Market Research Report for:

Biannual Survey of Residents

March 2008

Executive Insight

Prepared for:

Christchurch City Council

March 2008
Reference: 3616
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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

Base:

- Overall Satisfaction with Council Activities: Total-07: 1527, Mar-07: 764, Sep-07: 763, Mar-08: 758
- Central Library: Total-07: 1206, Mar-07: 559, Sep-07: 607, Mar-08: 616
- Mobile Library: Total-07: 480, Mar-07: 254, Sep-07: 226, Mar-08: 264
- Our City O-Tuatahi: Total-07: 475, Mar-07: 249, Sep-07: 226, Mar-08: 260
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

<table>
<thead>
<tr>
<th>Category</th>
<th>Total-07</th>
<th>Mar-07</th>
<th>Sep-07</th>
<th>Mar-08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Satisfaction with Council Activities</td>
<td>3.77</td>
<td>3.80</td>
<td>3.75</td>
<td>3.87</td>
</tr>
<tr>
<td>Protection and Conservation of the City’s Heritage</td>
<td>3.47</td>
<td>3.48</td>
<td>3.47</td>
<td>3.47</td>
</tr>
<tr>
<td>The Look and Feel of the Central City</td>
<td>3.34</td>
<td>3.35</td>
<td>3.33</td>
<td>3.45</td>
</tr>
<tr>
<td>Planning and Managing Growth of the Central City</td>
<td>3.19</td>
<td>3.22</td>
<td>3.17</td>
<td>3.28</td>
</tr>
</tbody>
</table>

Base: 1527 764 763 758 1462 732 730 728 1474 736 738 723 1368 667 701 663
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*

![Bar chart showing satisfaction scores for various services over different time periods.](image)

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*

- **Overall Satisfaction with Council Activities**
  - Base: 1527
  - Mar-07: 3.80
  - Sep-07: 3.75
  - Mar-08: 3.87

- **The Taste of Household Water**
  - Base: 764
  - Mar-07: 4.67
  - Sep-07: 4.67
  - Mar-08: 4.68

- **The Pressure of Household Water**
  - Base: 763
  - Mar-07: 4.41
  - Sep-07: 4.42
  - Mar-08: 4.38

- **Rubbish Collection Service**
  - Base: 758
  - Mar-07: 3.85
  - Sep-07: 3.86
  - Mar-08: 3.88
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

Overall Satisfaction with Council Activities

Botanic Gardens

Larger Reserves or Open Areas

Local or District Parks

Rivers, Streams and Waterways

Removal of Stormwater

Base:

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

Scores and Base Numbers for Each Category
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*

