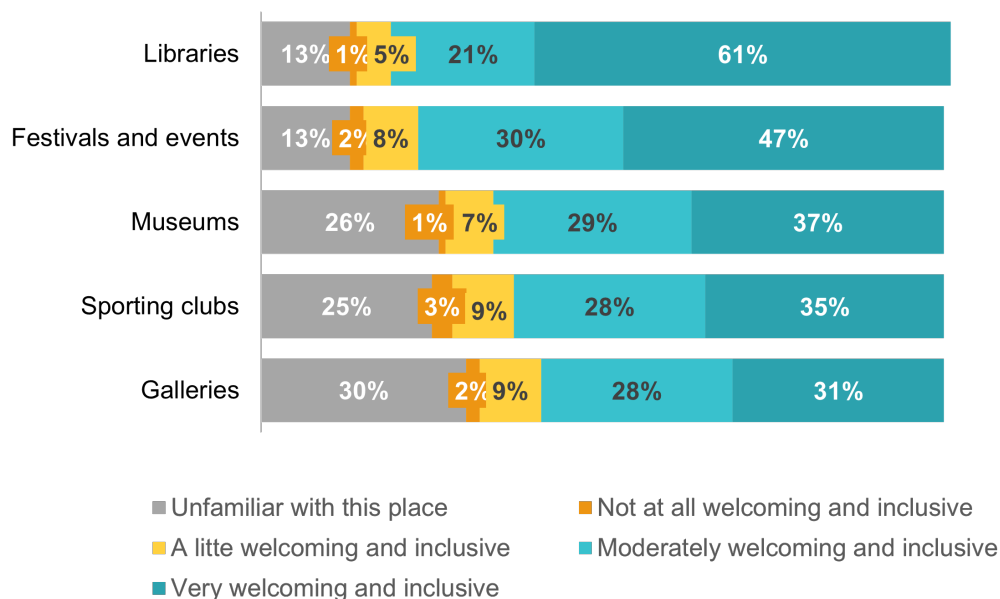
- Dayboro & surrounds: Fewer residents (11%) ‘strongly’ agreed Council support for the local arts sector is important, with a greater share disagreeing (14%) compared with the city average (7%).
- Narangba & surrounds: Almost three in ten (29%) residents were neutral about the importance of accessing national and international artists and creatives locally.
- Redcliffe Peninsula: Residents were more supportive than the city average, with 39% ‘strongly’ agreeing Council support for the local arts sector is important.
- Woodford–D’Aguilar & surrounds: Fewer residents strongly agreed (25%) on the importance of affordable and accessible creative activities and experiences, with a higher proportion selecting ‘agree’ (50%). A larger proportion also disagreed (16%) with the importance of Council support for the local arts sector, compared with the city average (7%).

Perceptions of welcoming and inclusive community spaces

We asked community members how welcoming and inclusive they found local museums, galleries, libraries, sporting clubs, festivals and events.

Libraries stood out as the most inclusive cultural institutions, with 61% of residents saying they were very welcoming and inclusive. This reflects their role as accessible community hubs, particularly for those seeking low-cost cultural participation. Festivals and events were also viewed positively, with nearly half (47%) rating them as very welcoming and inclusive. These likely serve as important entry points for diverse community engagement and cultural celebration.

How welcoming and inclusive do you find the following...



Familiarity levels shaped perceptions of other facilities. Around one in four residents said they were unfamiliar with museums (26%) and sporting clubs (25%), yet over a third still rated these as very welcoming and inclusive (37% and 35% respectively). Galleries had the lowest rating, with three in ten (31%) saying they are very welcoming and inclusive, and a similar proportion (30%) unfamiliar with them.

Gender differences were evident. Women were more likely than the City of Moreton Bay average to see libraries (67%) and galleries (35%) as very welcoming and inclusive. Men were more likely to rate sporting clubs this way (40%), compared with women (29%). Age differences were smaller, though residents aged 60+ were more likely than the city average to view galleries as welcoming and inclusive (35%).

