

MORETON SAYS



Survey findings

February – March 2026

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.

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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, 32,800 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 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: February-March 2026

This *Moreton Says* survey collected data between 27 February and 29 March 2026. The survey was made available online and in hard copy.

In this survey, we asked questions about:

- liveability and lifestyle
- local jobs and business support
- disaster preparedness
- sport and recreation
- experiences with Council.

We partnered with .id (informed decisions) Consulting (<https://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 6 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.



Community pop-up at Samford markets

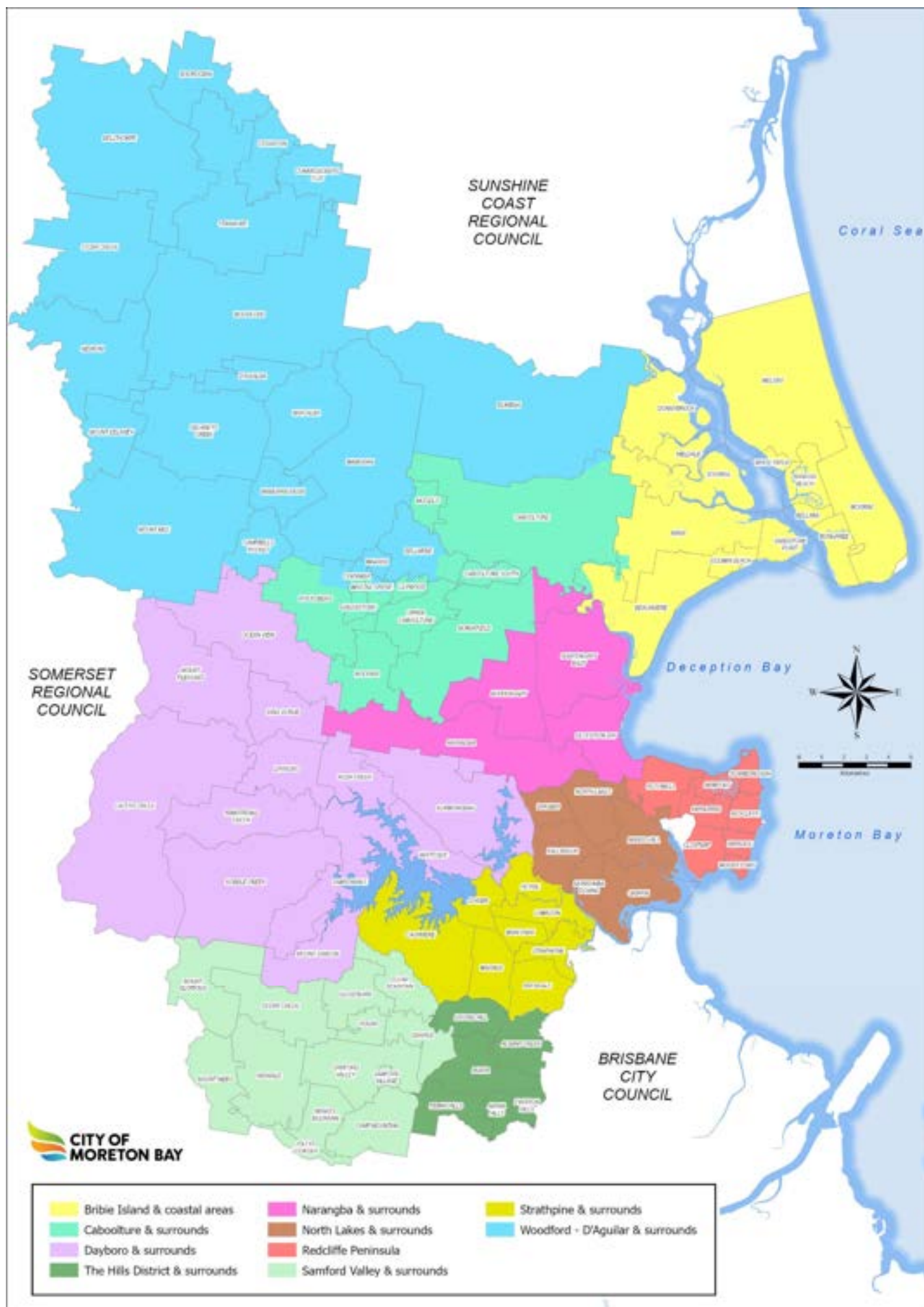
2,753 community members from across the city participated in the survey. This is considered a large, statistically robust sample. To ensure the final sample reflected the actual demographic profile of City of Moreton Bay, the data was normalised (weighted) using gender, age and local area (based on our 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	1,731	64%		53%
Man or male	939	35%		47%
Non-binary	20	0.7%		0.7%
Age				
15-34 years	636	23%		31%
35-59 years	1,247	45%		41%
60+ years	867	32%		28%
Local area				
Woodford-D'Aguilar & surrounds	99	4%	21%	26%
Bribie Island & surrounds	190	7%		
Caboolture & surrounds	292	11%		
Narangba & surrounds	327	12%	45%	42%
Redcliffe Peninsula	488	18%		
North Lakes & surrounds	423	15%		
Dayboro & surrounds	66	2%	27%	25%
Strathpine & surrounds	316	11%		
Samford Valley & surrounds	97	4%		
The Hills District & surrounds	264	10%		
Non-resident	191	7%		7%

*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 2,753 community members that participated in the February-March 2026 *Moreton Says* survey, about 40.9% 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* February–March 2026 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 33,888 local jobs in 2023/24.



530,000+

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



\$24 billion

local economy



168,000

local jobs

Survey findings

Liveability and lifestyle

It is important for Council to understand what people who live, work, visit or spend time in the City of Moreton Bay value about the area. This helps inform where Council can deliver improvements and where it can advocate for change.

What we asked

We presented the community with a list of 16 attributes that research studies have shown are important in shaping perceptions of local liveability. These include factors such as feeling safe, access to the natural environment, and high quality health services.

For each of the 16 attributes, we asked the community to:

- select the 5 attributes most important when determining what makes somewhere a good place to live
- rate each attribute on a scale of 0-10 where 0 means 'very poor' and 10 means 'excellent' based on how the community currently experiences these.

We asked the same questions in the March-April 2025 *Moreton Says* survey. Repeating these questions allows Council to track results over time, identifying areas where the city has improved and where it can still improve.

.id Consulting also conducts similar surveys on behalf of local governments across Australia. They also ask the values and experiences liveability questions in other locations. This means City of Moreton Bay's results for these questions can be compared to other places.

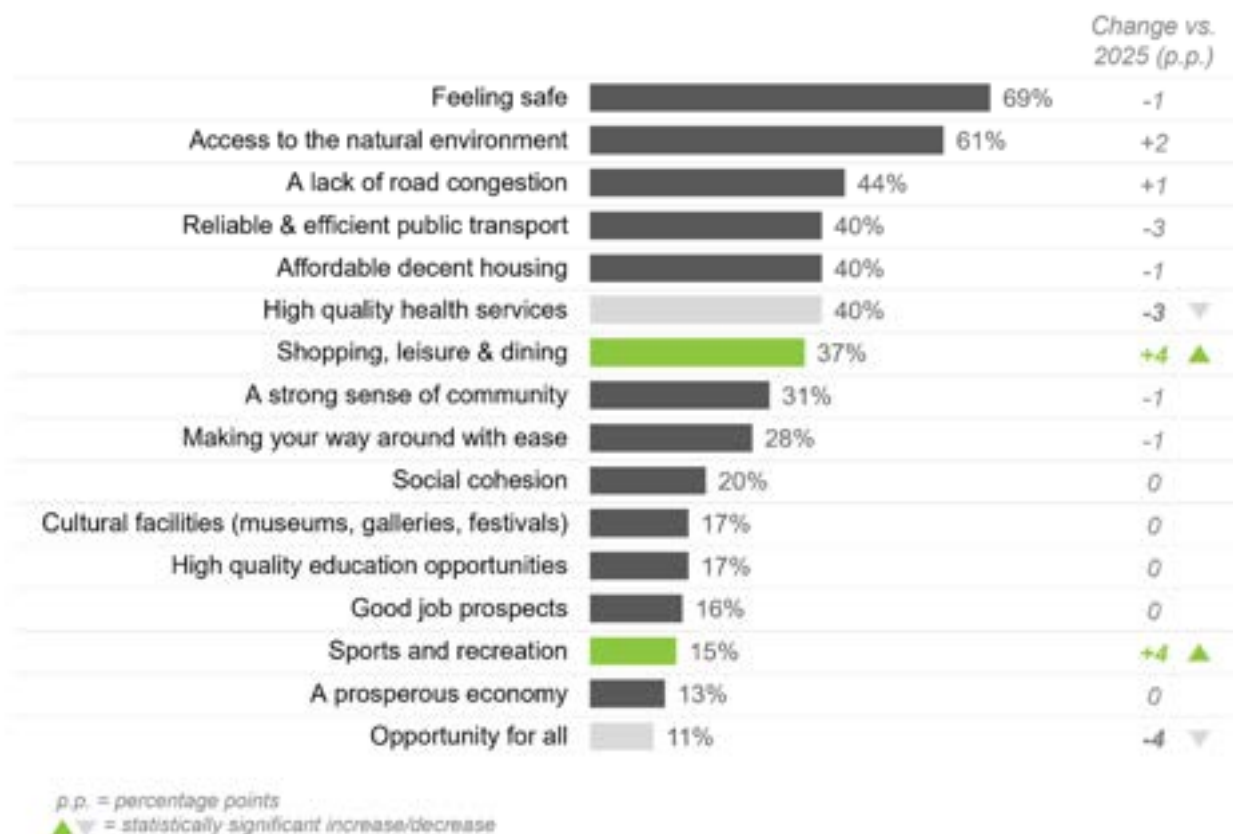
We also asked the community to:

- rate the level of importance placed on Council's work in planning for housing, planning for areas where people can work closer to home, road safety, and climate change planning and response
- indicate the extent to which respondents felt the community:
 - is diverse, inclusive and socially connected
 - is resilient in times of adversity
 - is healthy and active
 - has opportunities for creative experiences (e.g. art, music, dance, theatre, festivals, etc).
- rate its sense of belonging in its local community on a scale of 1 to 5 where 1 means 'I don't feel any sense of belonging with my local community' and 5 means 'I am very connected and have a strong sense of belonging with my local community'.

Community values

‘Feeling safe’ remained the most important attribute identified by the community in determining what makes somewhere a good place to live, with 69% identifying it in their top five (consistent with March-April 2025). While policing is primarily a State Government responsibility, Council plays an important role in supporting safety through initiatives such as design of public spaces, lighting, CCTV, maintenance, and the cleanliness of public spaces.

Most important attributes in making somewhere a good place to live (% selected)



The second most important attribute in making somewhere a good place to live was ‘access to the natural environment’. Open text comments collected in *Moreton Says* surveys have consistently shown that the community values preserving and expanding green space and protecting native wildlife habitat, and this continued to be an important element of local life.

‘A lack of road congestion’, and ‘reliable and efficient public transport’ remained key priorities for the community, highlighting the importance of local mobility. While highways and public transport are primarily a State Government responsibility, Council advocates on behalf of residents for improved infrastructure to address local pressures.

‘Affordable decent housing’ and ‘high quality health services’ also sat in equal fourth position, as key liveability attributes across the City (40% respectively). The importance of ‘high quality health services’ declined significantly since 2025 (down from 43%).

Since the last time these questions were asked, there has been a notable increase in the importance of lifestyle-related factors. The importance of ‘a diverse range of shopping, leisure and dining experiences’ and ‘the ability to view and participate in sports and recreation’ increased significantly (both +4pp since 2025). These findings suggest a growing emphasis on lifestyle and amenity alongside core needs.

Analysis of the differences in liveability values by gender showed six key areas where the perspectives of men and women differed. ‘Feeling safe’, ‘affordable decent housing’ and ‘a strong sense of community’ were all more likely to be valued by women. Conversely, ‘a lack of road congestion’, ‘the ability to view and participate in sports and recreation’ and ‘a prosperous economy’ were all more likely to be important to men. This suggests that, broadly, women were slightly more likely to prioritise safety and stability, while men placed relatively more emphasis on movement and economic factors.

Most important attributes in making somewhere a good place to live (% selected)
(Men vs women on the attributes where they differ)



Priorities varied across life stages. While 'feeling safe' and 'access to the natural environment' were consistently ranked among the top priorities, younger residents (aged 15-34 years) placed greater importance on housing and lifestyle factors, while older residents (aged 60 years or over) prioritised health services, a lack of road congestion and community connection. Overall, the results highlighted a clear shift from affordability-focused priorities in younger age groups to service access and community connection among older people.

Most important attributes in making somewhere a good place to live (% selected)
(By Age group compared to average for City of Moreton Bay)



Viewing the results by community of interest (i.e. local area) revealed that while 'feeling safe' and 'access to the natural environment' were consistently ranked among the top priorities across localities, some attributes were more commonly valued in certain communities than others.

Communities in Redcliffe Peninsula and Woodford-D'Aguilar & surrounds placed stronger emphasis on access to health services, reflecting the higher median age of Redcliffe Peninsula¹ and rural and semi-rural access constraints in Woodford-D'Aguilar & surrounds.