<table>
<thead>
<tr>
<th>Service</th>
<th>Total-07</th>
<th>Mar-07</th>
<th>Sep-07</th>
<th>Mar-08</th>
<th>Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Satisfaction with Council Activities</td>
<td>3.77</td>
<td>3.80</td>
<td>3.75</td>
<td>3.87</td>
<td>1527</td>
</tr>
<tr>
<td>Enforcing Dog Control Licenses</td>
<td>3.48</td>
<td>3.51</td>
<td>3.44</td>
<td>3.46</td>
<td>1261</td>
</tr>
<tr>
<td>Enforcing Noise Control Bylaws</td>
<td>3.46</td>
<td>3.46</td>
<td>3.46</td>
<td>3.34</td>
<td>1309</td>
</tr>
<tr>
<td>Inspecting and Enforcing Food Safety Bylaws</td>
<td>3.40</td>
<td>3.43</td>
<td>3.38</td>
<td>3.47</td>
<td>1123</td>
</tr>
<tr>
<td>Inspecting and Enforcing Resource Consents</td>
<td>3.06</td>
<td>3.11</td>
<td>3.00</td>
<td>3.11</td>
<td>1098</td>
</tr>
<tr>
<td>and Building Permits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>508</td>
</tr>
<tr>
<td>Processing Applications</td>
<td>2.84</td>
<td>2.89</td>
<td>2.78</td>
<td>2.81</td>
<td>1112</td>
</tr>
<tr>
<td>for Resource Consents and Building Permits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>512</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Service</th>
<th>Total-07</th>
<th>Mar-07</th>
<th>Sep-07</th>
<th>Mar-08</th>
<th>Base:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Satisfaction with Council Activities</td>
<td>3.77</td>
<td>3.80</td>
<td>3.75</td>
<td>3.87</td>
<td>1527, 764,</td>
</tr>
<tr>
<td>Traffic Flow at Off Peak Times</td>
<td>3.98</td>
<td>3.98</td>
<td>3.97</td>
<td>4.05</td>
<td>763, 758,</td>
</tr>
<tr>
<td>Amount of Off Street Parking at Shopping</td>
<td>3.96</td>
<td>4.00</td>
<td>3.92</td>
<td>3.96</td>
<td>766,</td>
</tr>
<tr>
<td>Malls</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1507, 758,</td>
</tr>
<tr>
<td>Off Road Cycle Ways, including Mountain Bike</td>
<td>3.96</td>
<td>3.95</td>
<td>3.95</td>
<td>3.90</td>
<td>749, 765,</td>
</tr>
<tr>
<td>Trails</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1241, 614,</td>
</tr>
<tr>
<td>Walkways Linking Streets or Suburbs</td>
<td>3.78</td>
<td>3.76</td>
<td>3.80</td>
<td>3.81</td>
<td>627, 621,</td>
</tr>
<tr>
<td>Pedestrian Malls</td>
<td>3.75</td>
<td>3.81</td>
<td>3.69</td>
<td>3.75</td>
<td>1393, 699,</td>
</tr>
<tr>
<td>Lanes for Bicycles on the Road Way</td>
<td>3.48</td>
<td>3.46</td>
<td>3.49</td>
<td>3.43</td>
<td>694, 708,</td>
</tr>
<tr>
<td>Amount of Off Street Parking in the Central</td>
<td>3.05</td>
<td>3.03</td>
<td>3.06</td>
<td>3.17</td>
<td>1485, 739,</td>
</tr>
<tr>
<td>City</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>746,</td>
</tr>
<tr>
<td>Traffic Flow at Peak Times</td>
<td>2.67</td>
<td>2.63</td>
<td>2.71</td>
<td>2.63</td>
<td>1526, 759,</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>753,</td>
</tr>
</tbody>
</table>
### 3. Satisfaction Ratings for Facilities and Services by Visitors to/ Users in the last 12 months Versus Non-Users

