

**DRAFT**

**Market Research Report for:**

**Biannual Survey of Residents**

**March 2008**

**Executive Insight**

**Prepared for:**

**Christchurch City Council**

**March 2008**  
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## **1. Introduction**

This document has been prepared by Opinions Market Research Ltd to provide Christchurch City Council with an Executive Insight into the findings from the Bi-annual Residents Survey March 2008.

The findings from the main 2008 Residents Survey have been summarised in graphical form and comparisons with earlier survey findings have been included. An analysis of satisfaction with Council services has been undertaken among users versus non-users of each facility or service and according to demographic profile (i.e. age, gender and ward). This information is represented in graphical and tabulated form.

A correlation analysis has also been included relating to 'satisfaction with the overall performance of the Council' against other satisfaction measures to establish which specific Council responsibilities and activities are most closely associated with the overall performance of the Council.

## 2. Summary: Overview of Satisfaction with Council Services

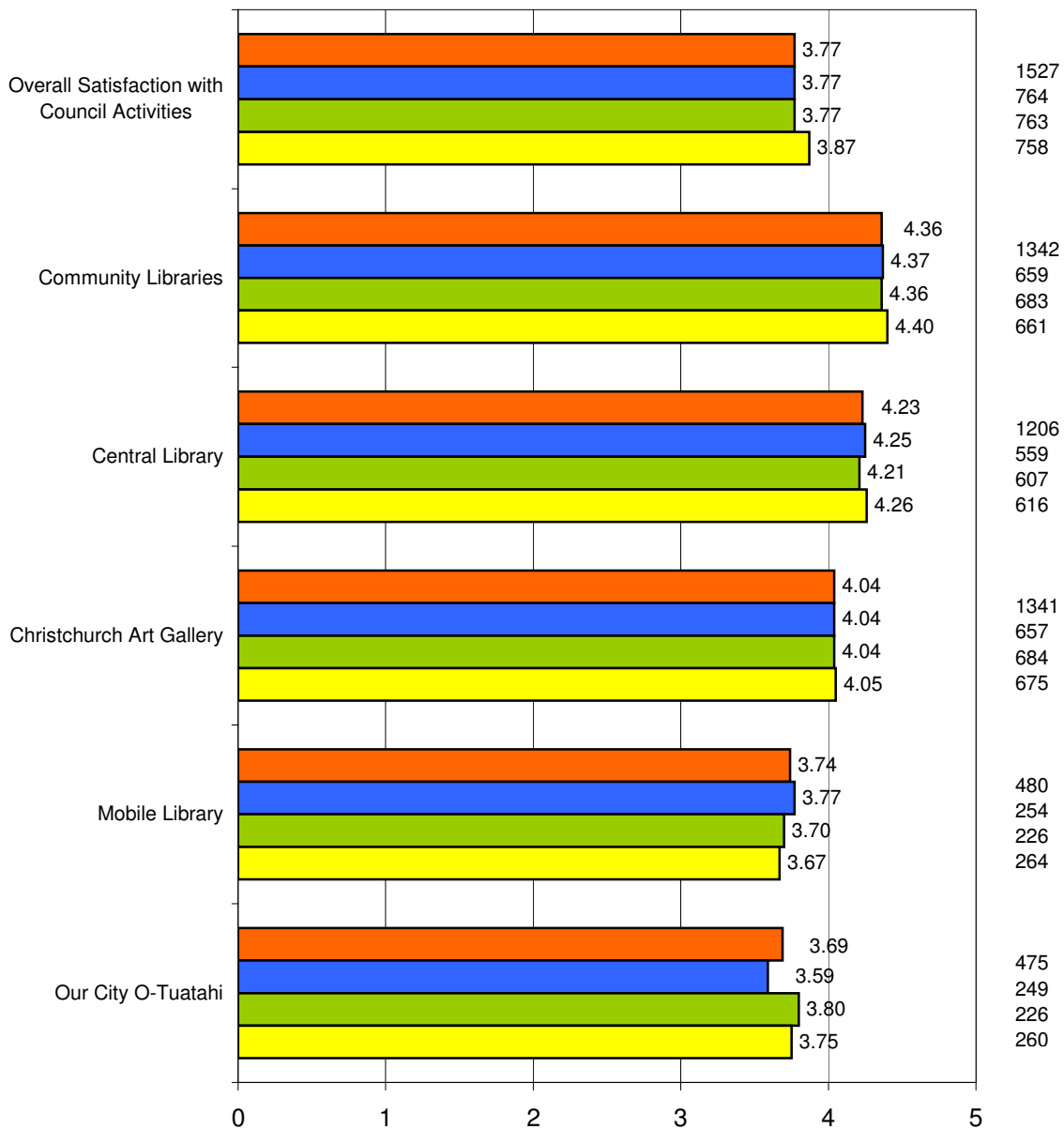
The following graph summarises satisfaction with cultural and learning services. Overall satisfaction with Council activities has been included as a point of comparison and reference. Mean scores are shown for each service. The scale used to calculate mean scores is 5 = very satisfied, 4 = satisfied, 3 = neither/ nor, 2 = dissatisfied, 1 = very dissatisfied.

### Overview of Satisfaction with Cultural Services

Mean Score: 5 = very satisfied, 1 = very dissatisfied

■ Total-07 ■ Mar-07 ■ Sep-07 ■ Mar-08

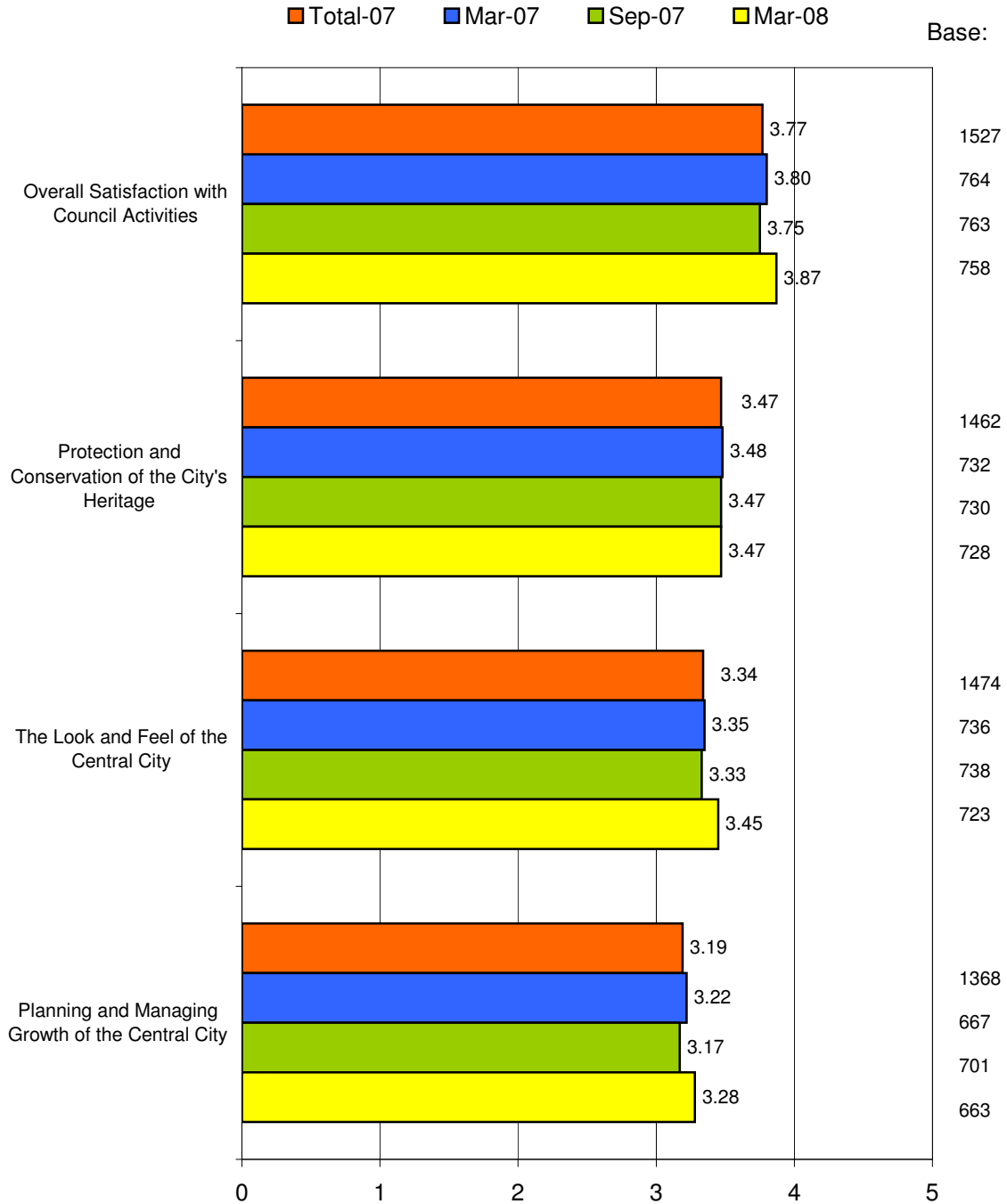
Base:



The following graph summarises satisfaction with city development. Overall satisfaction with Council activities has been included as a point of comparison and reference.

