



Market Research Report for:

**Annual Survey of Residents
May 2005**

Part I

Methodology and Questionnaire

Prepared for:

Christchurch City Council

Table of Contents

	Page No:
1. Introduction	2
2. Objectives	2
3. Survey Coverage and Methodology	2
4. Sample Selection	2
5. Response Rate	5
6. Reliability of the Survey Estimates	6
7. Questionnaire	7

1. Introduction

The Annual Survey of Residents was conducted by Statistics New Zealand from 1991 to 1997, the National Research Bureau Ltd from 1998 to 2004 and by Opinions Market Research Ltd in 2005.

2. Objectives

The objectives of the survey were:

To provide statistically reliable measures of the views of Christchurch residents on a range of services and facilities provided by Christchurch City Council.

The survey has been designed to produce statistical indicators which will provide measures of performance as set down in the Council's performance indicators for specified service delivery areas.

The statistical indicators combined with additional factors will aid Council decision making and policy formulation, and help to determine proprieties for resource allocation.

3. Survey Coverage and Methodology

The population surveyed was a representative sample of Christchurch residents aged 18 years and over, in households with access to a telephone.

The survey methodology in 2005 was a telephone methodology whereas the methodology for past surveys was a door to door methodology. Due to the change in methodology, the data of this survey would not be compared with previous surveys.

Interviewing took place between 21 February – 15 March 2005 and the approximate interview length was 30 minutes.

4. Sample Selection

The sample was selected using stratified random sampling techniques.

The sample was selected from randomly generated telephone numbers for each of the six Christchurch City Wards.

The sample of each ward was stratified to reflect of age and gender proportions found within each (based on information provided by Statistics New Zealand which was taken from the 2001 Census).

One eligible respondent was selected from each household based on the youngest respondent in each household.

To ensure the survey has an accuracy of 3% at the 90% confidence level, a sample size of 750 was interviewed.

The following table shows the total sample was representative in terms of age and gender according to the 2001 Census:

	2001 Census	Sample Achieved (Total Christchurch) 750 %
Gender		
Male	47	47
Female	53	53
Age		
18 – 24	14	14
25 – 49	48	48
50 – 64	20	20
65+	18	18
Ward		
Burwood/ Pegasus	16	16
Fendalton/ Waimairi	16	16
Ferrymead/ Hagley	17	17
Heathcote/ Spreydon	16	16
Papanui/ Shirley	17	17
Riccarton/ Wigram	18	18

The following tables show the sample achieved within each ward, was representative in terms of age and gender according to information provided by Statistics New Zealand based on the 2001 Census:

	Burwood/ Pegasus		Fendalton/ Waimairi		Ferrymead/ Hagley		Heathcote/ Spreydon		Papanui/ Shirley		Riccarton/ Wigram	
	2001 Census	Sample achieved	2001 Census	Sample achieved	2001 Census	Sample achieved	2001 Census	Sample achieved	2001 Census	Sample achieved	2001 Census	Sample achieved
Total:		121		121		128		122		125		133
	%	%	%	%	%	%	%	%	%	%	%	%
Gender												
Male	47	47	46	46	48	48	47	47	46	46	49	49
Female	53	53	54	54	52	52	53	53	54	54	51	51
Age												
18 – 24	11	11	14	13	16	16	11	11	13	13	21	20
25 – 49	51	51	44	44	50	50	50	49	51	51	43	43
50 – 64	20	21	23	22	19	19	19	20	18	18	20	20
65+	18	17	20	21	16	16	20	20	18	18	17	17

5. Response Rate

A total of 768 interviews were completed and the response rate was 46%.

TOTAL NUMBERS DRAWN FROM THE SAMPLE: 3995

Ineligible respondents:	843
Non contacts:	891
Refusals:	911
Disconnected numbers:	538
Unable to participate:	44
Contacts:	768

Note:

If a respondent did not meet the scope and coverage defined in the survey, they were classified as ineligible respondents.