**March 2008**

<table>
<thead>
<tr>
<th></th>
<th>Nov/visited</th>
<th>%</th>
<th>DK</th>
<th>Very satisfied</th>
<th>Dissatisfied</th>
<th>Neither/nor</th>
<th>Satisfied</th>
<th>Very satisfied</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Christchurch Art Gallery</strong></td>
<td>Visited</td>
<td>319</td>
<td>12</td>
<td>1</td>
<td>3</td>
<td>15</td>
<td>40</td>
<td>29</td>
<td>4.05</td>
</tr>
<tr>
<td></td>
<td>Not visited</td>
<td>451</td>
<td>21</td>
<td>1</td>
<td>3</td>
<td>20</td>
<td>40</td>
<td>14</td>
<td>3.81</td>
</tr>
<tr>
<td><strong>Central Library</strong></td>
<td>Visited</td>
<td>322</td>
<td>20</td>
<td>-</td>
<td>1</td>
<td>8</td>
<td>39</td>
<td>32</td>
<td>4.26</td>
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<tr>
<td></td>
<td>Not visited</td>
<td>448</td>
<td>34</td>
<td>-</td>
<td>1</td>
<td>10</td>
<td>38</td>
<td>17</td>
<td>4.08</td>
</tr>
<tr>
<td><strong>Mobile Library</strong></td>
<td>Visited</td>
<td>770</td>
<td>66</td>
<td>*</td>
<td>1</td>
<td>14</td>
<td>15</td>
<td>4</td>
<td>3.67</td>
</tr>
<tr>
<td></td>
<td>Not visited</td>
<td>746</td>
<td>68</td>
<td>*</td>
<td>1</td>
<td>14</td>
<td>15</td>
<td>3</td>
<td>3.61</td>
</tr>
<tr>
<td><strong>Community Libraries</strong></td>
<td>Visited</td>
<td>522</td>
<td>14</td>
<td>*</td>
<td>1</td>
<td>5</td>
<td>37</td>
<td>42</td>
<td>4.40</td>
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<tr>
<td></td>
<td>Not visited</td>
<td>248</td>
<td>42</td>
<td>*</td>
<td>1</td>
<td>9</td>
<td>36</td>
<td>11</td>
<td>3.98</td>
</tr>
<tr>
<td><strong>Our City O-Tautahi</strong></td>
<td>Visited</td>
<td>83</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>12</td>
<td>45</td>
<td>40</td>
<td>4.29</td>
</tr>
<tr>
<td></td>
<td>Not visited</td>
<td>687</td>
<td>74</td>
<td>*</td>
<td>1</td>
<td>12</td>
<td>12</td>
<td>1</td>
<td>3.51</td>
</tr>
<tr>
<td><strong>Botanic Gardens</strong></td>
<td>Visited</td>
<td>595</td>
<td>4</td>
<td>*</td>
<td>1</td>
<td>3</td>
<td>30</td>
<td>62</td>
<td>4.57</td>
</tr>
<tr>
<td></td>
<td>Not visited/ dk</td>
<td>175</td>
<td>15</td>
<td>-</td>
<td>*</td>
<td>1</td>
<td>2</td>
<td>25</td>
<td>71</td>
</tr>
</tbody>
</table>

* less than 1%
** small base size
### March 2008

<table>
<thead>
<tr>
<th>Area</th>
<th>Total September/visited</th>
<th>Base</th>
<th>DK</th>
<th>Very dissatisfied</th>
<th>Dissatisfied</th>
<th>Neither/nor</th>
<th>Satisfied</th>
<th>Very satisfied</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Local or district park</strong></td>
<td></td>
<td></td>
<td>3</td>
<td>*</td>
<td>2</td>
<td>6</td>
<td>48</td>
<td>40</td>
<td>4.29</td>
</tr>
<tr>
<td>Mar08</td>
<td>770</td>
<td>%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visited</td>
<td>663</td>
<td>%</td>
<td>*</td>
<td>*</td>
<td>2</td>
<td>5</td>
<td>48</td>
<td>45</td>
<td>4.35</td>
</tr>
<tr>
<td>Not visited/dk</td>
<td>107</td>
<td>%</td>
<td>21</td>
<td>1</td>
<td>3</td>
<td>15</td>
<td>50</td>
<td>10</td>
<td>3.83</td>
</tr>
<tr>
<td><strong>Larger reserves and open spaces</strong></td>
<td></td>
<td></td>
<td>9</td>
<td>*</td>
<td>1</td>
<td>5</td>
<td>38</td>
<td>47</td>
<td>4.45</td>
</tr>
<tr>
<td>Mar08</td>
<td>770</td>
<td>%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visited</td>
<td>559</td>
<td>%</td>
<td>*</td>
<td>*</td>
<td>1</td>
<td>1</td>
<td>37</td>
<td>61</td>
<td>4.57</td>
</tr>
<tr>
<td>Not visited/dk</td>
<td>211</td>
<td>%</td>
<td>33</td>
<td>-</td>
<td>-</td>
<td>15</td>
<td>40</td>
<td>12</td>
<td>3.95</td>
</tr>
</tbody>
</table>

* less than 1%
4. Satisfaction by Level of Awareness of the Council’s Communication Efforts relating to Each Particular Service