### Overview of Satisfaction with City Development

Mean Score: 5 = very satisfied, 1 = very dissatisfied



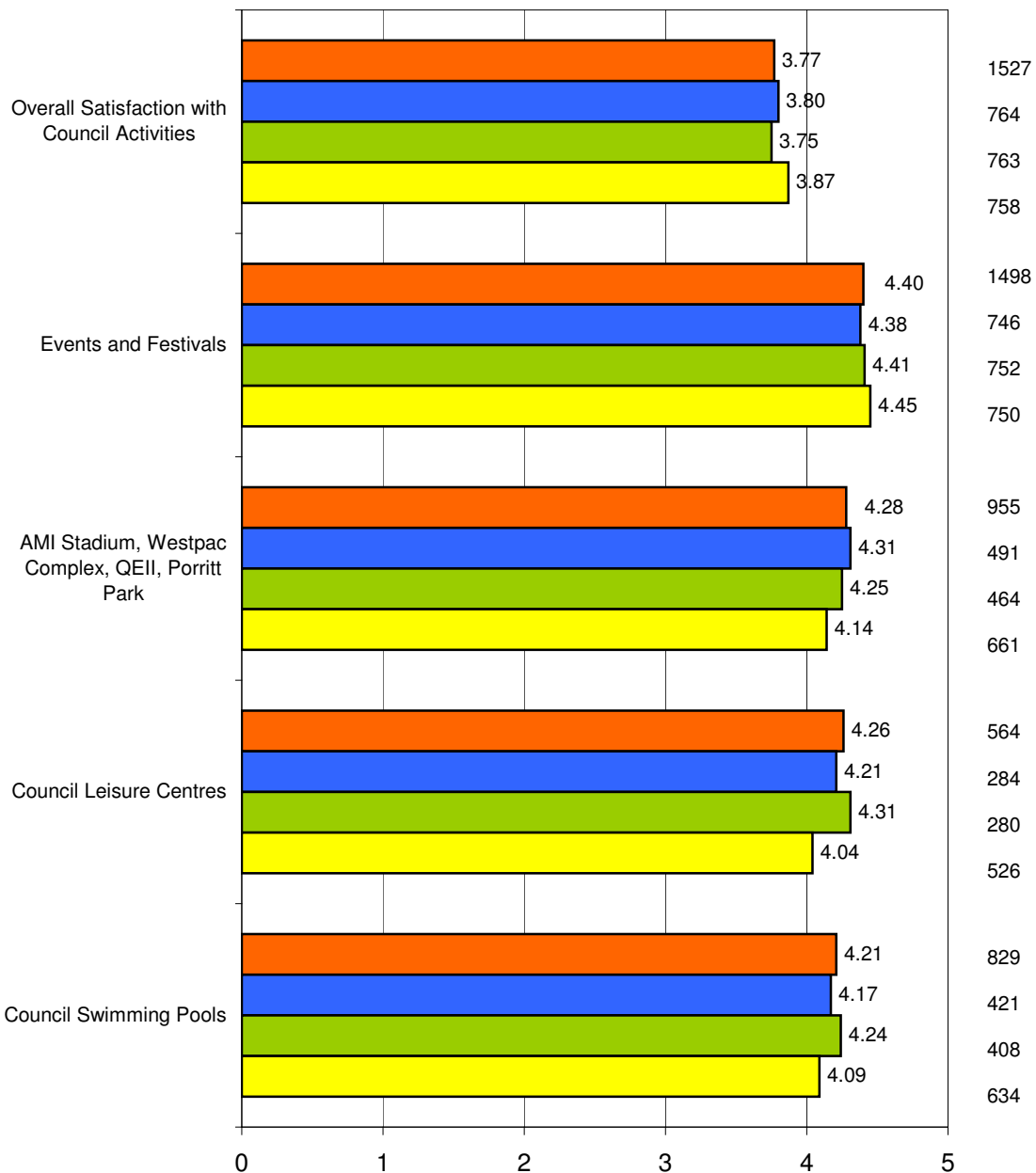
The following graph summarises satisfaction with recreation and leisure services. Overall satisfaction with Council activities has been included as a point of comparison and reference.

### Overview of Satisfaction with Recreation Services

Mean Score: 5 = very satisfied, 1 = very dissatisfied

■ Total-07   
 ■ Mar-07   
 ■ Sep-07   
 ■ Mar-08

Base:



Please note: Satisfaction with services provided at Council Stadiums, Council leisure centres and Council swimming pools was asked of the total sample in March 2008 whereas in 2007 it was asked only of users of the facility.

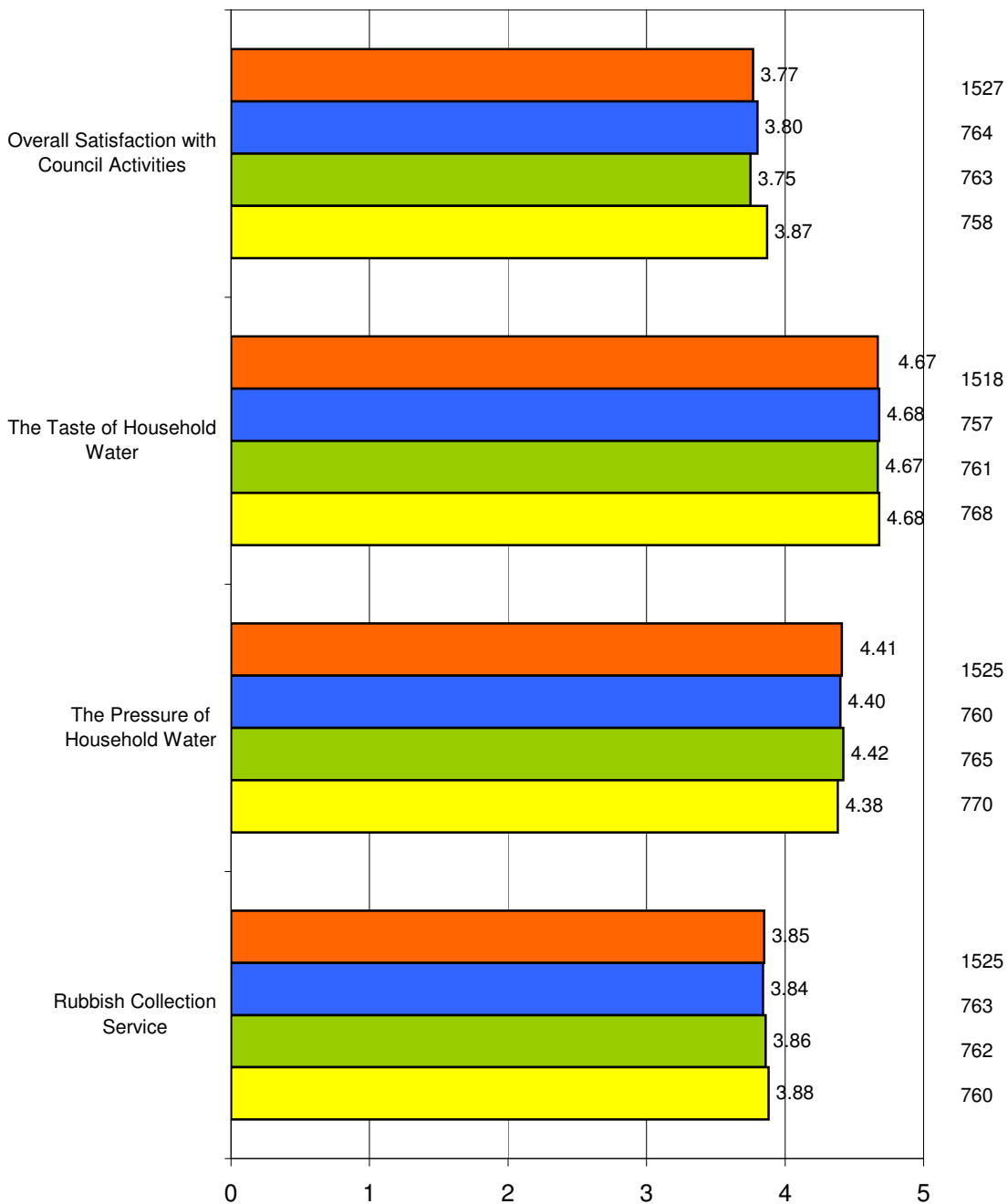
The following graph summarises satisfaction with water and waste services. Overall satisfaction with Council activities has been included as a point of comparison and reference.

### Overview of Satisfaction with Water and Waste Services

Mean Score: 5 = very satisfied, 1 = very dissatisfied

■ Total-07   
 ■ Mar-07   
 ■ Sep-07   
 ■ Mar-08

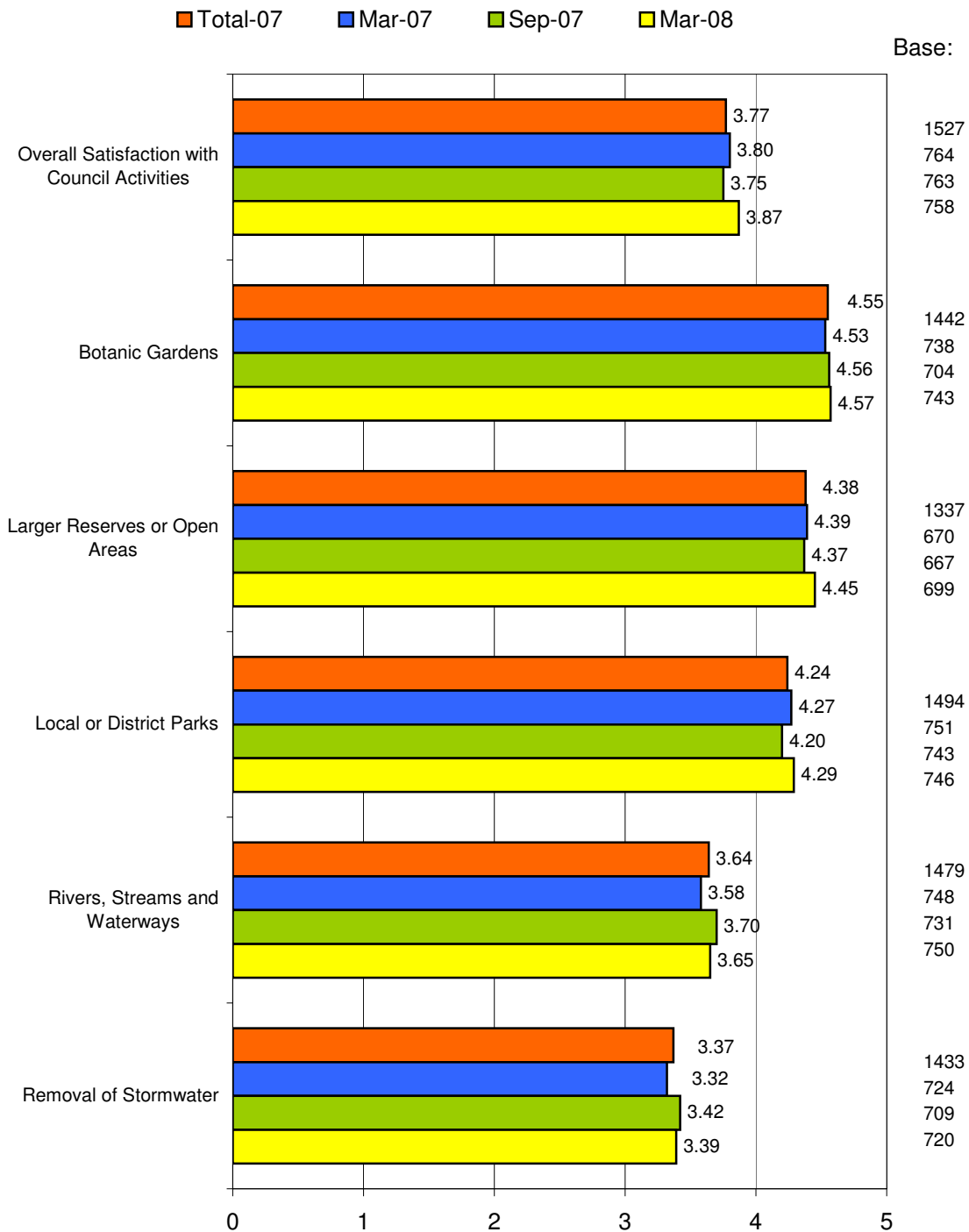
Base:



The following graph summarises satisfaction with Christchurch parks and open spaces. Overall satisfaction with Council activities has been included as a point of comparison and reference.