Results varied across local areas, with those rating higher than the city average including:

- Bribie Island & coastal areas: Residents were more likely than the city average to view museums (50%) and galleries (45%) as welcoming and inclusive.
- Redcliffe Peninsula: Residents recorded significantly higher ratings for museums (42%) and galleries (37%) than the city average.
- Dayboro & surrounds: Residents were more likely than the city average to rate galleries as welcoming and inclusive (41%).
- The Hills District & surrounds: Higher welcoming and inclusive ratings for libraries (68%) and festivals and events (54%) than average.

Areas rating lower than the city average included:

- Narangba & surrounds: Residents reported lower welcoming and inclusive ratings than average for museums (31%) and galleries (24%).
- North Lakes & surrounds: Fewer residents than the city average considered galleries welcoming and inclusive (22%).
- Strathpine & surrounds: Similarly lower welcoming and inclusive ratings for galleries (25%).

These results suggest an opportunity to make museums and galleries more approachable to a broader audience, especially those currently unfamiliar or disengaged. Continuing to build on the success of libraries and festivals as inclusive cultural access points may help reach more underrepresented groups.

Waste management

Waste management is one of Council's core services, delivered through the provision of three different coloured bins and multiple waste facilities across the city. In this wave of *Moreton Says*, we introduced a new section to better understand how residents use and engage with Council's waste and recycling services.

What we asked

To better understand waste behaviours in our community, we asked you:

- whether you feel that correctly sorting waste and recycling makes a difference to the environment and helps reduce greenhouse gas emissions
- your level of confidence in correctly sorting items into the right bins
- where you get information about waste and recycling services.

Confidence in correctly sorting items into the right bins

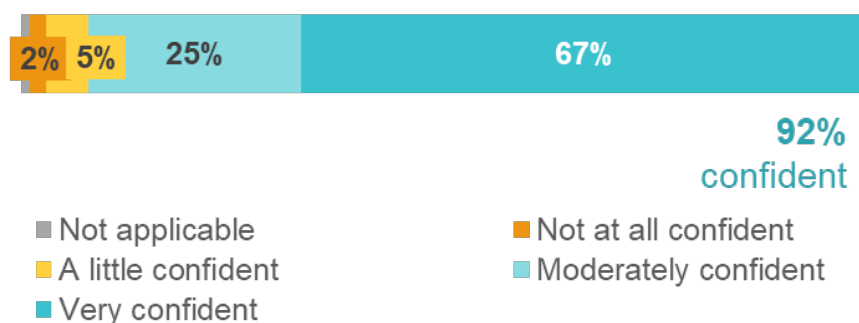
Community members in City of Moreton Bay reported high levels of confidence in sorting their waste into the correct bins. Nine in ten (92%) said they were confident, including two thirds (67%) who felt 'very confident' and a further 25% who were 'moderately confident'. Only a small proportion (7%) reported low confidence.

Confidence was similar for men and women, though differences emerged across age groups. Younger residents (15–34) were less likely than average to feel 'very confident' (59% compared with 67%), while older residents (60+) were more likely to feel this way (73%).

Confidence levels were consistently high across all communities of interest, with nine in ten or more residents in each reporting they were confident in sorting waste into the right bins.

The high self-reported confidence in sorting household waste suggests most residents believe they are doing the right thing. However, other data is required to understand the extent to which residents are *actually* sorting items into the right bins. Targeted communication to younger residents, along with clear guidance on tricky items such as soft plastics and organics, would help reinforce accurate waste sorting behaviours across the community.

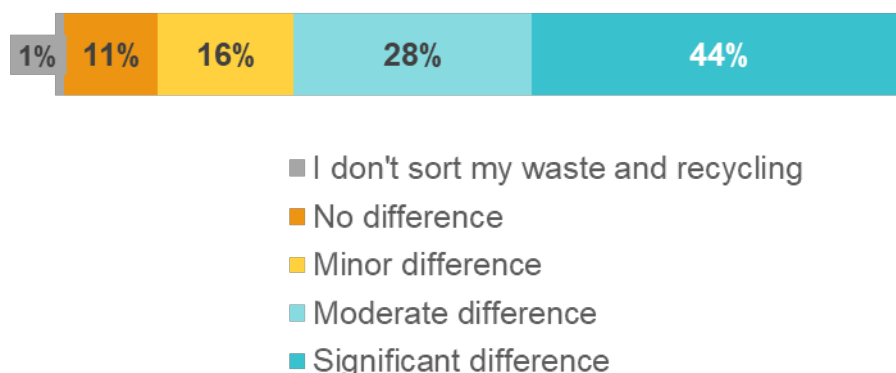
How confident are you in correctly sorting your household waste into the right bins?