<table>
<thead>
<tr>
<th></th>
<th>Tot Sep/</th>
<th>Base</th>
<th>Don’t know</th>
<th>Very ineffective</th>
<th>ineffective</th>
<th>Neither/ nor</th>
<th>effective</th>
<th>Very effective</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>aware/</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Not</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Events and Festivals</td>
<td>Mar08</td>
<td>770</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Aware</td>
<td>748</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Not</td>
<td>22**</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>dk</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction with effectiveness of</td>
<td>Mar08</td>
<td>770</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>reducing water</td>
<td>Aware</td>
<td>640</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Not</td>
<td>130</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction with effectiveness of</td>
<td>Mar08</td>
<td>770</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>recycling</td>
<td>Aware</td>
<td>746</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Not</td>
<td>24**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* less than 1%
** small base size

Prepared for: Christchurch City Council
5. Satisfaction with Council Services by Age Group

% Satisfied with Council Services with Regard to ...

Cultural and Learning Services
- Christchurch Art Gallery
- Community Libraries
- The Central Library
- Our City O-Tautahi
- The Mobile Library

City Development
- Protection and conservation of city's heritage
- Council's activities in relation to the look and feel of the central city
- The planning and managing for growth of the central city

% Satisfied with Council Services with Regard to ...

Recreation and Leisure

- Council swimming pools
- Council leisure centres
- AMI Stadium, The Westpac Complex, QEII, Porritt Park
- Events and festivals

Parks and Open Spaces

- The Botanic Gardens
- Local or district parks
- Larger reserves e.g. Bottle Lake or the Port Hills
- Maintenance of rivers, streams and waterways and their banks
- The removal of stormwater

% Satisfied with Council Services with Regard to ...

**Water Supply**
- The taste of the water:
  - 15 - 24: 94%
  - 25 - 49: 97%
  - 50 - 64: 94%
  - 65+: 95%
- The pressure of the water:
  - 15 - 24: 89%
  - 25 - 49: 88%
  - 50 - 64: 94%
  - 65+: 90%

**Regulatory Services**
- Processing applications for resource consents and building permits in a timely manner:
  - 15 - 24: 28%
  - 25 - 49: 21%
  - 50 - 64: 26%
  - 65+: 18%
- Inspecting and enforcing resource consents and building permits:
  - 15 - 24: 36%
  - 25 - 49: 26%
  - 50 - 64: 33%
  - 65+: 21%
- Inspecting and enforcing food safety bylaws:
  - 15 - 24: 51%
  - 25 - 49: 40%
  - 50 - 64: 43%
  - 65+: 43%
- Enforcing dog control licences:
  - 15 - 24: 53%
  - 25 - 49: 51%
  - 50 - 64: 53%
  - 65+: 50%
- Enforcing noise control bylaws:
  - 15 - 24: 61%
  - 25 - 49: 48%
  - 50 - 64: 47%
  - 65+: 42%

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

<table>
<thead>
<tr>
<th>Service</th>
<th>15-24</th>
<th>25-49</th>
<th>50-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rubbish collection service</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traffic flow on the roads at peak times</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traffic flow on the roads at off-peak times</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>The amount of off-street parking in the central city</td>
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<tr>
<td>The amount of off-street parking at shopping malls</td>
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<tr>
<td>Lanes for bicycles on the road way</td>
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<tr>
<td>Off-road cycle ways, including mountain bike trails</td>
<td></td>
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<tr>
<td>Walkways linking streets or suburbs, for example, access ways and shortcuts</td>
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<tr>
<td>Pedestrian malls such as Cashel Street Mall or High Street Mall</td>
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</tr>
</tbody>
</table>