In Samford Valley & surrounds, Dayboro & surrounds and Bribie Island & coastal areas, communities were more likely to prioritise a strong sense of community. These areas valued a more connected, community-oriented lifestyle, with strong local identity.

Residents of Narangba & surrounds and The Hills District & surrounds were more focused on practical, day-to-day considerations such as easing road congestion, reflecting the pressures of growth and highlighting the importance of accessible, well-functioning infrastructure.

¹ Source: Australian Bureau of Statistics, Census of Population and Housing 2016 and 2021. Compiled and presented by .id (informed decisions).

In North Lakes & surrounds and Strathpine & surrounds, priorities lean towards lifestyle amenities like shopping, leisure and dining. These areas reflected a more urban mindset, where convenience, connectivity and economic opportunity were key drivers of liveability.

Finally, residents of Caboolture & surrounds placed a higher level of importance on affordable decent housing - ranking it as their third most important attribute for liveability. This area had a higher proportion of renters and lower to moderate income households², which made housing costs a more immediate, day-to-day pressure.

Most important attributes in making somewhere a good place to live (How priorities differ across communities - relative to the average for City of Moreton Bay)



Health Services

Redcliffe Peninsula, Woodford D'Aguilar & surrounds

- These communities place a relatively higher level of importance on having access to high quality health services

A Sense of Community

Samford Valley & surrounds, Dayboro & surrounds, Bribie Island & coastal areas

- These communities place a relatively higher level of importance on having a strong sense of community

Easing Road Congestion

Narangba & surrounds, The Hills District & surrounds

- These communities place a relatively higher level of importance on a lack of road congestion

Shopping, Leisure & Dining

North Lakes & surrounds, Strathpine & surrounds

- These communities place a relatively higher level of importance on a diverse range of shopping, leisure and dining experiences

Housing Affordability

Caboolture & surrounds

- This community places a relatively higher level of importance on affordable decent housing

² Source: Australian Bureau of Statistics, Census of Population and Housing 2016 and 2021. Compiled and presented by .id (informed decisions).

There were also differences in values across specific population groups compared to the average for City of Moreton Bay:

- **Homeowners (i.e. own their home outright)** were more likely to value 'a strong sense of community' (38%) than mortgage holders (29%) and renters (24%).
- **Renters** were more likely to prioritise 'affordable decent housing' (73%).
- Those who **worked locally** were more likely to prioritise 'good job prospects' (24%)
- Those who **studied locally** were more likely to value 'high quality education opportunities' (23%)
- **Business owners** were more likely to place greater importance on 'a lack of road congestion' (49%)
- People with a **disability**, and carers or support workers for a person with a disability, were more likely to prioritise 'high quality health services' (47% and 57% respectively).
- **First Nations people** were more likely to prioritise 'affordable decent housing' (54%), 'reliable and efficient public transport' (48%), 'a lack of road congestion' (48%), and 'good job prospects' (21%).

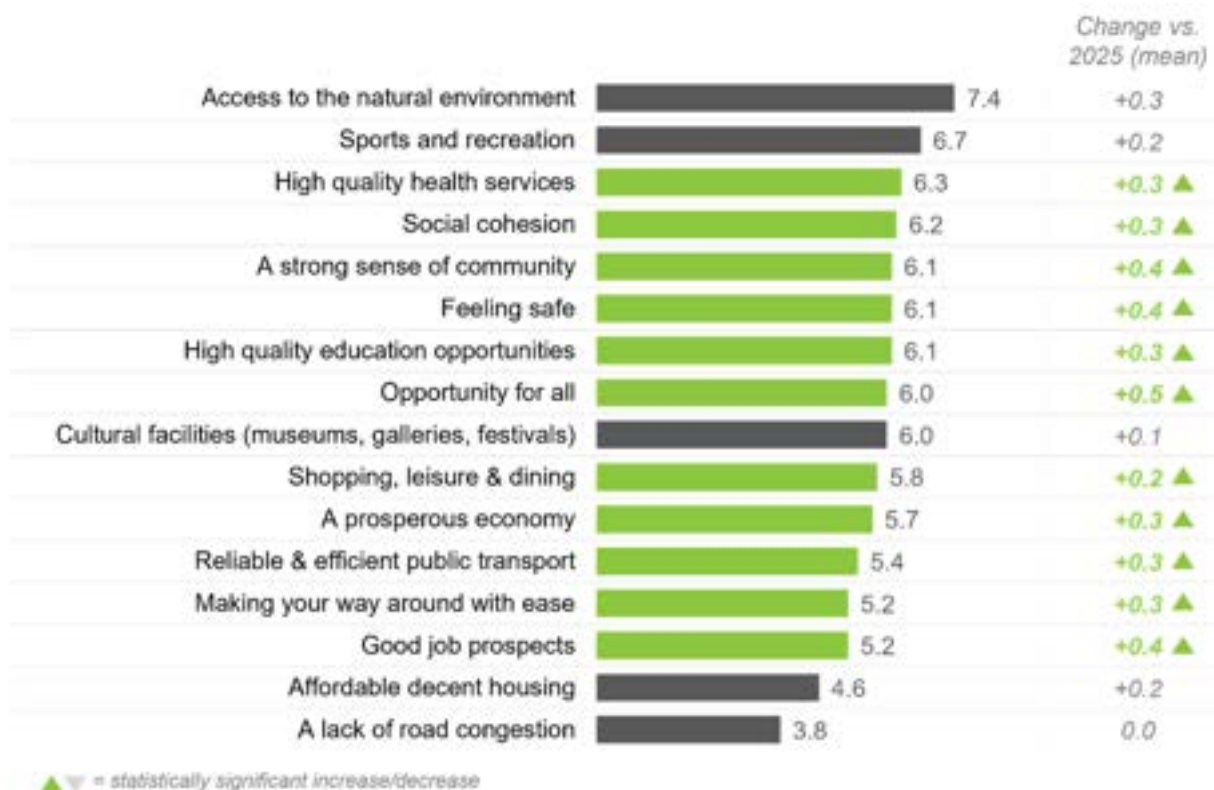


Community pop-up at Disability Expo, Morayfield Sports and Entertainment Centre

Community experiences

When asked to rate their local area experiences across the 16 liveability attributes, almost all aspects of quality of life in City of Moreton Bay had improved since March-April 2025, despite the relative ranking of attributes remaining largely unchanged.

**How well does your local are rate for each liveability attribute on a scale of 0-10?
(mean score)**



‘Access to the natural environment’ remained the most positively experienced local area attribute (7.4/10, up from 7.1), reflecting strong access to beaches, parks and waterways. ‘The ability to view and participate in sports and recreation’ was the second most positively experienced attribute (6.7, up from 6.5), suggesting the community was largely satisfied with this aspect of local life.

Several highly valued attributes in City of Moreton Bay showed significant improvements in experience scores, including:

- Feeling safe (6.1, up from 5.7) – most important liveability attribute
- Reliable and efficient public transport (5.4, up from 5.1) - 4th most important liveability attribute
- High quality health services (6.3, up from 6.0) – 6th most important liveability attribute.

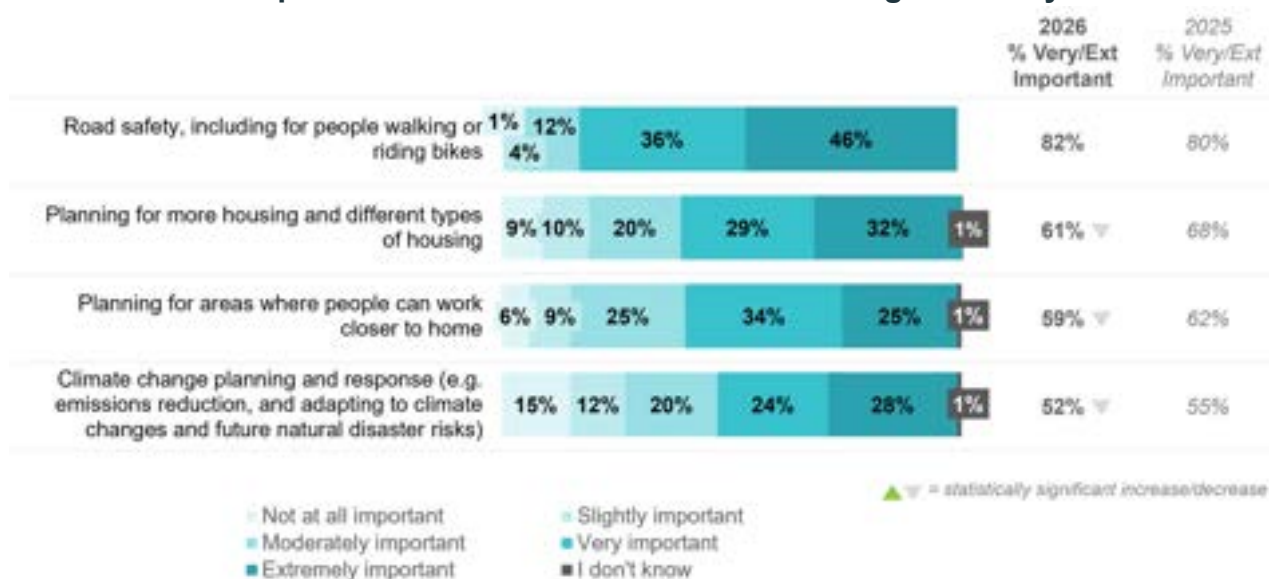
Despite these improvements across City of Moreton Bay, there were some key gaps between importance and experience. 'A lack of road congestion' was the 3rd most important attribute but the least positively experienced attribute (average experience score of 3.8, unchanged from 2025). 'Affordable decent housing' was the 5th most important attribute, but the 15th most positively experienced. .

Overall, while quality of life was improving across many areas, the largest gaps remained in those attributes that mattered most to the community, particularly housing, road congestion and public transport. These findings highlighted ongoing opportunities to improve outcomes in priority areas. While some responsibilities sit beyond local government, Council can continue to advocate for investment in infrastructure and services and deliver local initiatives like improved active transport connections and facilities and services that contribute to living affordability.

Importance of Council initiatives

We asked the community to rate the importance of four key areas of Council's work. This question was also asked in March-April 2025 allowing results to be tracked over time.

How important is Council's work in the following areas to you?



Road safety, including for people walking or riding bikes, remained the standout priority. 82% of community members rated it as extremely or very important, up from 80% in 2025.

Six in ten found Council's role in planning for more and different types of housing important (extremely/very), but this declined from 68% in 2025. Renters were significantly more likely to consider this important (77%), as were those living in higher-density housing such as terrace/townhouses (74%) and flat/apartments (71%). Importance was also higher among those who worked (66%), studied (65%) or regularly visited (65%) City of Moreton Bay. These results highlighted that, while overall importance softened, housing remained a key concern for specific segments of the community. There was a clear desire for greater housing diversity and a range of dwelling types.

Fewer residents this year considered planning for areas where people can work closer to home as important, with a combined importance score of 59% (down from 62% in 2025). However, a majority of respondents still considered this an important role of Council. Importance was higher among those who valued 'good job prospects' as an important liveability attribute (73%), as well as those who worked within City of Moreton Bay (65%). Younger residents aged 15–34 also placed greater importance on this (63%) compared to the average across the City. Planning for local employment opportunities can improve quality of life by reducing commuting times, lowering stress, and supporting overall wellbeing.

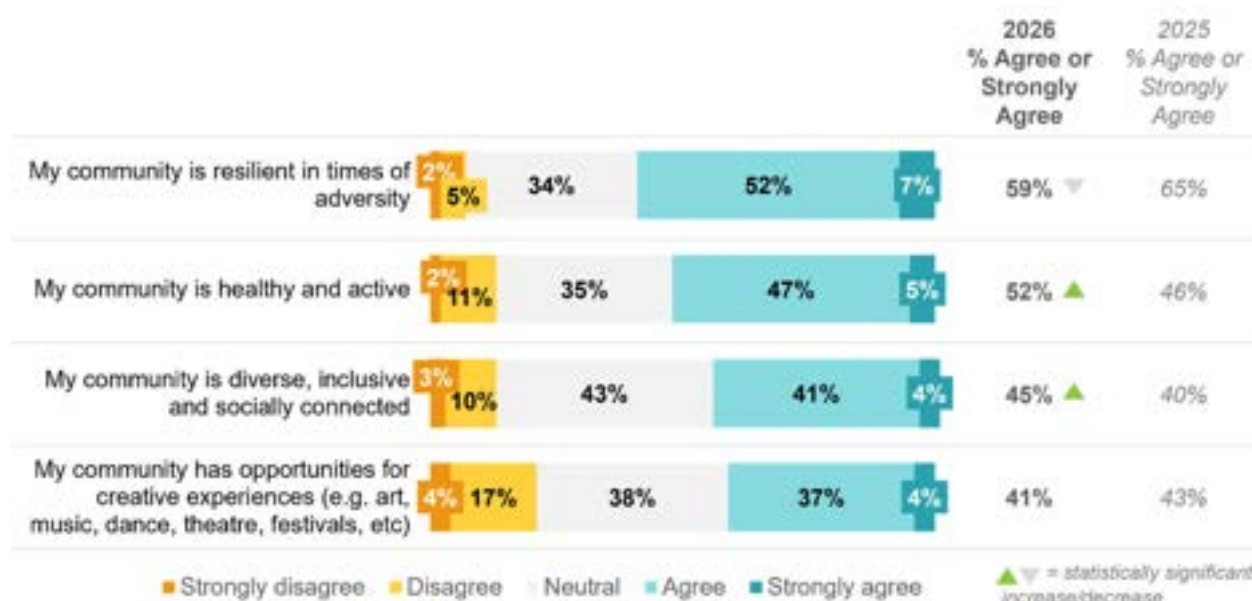
The importance placed on Council's role in climate change planning and response softened slightly this year, with 52% of respondents rating it as extremely or very important (down from 55% in 2025). However, the majority of the community (85%) still considered it at least slightly important. Importance was higher among those who had accessed Council information about natural hazard risks (57%) and among women (60%).