Perceptions of the impact of correctly sorting waste

Whilst 92% of the community was confident in correctly sorting their waste, less (72%) believed correctly sorting waste and recycling makes a positive difference, including 44% who feel it makes a 'significant' difference and 28% who feel it makes a 'moderate' difference. However, more than a quarter (27%) remained unconvinced, suggesting an opportunity for clearer communication about where recyclables go and how they are reused.

How much of a difference do you feel correctly sorting your waste and recycling makes for the environment and reducing greenhouse gas emissions?



Gender differences were evident. Almost eight in ten women (79%) saw value in sorting waste, including half (50%) who felt it makes a significant difference. Men were less likely to share this view, with a third (33%) stating they believe it makes only a minor or no difference.

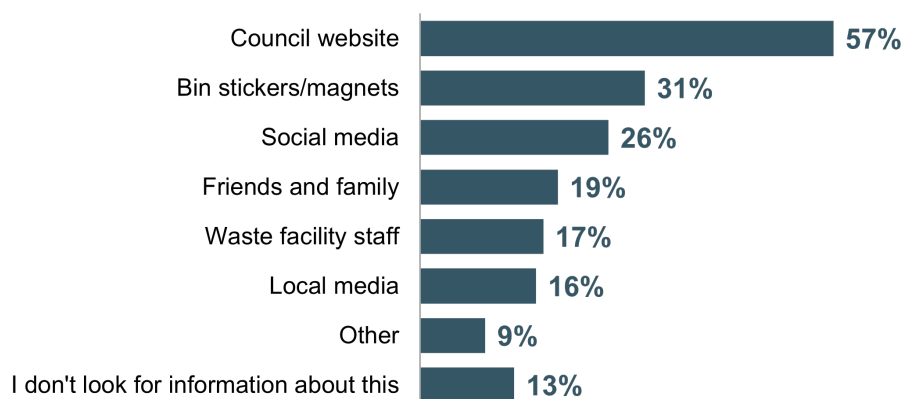
Age also shaped perceptions. Among those aged 15–34 and 35–59, around three in ten (30% respectively) felt sorting waste makes little difference to environmental outcomes or reducing greenhouse gas emissions. In contrast, older residents (60+) were more likely to see value, with nearly eight in ten (79%) agreeing and over half (56%) perceiving a significant impact.

Across communities of interest, Redcliffe Peninsula and The Hills District & surrounds were the most positive, with around eight in ten residents (79%) seeing value in sorting waste and fewer than a quarter (22% and 21% respectively) reporting low perceptions of impact. In Redcliffe Peninsula in particular, more than half (52%) considered the impact significant. By comparison, residents in Dayboro & surrounds (41%) and Woodford–D'Aguilar & surrounds (35%) were more likely than the city average to feel sorting waste makes little difference, highlighting areas where Council may wish to prioritise education and awareness campaigns.

Sources of information about waste and recycling services

City of Moreton Bay's website was the main source of information about waste and recycling services, with over half of residents (57%) saying they used it. Bin stickers or magnets (31%) and social media (26%) were also important channels, reinforcing the value of a multi-channel approach.

Where do you get information about waste and recycling services?



Less common sources included friends and family (19%), waste facility staff (17%), and local media (16%). One sixth (13%) of community members don't look for this type of information at all.

Other responses included Google, environmental websites, recycling-focused platforms, product packaging and Council newsletters, pamphlets, events.

Patterns of information seeking were largely consistent across genders, with the top three sources the same for both men and women. However, men were more likely than average to seek information from waste facility staff (22% compared to 17%), while women were less likely to do so (13%).

Differences were more pronounced across age groups. Younger residents (15–34) were less likely than average to use the Council website (49% compared to 57%) but more likely to rely on bin stickers or magnets (36% compared to 31%), social media (33% compared to 26%), and friends and family (29% compared to 19%). In contrast, residents aged 60+ were more likely than the city average to use the Council website (62%) and local media (19%), although they were less likely to rely on bin stickers/magnets (27%), social media (17%) or friends and family (14%).