### Overview of Satisfaction with Park Services

Mean Score: 5 = very satisfied, 1 = very dissatisfied

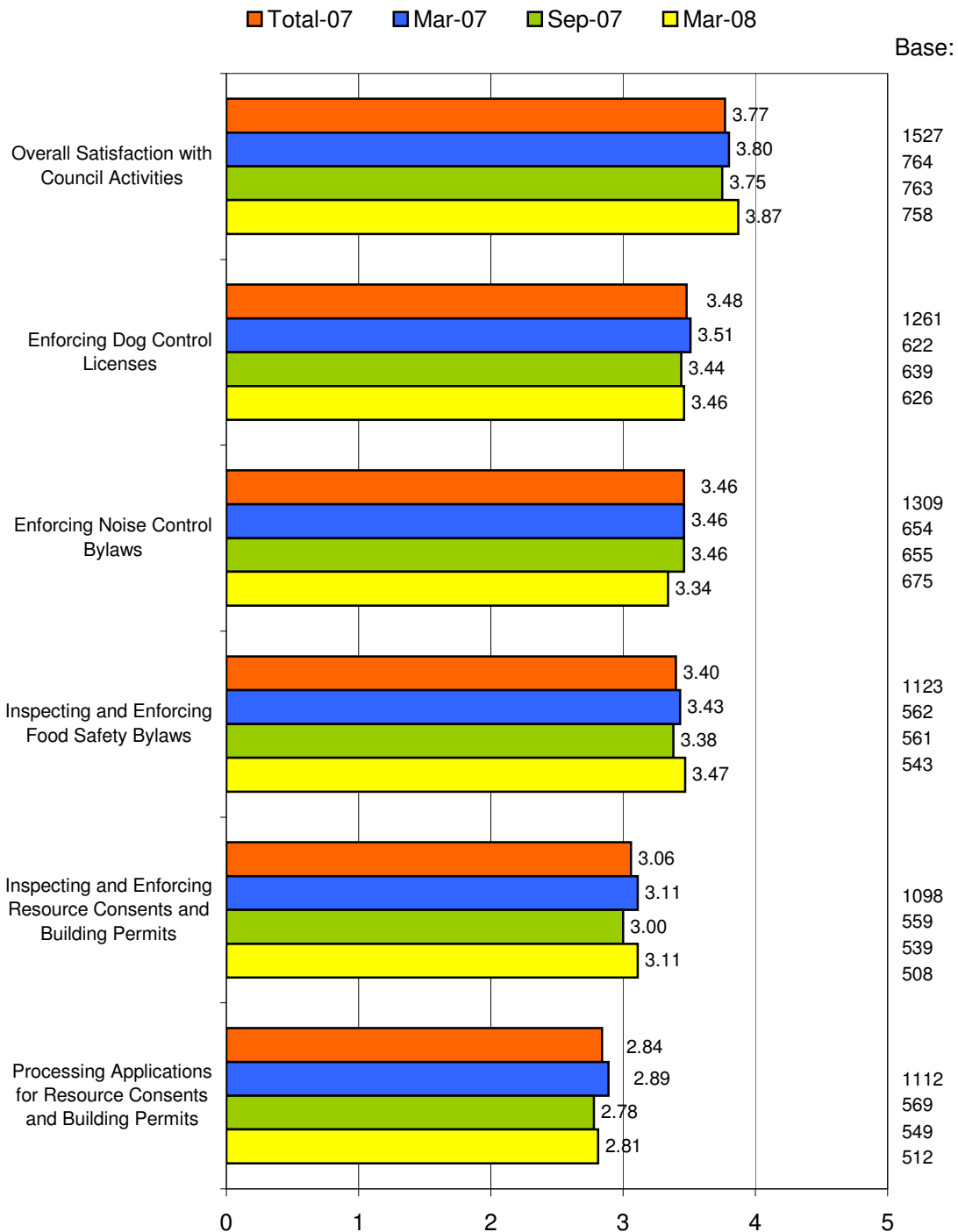




The following graph summarises satisfaction with regulatory services. Overall satisfaction with Council activities has been included as a point of comparison and reference.

### Overview of Satisfaction with Regulatory Services

Mean Score: 5 = very satisfied, 1 = very dissatisfied



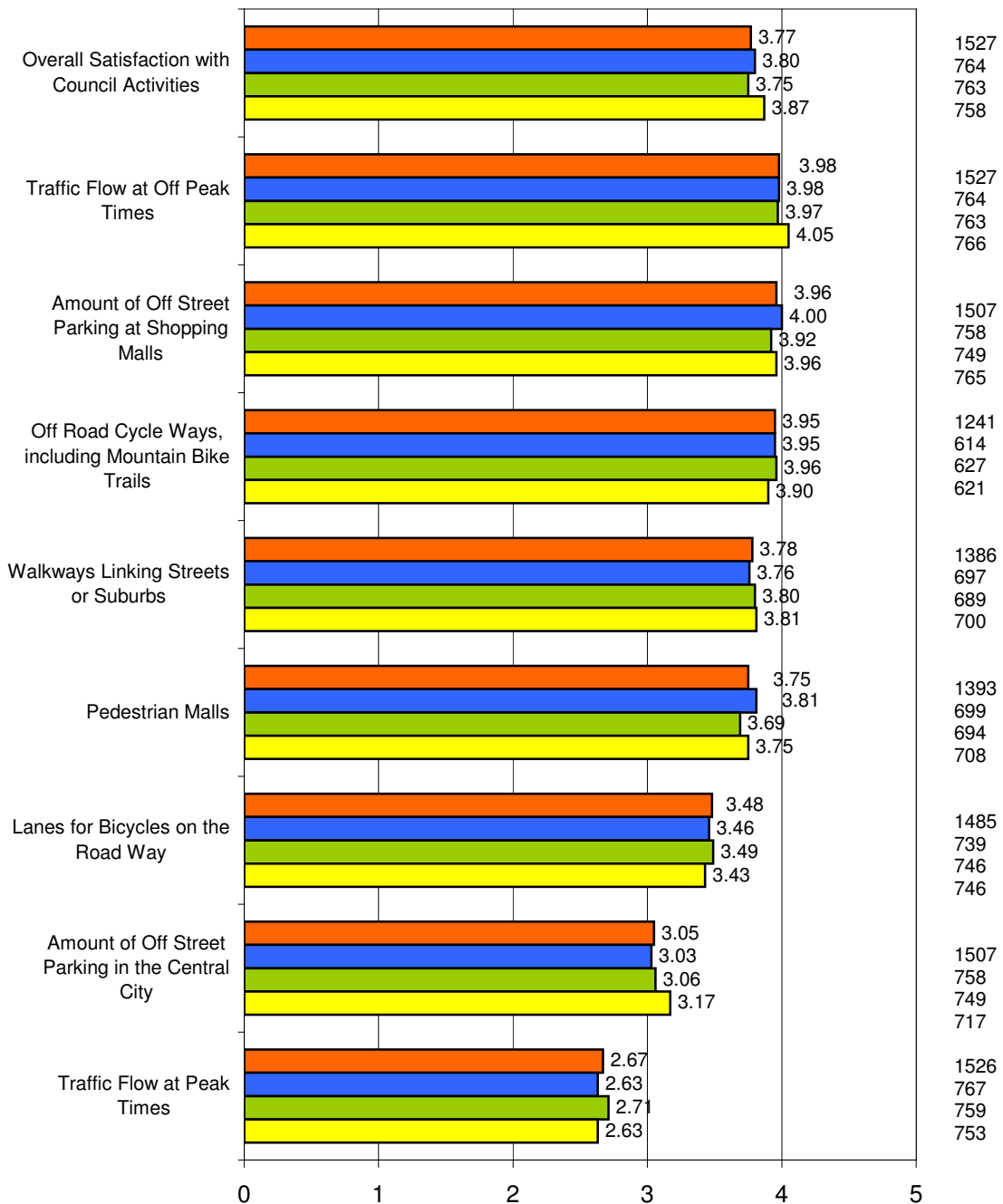
The following graph summarises satisfaction with streets and transport services. Overall satisfaction with Council activities has been included as a point of comparison and reference.

### Overview of Satisfaction with Streets and Transport Services

Mean Score: 5 = very satisfied, 1 = very dissatisfied

■ Total-07    
 ■ Mar-07    
 ■ Sep-07    
 ■ Mar-08

Base:



### 3. Satisfaction Ratings for Facilities and Services by Visitors to/ Users in the last 12 months Versus Non-Users

March 2008										
	Tot Sep/ visited / Not visited last 12 mths	Base:		DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied	Mean
Christchurch Art Gallery	Mar08	770	%	12	1	3	15	40	29	4.05
	Visited	319	%	-	1	3	7	40	49	4.32
	Not visited	451	%	21	1	3	20	40	14	3.81
Central Library	Mar08	770	%	20	-	1	8	39	32	4.26
	Visited	322	%	1	-	2	5	41	52	4.44
	Not visited	448	%	34	-	1	10	38	17	4.08
Mobile Library	Mar08	770	%	66	*	1	14	15	4	3.67
	Visited	24**	%	4	-	4	8	33	50	4.35
	Not visited	746	%	68	*	1	14	15	3	3.61
Community Libraries	Mar08	770	%	14	*	1	5	37	42	4.40
	Visited	522	%	1	-	2	3	37	57	4.51
	Not visited	248	%	42	*	1	9	36	11	3.98
Our City O- Tautahi	Mar08	770	%	66	*	1	12	15	6	3.75
	Visited	83	%	4	-	-	12	45	40	4.29
	Not visited	687	%	74	*	1	12	12	1	3.51
Botanic Gardens	Mar08	770	%	4	*	1	3	30	62	4.57
	Visited	595	%	-	*	1	2	25	71	4.66
	Not visited/ dk	175	%	15	-	2	8	46	29	4.21