Perceptions of community and belonging

The extent to which a community is resilient, socially connected, healthy and active, and has opportunities for creative expression contributes to overall wellbeing and the long-term vitality of a place. Resilient communities are better able to respond to and recover from challenges ranging from natural disasters to local disruptions. Similarly, social connection can reduce loneliness and isolation, foster mutual support, and contribute to improved health outcomes.

Overall, perceptions of the community remained positive, with improvements in key areas of wellbeing. A greater proportion of residents felt their community was healthy and active, and diverse, inclusive and socially connected. However, perceptions of community resilience declined this year.

Thinking about your local area, please rate your level of agreement with the following statements...



Almost six in ten (59%, down from 65% in 2025) community members strongly agreed or agreed that their community was resilient in times of adversity. Only 7% disagreed or strongly disagreed, indicating broad confidence in the community's ability to come together during challenging times. Slightly higher perceptions of community resilience were observed among women (62%) and those aged 60+ (64%). There was strong geographic variation, with residents of Bribie Island & coastal areas (76%) and Samford Valley & surrounds (75%) significantly more likely to agree – areas that tended to enjoy a stronger sense of community. In contrast, residents in Caboolture & surrounds were more likely to disagree (14%).

More than half of residents (52%, up significantly from 46% in 2025) strongly agreed or agreed that their community was healthy and active. Agreement the community was healthy and active was particularly high in Samford Valley & surrounds (77%), Dayboro & surrounds (65%), The Hills District & surrounds (63%), Bribie Island & coastal areas (59%), North Lakes & surrounds (58%) and Redcliffe Peninsula (60%). In contrast, residents in Caboolture & surrounds were more likely to disagree (28%).

Perceptions that the community was diverse, inclusive and socially connected improved, with 45% of residents agreeing or strongly agreeing (up from 40% in 2025). However, there was also a higher proportion that neutral (43%). This high level of neutrality may indicate a lack of awareness or visibility of initiatives that support diversity and inclusion across the City. Perceptions of diversity, inclusivity and social connection across the City were higher in The Hills District & surrounds (56%) and North Lakes & surrounds (52%), while residents of Caboolture & surrounds were more likely to disagree or strongly disagree (20%).

Perceptions of opportunities for creative experiences (e.g. art, music, dance, theatre, festivals, etc.) remained stable, with 41% agreeing their community had these opportunities (compared to 43% in 2025). Almost four in ten residents (38%) were neutral, suggesting uncertainty or limited engagement with available opportunities. Women (45%) and those aged 60+ (48%) continued to be more likely to agree they have access to these opportunities. Perceived opportunities for creative experiences were highest in Samford Valley & surrounds (62%), Redcliffe Peninsula (61%), Bribie Island & coastal areas (51%), and Dayboro & surrounds (51%). In contrast, residents in Woodford – D’Aguilar & surrounds (32%), Narangba & surrounds (31%), Caboolture & surrounds (27%), and Strathpine & surrounds (27%) were more likely to disagree or strongly disagree. Notably, residents in North Lakes & surrounds showed higher levels of neutrality (46%).

A greater sense of belonging to the local community was felt across City of Moreton Bay in 2026. This year, 37% reported a strong sense of connection and belonging (rating of 4 or 5 out of 5), significantly higher than 34% in 2025. Despite this improvement, almost a quarter (24%, down from 28% in 2025) reported a low sense of belonging (rating of 1 or 2 out of 5). Overall, this resulted in a mean score of 3.1 out of 5.

How would you rate your sense of belonging in your local community on a scale of 1 to 5?



Levels of belonging varied across City of Moreton Bay, reflecting local context and community dynamics. Communities with above-average belonging scores (greater than 3.1) included:

- Dayboro & surrounds (3.7)
- Samford Valley & surrounds (3.6)
- Bribie Island & coastal areas (3.4)
- The Hills District & surrounds (3.4)
- Redcliffe Peninsula (3.3).

In contrast, lower-than-average scores were observed in:

- Narangba & surrounds (3.0)
- Strathpine & surrounds (3.0)
- Woodford - D'Aguilar & surrounds (3.0)
- Caboolture & surrounds (2.7).

As in 2025, Dayboro & surrounds and Samford Valley & surrounds continued to report the highest levels of belonging. These patterns were consistent with lived experience results for a strong sense of community where Dayboro & surrounds (7.5/10) and Samford Valley & surrounds (7.1/10) also recorded the highest scores and Caboolture & surrounds reported the lowest score (5.0/10). Encouragingly, most areas recorded small improvements since 2025.

Consistent with 2025 trends, younger residents were less likely to feel a strong sense of belonging. Among those aged 15–34 years, 32% reported a strong sense of belonging (rating of 4 or 5), with a mean score of 3.0. This increased to 35% among those aged 35–59 (mean score of 3.1), and to 47% among residents aged 60+ (mean score of 3.4). This pattern highlighted how connection to community often strengthens with age.

Local jobs and business support

Council is planning for a future where a growing, sustainable local economy delivers quality jobs, supports thriving businesses, and a great lifestyle for residents and families at every life stage. These results help inform Council's approach to supporting local economic development.

What we asked

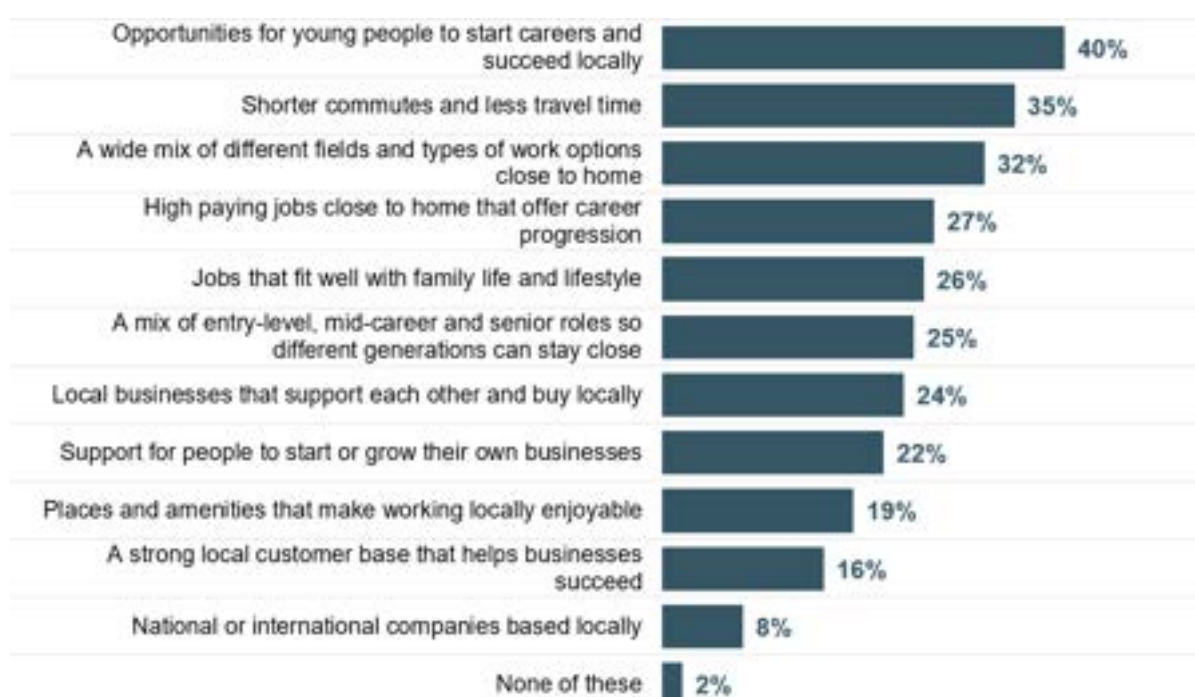
We asked the community a couple of questions about our economy, including:

- what matters most in a strong local economy
- what the community believes Council should prioritise to support local economic growth.

What matters most in a strong local economy

When asked to pick the top 3 things that matter most in a strong local economy (from a list of 11 things plus an option to pick none of the above), the community prioritised opportunities for young people to start careers and succeed locally (40%). Convenience and quality of life also emerged as key themes, with shorter commutes and less travel time (35%) and opportunities to work closer to home (32%) identified as important.

What matters most to you in a strong local economy? (select up to 3)



These results were consistent with the labour profile of City of Moreton Bay, where the number of employed residents exceeded the number of local jobs³, reinforcing the importance of reducing commute times and improving access to local employment. More than a quarter of the community valued high-paying jobs close to home that offered career progression (27%) and jobs that fit well with family life and lifestyle (26%). A similar proportion (25%) valued a mix of different entry-level, mid-career, and senior roles, enabling people at different life stages to remain within the community.

Younger residents (aged 15-34) were significantly more likely to prioritise high-paying jobs close to home with career progression (42%), shorter commutes and travel time (41%) and jobs that fit well with family life and lifestyle (32%). Having access to high-paying jobs close to home with career progression was also important for those aged 35–59 (30%).

In contrast, older residents (aged 60+) placed greater emphasis on opportunities for future generations. Almost half (48%) prioritised opportunities for young people to start careers and succeed locally, significantly higher than the city-wide average.

Those who studied in the area were more likely to prioritise opportunities for young people to start careers locally (48%), as well as high-paying jobs close to home with career progression (47%). This suggested a strong opportunity to retain these community members within City of Moreton Bay's workforce.

Local business owners placed greater importance on business support (46%) and a strong local customer base to help businesses succeed (27%).

Priorities varied across different communities of interest, reflecting local economic conditions and needs. In particular, the following areas placed greater emphasis on business-related factors compared to the City average:

- Dayboro & surrounds:
 - Local businesses that support each other and buy locally (36%)
 - Support for people to start or grow their own businesses (33%)
- Redcliffe Peninsula:
 - Support for people to start or grow their own businesses (26%)
 - A strong local customer base that helps businesses succeed (19%)
- Samford Valley & surrounds:
 - Local businesses that support each other and buy locally (37%)
- The Hills District & surrounds
 - A strong local customer base that helps businesses succeed (20%).

³ Source: National Institute of Economic and Industry Research (NIEIR) ©2025. Compiled and presented in economy.id by .id ([informed decisions](#))

In contrast, residents of North Lakes & surrounds were more likely to prioritise convenience and lifestyle factors, including shorter commutes and less travel time (42%) and high-paying jobs close to home with career progression (36%).

Priority areas for supporting local economic growth

Looking ahead to the next few years, improving public transport connections between residential areas and local job centres was by far the top local economic priority, with half of community members (50%) identifying it as a key focus.

Securing new major public infrastructure investment was the second most selected priority, with close to four in ten residents (37%) recognising its importance in supporting long-term economic growth. Around three in ten (30%) believed supporting innovation hubs and helping local businesses grow and scale should be prioritised.

Mid-tier priorities included expanding local vocational training and tertiary education (28%) and increasing the number of high-skill and high-wage local jobs (26%).

Thinking about the next few years, what do you believe City of Moreton Bay should prioritise to help grow the local economy? (select up to 3)



Priorities differed across the community, reflecting varying life stages and economic needs. For example, younger residents (aged 15-34) were significantly more likely to prioritise increasing high-skill and high-wage local jobs (38%), as were those who study (47%) or work (31%) in the City. Among those who studied locally, expanding local vocational training and tertiary education (39%) was also particularly important, as was creating clearer local career pathways and workforce development partnerships (25%).

Business owners placed greater importance on supporting innovation hubs and helping local businesses scale (39%).

Across all communities of interest, improving public transport connections between residential areas and local job centres was the top priority. This was particularly pronounced in Dayboro & surrounds (67%) and The Hills District & surrounds (64%), where more than six in ten residents identified it as a key focus.

Beyond improving public transport, the order of priorities varied across communities, highlighting the importance of place-based approaches to economic development. For example, planning for and investing in climate-resilient infrastructure and services was more likely to be prioritised in:

- Samford Valley & surrounds (37%)
- The Hills District & surrounds (30%)
- Redcliffe Peninsula (28%).

This may reflect local exposure to environmental risks and the importance of resilience in supporting long-term economic stability.



Community pop-up at the Burpengary aquatic centre

Disaster preparedness

As City of Moreton Bay grows, it is important Council continues to help build a resilient community that can effectively respond to natural hazards.

What we asked

We asked the following:

- how prepared the community feels for various natural hazards
- what disaster preparation strategies the community has in place
- whether the community has accessed Council information about natural hazard risks.