By community of interest, the Council website and bin stickers/magnets were consistently the two most common sources, except in Samford Valley & surrounds, where waste facility staff (29%) ranked second.

Other notable local patterns included:

- Bribie Island & coastal areas: 27% rely on waste facility staff, which is far more than the city average, making it the third most common source.
- Dayboro & surrounds: Council website use was lower than the city average (38% compared to 57%), and over a quarter (27%) said they do not look for information at all, more than double the city average (13%).
- Narangba & surrounds: Residents were more likely than the city average to rely on social media (31% compared to 26%) and less likely to turn to local media (10% compared to 16%).
- North Lakes & surrounds: Social media use was considerably lower than the city average (11% compared to 26%).
- Redcliffe Peninsula: More residents than the city average used local media (21% compared to 16%).

These findings suggest Council should continue prioritising its website as the main information source, while strengthening complementary channels to reach different demographics. Younger residents may be better engaged through social media and peer networks, while older residents respond more strongly to traditional channels such as local media and waste facility staff.

Your experiences with Council

Council strives to be an accountable, transparent, engaged and responsive organisation, committed to great customer experiences and continuous innovation in service delivery. Community participation in *Moreton Says* helps us measure progress towards this goal and understand where further improvement is needed.

What we asked

As part of our commitment to understanding community experiences and improving Council service delivery, we asked you about:

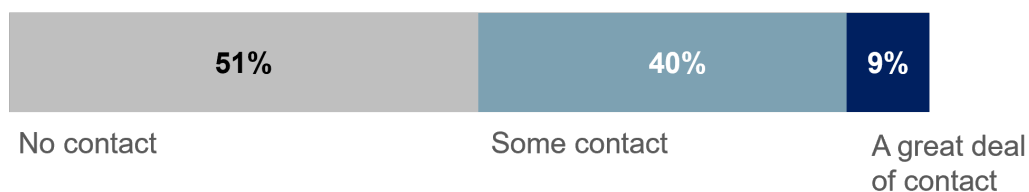
- your interactions with Council staff in the last three months
- satisfaction with Council's performance across responsibilities such as facilities and services, financial sustainability, representation and advocacy, and community consultation
- levels of trust in and approval of Council
- how you rate our progress towards Council's vision.

These questions were also asked in August/September 2024, so we can compare results and track changes over time.

Interactions with Council staff

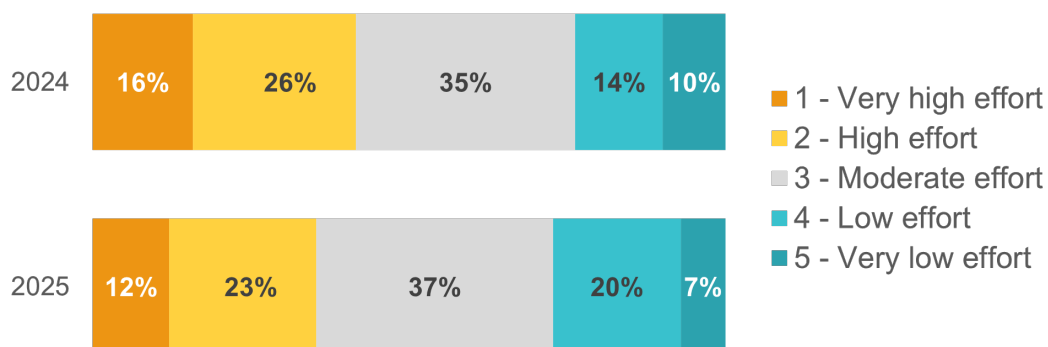
Just under half (49%) of respondents indicated they had contact with people from Council in the last 3 months. Within that, 9% had a great deal of contact and 40% had some contact. The proportion of respondents who had contact with people from Council was similar to 2024 (50%).

How much contact have you had with people from Council in the last 3 months?



Community interactions with Council appear to have become smoother since 2024. Among those who had contact with people from Council (1,344 respondents), 27% found their interaction low effort (+ 3 percentage points), whilst 35% found their interaction high effort (- 7 percentage points). This suggests that Council services may be becoming easier to navigate.