\* less than 1%

\*\* small base size

March 2008										
	Tot Sep/ visited/ Not visited last 12 mths	Base		DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied	Mean
Local or district park	Mar08	770	%	3	*	2	6	48	40	4.29
	Visited	663	%	*	*	2	5	48	45	4.35
	Not visited/ dk	107	%	21	1	3	15	50	10	3.83
Larger reserves and open spaces	Mar08	770	%	9	*	1	5	38	47	4.45
	Visited	559	%	*	*	1	1	37	61	4.57
	Not visited/ dk	211	%	33	-	-	15	40	12	3.95

\* less than 1%

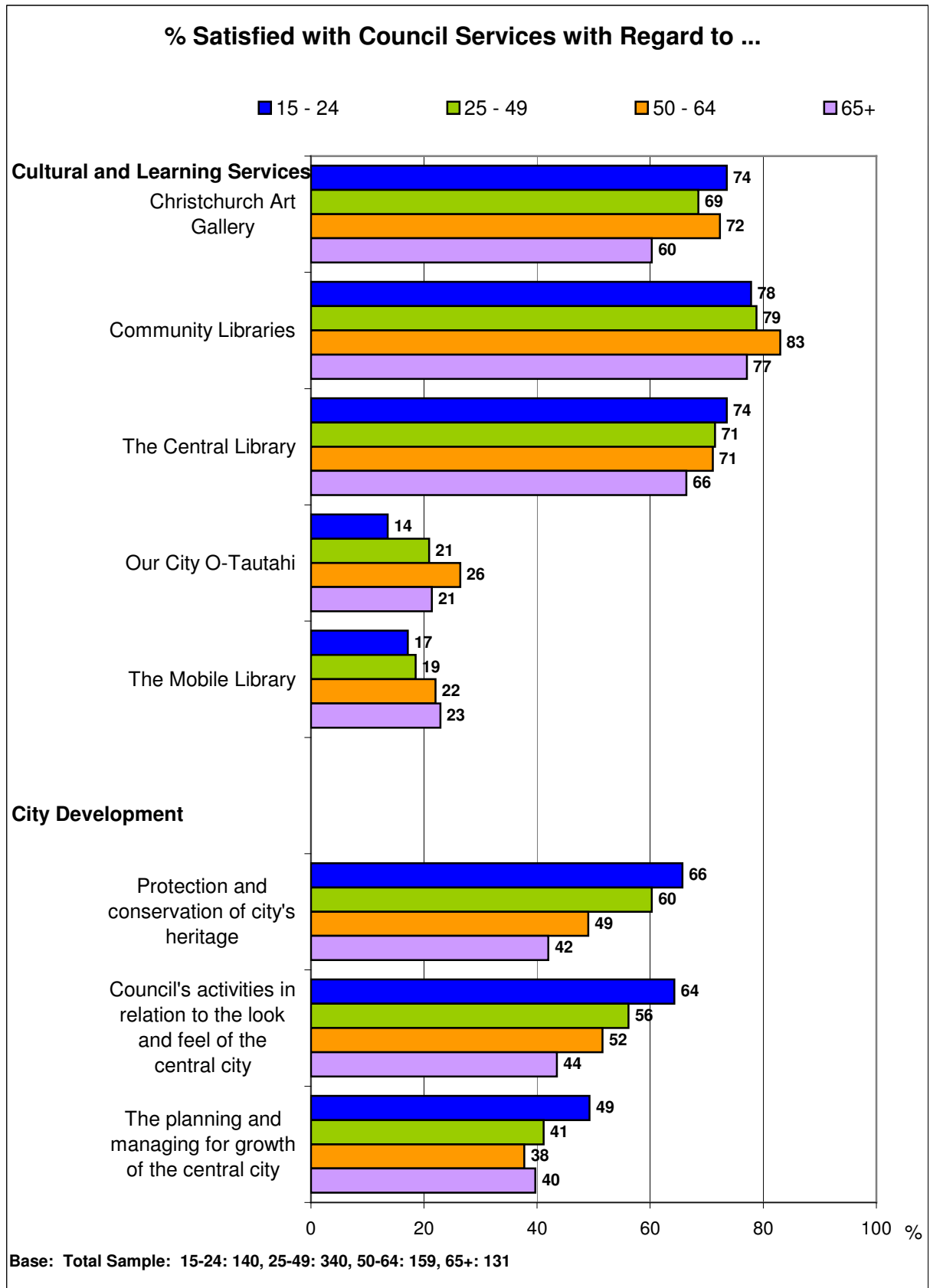
#### 4. Satisfaction by Level of Awareness of the Council's Communication Efforts relating to Each Particular Service

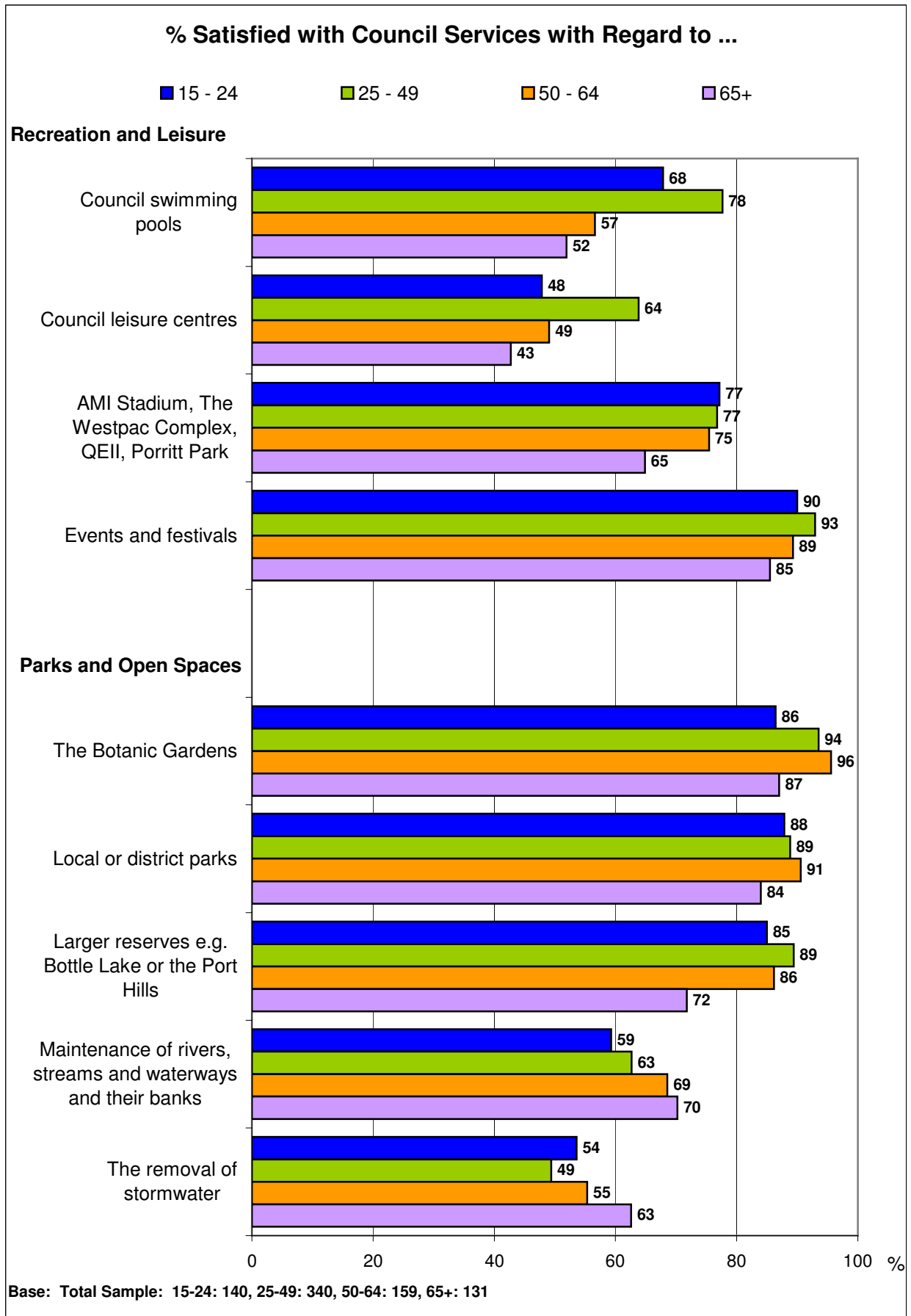
March 2008										
	Tot Sep/ aware/ Not aware	Base		Don't know	Very ineffective	ineffective	Neither/ nor	effective	Very effective	Mean
Events and Festivals	Mar08	770	%	3	*	2	5	37	54	4.45
	Aware	748	%	2	*	2	5	36	55	4.46
	Not aware/ dk	22**	%	29	5	-	-	57	10	3.93
Satisfaction with effectiveness of reducing water	Mar08	770	%	5	10	35	21	25	4	2.76
	Aware	640	%	4	6	34	23	30	4	2.92
	Not aware/	130	%	11	31	45	9	3	2	1.88
Satisfaction with effectiveness of recycling	Mar08	770	%	1	3	13	12	50	21	3.74
	Aware	746	%	1	3	13	12	50	22	3.76
	Not aware	24**	%	8	13	33	4	29	13	2.95