6. Satisfaction with Council Services by Gender

<table>
<thead>
<tr>
<th>Service</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cultural and Learning Services</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Christchurch Art Gallery</td>
<td>67</td>
<td>71</td>
</tr>
<tr>
<td>Community Libraries</td>
<td>76</td>
<td>82</td>
</tr>
<tr>
<td>The Central Library</td>
<td>73</td>
<td>69</td>
</tr>
<tr>
<td><strong>Our City O-Tautahi</strong></td>
<td>18</td>
<td>23</td>
</tr>
<tr>
<td><strong>The Mobile Library</strong></td>
<td>18</td>
<td>21</td>
</tr>
<tr>
<td><strong>City Development</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Protection and conservation of city's heritage</td>
<td>54</td>
<td>57</td>
</tr>
<tr>
<td>Council's activities in relation to the look and feel of the central city</td>
<td>53</td>
<td>56</td>
</tr>
<tr>
<td>The planning and managing for growth of the central city</td>
<td>41</td>
<td>42</td>
</tr>
</tbody>
</table>

Base: Total Sample: Male: 364, Female: 406
% Satisfied with Council Services with Regard to ...

**Recreation and Leisure**
- Council swimming pools: Male 69%, Female 66%
- Council leisure centres: Male 55%, Female 53%
- AMI Stadium, The Westpac Complex, QEII, Porritt Park: Male 76%, Female 74%
- Events and festivals: Male 89%, Female 91%

**Parks and Open Spaces**
- The Botanic Gardens: Male 89%, Female 94%
- Local or district parks: Male 89%, Female 87%
- Larger reserves e.g. Bottle Lake or the Port Hills: Male 86%, Female 84%
- Maintenance of rivers, streams and waterways and their banks: Male 66%, Female 63%
- The removal of stormwater: Male 52%, Female 46%

Base: Total Sample: Male 364, Female 406
% Satisfied with Council Services with Regard to ...

**Water Supply**
- The taste of the water
  - Male: 95, Female: 96
- The pressure of the water
  - Male: 91, Female: 89

**Regulatory Services**
- Processing applications for resource consents and building permits in a timely manner
  - Male: 23, Female: 23
- Inspecting and enforcing resource consents and building permits
  - Male: 31, Female: 26
- Inspecting and enforcing food safety bylaws
  - Male: 42, Female: 42
- Enforcing dog control licences
  - Male: 47, Female: 55
- Enforcing noise control bylaws
  - Male: 49, Female: 49

Base: Total Sample: Male: 364, Female: 406
### % Satisfied with Council Services with Regard to ...

#### Refuse Minimisation and Disposal

- **Rubbish collection service**
  - Male: 72%
  - Female: 79%

#### Streets and Transport

- **Traffic flow on the roads at peak times**
  - Male: 30%
  - Female: 29%

- **Traffic flow on the roads at off-peak times**
  - Male: 86%
  - Female: 91%

- **The amount of off-street parking in the central city**
  - Male: 54%
  - Female: 45%

- **The amount of off-street parking at shopping malls**
  - Male: 86%
  - Female: 86%

- **Lanes for bicycles on the road way**
  - Male: 58%
  - Female: 61%

- **Off-road cycle ways, including mountain bike trails**
  - Male: 65%
  - Female: 61%

- **Walkways linking streets or suburbs, for example, access ways and shortcuts**
  - Male: 69%
  - Female: 70%

- **Pedestrian malls such as Cashel Street Mall or High Street Mall**
  - Male: 71%
  - Female: 67%

**Base:** Total Sample: Male: 364, Female: 406
7. Satisfaction with Council Services by Ward

% Satisfied with Council Services with Regard to ...

Cultural and Learning Services

- Christchurch Art Gallery
- Community Libraries
- The Central Library
- Our City O-Tautahi
- The Mobile Library

City Development

- Protection and conservation of city's heritage
- Council's activities in relation to the look and feel of the central city
- The planning and managing for growth of the central city

% Satisfied with Council Services with Regard to ...