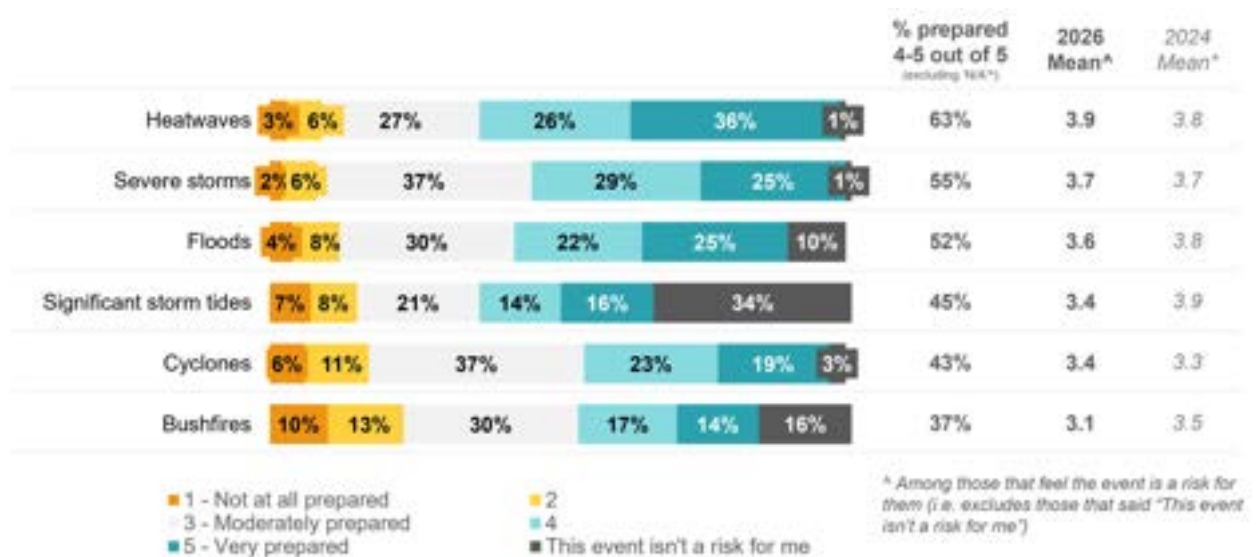
Some of these questions were also asked in our August-September 2024 *Moreton Says* survey, allowing results to be tracked over time.

Perceived level of preparedness for natural hazards

In the August-September 2024 survey community members rated their level of confidence across natural hazards, this year community members were asked to rate their level of preparedness (on a scale from 1 = not at all prepared to 5 = very prepared). While results from both waves are referred to here, caution should be used when making direct comparisons, as the scale options have changed.

Due to the high proportion of people selecting 'This event isn't a risk for me' for some events, we have provided the per cent who felt most prepared (4 or 5/5) *excluding those that didn't feel the event was a risk to them* in the table to the right of the chart.

How well prepared do you feel for the following?



Results indicated the community felt most prepared for heatwaves and severe storms:

- Heatwaves: 63%^ felt prepared (4-5 out of 5), average score of 3.9 (up slightly from 3.8 in 2024).
- Severe storms: 55%^ felt prepared, average score of 3.7 (on par with 2024).

Preparedness for floods was also relatively high, with 52%^ feeling prepared (average 3.6), though this declined slightly from 3.8 in 2024. This may reflect recent experiences with flooding and extreme weather events across parts of City of Moreton Bay.

Preparedness was lower for relatively less frequent but potentially high-impact hazards including:

- Bushfires: 37%^ felt prepared (average 3.1, down from 3.5 in 2024), with 23% reporting low preparedness (1-2 out of 5).
- Cyclones: 43%^ felt prepared (average 3.4, up slightly from 3.3), with 17% reporting low preparedness.

Preparedness for cyclones increased and the proportion of residents reporting low preparedness decreased substantially (down 8pp from 25% in 2024). This increase may be attributable to knowledge and experience gained through Cyclone Alfred in March 2025.

Preparedness for significant storm tides was also comparatively low, with 45% feeling prepared (average 3.4). Notably, 34% of residents perceived this hazard as not posing a risk to them, higher in inland areas and considerably lower in coastal areas (where the risk was higher). For example, in Bribie Island & coastal areas, only 13% indicated significant storm tides weren't a risk for them, indicating that 87% did feel it was a risk.

There was notable variation in preparedness for the potential events across communities of interest. Residents in Dayboro & surrounds reported the highest levels of preparedness across multiple hazards, including floods (4.2), heatwaves (4.0), severe storms (4.0) and cyclones (3.6). Samford Valley & surrounds recorded the highest preparedness for bushfires (3.4), likely reflecting its proximity to bushland areas and greater exposure to bushfire risk.

In contrast, residents in Narangba & surrounds and North Lakes & surrounds reported lower-than-average preparedness across all hazards. Preparedness was also lower in Caboolture & surrounds for several hazards, including severe storms (3.6), floods (3.5), and cyclones (3.1).

Preparedness varied across demographic groups. Women reported lower levels of preparedness than men across most hazards, particularly for:

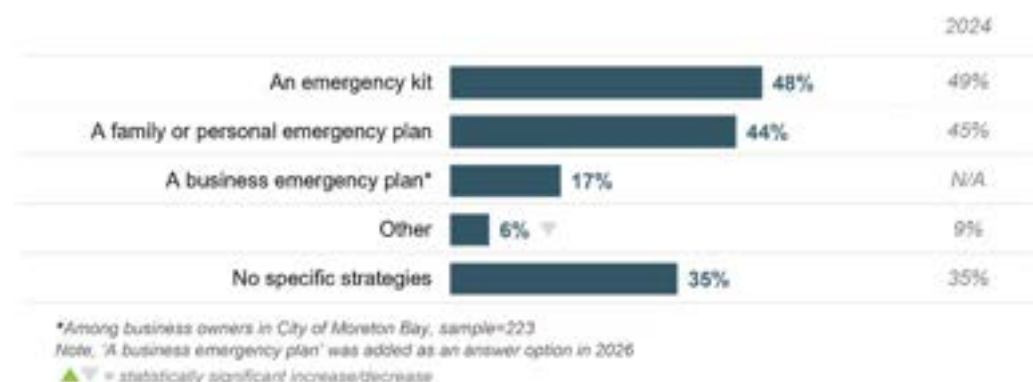
- Bushfires (3.0 vs 3.3)
- Significant storm tides (3.3 vs 3.5)
- Floods (3.5 vs 3.7).

As with 2024 results, younger residents (aged 15-34) were less likely to feel prepared across all hazards, with preparedness increasing with age. This may reflect greater experience and longer-term familiarity with local risks among older residents.

Preparedness strategies in place

Disaster preparedness strategies remained largely unchanged since the August-September 2024 survey. Around half of the community reported having an emergency kit (48% - 49% in 2024), while 44% had an emergency plan (45% in 2024). In a new answer option added this year, 17% of business owners said they had an emergency business plan in place.

What disaster preparation strategies do you currently have in place should a disaster event occur?



More than a third of the community (35%) reported having no specific preparedness strategies in place, consistent with 2024 results.

Just 6% of community members indicated they had 'other' preparedness strategies in place (significantly fewer than 9% in 2024). If community members selected 'other', their responses were captured via open text. These have been grouped thematically shown to the right of the page, with common strategies including property protection, water and food preparedness, and property mitigation.

There were notable differences in preparedness strategies across the communities of interest.

- Woodford - D'Aguilar & surrounds: Three quarters of residents (76%) reported having preparedness strategies in place, significantly higher than the citywide average. A higher proportion also reported having an emergency kit (64%).
- Samford Valley & surrounds: Similarly, 75% reported having preparedness strategies in place. Residents were more likely to have an emergency kit (54%) or a personal or family emergency plan (52%) and were also more likely to report 'other' preparedness strategies (13%).
- North Lakes & surrounds: Preparedness was lower, with fewer residents reporting a personal or family emergency plan (39%) and lower overall uptake of preparedness strategies (59%). This presents an opportunity for Council to target awareness and preparedness initiatives in this area.

There were also differences by gender. Women were less likely to report having an emergency kit (44%) or preparedness strategies more broadly (61%), while men were more likely to report having an emergency kit (52%).

Consistent with 2024 results, those with an emergency kit or plan in place reported higher levels of preparedness across all six natural hazards (heatwaves: 4.0; severe storms: 3.9; floods: 3.8; significant storm tides: 3.6; cyclones: 3.6; bushfires 3.4).

Other disaster preparation strategies in place

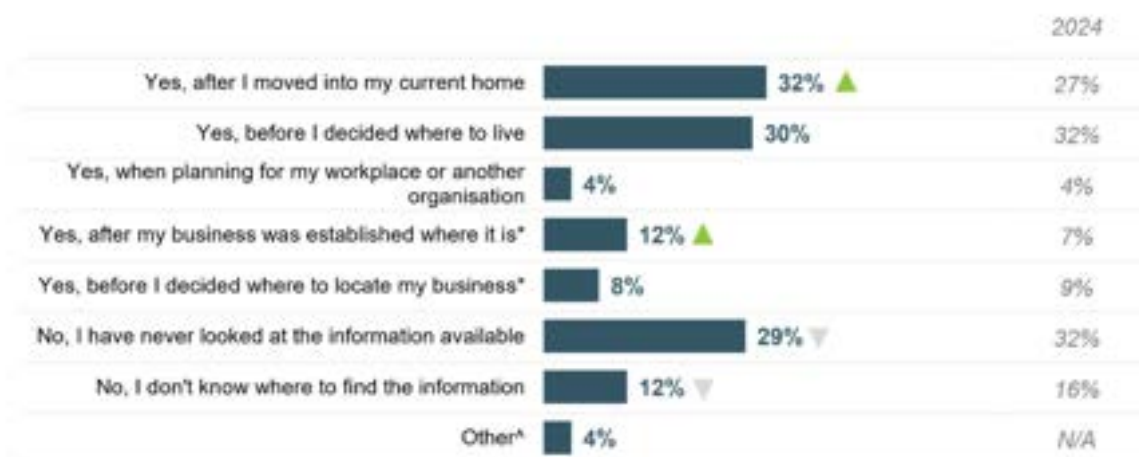
(Open-text responses grouped by theme)



Awareness and use of Council information

Positively, this year, a higher proportion of community members and businesses engaged with Council information about natural hazards compared to 2024. Accessing information after moving into their current home became the most common scenario, with 32% of community members reporting this (up significantly from 27% in 2024).

Have you ever accessed Council information about natural hazard risks (e.g. flood, bushfire or storm tides)? (select all that apply)



*Among business owners in City of Moreton Bay, sample=223 Mar-26; sample=306 Sep-24

^'Other' option introduced in 2026

▲ ▼ = statistically significant increase/decrease

Three in ten (30%) accessed information before deciding where to live, suggesting awareness of natural hazards continued to play a role in residential location decision-making. A smaller proportion of residents accessed this information when planning for their workplace or another organisation (4%, unchanged from 2024).

Among business owners, engagement with Council information increased notably. Significantly more business owners reported accessing information after establishing where their business was (12%, up from 7% in 2024), while 8% accessed information before deciding on a business location (9% in 2024).

While fewer community members reported not engaging with Council information this year, a sizeable proportion remained disengaged. Almost three in ten (29%) had never accessed this information (down from 32% in 2024) and 12% did not know where to find it (down from 16% in 2024). This indicated that while awareness improved, there remains a significant opportunity to increase visibility and accessibility of Council information.



A new 'other' response option with an open text field to specify responses was introduced this year and was selected by 4% of respondents. Open-text responses suggested this was most associated with seeking information in the lead-up to, or during, a specific natural disaster event (e.g. Cyclone Alfred).

There were differences in how and when Council information was accessed across communities of interest. Notably, residents of North Lakes & surrounds were significantly more likely to have never accessed information (34%), highlighting an opportunity to improve awareness in this area. In contrast, residents in Redcliffe Peninsula were more likely to access information before deciding where to live (36%).

Consistent with 2024 results, those who accessed Council information about natural hazard risks were more likely to have preparedness measures in place, such as an emergency kit (54%) and an emergency plan (51%). This highlighted the important role Council information plays in supporting community preparedness.

Sport and recreation

City of Moreton Bay provides a range of sport and recreation facilities and programs to support healthy lifestyles, improve wellbeing, and strengthen community connection. Council is interested in understanding how these services are being accessed across the City.

What we asked

We asked:

- the community's level of satisfaction with sporting facilities and services
- whether the respondent or members of their household had participated in Council's *Healthy & Active Moreton* and/or *Active Holiday* programs
 - including barriers for not accessing these programs (among those who had not participated)
- reasons for attending Council sporting facilities in the past 12 months
 - including barriers to attending or participating in activities or events
- outdoor recreation activities participated in over the past 12 months
- outdoor recreation activities the community would like Council to prioritise in the future.