If a household could not be contacted (three call back attempts i.e. a minimum of four call attempts were made to each selected household prior to replacement) they were classified as non contacts.

If respondents were unwilling to participate they were classified as refusals, there was no distinction made between those eligible or not eligible to participate among this group.

Those unable to participate due to language barriers/ illness were classified as unable to participate.

$$\text{Response rate} = \frac{\text{eligible respondents (768)}}{\text{eligible respondents + refusals (1679)}}$$

6. Reliability of the Survey Estimates

The following steps were taken to ensure the reliability and validity of the information obtained from the survey:

- The questionnaire was piloted (pre-tested) prior to commencement of interviewing (n = 20 were piloted), to ensure that problems with the intended survey questions were rectified prior to conducting the main survey study, to maximise the reliability and validity of the resulting survey data.
- The interviewers were thoroughly briefed prior to commencement of the survey, the briefing covered the following areas:
 - Background to the research;
 - Sampling methodology and application;
 - Questionnaire administration and completion;
 - Project quality control requirements; and
 - Interviewer time schedule requirements.
- A ten percent audit of each interviewer's work was undertaken by the Research Supervisors to ensure the work was undertaken in accordance with instructions and achieved desired quality standards.
- A ten percent audit of the questionnaires entered was undertaken for accuracy. During the data cleaning process, which is a quality control process undertaken prior to any audit or production of data tables, four data entry errors were found resulting in an error rate of 0.00001%. The four errors were corrected and thus the results of the audit (of 10% of the surveys) proved data entry to be 100% correct. The analysis in the report was peer reviewed and all figures checked for accuracy.
- The sample was stratified to ensure to correct proportions of age and gender were represented the survey within each ward to ensure it was free of gender, age and geographic area bias.
- The telephone numbers were randomly generated from a list provided by Telecom.
- To ensure the sample was not over-represented by people who tended to stay at home, interviewing was conducted in the weekday evenings and at the weekend.
- To reduce non-response bias, at least three call back attempts (i.e., a minimum of four call attempts) were made to each selected household prior to replacement. These call backs will be made at different times of the day and on different days of the week. In households where the eligible respondent refused or was unavailable, the household and respondent was replaced.

7. Questionnaire

Q1 In the last 12 months, how many times have you visited the Christchurch Art Gallery?

not at all

one or two times

three or four times

five or more times

don't know

Q2 During the past 12 months, how often have you visited the Central City for purposes other than work (either paid or unpaid)?

haven't visited the central city other than for work

once a week or more

once a month or more

once every three months or more

less often than that

Q3 When you visited the central city other than for work, have you tried to find a parking space, either on the street or in a parking building?

yes

no

don't know

Q4 How satisfied or dissatisfied were you with the availability and convenience of parking spaces, either on or off the street?

very satisfied

quite satisfied

neither satisfied nor dissatisfied

quite dissatisfied

very dissatisfied

don't know

Q5 How satisfied or dissatisfied are you that traffic in Christchurch moves smoothly and safely?

very satisfied

quite satisfied

neither satisfied nor dissatisfied

quite dissatisfied

very dissatisfied

don't know

Q6 The price of a Council black rubbish bag is \$1.00. For this price, the Council supplies the bag, collects it when full, and disposes of it in the landfill. At \$1.00 per bag, do you consider this is good value or poor value for money?

very good

quite good

neither good nor poor

quite poor

very poor

don't know

Q7 The Council provides each household with a green crate for recyclable rubbish. How good or bad to you think this collection service is?

very good

quite good

neither good nor bad

quite bad

very bad

don't know

Q8 The average rates per year on a property in Christchurch is \$1,060. The average ratepayer pays an amount each year towards the upkeep of certain amenities in Christchurch. We are going to read out a selection of amenities with the amount spent on them. Of that \$1,060 received READ OUT AMOUNT is spent on READ OUT STATEMENT. What sort of value for money do you think Christchurch as a whole gets from that.