Recreation and Leisure

Council swimming pools
- Burwood/ Pegasus: 86%
- Fendalton/ Waimairi: 69%
- Ferrymead/ Hagley: 56%
- Heathcote/ Spreydon: 72%
- Papanui/ Shirley: 69%
- Riccarton/ Wigram: 72%
- Banks Peninsula: 87%

Council leisure centres
- Burwood/ Pegasus: 63%
- Fendalton/ Waimairi: 50%
- Ferrymead/ Hagley: 49%
- Heathcote/ Spreydon: 53%
- Papanui/ Shirley: 49%
- Riccarton/ Wigram: 48%
- Banks Peninsula: 50%

AMI Stadium, The Westpac Complex, QEI, Porritt Park
- Burwood/ Pegasus: 77%
- Fendalton/ Waimairi: 72%
- Ferrymead/ Hagley: 73%
- Heathcote/ Spreydon: 70%
- Papanui/ Shirley: 69%
- Riccarton/ Wigram: 90%
- Banks Peninsula: 87%

Events and festivals
- Burwood/ Pegasus: 72%
- Fendalton/ Waimairi: 75%
- Ferrymead/ Hagley: 70%
- Heathcote/ Spreydon: 69%
- Papanui/ Shirley: 89%
- Riccarton/ Wigram: 88%
- Banks Peninsula: 95%

Parks and Open Spaces

The Botanic Gardens
- Burwood/ Pegasus: 94%
- Fendalton/ Waimairi: 94%
- Ferrymead/ Hagley: 92%
- Heathcote/ Spreydon: 92%
- Papanui/ Shirley: 89%
- Riccarton/ Wigram: 89%
- Banks Peninsula: 100%

Local or district parks
- Burwood/ Pegasus: 97%
- Fendalton/ Waimairi: 92%
- Ferrymead/ Hagley: 87%
- Heathcote/ Spreydon: 87%
- Papanui/ Shirley: 89%
- Riccarton/ Wigram: 88%
- Banks Peninsula: 88%

Larger reserves e.g. Bottle Lake or the Port Hills
- Burwood/ Pegasus: 90%
- Fendalton/ Waimairi: 83%
- Ferrymead/ Hagley: 78%
- Heathcote/ Spreydon: 78%
- Papanui/ Shirley: 84%
- Riccarton/ Wigram: 88%
- Banks Peninsula: 88%

Maintenance of rivers, streams and waterways and their banks
- Burwood/ Pegasus: 77%
- Fendalton/ Waimairi: 64%
- Ferrymead/ Hagley: 44%
- Heathcote/ Spreydon: 67%
- Papanui/ Shirley: 56%
- Riccarton/ Wigram: 54%
- Banks Peninsula: 67%

The removal of stormwater
- Burwood/ Pegasus: 69%
- Fendalton/ Waimairi: 64%
- Ferrymead/ Hagley: 44%
- Heathcote/ Spreydon: 56%
- Papanui/ Shirley: 54%
- Riccarton/ Wigram: 48%
- Banks Peninsula: 67%

% Satisfied with Council Services with Regard to ...

Water Supply
- The taste of the water
- The pressure of the water

Regulatory Services
- Processing applications for resource consents and building permits in a timely manner
- Inspecting and enforcing resource consents and building permits
- Inspecting and enforcing food safety bylaws
- Enforcing dog control licences
- Enforcing noise control bylaws

% Satisfied with Council Services with Regard to ...

Refuse Minimisation and Disposal

- Rubbish collection service

Streets and Transport

- Traffic flow on the roads at peak times
- Traffic flow on the roads at off-peak times
- The amount of off-street parking in the central city
- The amount of off-street parking at shopping malls
- Lanes for bicycles on the road way
- Off-road cycle ways, including mountain bike trails
- Walkways linking streets or suburbs, for example, access ways and shortcuts
- Pedestrian malls such as Cashel Street Mall or High Street Mall

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) whereas 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:

<table>
<thead>
<tr>
<th>Satisfaction measure</th>
<th>Co-efficient</th>
<th>Sample Size excluding don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Processing applications for resource consents and permits</td>
<td>0.35</td>
<td>506</td>
</tr>
<tr>
<td>Rubbish collection</td>
<td>0.31</td>
<td>748</td>
</tr>
<tr>
<td>Events and festivals</td>
<td>0.29</td>
<td>740</td>
</tr>
<tr>
<td>Maintenance of rivers, streams and waterways</td>
<td>0.29</td>
<td>740</td>
</tr>
<tr>
<td>Inspecting and enforcing resource consents and building permits</td>
<td>0.29</td>
<td>504</td>
</tr>
<tr>
<td>Enforcing noise control bylaws</td>
<td>0.28</td>
<td>667</td>
</tr>
<tr>
<td>Inspecting and enforcing food safety bylaws</td>
<td>0.28</td>
<td>539</td>
</tr>
<tr>
<td>AMI Stadium, Westpac, QEII etc</td>
<td>0.26</td>
<td>653</td>
</tr>
<tr>
<td>Enforcing dog control licenses</td>
<td>0.25</td>
<td>619</td>
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<tr>
<td>Local or district park</td>
<td>0.25</td>
<td>736</td>
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<tr>
<td>Planning and managing for growth of the Central City</td>
<td>0.24</td>
<td>656</td>
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<tr>
<td>The look and feel of the Central City</td>
<td>0.24</td>
<td>715</td>
</tr>
<tr>
<td>Christchurch Art Gallery</td>
<td>0.23</td>
<td>668</td>
</tr>
<tr>
<td>Botanic Gardens</td>
<td>0.23</td>
<td>733</td>
</tr>
<tr>
<td>Satisfaction measure (continued)</td>
<td>Co-efficient</td>
<td>Sample Size excluding don’t know</td>
</tr>
<tr>
<td>--------------------------------------------------------------</td>
<td>--------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>Central Library</td>
<td>0.22</td>
<td>610</td>
</tr>
<tr>
<td>Pressure of the water</td>
<td>0.22</td>
<td>758</td>
</tr>
<tr>
<td>Council swimming pools</td>
<td>0.21</td>
<td>630</td>
</tr>
<tr>
<td>Pedestrian malls</td>
<td>0.20</td>
<td>698</td>
</tr>
<tr>
<td>Larger reserves or open areas</td>
<td>0.20</td>
<td>690</td>
</tr>
<tr>
<td>Walkways linking streets or suburbs</td>
<td>0.19</td>
<td>692</td>
</tr>
<tr>
<td>Community libraries</td>
<td>0.18</td>
<td>654</td>
</tr>
<tr>
<td>Lanes for bicycles on the road way</td>
<td>0.18</td>
<td>737</td>
</tr>
<tr>
<td>Protection and conservation of the City’s heritage</td>
<td>0.17</td>
<td>719</td>
</tr>
<tr>
<td>Mobile library</td>
<td>0.17</td>
<td>263</td>
</tr>
<tr>
<td>Council leisure centres</td>
<td>0.16</td>
<td>522</td>
</tr>
<tr>
<td>Taste of the water</td>
<td>0.15</td>
<td>756</td>
</tr>
<tr>
<td>Off road cycle-ways including mountain bike trails</td>
<td>0.15</td>
<td>613</td>
</tr>
<tr>
<td>The amount of off-street parking in the central city</td>
<td>0.14</td>
<td>707</td>
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<tr>
<td>Traffic flow on the roads at off-peak times</td>
<td>0.13</td>
<td>755</td>
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<tr>
<td>Removal of stormwater</td>
<td>0.13</td>
<td>710</td>
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<tr>
<td>The amount of off street parking at shopping malls</td>
<td>0.11</td>
<td>753</td>
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<tr>
<td>Traffic flow on the roads at peak times</td>
<td>0.10</td>
<td>742</td>
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<tr>
<td>Our City O-Tautahi</td>
<td>0.07</td>
<td>259</td>
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</tbody>
</table>

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.