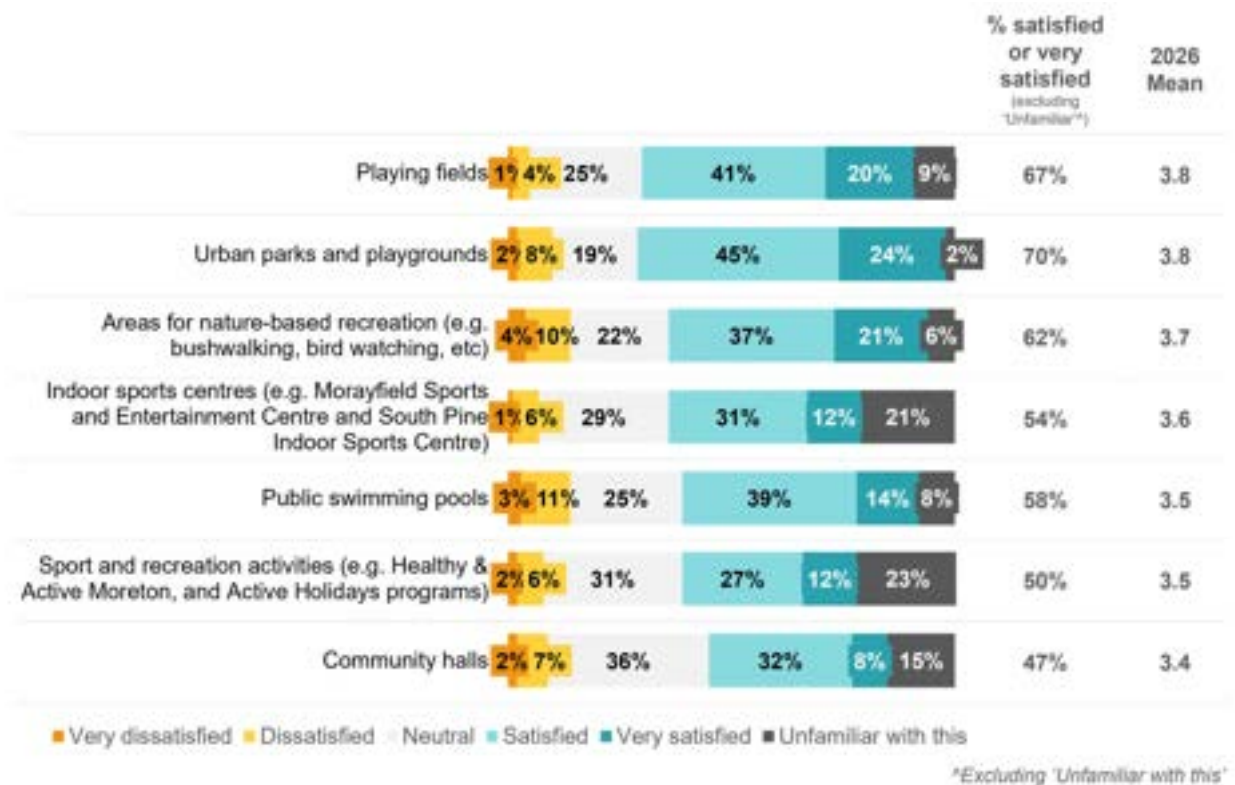
Satisfaction with sporting facilities and services

Across all sporting facilities and services, satisfaction was highest for outdoor recreation spaces, with playing fields and urban parks and playgrounds both achieving the highest average satisfaction scores (3.8 out of 5 respectively). Urban parks and playgrounds stood out as a key strength, with seven in ten community members (70%^)^ satisfied – this was the highest overall satisfaction rating across all Council facilities and services tested. Due to the high proportion of people selecting 'Unfamiliar with this', we have provided the per cent who were satisfied with each facility/service *excluding those who were unfamiliar* in the table to the right of the chart.

These were closely followed by areas for nature-based recreation (e.g. bushwalking, bird watching), with an average satisfaction rating of 3.7 out of 5.

Satisfaction with indoor sports centres (3.6 out of 5; 54%^)^ satisfied), and public swimming pools (3.5 out of 5; 58%^)^ satisfied) was more moderate.

How satisfied are you with the following facilities and services that Council offers?



Lower satisfaction was reported for sport and recreation activities (e.g. *Healthy & Active Moreton* and *Active Holidays* programs) with a mean score of 3.5 and 50%^a satisfied or very satisfied, as well as community halls (mean score of 3.4; 47%^a satisfied). Community halls had the highest proportion of neutral responses (36%) across all seven facilities and services measured, potentially suggesting lower awareness or limited engagement rather than strong dissatisfaction.

There were some minor differences across population groups, with women reporting slightly higher satisfaction across several facilities, including public swimming pools (3.6), sport and recreation activities (3.6), and community halls (3.5).

Satisfaction varied across communities of interest:

- The Hills District & surrounds: higher-than-average satisfaction across most services and facilities, though lower for community halls (3.3)
- Samford Valley & surrounds: higher-than-average satisfaction across most facilities, though lower for indoor sports centres (3.4) and public swimming pools (3.3)
- Redcliffe Peninsula and The Hills District & surrounds: equal highest satisfaction with swimming pools (3.8)

- Caboolture & surrounds: lower-than-average satisfaction across most facilities and services, though higher for indoor sports centres (3.7)
- Woodford - D'Aguilar & surrounds: lower satisfaction across several facilities and services, with stronger ratings for nature-based recreation (3.8)

These differences highlight the importance of targeted, place-based approaches to improving access, quality and awareness of sport and recreation facilities across City of Moreton Bay.

Personal or household participation in Council programs

Just over one in ten community members (12%) indicated they, or a member of their household, participated in Council's *Healthy & Active Moreton* and/or *Active Holidays* programs over the past 12 months.

In the last 12 months, have you or another member of your household participated in Council's *Healthy & Active Moreton* and/or *Active Holidays* programs?



Participation varied across population groups. Younger community members (aged 15-34) were the least likely to indicate they, or someone in their household, had participated (8%), while those aged 60+ were the most likely (15%). Household participation peaked where the respondent was aged 50-69 years (16%).

Women were more likely to indicate household participation than men (16% compared to 8%) and families with dependent children were slightly more likely than the City average to have had a household member participate (14%).

Household participation also differed by community of interest. Dayboro & surrounds households recorded the highest participation (20%). This aligned with broader patterns of engagement observed in this area across the survey and suggested that awareness and uptake of Council initiatives may be stronger. This locality also had a higher proportion of people aged 50-69 years living there⁴ (the most engaged users of the programs).

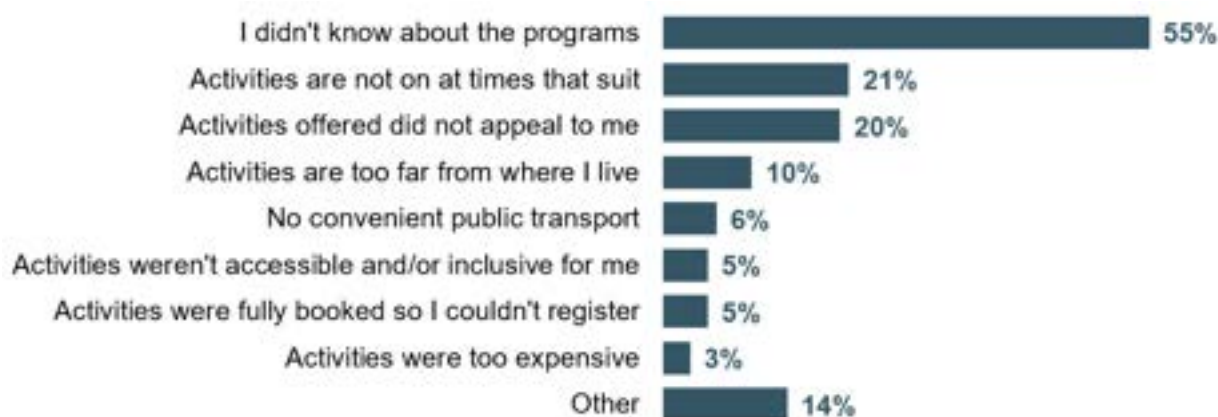
⁴ Source: Australian Bureau of Statistics, Census of Population and Housing, 2021 (Usual residence data). Compiled and presented in profile.id by .id (informed decisions).

Households in Woodford – D’Aguilar & surrounds (11%), Strathpine & surrounds (10%), Caboolture & surrounds (10%), and The Hills District & surrounds (9%) reported lower than average participation.

Among the 88% of community members (2,380 survey respondents) who indicated their household had not participated in Council’s *Healthy & Active Moreton* and/or *Active Holidays* programs over the past 12 months, lack of awareness was by far the most reported barrier, cited by more than half (55%).

Why have you or other members of your household not participated in the *Healthy & Active Moreton* and/or *Active Holidays* programs? (select up to 3)

(Among those who hadn’t participated, n=2,380)



Other commonly reported barriers included inconvenient timing (21%) and lack of appealing activities (20%). Practical barriers were less prominent, such as distance from home (10%), lack of convenient public transport (6%), and cost (3%). A smaller proportion of community members cited accessibility-related barriers (5%) or that activities were fully booked (5%). A further 14% selected ‘other’, with open-text responses indicating reasons such as lack of interest, time constraints, and health or age-related limitations.

While the key barriers were consistent across the community, their prevalence varied. For example, men were more likely to mention lack of awareness (60%) and lack of appealing activities (23%), while women were more likely to report inconvenient timing (28%).

Younger people (aged 15-34) were particularly impacted by a lack of awareness, with almost seven in ten (68%) identifying this as a barrier. In contrast, fewer older residents (aged 60+) cited awareness (39%), but a higher proportion reported a lack of appealing activities (27%). These findings suggested that increasing awareness and tailoring program offerings to different age groups could help improve participation.

Across all communities of interest, lack of awareness was the most common barrier to participation, regardless of overall participation levels. The proportion ranged from a low of 42% in Dayboro & surrounds to 61% in Narangba & surrounds and North Lakes & surrounds respectively.

Among the 5% of survey respondents (130 people) who indicated that programs were not accessible or inclusive, open-text responses highlighted suggestions for improvement. The most mentioned themes included increasing awareness and promotion, improving inclusivity, and improving location and transport accessibility. Around a third (32%) of those who indicated programs were not accessible or inclusive had a disability or were a carer for someone with a disability.

Suggestions to improve accessibility and inclusiveness of Healthy & Active Moreton and/or Active Holidays programs

(Open-text responses grouped by theme)



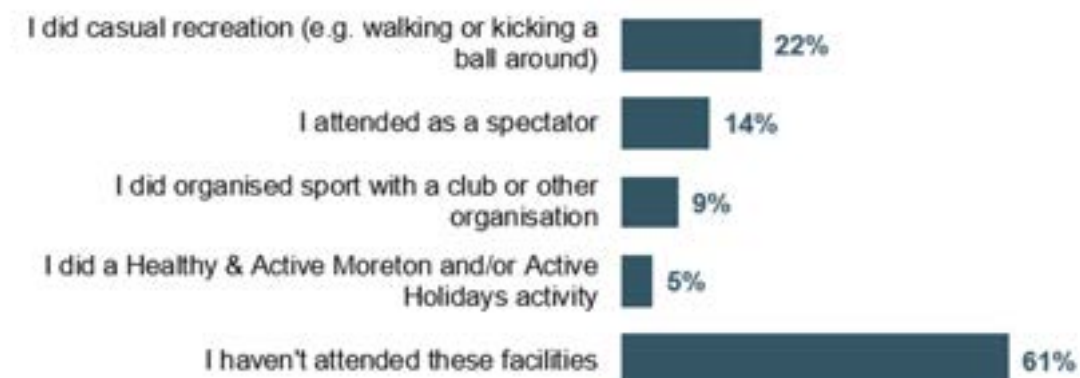
Reasons for using Council sporting facilities

Community members were asked whether they had attended selected Council-run facilities, namely Morayfield Sports and Events Centre, South Pine Indoor Sports Centre, Queensland State Equestrian Centre, and public swimming pools within the past 12 months, and the reasons for their visit.

Almost four in ten community members (39%) indicated they had attended on of these facilities in the past 12 months. Casual recreation (e.g. walking or kicking a ball around) was the most common reason for attendance (22%), followed by attending as a spectator (14%), and participating in organised sport with a club or other organisation (9%).

A small proportion (5%) reported attending these facilities to participate in a *Healthy & Active Moreton* and/or *Active Holidays* activity. Six in ten community members (61%) indicated they had not attended any of these facilities in the past 12 months.

In the past 12 months have you attended Morayfield Sports and Events Centre, South Pine Indoor Sports Centre, Queensland State Equestrian Centre, or Council's public swimming pool? (select all that apply)



Attendance differed across age groups. Younger community members (aged 15-34) were more likely to attend these facilities overall (56%) and were more likely to do so for casual recreation (30%) and organised sport (12%). However, they were the least likely to attend as part of a *Healthy & Active Moreton* and/or *Active Holidays* activities (3%).

Fewer older community members (aged 60+) reported attending these facilities overall (29%). They were, however, more likely to participate in Council-run activities (7%). These results suggested that while younger residents were engaging with facilities, they were less likely to be doing so through Council-run programs, indicating an opportunity to better connect these community members to these offerings.