How would you rate the level of effort you had to put into your interaction with Council to satisfy your needs?



Note: In 2025 the effort scale was reversed so 1 = Very high effort and 5 = Very low effort. The 2024 data has been adjusted to ensure consistency.

Sentiment towards Council

Community satisfaction with Council improved across several key performance dimensions in 2025.

'Providing facilities and services that respond to community needs' saw a solid lift from 42% to 46% satisfied, and a decrease in those dissatisfied (from 24% to 21%). This may reflect improved service delivery or responsiveness.

Satisfaction with 'Community consultation and engagement' increased from 30% to 35% and dissatisfaction decreased by 3 percentage points, representing a positive change overall.

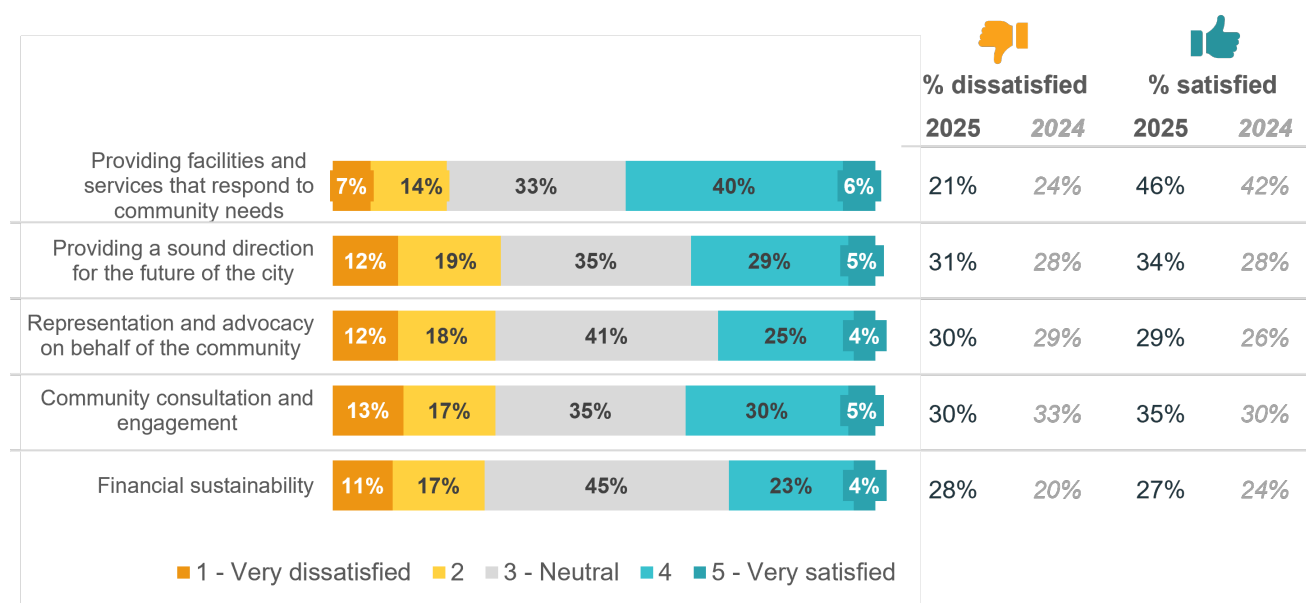
'Providing a sound direction for the future of the city' saw the largest improvement in satisfaction (+ 6 percentage points). Despite a slight increase in dissatisfaction (+ 3 percentage points), the proportion satisfied (34%) outweighed the proportion dissatisfied (31%).

Satisfaction with 'representation and advocacy on behalf of the community' remained relatively stable, with 29% satisfied (+ 3 percentage points) and 30% dissatisfied (+ 1 percentage points).

'Financial sustainability' became more polarising, with satisfaction growing by +3 percentage points and dissatisfaction growing by +8 percentage points, which may signal community concerns about rates or budgets.

Simultaneous rises in satisfaction and dissatisfaction in some areas could indicate that improvements are unevenly felt—or that community expectations are rising.

What is your personal level of satisfaction with Council's performance in...