\* less than 1%

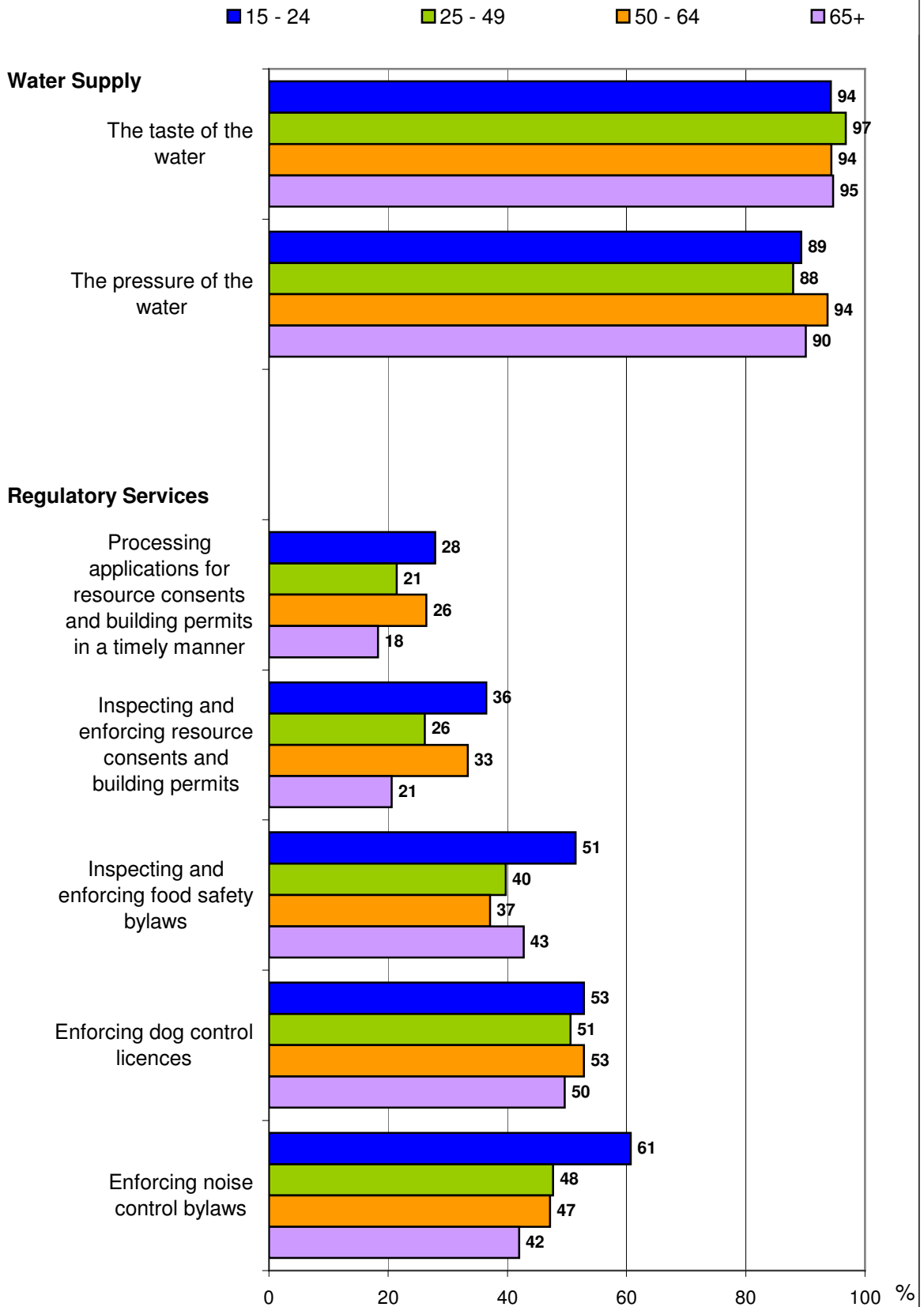
\*\* small base size

## 5. Satisfaction with Council Services by Age Group



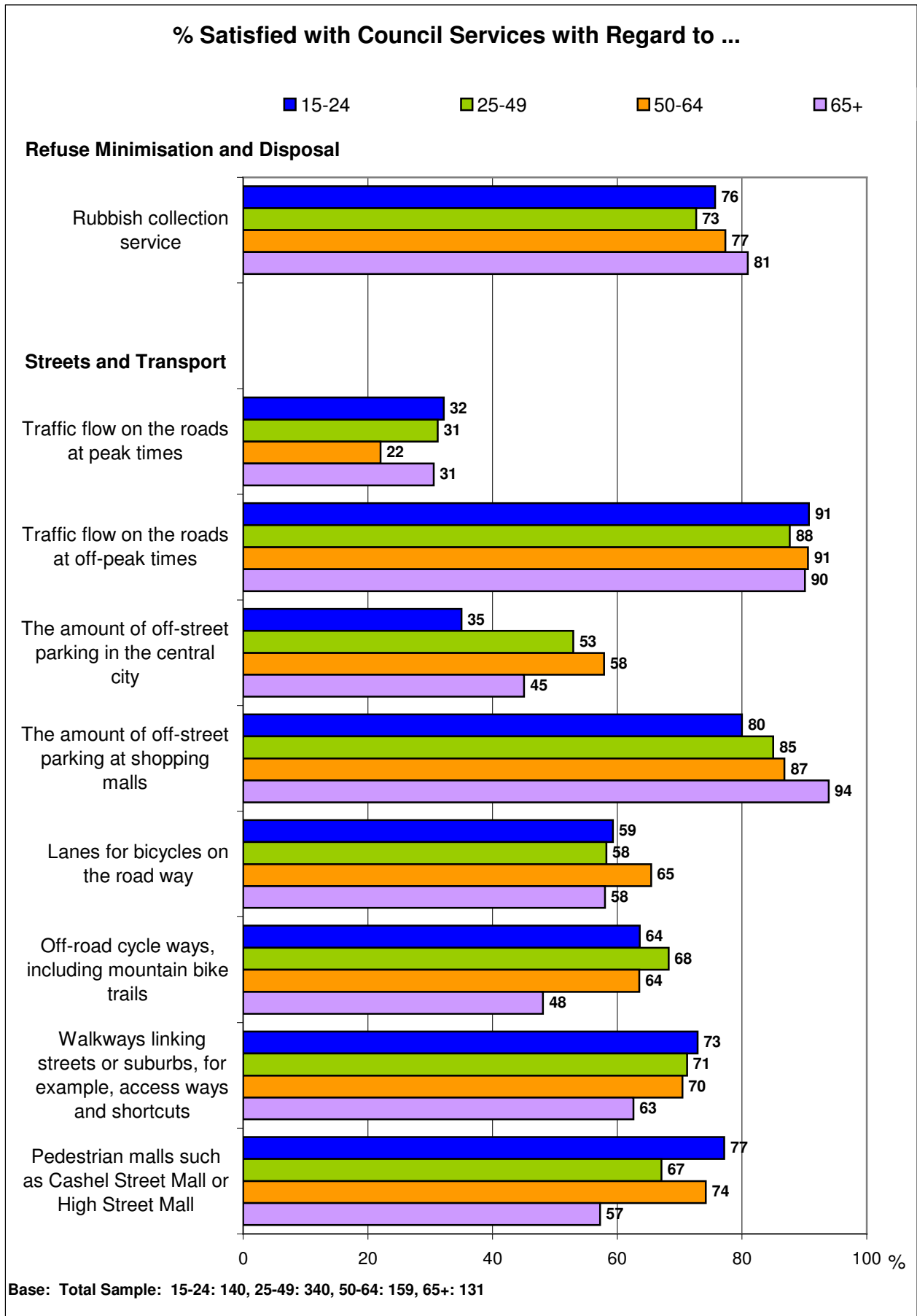


### % Satisfied with Council Services with Regard to ...

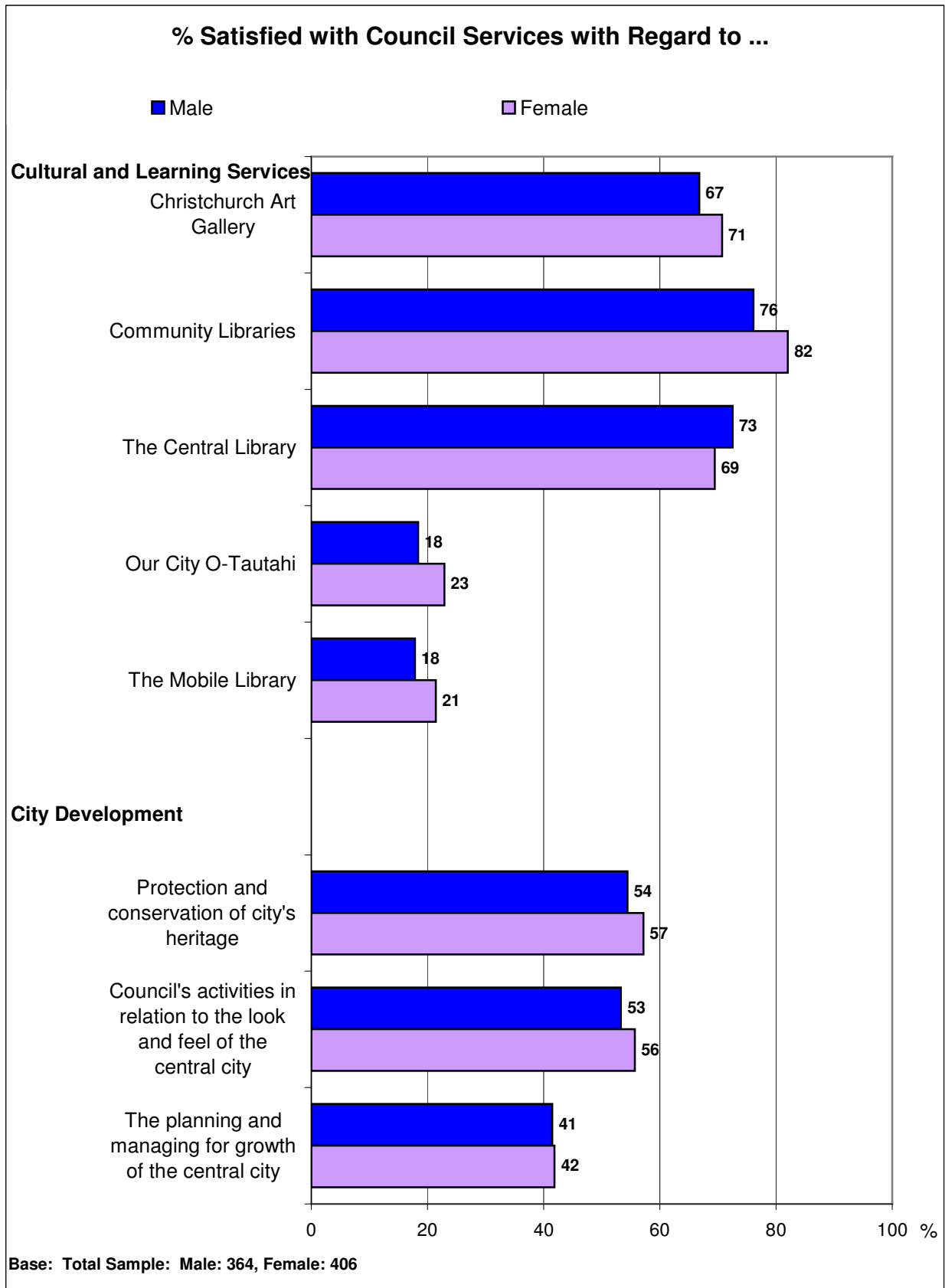


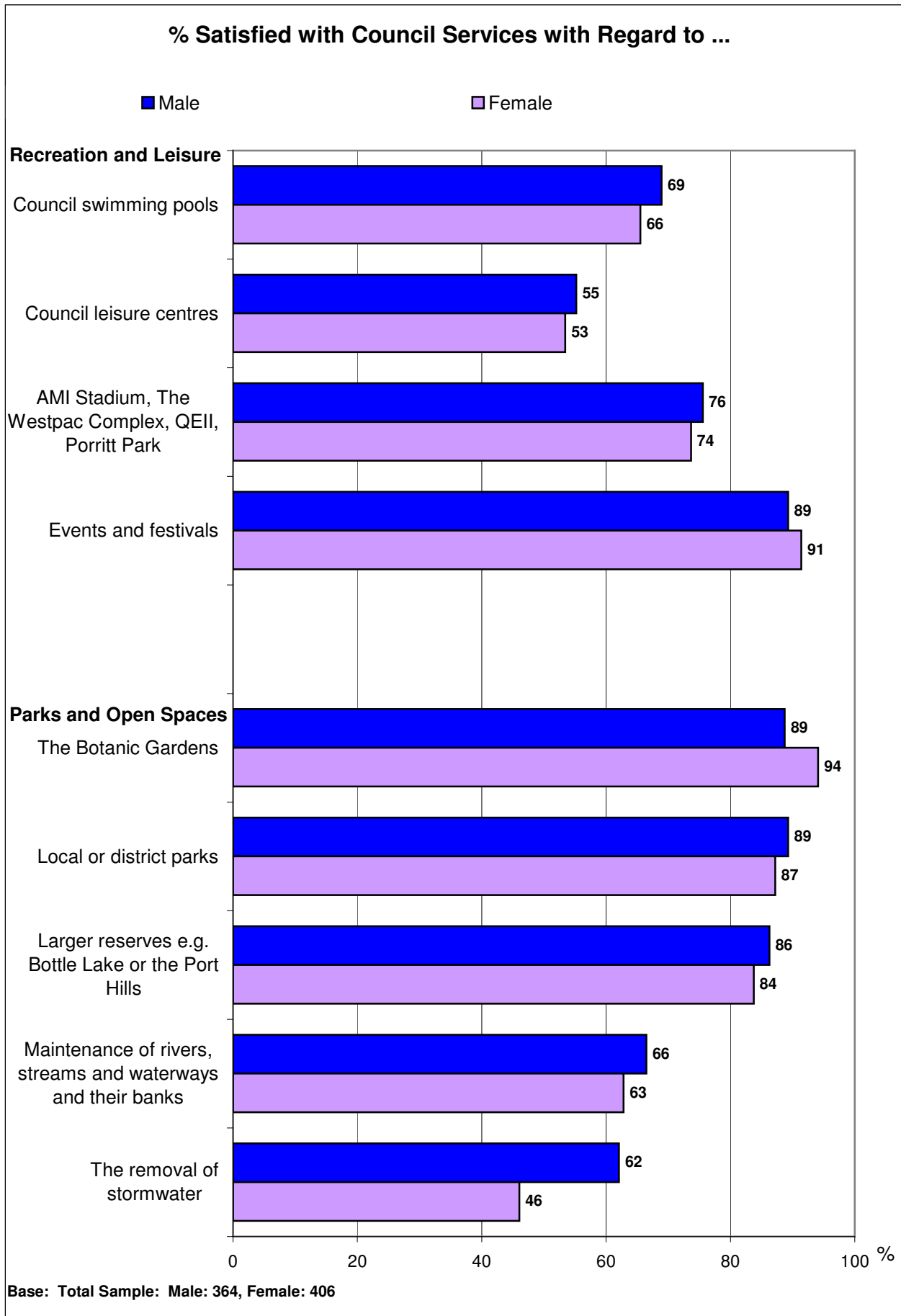
Base: Total Sample: 15-24: 140, 25-49: 340, 50-64: 159, 65+: 131