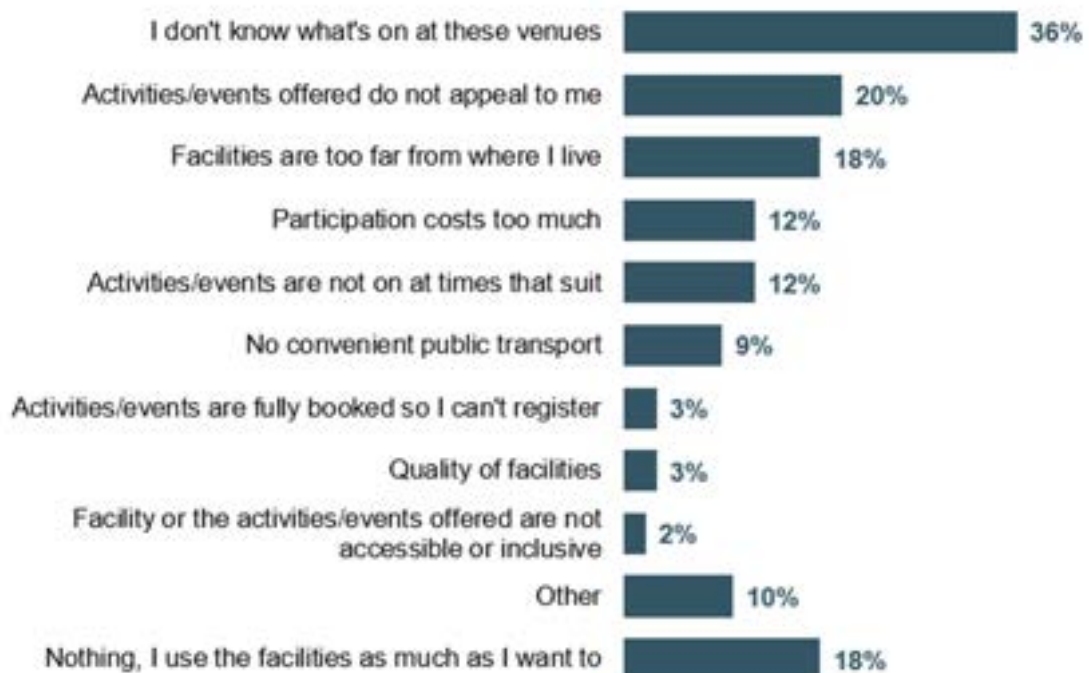
Across all communities of interest, casual recreation was the most common reason for attending these Council facilities. Participation in Council-run programs at these facilities, however, varied slightly by location. Residents of Woodford – D'Aguilar & surrounds (7%), Redcliffe Peninsula (7%) and Bribie Island & coastal areas (7%) were most likely to have attended for *Healthy & Active Moreton* and/or *Active Holidays* activities, while residents in Samford Valley & surrounds (2%) were far less likely.

Barriers to using Council sporting facilities

Community members were asked whether there were any barriers preventing them from attending or participating in activities or events at Morayfield Sports and Events Centre, South Pine Indoor Sports Centre, Queensland State Equestrian Centre, and Council's public swimming pools.

Consistent with findings for participation in *Healthy & Active Moreton* and/or *Active Holidays* programs, lack of awareness was the most common barrier (36%). This was followed by a lack of appealing activities or events (20%) and distance from facilities (18%).

**Is there anything that prevents you from attending or participating in activities or events at Morayfield Sports and Events Centre, South Pine Indoor Sports Centre, Queensland State Equestrian Centre, and/or Council's public swimming pools?
(select up to 3)**



Mid-tier barriers included cost (12%), inconvenient timing of activities/events (12%), and inconvenient public transport options (9%). Less commonly cited barriers included activities/events being fully booked (3%), quality of facilities (3%), and accessibility or inclusivity of facilities or activities/events (2%).

One in ten (10%) community members reported 'other' barriers, with open-text responses highlighting lack of interest, time constraints, and work commitments. In contrast, almost one in five (18%) reported no barriers and indicated they use these facilities as much as they would like.

Barriers varied across age groups. Younger community members (aged 15-34 years) were more likely to report lack of awareness (43%) and cost (17%) as barriers to attendance or participation. In contrast, older residents (aged 60+) were less likely to cite awareness (32%) or cost (6%) but were more likely to report a lack of appealing activities/events (24%), and inconvenient public transport options (11%). These findings suggested that improving awareness may be most effective for increasing participation among younger residents, while ensuring activities are relevant and accessible may better support engagement among older residents.

There was some variation in barriers across communities of interest. For instance:

- Lack of awareness was more prominent in North Lakes & surrounds (43%) and Bribie Island & coastal areas (41%).
- Distance from facilities was more commonly reported in Dayboro & surrounds (40%), Samford Valley & surrounds (39%), Bribie Island & coastal areas (29%), and Redcliffe Peninsula (24%).

Among the 2% of community members (60 survey respondents) who reported that facilities or activities were not accessible or inclusive, a follow-up open-ended question was asked to identify potential improvements.

Responses highlighted several opportunities, with the most mentioned themes including improving access for people with disability or mobility challenges (e.g. wheelchair ramps and improved pathways) and increasing awareness of inclusive offerings.

Suggestions to improve accessibility and/or inclusiveness of venues and activities/events

(Open-text responses grouped by theme)

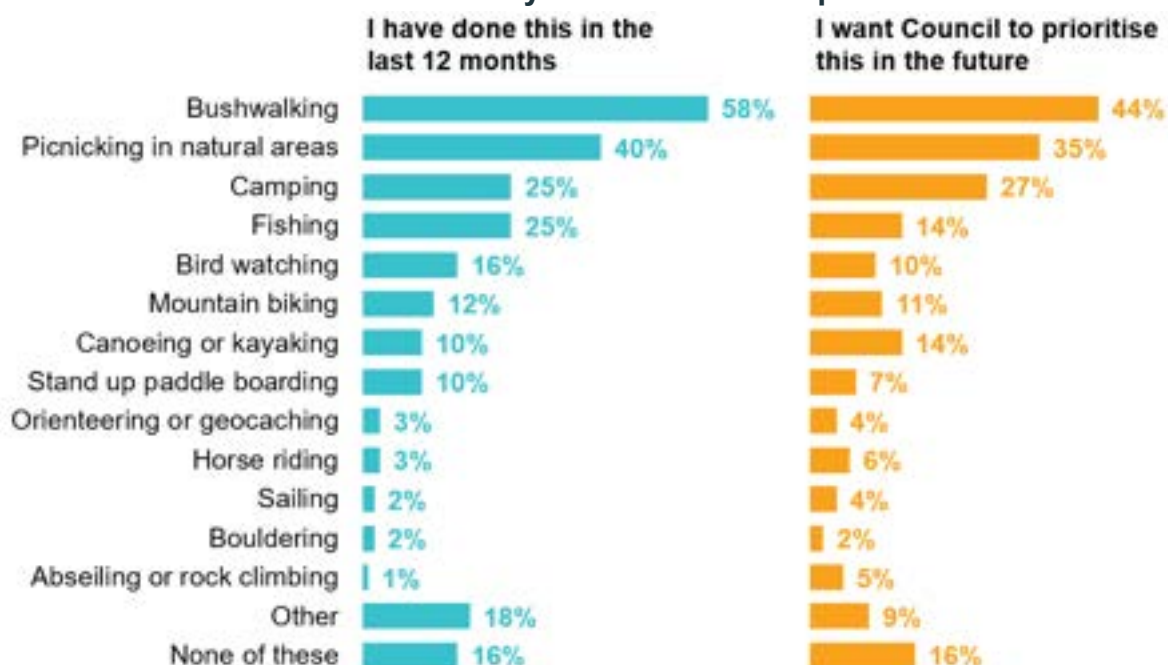


Outdoor recreation participation and future priorities

Outdoor recreation in City of Moreton Bay was strongly centred around nature-based, low-barrier activities. The most common activities community members had participated in over the past 12 months included bushwalking (58%), picnicking in natural areas (40%), and camping (25%).

This was followed by fishing (25%), with bird watching (16%), mountain biking (12%), canoeing or kayaking (10%) and stand-up paddle boarding (10%) representing mid-range participation. Less common activities included orienteering or geocaching (3%), horse riding (3%), sailing (2%), bouldering (2%) and abseiling or rock climbing (1%). Almost one in five residents (18%) reported participating in 'other' activities, with open-text responses most commonly referencing walking and swimming (at the beach or in rivers).

Which outdoor recreation activities have you done in the last 12 months and which would you like Council to prioritise in the future?



When asked which activities Council should prioritise in the future, results indicated that residents wanted more of what they already used or engaged in, rather than entirely new or different offerings. Bushwalking (44%), picnicking (35%), and camping (27%) again emerged as the top priorities.

While there was some variation across mid and lower-order activities, overall preferences closely mirrored current participation patterns. A smaller proportion (9%) identified 'other' priorities, with open-text responses predominately highlighting walking trails and pathways, bike/BMX tracks, and swimming pools. Meanwhile, 16% of residents indicated that none of the listed activities should be prioritised.

Differences in participation and future priorities by demographic groups included:

- Women were more likely to have participated in picnicking (45%) and to prioritise it for the future (40%)
- Younger residents (15-34) were more likely to have bushwalked (65%) and camped (32%), and were also more likely to prioritise these activities (48% and 38% respectively)
- Older residents (60+) were more likely to have engaged in bird watching (20%), and were also more likely to prioritise it (14%)

There were also variations across communities of interest in both participation and future priorities:

- Woodford – D'Aguilar & surrounds: higher participation in fishing (37%) and camping (36%), and stronger preference for camping to be prioritised (36%).
- The Hills District & surrounds: higher participation in bushwalking (72%) and mountain biking (21%), with stronger preference for bushwalking (55%) and camping (34%).
- Samford Valley & surrounds: higher participation in bushwalking (73%) and bird watching (28%), with no significant differences in future priorities.
- North Lakes & surrounds: more likely to prioritise picnicking (44%).
- Redcliffe Peninsula: less likely to prioritise bushwalking (38%) or camping (15%), but more likely to prioritise sailing (9%).
- Narangba & surrounds: more likely to prioritise camping (33%).

These differences reflected how local environments shaped preferences for recreation. They indicated that investment in maintaining and enhancing access to existing nature-based recreations such as trails, open spaces and camping facilities was likely to deliver the greatest value to the community.

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 the community:

- to rate its level of satisfaction with a range of services, including environmental protection, sports and recreation, community facilities and programs, local road upgrades, building and development management, waste and recycling, support for businesses and community groups, and natural disaster preparation and response
- the amount of contact had with Council in the past three months
- for those who had recent contact:
 - the reason for the most recent interaction
 - how they communicated with Council
 - how many times they contacted Council about the issue
 - whether the issue was resolved
 - how the issue was handled
 - level of satisfaction with the outcome

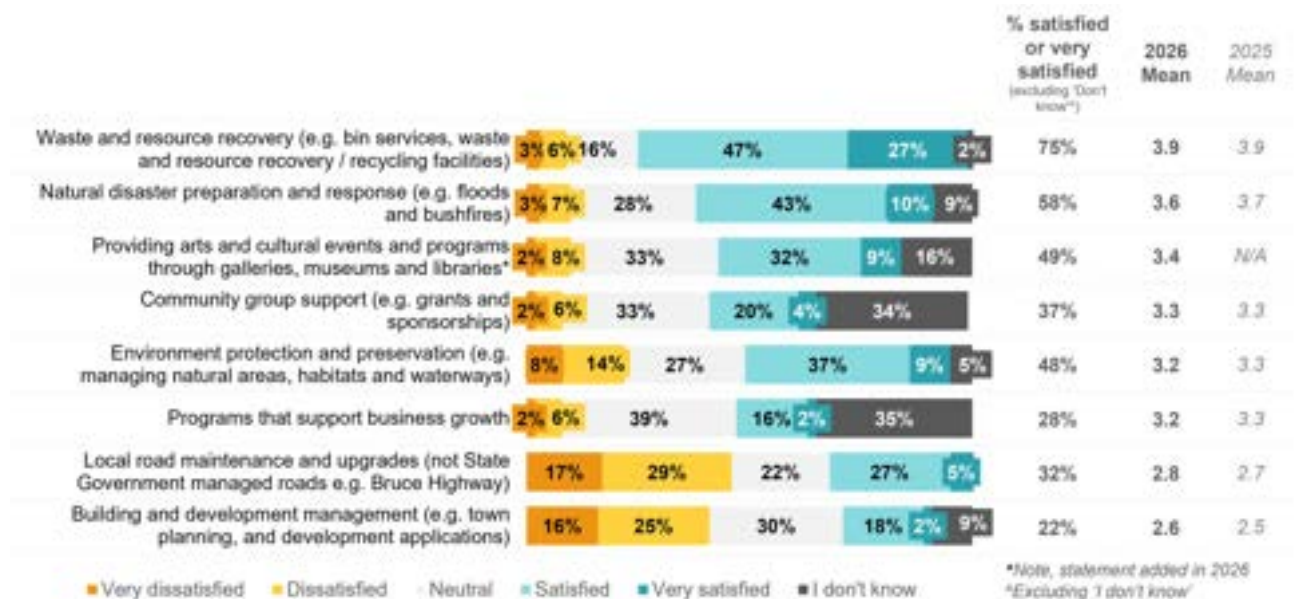
Some of these questions have been asked in previous waves of *Moreton Says*, including August-September 2024 and March-April 2025, allowing results to be tracked over time. Where relevant, comparisons have been included.

Satisfaction with Council services

Consistent with March-April 2025 results, waste and recycling services remained a clear strength for Council, with high and stable satisfaction. The average satisfaction score was 3.9 out of 5, on par with 2025 results.