Moreton Says has been tracking the attitudes of the community in relation to trust and approval of Council since 2021, and satisfaction with progress towards Council's vision since 2024. The excerpt of City of Moreton Bay's vision on the right, *Amazing Places, Natural Spaces* was provided to respondents.

In 2025, 24% of the community very much/extremely trusted Council to act responsibly, 29% approved of City of Moreton Bay (Council) and 28% were satisfied with Council's progress towards its vision (Amazing Places, Natural Spaces).

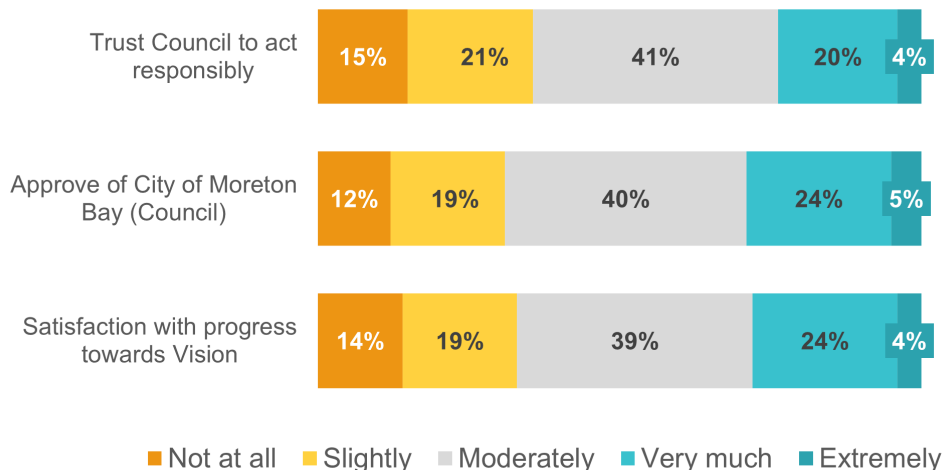
City of Moreton Bay Vision

Our vision represents the values and aspirations shared by our communities and Council for the future of our city. It is made up of two aspects:

- **Amazing Places:** Our Moreton Bay is a network of amazing places. Our neighbourhoods are well-planned, safe and friendly. We are leaders in the use of technologies and sustainable practices that make our places and people resilient and climate friendly.

- **Natural Spaces:** Our Moreton Bay is valued for its natural beauty and distinct landscapes. As we evolve, we are focused on balancing growth while protecting what we value and our Moreton Bay way of life.

Thinking about Council specifically, please rate how much you:

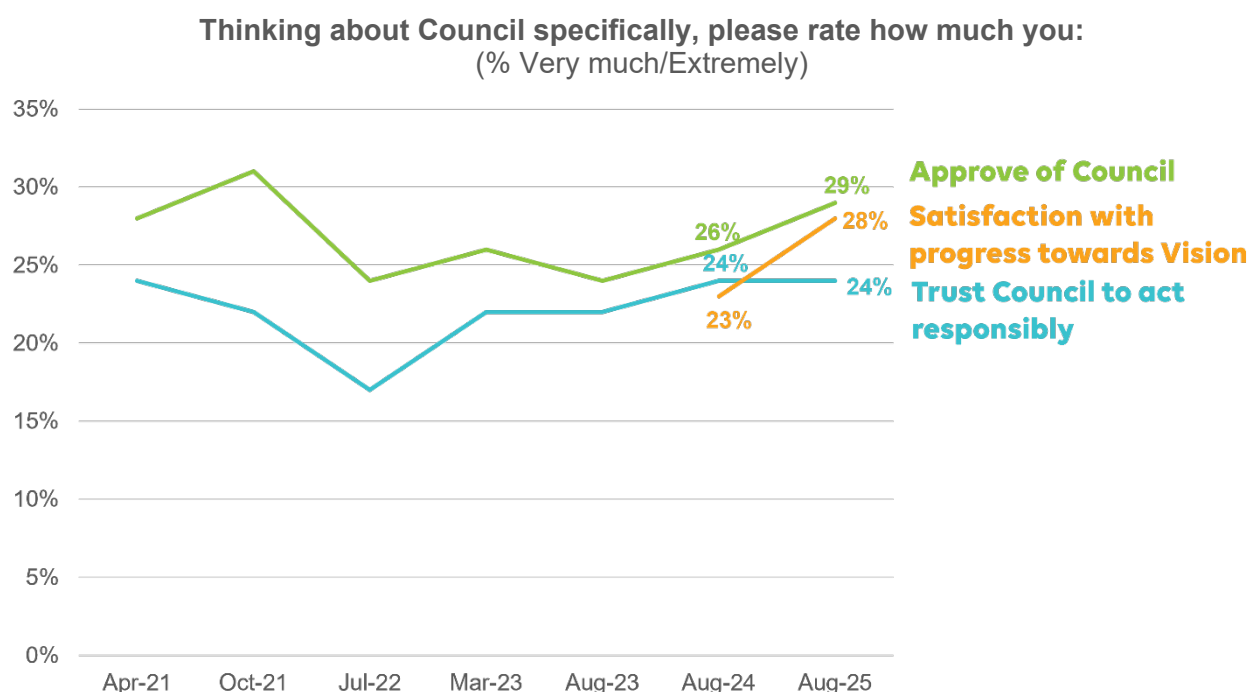


Similar to in 2024, those who had a very low level of trust in Council (15% of the community) were more likely to feel that 'Population/Overpopulation' was a key issue affecting the local area (36% compared to 23% across City of Moreton Bay), had lower levels of satisfaction across various aspects of Council performance and were more likely to have lived in City of Moreton Bay for 10 years or more.

Those with high levels of trust in Council were more likely to recommend City of Moreton Bay as a place to live (87% compared to 68% across City of Moreton Bay). Given this, efforts that build trust in Council within the community are likely to lead to increased pride in the local area, and a community that is willing to advocate for it as a place to live.

Looking at trends in sentiment over time, approval of Council and satisfaction with progress towards the vision have increased since 2024. Approval of City of Moreton Bay (Council) saw a modest recovery from a dip throughout 2022 and 2023. Approval has climbed back to 29% by August-September 2025.

Introduced in August 2024, satisfaction with progress towards Council's vision has risen from 23% to 28% (very much/extremely) in 2025 - a 5-point increase in 12 months. This trend suggests growing optimism about the City's long-term direction, particularly when paired with the rebound in approval.



Note: The 2021 data has been retrospectively re-weighted to enable comparisons to 2024, therefore these numbers will be slightly different to what has appeared in previous reports.

Trust in Council to act responsibly shows a flatter overall trend in recent years. Trust started at 24% in April 2021, dipped to a low of 17% in July 2022, but has since recovered to 24% in 2025 — returning to where it began. The plateau at 24% suggests cautious sentiment rather than strong endorsement, but the recovery signals regained credibility.

Conclusion

Community concerns and priorities

Cost of living remained the top concern across City of Moreton Bay, with issues like housing affordability, crime, and transport infrastructure also weighing heavily on residents' minds. These concerns varied by age and location. Young people (15–34) and women were more likely to raise housing affordability and safety as critical issues. Older residents (60+) were more concerned with healthcare access and public transport.

Transport dissatisfaction was especially high in Samford, The Hills District, and Strathpine, while housing pressures were most keenly felt in North Lakes, Woodford, and Strathpine.

Residents across different communities of interest also brought their own context—urban areas like Redcliffe and Strathpine faced pressure on infrastructure and crime, while rural and coastal communities like Dayboro and Bribie Island highlighted access, safety, and service gaps.

Quality of life: what matters most

Open-ended responses revealed clear community aspirations for better affordable housing, more reliable and safe infrastructure, and stronger public safety measures. There was also demand for environmental protection, improved Council transparency, and better planning decisions.

Residents said the city's parks and outdoor spaces were an essential part of local life, valued for nature, exercise, social connection, and recreation. However, many avoided local parks due to safety concerns, poor maintenance, or lack of inclusive amenities. Suggestions for improvement included shade, seating, and accessible toilets, inclusive and age-diverse play spaces, dog-friendly areas, improved lighting and surveillance for safety and creative, nature-based and well-maintained spaces for all. Many also travelled to parks further away because of better facilities, more open space, and community events.