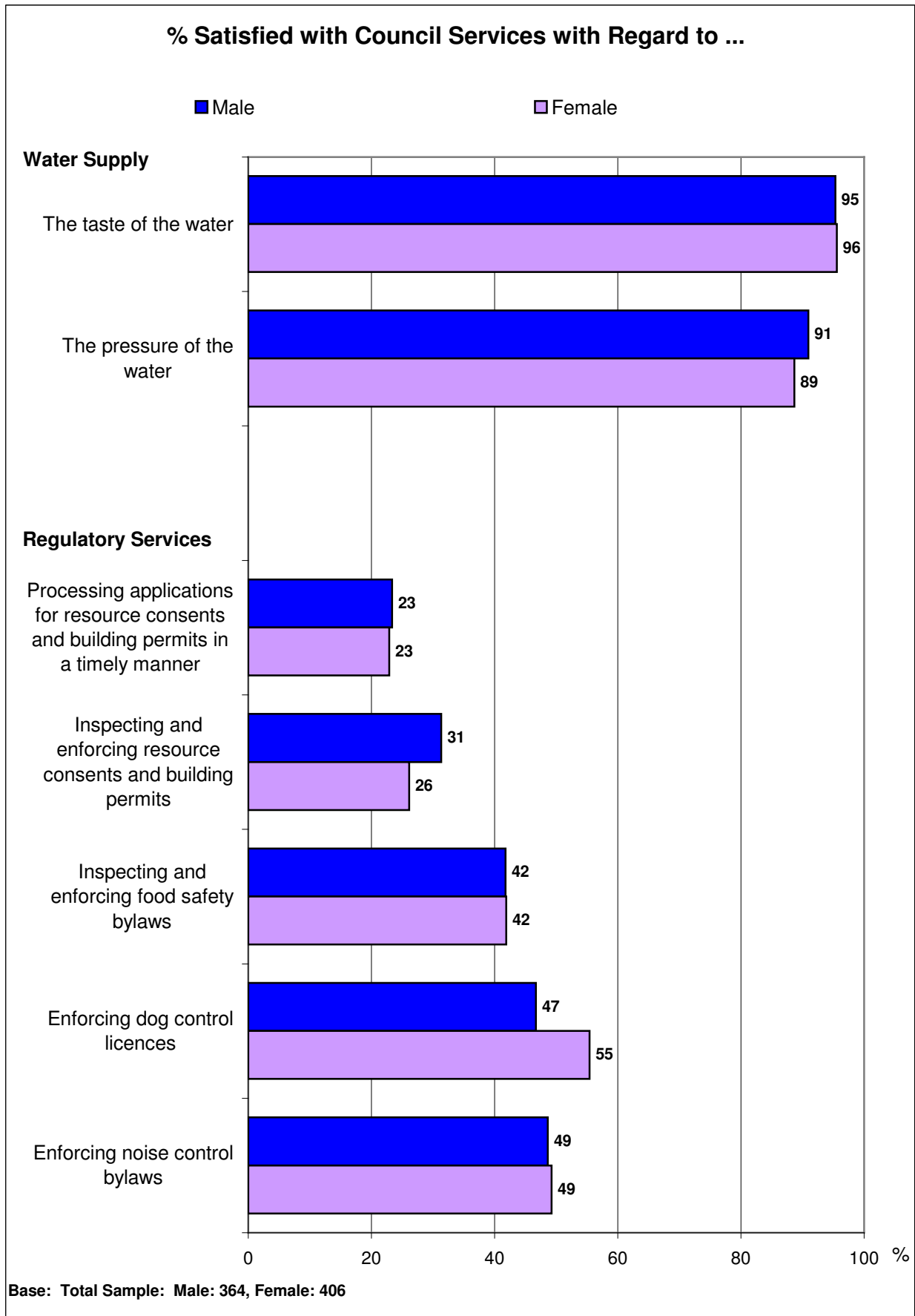


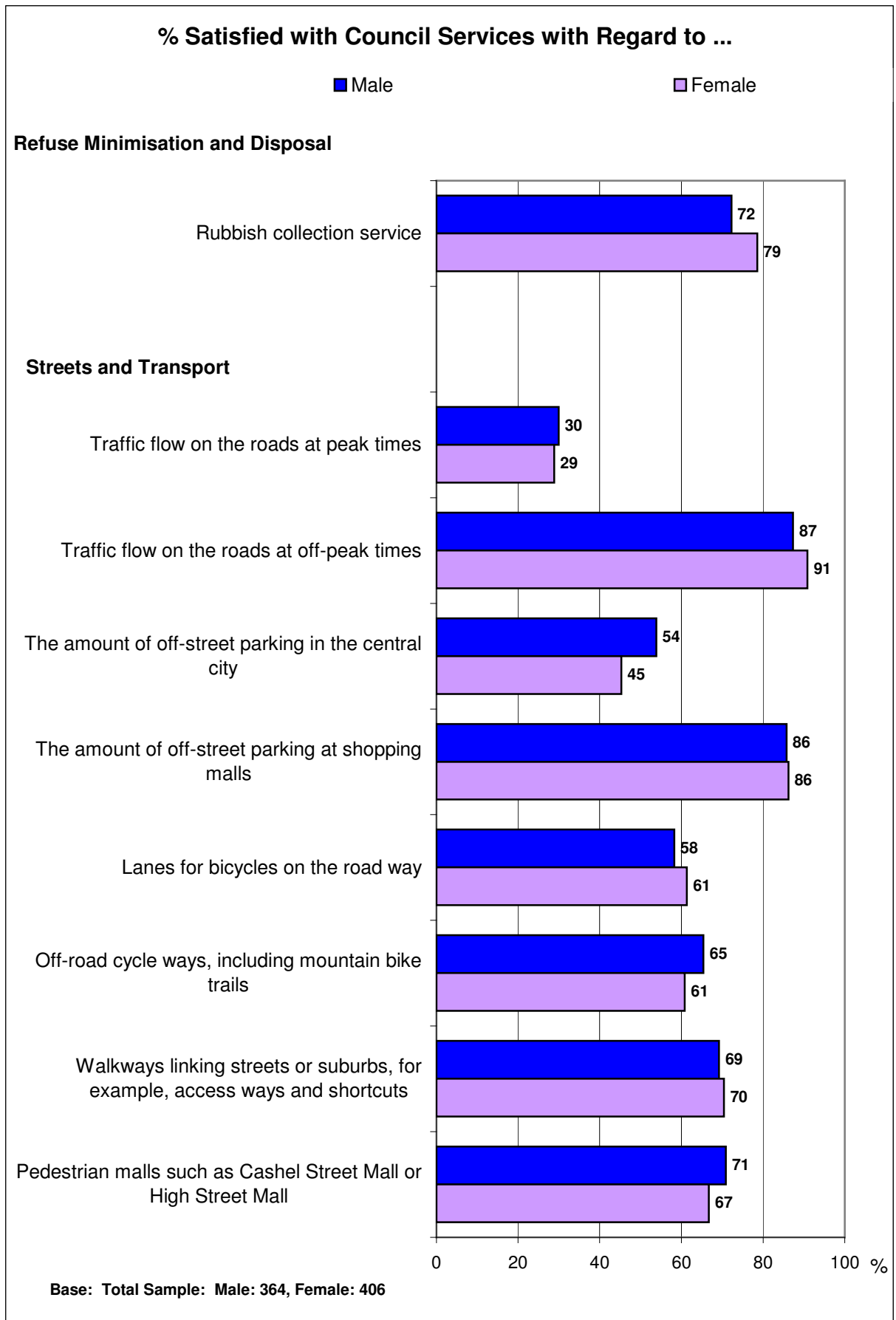


## 6. Satisfaction with Council Services by Gender

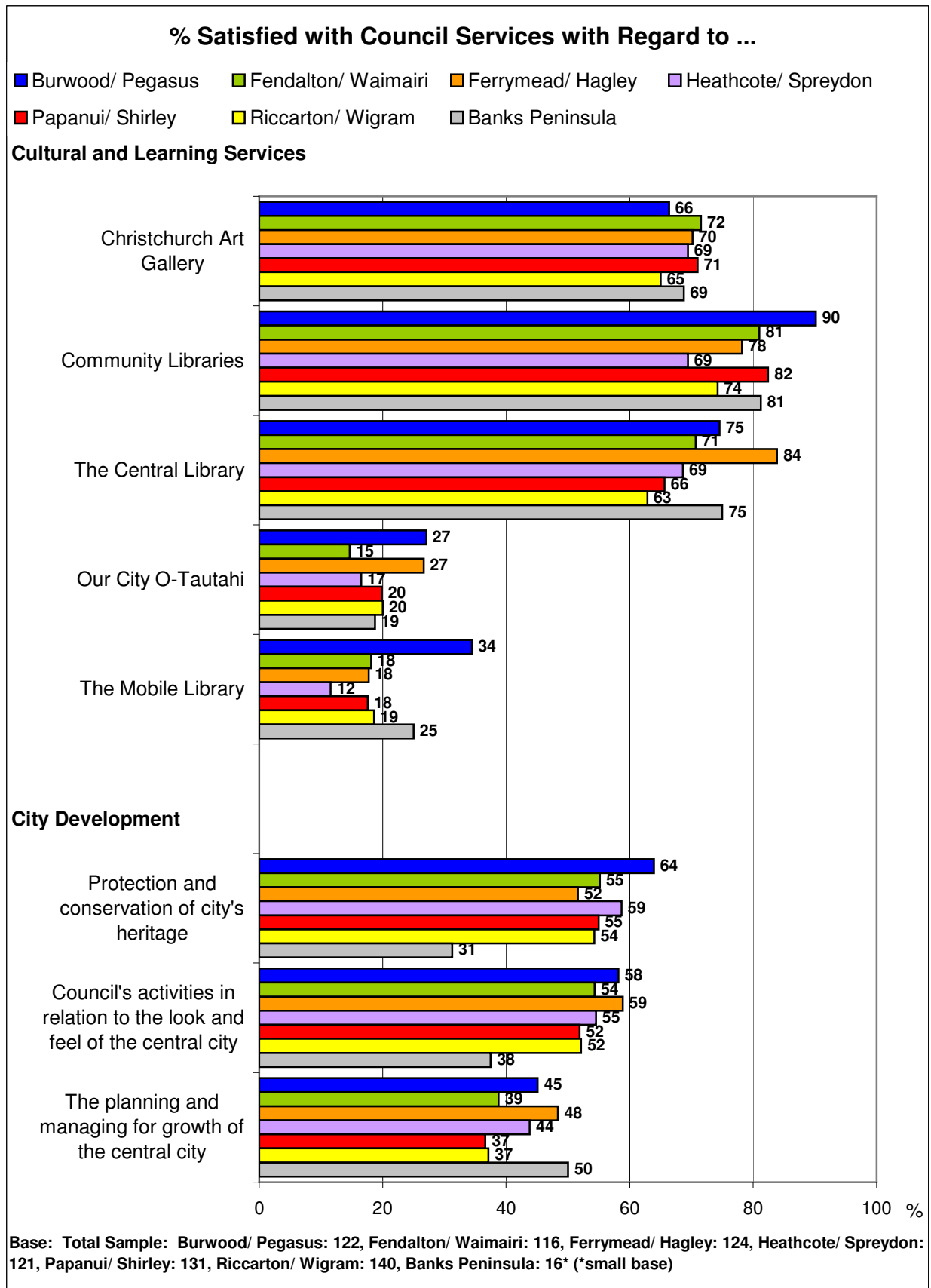








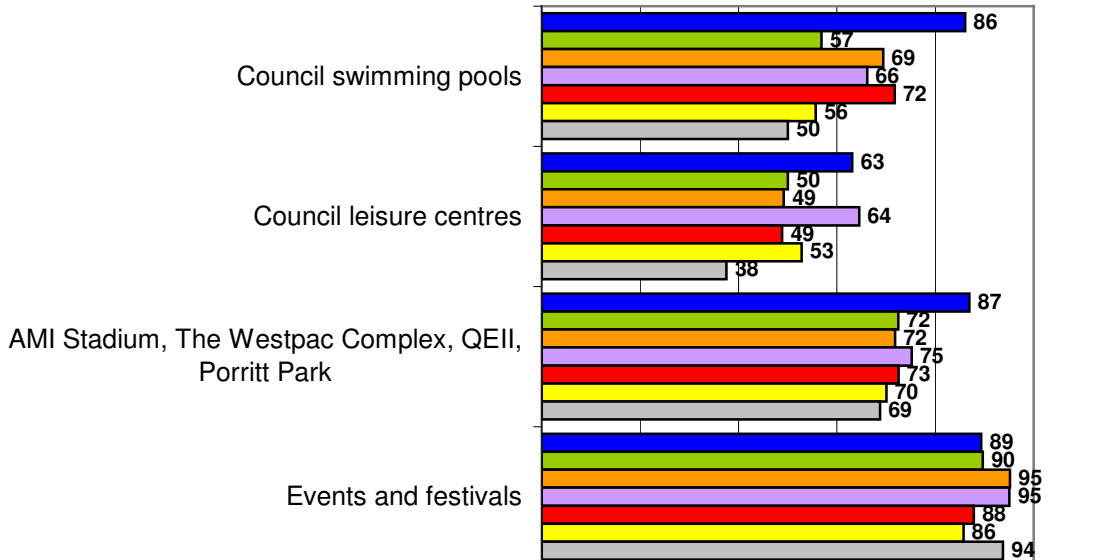