Due to the high proportion of people selecting 'I don't know', we have provided the per cent who were satisfied or very satisfied with each Council role *excluding don't know* in the table to the right of the chart.

How satisfied are you with Council's work in the following areas?



The community was also highly satisfied with Council's work in natural disaster preparation and response with a mean score of 3.6 out of 5 and 58% satisfied[^]. Given the critical role local government plays in disaster preparedness and response, strengthening visibility of these efforts may help build community confidence.

Community members were moderately satisfied with Council's provision of arts and cultural events and programs through galleries, museums and libraries, with an average satisfaction score of 3.4 and 49% satisfied[^]. This was the first time we had asked about these services so no comparison to past data is possible. However, these results aligned with broader findings across the survey, with cultural facilities (museums, galleries, festivals) sitting within the mid-range for community experience scores (ranked 9th out of 16), suggesting potential to further strengthen engagement and awareness.

Council's support for community groups received a mean score of 3.3. A large proportion (67%) of community members reported being neutral or unsure for community group support.

Satisfaction with programs that support business growth received an overall mean score of 3.2 out of 5. Among business owners, satisfaction was notably lower, with an average score of 2.8 out of 5. This suggested an opportunity for Council to better understand and respond to the specific needs of this cohort, as well as improve the accessibility and effectiveness of growth support programs.

Satisfaction with Council's work in environment protection and preservation declined slightly this year, to 3.2 out of 5 (down from 3.3 in 2025). Despite this, access to the natural environment remained the highest-rated local area experience. This suggests that while residents highly value and positively experience the natural environment, there is an expectation for Council to do more to protect and preserve it, including natural areas, habitats and waterways.

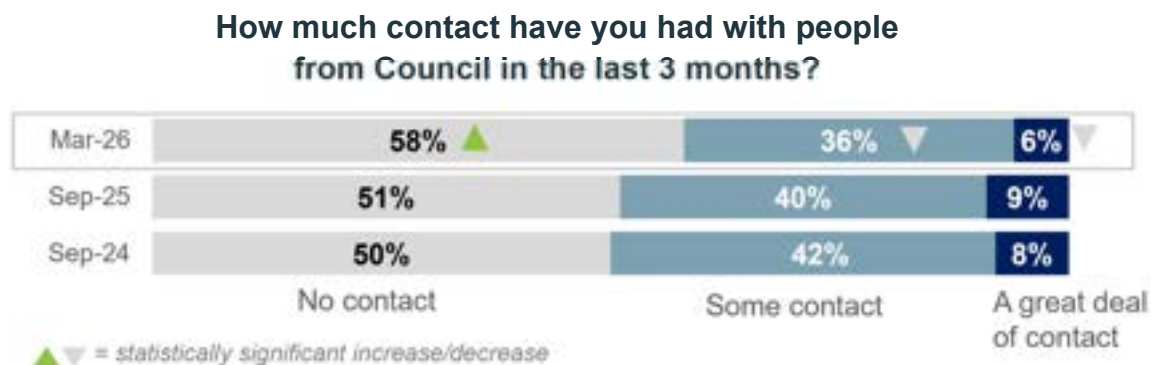
Consistent with 2025 results, satisfaction was comparatively lower for local road maintenance and upgrades, although the average satisfaction score increased slightly this year (2.8, up from 2.7). Just under a third (32%[^] - excluding 'don't know') were satisfied. These results aligned with broader findings, where a lack of road congestion was identified as the third highest liveability priority but ranked lowest for experience, and the ability to make your way around the local area with relative ease was ranked 13th out of 16 attributes for experience. Together, these gaps between importance and experience highlighted ongoing challenges in meeting community expectations.

There was also notable variation in satisfaction with local road maintenance and upgrades across communities, pointing to localised infrastructure pressures. Higher-satisfaction areas included Redcliffe Peninsula (3.1), Bribie Island & coastal areas (2.9), North Lakes & surrounds (2.9), and the Hills District & surrounds (2.9). Lower satisfaction was recorded in Strathpine & surrounds (2.7), Woodford-D'Aguilar & surrounds (2.6), Samford Valley & surrounds (2.6), Caboolture & surrounds (2.4), Dayboro & surrounds (2.2), and Narangba & surrounds (2.2).

Building and development management recorded the lowest satisfaction score of all eight service areas measured, despite a slight increase this year (2.6, up from 2.5). Community perceptions of this area may have continued to be influenced by broader concerns around population growth and housing. The August-September 2025 *Moreton Says* survey found that 23% of community members identified overpopulation as a key local issue, while 39% raised concerns about housing and price of housing. These findings highlighted the complex role of local government in balancing population growth and housing demand with the need to protect natural environments and maintain community liveability.

Contact and experiences with Council

Recent contact with Council declined this wave, with just over two in five community members (42%, down from 49% in August-September 2025) indicating they had contact with Council in the past three months.



The likelihood of having recent contact with Council increased with age, rising from 35% among those aged 15-34 to 43% among those aged 35-59 and 48% among those aged 60 and over.

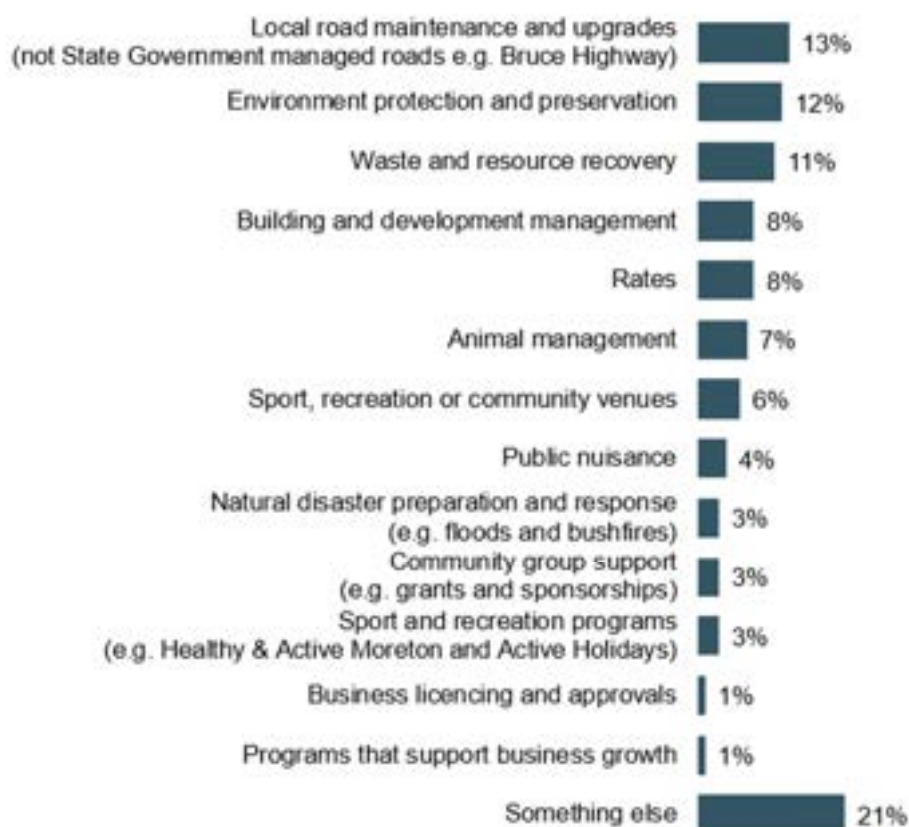
There were also geographic differences in contact levels. Residents in Dayboro & surrounds (58%), Samford Valley & surrounds (57%), and Bribie Island & coastal areas (51%) were more likely than the city average to have contacted Council recently. In contrast, residents in North Lakes & surrounds (35%) were significantly less likely to have had recent contact.

Among those who had contact with Council (1,160 survey respondents), interactions were primarily driven by core service areas. Local road maintenance and upgrades (13%), environmental protection and preservation (12%), and waste and resource recovery (11%) were the most cited reasons for contact. Other notable reasons included building and development management (8%), rates (8%), animal management (7%), and sport, recreation or community venues (6%).

One in five community members (21%) selected 'something else'. Open-text responses indicated that tree and general maintenance, concerns about homelessness encampments and road safety were among the most mentioned issues. Recent contact with Council was largely driven by day-to-day service delivery and local maintenance needs.

Please indicate the main reason for your most recent contact with Council (select 1 only)

(among those who had contact with people from Council in the last 3 months, Sample=1,160)



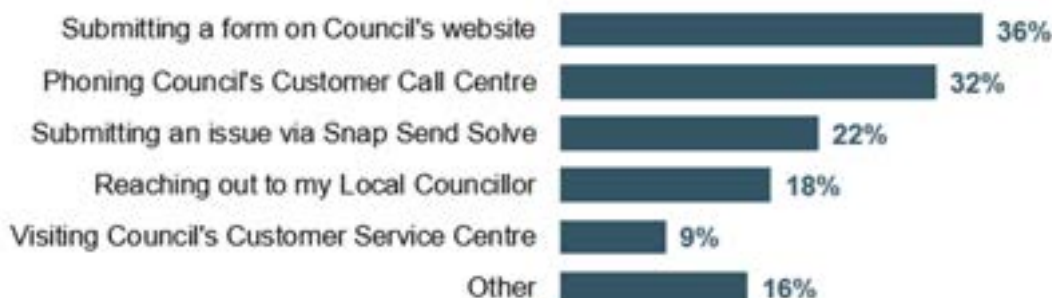
Reasons for contact were different across age groups and communities of interest, reflecting local service needs and priorities. For example:

- Younger community members (aged 15-34) were more likely to contact Council for building and development management (16%)
- Residents in Dayboro & surrounds were significantly more likely to contact Council for local road maintenance and upgrades (29%)
- Residents in North Lakes & surrounds were more likely to contact Council for animal management (14%)
- Residents in Bribie Island & coastal areas were more likely to contact Council regarding natural disaster preparation and response (9%)
- Residents in Redcliffe Peninsula were more likely to report public nuisances (10%)
- Residents in Strathpine & surrounds were more likely to contact Council for waste and resource recovery (17%)
- Residents in Woodford-D'Aguilar & surrounds were more likely to contact Council for sport, recreation or community venues (15%)

The channels used by community members to communicate with Council about their enquiry or issue varied, although the most popular were submitting a form via Council's website (36%) and contacting Council's Customer Call Centre (32%).

How did you communicate with Council about this enquiry/issue?

(among those who had contact with people from Council in the last 3 months, sample=1,160)



Around one in five community members communicated with Council via Snap Send Solve (22%) or by contacting their local Councillor (18%). Fewer respondents visited a Customer Service Centre in person (9%). A further 16% selected 'other', with open-text responses indicating email and face-to-face interactions (either onsite or at events) as the most mentioned alternative ways community members were contacting Council.

Differences in communication channels were evident across age groups. Younger community members (aged 15-34 years) were less likely to contact their local Councillor (12%), while older community members (aged 60+ years) were more likely to use this channel (27%). Among those aged 60 years and over, there was also variation in preferred channels compared to the citywide average. The most common method was Council's Customer Call Centre (35%), followed by website forms (32%) and contacting a local Councillor (27%).

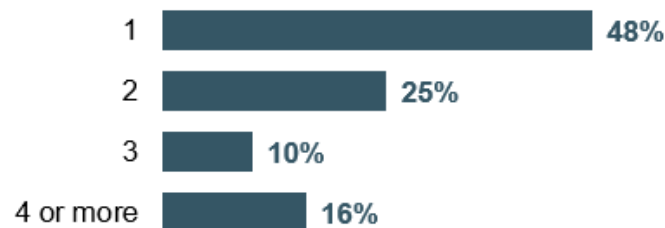
There were also differences across communities of interest, which may be indicative of local residents' communication preferences and as well as proximity to access Council services in-person. For example:

- Residents in Bribie Island & coastal areas were more likely to contact their local Councillor (30%), while this was less common in Dayboro & surrounds (5%)
- Residents in Caboolture & surrounds were more likely to submit a form via Council's website (49%), compared to lower use in Samford Valley & surrounds (21%)
- Residents in North Lakes & surrounds were more likely to use website forms (44%) and less likely to visit a Customer Service Centre (3%)
- Residents in Redcliffe Peninsula were more likely to visit a Customer Service Centre in person (15%).

Community members were asked how many times they had contact with Council about their enquiry or issue since they first raised it. Results indicated that 48% of those that contacted Council were able to solve their enquiry/issue in one contact, whilst 52% required multiple contacts. A quarter (25%) had contact with Council twice, 10% three times, and 16% four or more times.

**How many times have you had contact with Council
about this enquiry/issue since you first raised it?**

(among those who had contact with people from Council in the last 3 months, n=1,160)



There were differences in the number of contacts required based on the reason for contact. Issues relating to rates (68%), waste and resource recovery (59%), and sport, recreation or community venues (58%) were most likely to be resolved within a single contact. In contrast, enquiries relating to business licensing and approvals were more likely to require multiple contacts (75% requiring 2 or more contacts), indicating a potentially more complex process for these issues.

Channel of contact also influenced contact times to find a resolution. Channels more likely to have their enquiry or issue dealt with in fewer contacts included:

- Form on Council's website: 74% within one or two contacts, including 45% resolved in the first contact
- Customer Call Centre: 69% within one or two contacts, including 42% resolved in the first contact
- Customer Service Centres: 66% within one or two contacts, including 42% resolved in the first contact.