Connection to place and identity

Residents continued to show a strong sense of place, with 68% likely to recommend City of Moreton Bay as a place to live, a stable result since 2024. Tourism and liveability remained strong, though perceptions of City of Moreton Bay as a place to study or do business were more neutral or mixed. Declining likelihood to recommend City of Moreton Bay as a place to study may reflect gaps in infrastructure or perceptions of local education and innovation.

Arts, culture and inclusion

Residents overwhelmingly valued affordable, accessible creative experiences and wanted Council to support local artists and creatives. A strong majority also supported the idea of accessing national and international arts in the region.

Libraries were seen as highly inclusive spaces, while galleries and museums are less familiar and perceived as less welcoming by some. There may be opportunities to improve outreach, accessibility, and programming, particularly for communities unfamiliar with formal arts settings.

Waste management and recycling

The community showed high confidence in their ability to correctly sort waste, but other data is required to understand actual behaviours. Most residents believe their actions make a difference: 72% think correct sorting makes at least a moderate difference to the environment.

The Council website (57%) was the most common source of information about waste services, but non-digital channels like bin stickers (31%) and social networks also played role. Notably, 13% didn't seek out this information at all, highlighting the need for targeted education strategies.

Perceptions of Council

Satisfaction with Council services improved modestly across most areas. Community consultation and engagement rose from 30% to 35% satisfied, a positive sign. Providing facilities and services that meet community needs had the highest level of satisfaction at 46%, with relatively low dissatisfaction. However, only 27% were satisfied with financial sustainability.

There were signs of gradual progress—especially in approval of Council, progress towards the vision and how people view consultation and the provision for future direction—however there was room for further progress to be made. Around 3 in 10 community members rated Council 'not at all' or 'slightly' for approval and progress, and a similar proportion were 'dissatisfied' (1-2/5) with the future direction and community consultation. A further 35%-40% rated Council 'moderately' or neutral (3/5), suggesting that while sentiment is improving, many residents remain cautious in their views.

The effort required in Council service interactions showed encouraging trends. The proportion of residents who experienced high-effort interactions dropped from 42% in 2024 to 35% in 2025, while low-effort interactions increased from 24% to 27%. This suggests Council is delivering more seamless and user-friendly interactions, though opportunities still exist to streamline services and reduce friction.

These insights point to a community that is engaged, thoughtful, and increasingly vocal about what it wants from its local government. While many felt positive about life in City of Moreton Bay, they also expected greater transparency, inclusion, and responsiveness from Council.

To continue building trust and delivering value, it will be important for Council to:

- act on feedback and communicate the action taken (close the loop)
- target improvements in areas like park infrastructure, waste education, and cultural engagement
- continue building internal capacity to use community data for better decisions
- maintain a commitment to ongoing listening, especially with younger people, renters, and underrepresented voices.

Appendix

Data analysis and weighting

Upon completion of the survey collection, any duplicate responses were removed. The survey sample was then compared with the population of interest (i.e. all City of Moreton Bay residents aged 15+) to identify how closely the demographic profile matched that of the actual population. Taking into consideration the impact of these skews, the data was normalised (weighted) using gender, age and local area. Data-weighting is a common practice in social research. It aims to improve the representativeness of survey results.

The results were based on a total sample size of 2,739. When analysing the total sample results, the maximum margin of error at the 95% confidence interval is $\pm 1.9\%$. In simple terms, this means that if 50% of survey respondents told us they 'take steps to reduce their personal water use', we can be 95% confident that between 48.1% and 51.9% of the total City of Moreton Bay community take steps to reduce their personal water use.

When viewing the results by sub-groups (for example 15-34 year olds or people within a particular geographical area), the sample size denominator will decrease. As the sample size decreases, the error margin increases. Please consider the role of sample size when interpreting sub-group survey insights, using the following as a guide:

- Samples greater than $n=200$ ($\pm 6.9\%$) can be regarded as 'representative' of the community's views.
- Samples between $n=200$ ($\pm 6.9\%$) and $n=100$ ($\pm 9.8\%$) should be considered 'indicative' of the community's views.
- Samples between $n=100$ ($\pm 9.8\%$) and $n=50$ ($\pm 13.9\%$) should be considered 'limited'.
- Samples less than $n=50$ ($\pm 13.9\%$) should be considered 'unreliable'.