## 7. Satisfaction with Council Services by Ward



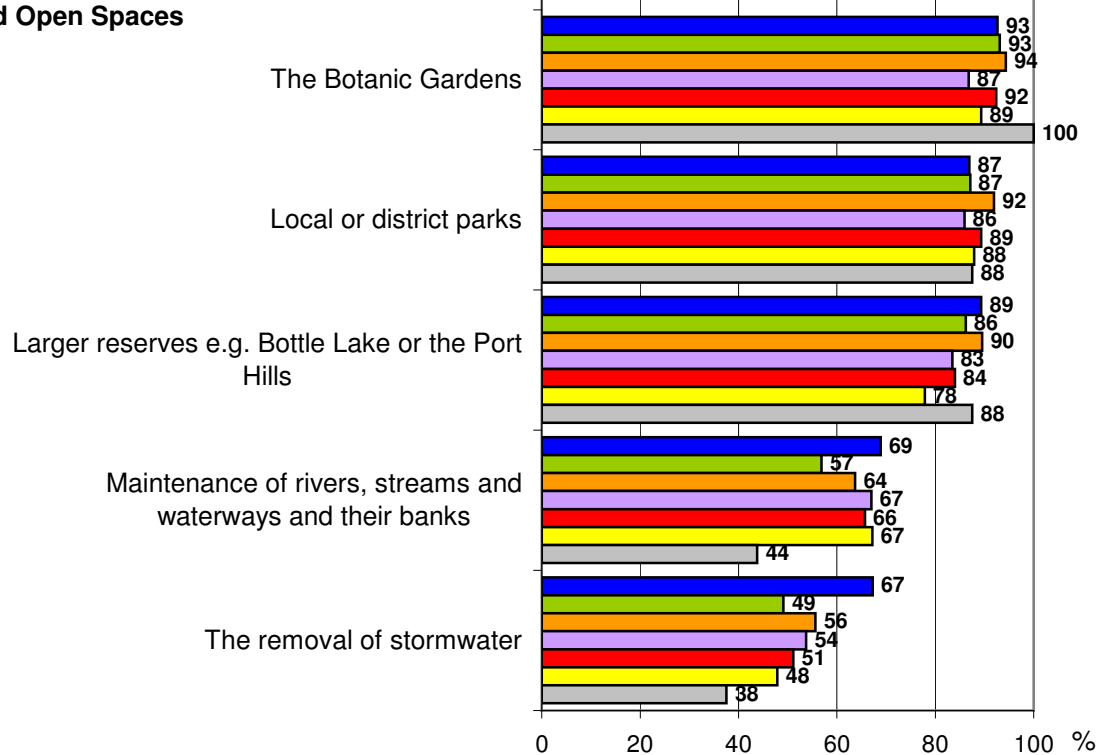
**% Satisfied with Council Services with Regard to ...**

- Burwood/ Pegasus    ■ Fendalton/ Waimairi    ■ Ferrymead/ Hagley    ■ Heathcote/ Spreydon
- Papanui/ Shirley    ■ Riccarton/ Wigram    ■ Banks Peninsula