In comparison, those who contacted their local Councillor were more likely to require multiple contacts (71%). These findings indicated digital and phone-based channels were generally more effective for resolving enquiries with minimal follow-up.

Overall, most community members who contacted Council in the last three months reported that their enquiry or issue had been resolved (63%), while more than one-third (37%) indicated it had not yet been resolved.

Has this enquiry/issue now been resolved?

(among those who had contact with people from Council in the last 3 months, sample=1,160)



Across communities of interest, resolution rates varied slightly. Residents in Woodford – D’Aguilar & surrounds (70%), North Lakes & surrounds (69%), Strathpine & surrounds (68%), and Narangba & surrounds (64%) were more likely than average to report their issue had been resolved. North Lakes & surrounds recorded the lowest proportion of residents who had recently contacted Council, but the second highest resolution rate. In contrast, residents in Dayboro & surrounds (53%) and Samford Valley & surrounds (45%), the two areas with the highest levels of recent contact, were least likely to report their issue had been resolved, suggesting potential challenges in resolving issues efficiently for residents in these areas.

Differences in resolution were also evident across age groups. While fewer younger community members (aged 15-34) reported recent contact with Council, they were more likely to have resolved their issue in one contact (56%) and were the most likely age group to report their issue had been resolved overall (70%, compared to 62% among those aged 35-59 and 59% among those aged 60+). In contrast, a higher proportion of those aged 35-59 (53%) and 60+ (57%) reported requiring multiple contacts. This may reflect differences in communication channels, with younger residents more likely to have used Council’s website (40%, compared to 36% among those aged 35-59 and 32% among those aged 60+), which was associated with fewer contact attempts and higher resolution rates.

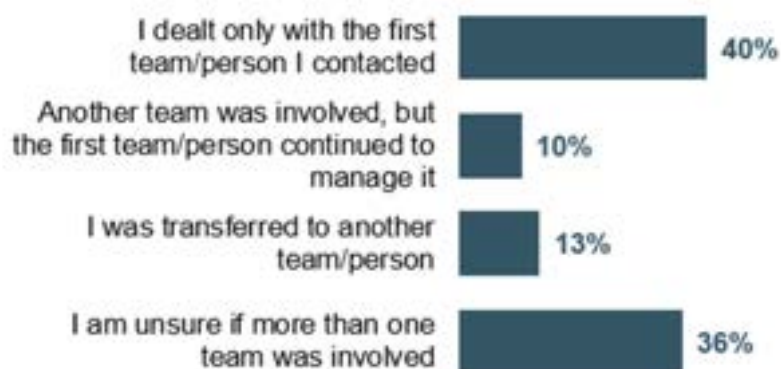
There was also a relationship between communication channel and resolution outcomes. While resolution rates were relatively consistent across the most used channels, including Council’s website (62%), Customer Call Centre (65%), Customer Service Centre (64%), and Snap Send Solve (63%), those who contacted their local Councillor were significantly less likely to report that their issue had been resolved (37%).

Resolution also varied by reason for contact. Although representing a small proportion of enquiries (3%, or 31 respondents), sport and recreation programs had the highest resolution rate (91%), followed by waste and resource recovery (86%) and rates (83%). In contrast, enquiries relating to public nuisance (41%) and local road maintenance and upgrades (45%) were among the least likely to be resolved.

When describing how their enquiry or issue was handled, two in five community members who contacted Council recently (40%) reported dealing only with the initial team or person they contacted. A further 10% indicated another team was involved but the original contact remained responsible, while 13% were transferred to another team or person. More than one-third (36%) were unsure whether more than one team was involved.

Which best describes how this enquiry/issue is being or was handled?

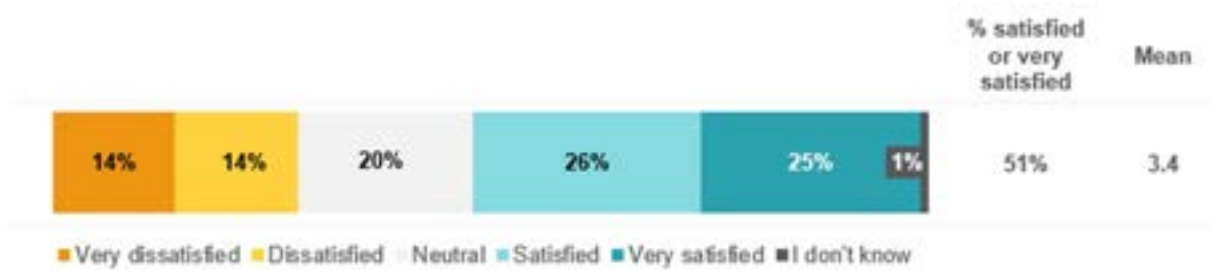
(among those who had contact with people from Council in the last 3 months, sample=1,160)



Results indicated a relationship between how enquiries were handled and whether they were resolved. Four in five respondents (80%) who dealt only with the first team or person reported their issue had been resolved. Resolution rates declined where additional teams were involved (71%), where respondents were transferred (52%), or where respondents were unsure whether multiple teams were involved (46%). These findings suggest minimising handovers and maintaining continuity in service delivery may improve resolution outcomes for community members.

Satisfaction with how Council managed the enquiry or issue was mixed. Around half of respondents (51%) were satisfied, including 25% who were 'very satisfied'. One in five (20%) were neutral, while 28% were dissatisfied, including 14% who were 'very dissatisfied'.

How satisfied are you with how Council managed your enquiry/issue? (among those who had contact with people from Council in the last 3 months, sample=1,160)

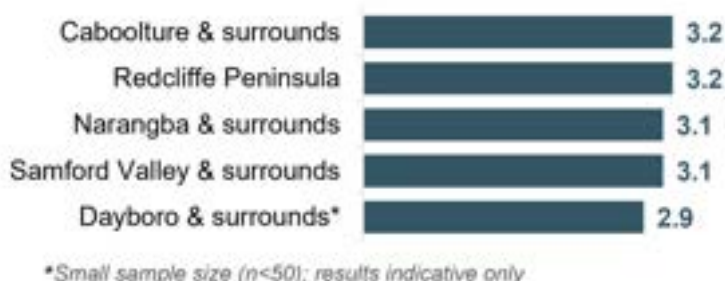


Satisfaction levels were strongly linked to whether the issue had been resolved. Those whose issue had been resolved were far more likely to report satisfaction (75%, including 38% who were 'very satisfied'). In contrast, those whose issue had not been resolved were significantly less likely to be satisfied (12%), with two-thirds (66%) dissatisfied, including one-third (33%) who were 'very dissatisfied'.

Across communities of interest, several differences were observed. Areas with notable differences from the City of Moreton Bay average satisfaction score are charted below.

How satisfied are you with how Council managed your enquiry/issue? (Mean score out of 5)

(among those who had contact with people from Council in the last 3 months, by community of interest)



Areas with higher resolution rates also tended to report higher satisfaction.

Satisfaction declined as the number of contacts with Council increased. Those who contacted Council once reported the highest satisfaction (65%, including 34% who were 'very satisfied'), with satisfaction decreasing as contact frequency increased (two contacts: 49%, three contacts: 32%, four or more contacts: 28%). At the same time, dissatisfaction increased with each additional contact, with 'very dissatisfied' responses specifically, rising from 6% among those who contacted Council once to 37% among those who contacted Council four or more times. These findings highlight the importance of resolving issues quickly and reducing the need for repeat contact once an issue or enquiry has been raised.

Satisfaction also varied by communication channel. Those who visited Council's Customer Service Centre reported the highest levels of satisfaction (55%), while those who contacted their local Councillor were the least satisfied (35%). These patterns were broadly consistent with earlier findings on resolution outcomes, suggesting that communication channels associated with more efficient resolution may also contribute to higher satisfaction.

There were also differences by reason for contact. Community members were most satisfied when contacting Council about:

- Sport and recreation programs (81% satisfied, including 30% who were 'very satisfied')
- Community group support (73% satisfied, including 42% who were 'very satisfied')
- Rates (67% satisfied, including 36% who were 'very satisfied')
- Sport, recreation or community venues (67% satisfied, including 34% who were 'very satisfied')

These higher satisfaction levels were likely influenced by higher resolution rates and fewer contact attempts for these issues. Notably, 'rates', one of the more common reasons for contacting Council (5th most selected), also recorded relatively high satisfaction levels, indicating strong performance in an area frequently raised by the community.

In contrast, reasons which resulted in the highest levels of dissatisfaction included:

- Public nuisance (47% dissatisfied, including 35% who were 'very dissatisfied')
- Local road maintenance and upgrades (41%, including 23% who were 'very dissatisfied')
- Building and development management (37%, including 15% who were 'very dissatisfied')

These results likely reflect the complexity of these issues, which may require multiple interactions, involve external factors, or take longer to resolve, contributing to lower satisfaction levels.

While communication channels varied across these issues, results suggested that channel alone did not fully explain satisfaction outcomes. For example, although contacting a local Councillor was generally associated with lower satisfaction, it remained a common channel for issues such as community group support and sport, recreation or community venues, which recorded relatively high satisfaction levels. This indicates that satisfaction is influenced by a combination of factors, including resolution, complexity of the issue, and service expectations, rather than communication channel alone, highlighting the need for a holistic approach to improving community member experiences.

Conclusion

The findings from the February–March 2026 wave of *Moreton Says* reflected a community that continues to value the core elements of liveability, while also demonstrating evolving expectations shaped by growth, lifestyle aspirations and changing community needs.

Liveability and lifestyle

At a foundational level, the community continued to place the highest importance on feeling safe and having access to the natural environment, reinforcing their role as enduring pillars of liveability in City of Moreton Bay. However, there remained some gaps between what was important, and how the community was experiencing their local area. These gaps indicated ongoing structural challenges linked to population growth, infrastructure demand and cost-of-living pressures. At the same time, there was a clear shift towards broader lifestyle expectations, including increasing importance placed on access to shopping, dining and leisure, as well as opportunities to view and participate in sport and recreation.

Perceptions of the local community remained positive overall, with improvements in areas such as health, activity levels, and social connection. Encouragingly, a stronger sense of belonging was observed, particularly in more established or rural communities and among older residents. However, perceptions of community resilience declined slightly, suggesting that while day-to-day wellbeing was improving, there may be some uncertainty about the community's ability to respond to future challenges or external pressures.

Local jobs and business support

Economic insights further reinforced the importance of accessibility and lifestyle in shaping community expectations. Residents placed strong emphasis on access to local employment opportunities, particularly for young people, alongside shorter commutes and the ability to work closer to home. This reflected a broader desire for a local economy that supports work-life balance and reduces reliance on travel. Improving public transport connections between residential areas and job centres emerged as the clear priority for supporting economic growth, alongside infrastructure investment and support for local business development. Together, these findings highlighted the importance of strengthening local employment pathways and improving connectivity to support a more accessible and resilient economy.

Disaster preparedness

In the area of disaster preparedness, residents reported strong confidence in managing more common hazards such as heatwaves and storms. However, preparedness was lower for less frequent but potentially high-impact events, including bushfires and cyclones. While around half of residents took practical steps such as preparing an

emergency kit or plan, a significant proportion remained unprepared. Engagement with hazard information improved, particularly among those making housing or business decisions, though a notable share of the community never accessed this information. These results pointed to an opportunity to build on existing awareness by encouraging more practical preparedness actions and improving access to information.

Sport and recreation

Sport and recreation were clear strengths across City of Moreton Bay, particularly in relation to outdoor and nature-based facilities. High satisfaction with parks, playing fields and natural spaces reflected both the region's natural assets and the community's strong preference for outdoor activity. Participation in informal recreation was high, with bushwalking, picnicking and camping among the most common activities, and future priorities closely mirroring current behaviour. In contrast, participation in structured programs was relatively low, with lack of awareness identified as the primary barrier. This suggested increasing visibility and accessibility of existing programs may be more effective than introducing entirely new offerings.

Experiences with Council

Experiences with Council services presented a mixed picture. Core services such as waste and recycling continued to perform strongly and met community expectations. Other areas, including disaster preparedness and arts and cultural services, were viewed moderately positively but showed signs of uncertainty or neutrality, indicating potential gaps in awareness or engagement. Lower satisfaction was concentrated in more complex or infrastructure-related areas, particularly local road maintenance and development management, reflecting broader concerns about growth and liveability.

Patterns of contact with Council reinforced these findings. Residents primarily engaged with Council around day-to-day service needs, especially roads, environmental issues and waste. While most issues were resolved, many required multiple contacts, and resolution was a key driver of satisfaction. Satisfaction was significantly higher when issues were resolved quickly and efficiently, particularly when handled by a single point of contact. In contrast, more complex issues that required multiple interactions or longer timeframes were associated with lower satisfaction.

Overall, the findings showed a community that was clear about what it values. Council was performing strongly in delivering core services and supporting many aspects of liveability. The key opportunity lies in continuing to build on these strengths, while focusing on areas under pressure — particularly infrastructure, housing and service accessibility. Improving communication, strengthening awareness of existing programs and services, and enhancing the resolution of complex issues will be critical to maintaining and improving community satisfaction over time.

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 2,753. 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 of 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'.