AMOUNT	very good value	quite good value	neither nor	quite poor value	very poor value	(don't know)
\$34making sure the traffic moves smoothly and safely						
\$123looking after roads and footpaths						
\$134sewage disposal						
\$29swimming pools						
\$21promoting and supporting sport and recreation						
\$12stadiums and sporting facilities						
\$37regulating activities and investigating nuisances						
\$39landscaping the City's streets						
\$93parks and playing fields						
\$36overall city and environmental planning						

Q9 Are you on the city's water supply?

- yes
- no
- don't know

Q10 Thinking about the water that is supplied to this household, how satisfied or dissatisfied are you...?

	very satisfied	quite satisfied	neither nor	quite dissatisfied	very dissatisfied	(don't know)
with its quality and taste?						
with its appearance?						
with the pressure and flow?						
the reliability of the supply?						

Q11 Please tell me whether you agree or disagree with these statements?

agree strongly agree slightly neither agree nor disagree disagree slightly disagree strongly (don't know)

its **important** to feel a sense of community with people in my local neighbourhood

I **feel** a sense of community with others in my local neighbourhood – for example, share interests and concerns with them

Q12 Currently how satisfied are you with your access to leisure and recreation opportunities, e.g. beaches, clubs, sports, cafés, galleries and other leisure activities?

very satisfied
quite satisfied
neither satisfied nor dissatisfied
quite dissatisfied
very dissatisfied
don't know

Q13 Which Council swimming pools have you been to in the last 12 months – either to swim, watch or use any of the other facilities at the pool?

Belfast Pool	QE II Pools
Centennial Leisure Centre	Sockburn Pool
Edgware Pool	Templeton Pool
Halswell Aquatic Centre	Waltham Lido Pool
Jellie Park Aqualand	Wharenui Pool
Papanui Pool	Woolston Pool
Pioneer Leisure Centre	other
	can't remember

Q14 Are you a **member** of a sports club or organisation? CODE ONE ONLY.

yes 1
no 2
don't know 3

Q15 In the last 12 months, how many times have you taken part in, or trained for, any physically active sport or game or lesson run by a club or organisation? (whether or not you were a member of that organisation)

not at all
once or twice
three or four times
five or more times
don't know

Q16 In the last **four weeks**, have you taken part in any physical activity or exercise?

yes
no
don't know

Q17 What was that exercise?

Q18 Which Council stadiums have you been to in the past 12 months – either to watch or take part in any sport, performance or event?

Cowles Stadium	Porritt Park
Cuthberts Green Soft ball Complex	QE II Stadium
Denton Oval	Westpac Trust Sport & Entertainment Centre
English Park	other (SPECIFY)
Jade Stadium	
Pioneer Leisure Centre	can't remember

Q19 How many times have you attended a performance or event at the Town Hall in the last 12 months?

not at all
once or twice
three or four times
five or more times
don't know

Q20 How many times have you attended a performance or event at the Westpac Trust Centre in the past 12 months?

not at all
once or twice
three or four times
five or more times
don't know

Q21 Please state whether you agree or disagree with the following statement: "Events and festivals contribute to the enjoyment of living in Christchurch."

agree strongly
agree slightly
neither agree nor disagree
disagree slightly
disagree strongly
don't know

Q22 Have you attended any of the following events and festivals in the last 12 months?

yes

no

the summertimes classical sparks concert

other summertimes festivals events

festival of flowers and romance

world buskers festiva

Showtime Canterbury (show week)

Coca Cola Christmas in the park

Q23 Do you know of any residential building alterations, extensions, or new developments including new sub divisions that have been completed in your area in the past 12 months?

yes

no

don't know

Q24 Thinking about the developments which have now been completed, do you think that overall those developments have made your area...

much better

slightly better

no different

slightly worse

much worse

don't know

Q25 How many times have you visited the Botanic Gardens in the last 12 months?

not at all

once or twice

three or four times

five or more times

don't know

Q26 How satisfied or dissatisfied are you with the spring and summer floral displays and plantings around Christchurch?