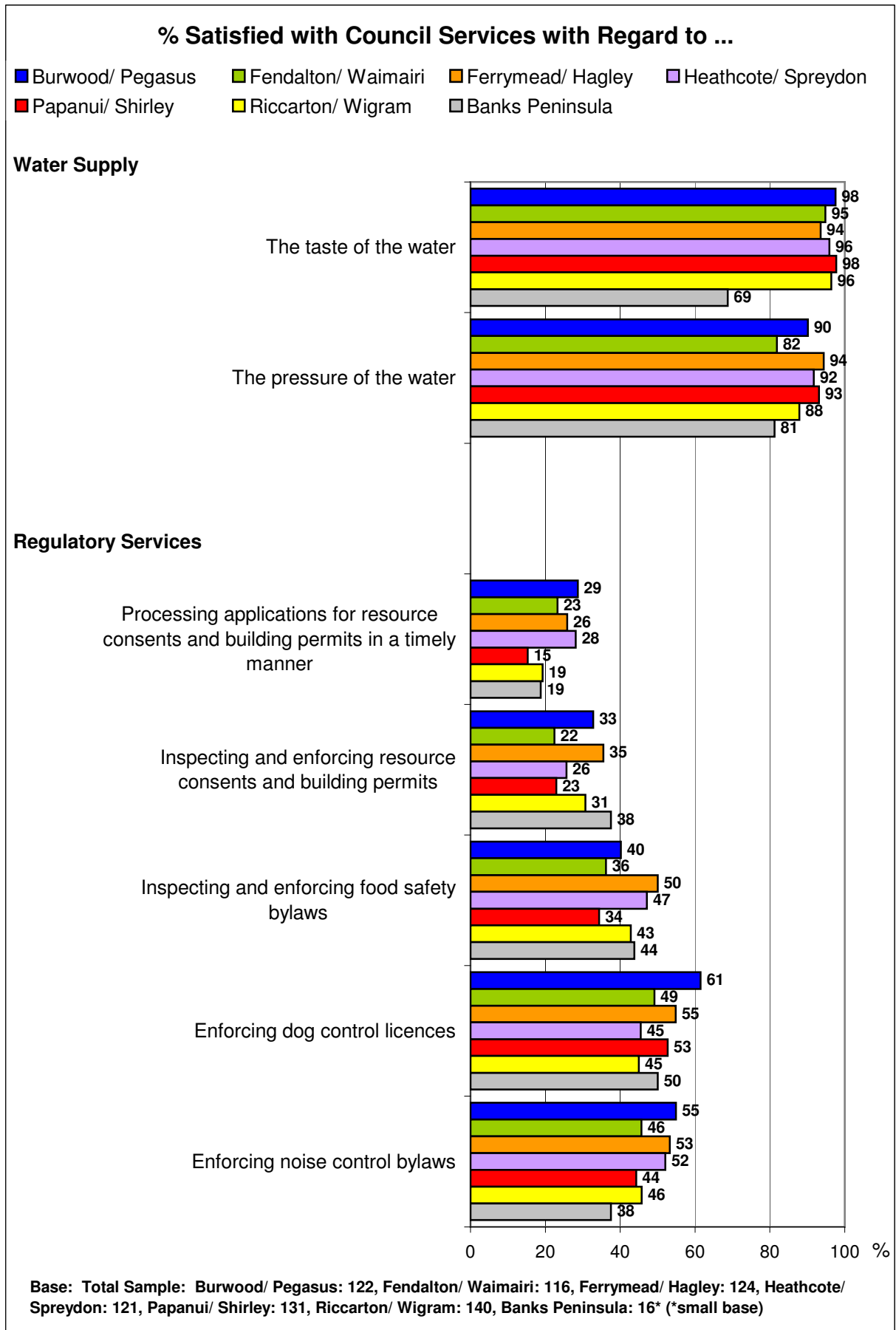
**Recreation and Leisure**



**Parks and Open Spaces**



Base: Total Sample: Burwood/ Pegasus: 122, Fendalton/ Waimairi: 116, Ferrymead/ Hagley: 124, Heathcote/ Spreydon: 121, Papanui/ Shirley: 131, Riccarton/ Wigram: 140, Banks Peninsula: 16\* (\*small base)

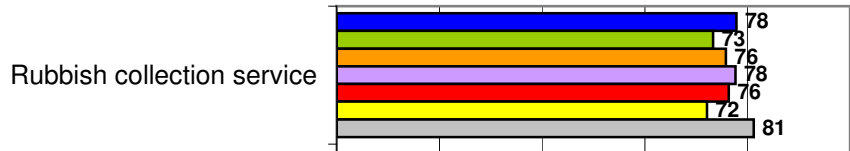




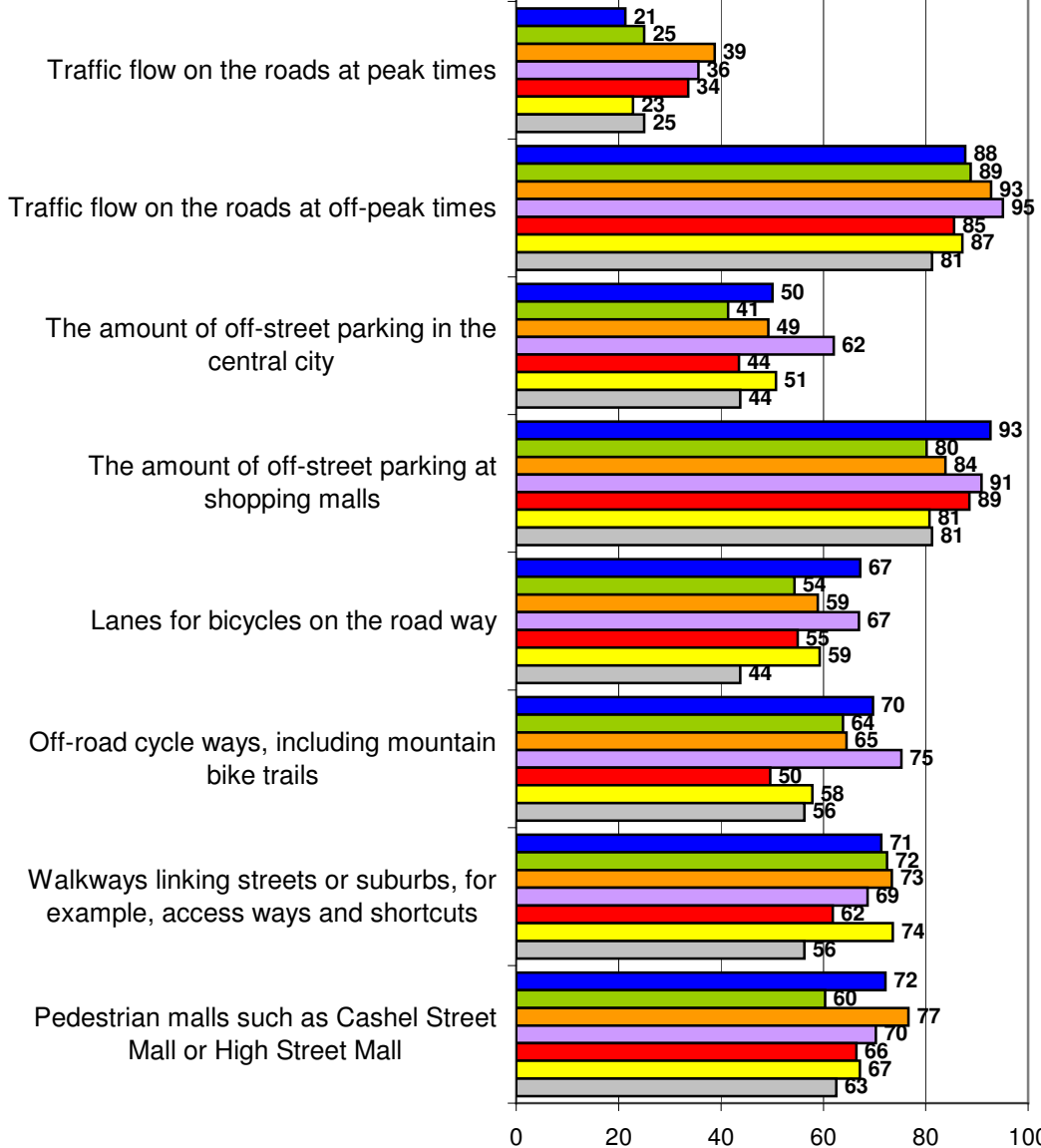
### % Satisfied with Council Services with Regard to ...

- Burwood/ Pegasus
- Fendalton/ Waimairi
- Ferrymead/ Hagley
- Heathcote/ Spreydon
- Papanui/ Shirley
- Riccarton/ Wigram
- Banks Peninsula

#### Refuse Minimisation and Disposal



#### Streets and Transport



Base: Total Sample: Burwood/ Pegasus: 122, Fendalton/ Waimairi: 116, Ferrymead/ Hagley: 124, Heathcote/ Spreydon: 121, Papanui/ Shirley: 131, Riccarton/ Wigram: 140, Banks Peninsula: 16\* (\*small base)

## 8. Correlation Analysis

Correlation analysis can be a useful tool for determining the strength of relationship between different factors or variables in statistical terms.

The correlation between overall satisfaction with Council services and other more specific measures has been determined to gain an understanding the strength of relationship between the rating of overall satisfaction with the Council and the individual services.

Correlation co-efficients lie between 0 and 1. A score of 1 would mean a perfect correlation or match (i.e. the same information) where as, a score of 0 would mean no correlation (i.e. unrelated information). Overall, the higher the co-efficient, the greater the correlation.

The table below shows correlation co-efficients between overall satisfaction with Council services and satisfaction with the following service elements:

Satisfaction measure	Co-efficient	Sample Size excluding don't know
Processing applications for resource consents and permits	0.35	506
Rubbish collection	0.31	748
Events and festivals	0.29	740
Maintenance of rivers, streams and waterways	0.29	740
Inspecting and enforcing resource consents and building permits	0.29	504
Enforcing noise control bylaws	0.28	667
Inspecting and enforcing food safety bylaws	0.28	539
AMI Stadium, Westpac, QEII etc	0.26	653
Enforcing dog control licenses	0.25	619
Local or district park	0.25	736
Planning and managing for growth of the Central City	0.24	656
The look and feel of the Central City	0.24	715
Christchurch Art Gallery	0.23	668
Botanic Gardens	0.23	733

<b>Satisfaction measure (continued)</b>	<b>Co-efficient</b>	<b>Sample Size excluding don't know</b>
Central Library	0.22	610
Pressure of the water	0.22	758
Council swimming pools	0.21	630
Pedestrian malls	0.20	698
Larger reserves or open areas	0.20	690
Walkways linking streets or suburbs	0.19	692
Community libraries	0.18	654
Lanes for bicycles on the road way	0.18	737
Protection and conservation of the City's heritage	0.17	719
Mobile library	0.17	263
Council leisure centres	0.16	522
Taste of the water	0.15	756
Off road cycle-ways including mountain bike trails	0.15	613
The amount of off-street parking in the central city	0.14	707
Traffic flow on the roads at off-peak times	0.13	755
Removal of stormwater	0.13	710
The amount of off street parking at shopping malls	0.11	753
Traffic flow on the roads at peak times	0.10	742
Our City O-Tautahi	0.07	259

As an overall guide, a coefficient of greater than 0.1 is likely to be statistically significant.

Overall, it has been identified that there is significant correlation between overall satisfaction and satisfaction with most of the more specific services measured.

There are however, clearly a number of other factors that affect the overall rating beyond satisfaction with each individual service element i.e. the rating of each individual factor does have a bearing on the overall satisfaction rating but does not fully explain the rating.