very satisfied

quite satisfied

neither satisfied nor dissatisfied

quite dissatisfied

very dissatisfied

don't know

Q27 How satisfied or dissatisfied are you that the street landscapes in Christchurch are well maintained?

very satisfied

quite satisfied

neither satisfied nor dissatisfied

quite dissatisfied

very dissatisfied

don't know

Q28 The Council seeks to provide a **range of parks** suitable for a **wide** number of uses. How satisfied or dissatisfied are you that our parks can be used for...

very satisfied	quite satisfied	neither nor	quite dissatisfied	very dissatisfied	(don't know)
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sport run by a club or organisation

for casual games among friends

for picnics

for enjoying flowers

for exercising dogs

for quiet enjoyment

for children's play

for families wanting to enjoy themselves together

for walking and jogging

for cycling

for enjoying natural areas and native plants and wildlife

enjoyment of the park without dog

Overall, how satisfied or dissatisfied are you that the city's parks and open spaces are well looked after

Q29 Are there any children aged 10 or under living in your household?

yes

no

don't know

Q30 How often have you taken any of these children to a Council playground in the past 12 months?

- not at all
 - one or two times
 - three or four times
 - five or more times
 - don't know
-

Q31 Thinking of the parks in Christchurch, overall how safe or unsafe do you think they are to use during the day time?

- very safe
 - quite safe
 - neither safe nor unsafe
 - quite unsafe
 - very unsafe
 - don't know
-

Q32 Christchurch has a number of waterways and wetlands. Overall, how well do you think these waterways and wetlands are looked after?

- very well looked after
 - quite well looked after
 - neither well nor poorly looked after
 - quite poorly looked after
 - very poorly looked after
 - don't know
-

Q33 How often have you visited any of the Christchurch City Council public libraries in the last 12 months?

- not at all
 - one or two times
 - three or four times
 - five or more times
 - don't know
-

Q34 Thinking about using your Council library in the last 12 months, how satisfied or dissatisfied are you with...

very satisfied	quite satisfied	neither nor	quite dissatisfied	very dissatisfied	(DK/ NA)
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- the range of books at the library
 - how long you had to wait to get your books or other items issue
 - how helpful the staff were
 - how easy it was to get information that you wanted
 - the length of time it took to get the information
 - the amount of help you received in finding the information
-

Q35 Now thinking about libraries as places to read, study, relax or do other activities, how satisfied or dissatisfied are you with the libraries you have visited.

very satisfied
quite satisfied
neither satisfied nor dissatisfied
quite dissatisfied
very dissatisfied
don't know

Q36 In the last 12 months, did you ask to have a book reserved for you, or ask the library to obtain a book from another library?

yes
no
don't know

Q37 How satisfied or dissatisfied were you with the time it took for the book you asked for to arrive?

very satisfied
quite satisfied
neither satisfied nor dissatisfied
quite dissatisfied
very dissatisfied
don't know

Q38 How satisfied or dissatisfied are you....

very satisfied	quite satisfied	neither nor	quite dissatisfied	very dissatisfied	(don't know)
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with Christchurch overall as a place to live, to work and to spend your spare time in

with the way Christchurch looks and feels?

with the way the Council involves the public in the decisions it makes

Q39 Please state whether you agree or disagree with the following statement: The Central City is a lively and happening place.

agree strongly
agree slightly
neither agree nor disagree
disagree slightly
disagree strongly
don't know

Q40 If you are showing a visitor around the City, what three places would you take them to show Christchurch at its best?

1. _____

2. _____

3. _____

Q41 In your home, where would you look for information on what to do in a civil defence emergency?

DEMOGRAPHICS: READ OUT

D1 Age

18 - 24

25 - 49

50 - 64

65+

D2 Gender

Male

Female

D3 Christchurch Ward

Burwood/ Pegasus

Fendalton/ Waimairi

Ferrymead/ Hagley

Heathcote/ Spreydon

Papanui/ Shirley

Riccarton/ Wigram
