Biannual Survey of Residents
March 2009

Executive Insight

Prepared for:

Christchurch City Council

April 2009
Reference: 3726
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</tr>
</tbody>
</table>
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 2009.

The findings from the March 2009 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’ compared with other satisfaction measures to establish which specific Council responsibilities and activities are most closely associated with perceptions of the overall performance of the Council.
2. 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 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

<table>
<thead>
<tr>
<th>Service</th>
<th>Mean Score</th>
<th>Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall satisfaction</td>
<td>3.80</td>
<td>1527</td>
</tr>
<tr>
<td>Community libraries</td>
<td>4.23</td>
<td>1206</td>
</tr>
<tr>
<td>Central library</td>
<td>4.35</td>
<td>1341</td>
</tr>
<tr>
<td>Christchurch Art Gallery</td>
<td>4.21</td>
<td>1232</td>
</tr>
<tr>
<td>Mobile library</td>
<td>3.70</td>
<td>633</td>
</tr>
<tr>
<td>Our City O-Tuatahi</td>
<td>3.64</td>
<td>668</td>
</tr>
</tbody>
</table>

#### Base:
- Total-07: 1527
- Mar-07: 1342
- Sep-07: 1206
- Total-08: 1524
- Mar-08: 1232
- Sep-08: 1232
- Mar-09: 1341

### Diagram Description:
- The diagram shows the satisfaction levels for various cultural services over different time periods (Mar-07, Sep-07, Mar-08, Sep-08, Mar-09).
- The y-axis represents satisfaction levels ranging from 1 (very dissatisfied) to 5 (very satisfied).
- The x-axis indicates the number of respondents for each service.
- The diagram includes bars for each service, with different colors representing different time periods.
The following graph summarises satisfaction with city development. Overall satisfaction with Council activities has been included as a point of reference.

**Overview of Satisfaction with City Development**

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

- Overall satisfaction with Council activities
  - Total-07: 3.77
  - Mar-07: 3.80
  - Sep-07: 3.75
- Protection and conservation of the city's heritage
  - Total-07: 3.47
  - Mar-07: 3.48
  - Sep-07: 3.47
- The look and feel of the central city
  - Total-07: 3.34
  - Mar-07: 3.35
  - Sep-07: 3.33
- Planning and managing growth of the central city
  - Total-07: 3.19
  - Mar-07: 3.22
  - Sep-07: 3.17
The following graph summarises satisfaction with recreation and leisure services. Overall satisfaction with Council activities has been included as a point of reference.

**Overview of Satisfaction with Recreation Services**

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

Please note: Satisfaction with services provided at Council Stadiums, Council leisure centres and Council swimming pools was asked of the total sample in 2008 and 2009 whereas in 2007 it was asked only of users of the facility. The 2008 and 2009 ratings therefore measure general perception of the facilities as opposed to satisfaction ratings based on experience.
The following graph summarises satisfaction with water and waste services. Overall satisfaction with Council activities has been included as a point of reference.

Overview of Satisfaction with Water and Waste Services

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

Overall satisfaction with Council activities
- Total-07: 3.77, Mar-07: 3.80, Sep-07: 3.75, Total-08: 3.83, Mar-08: 3.87, Sep-08: 3.79, Mar-09: 3.81

The taste of household water

The pressure of household water

Rubbish collection service
- Total-07: 3.85, Mar-07: 3.84, Sep-07: 3.86, Total-08: 3.87, Mar-08: 3.88, Sep-08: 3.86, Mar-09: 3.98

Base:
- Total-07: 1527, Mar-07: 764, Sep-07: 763, Total-08: 1524, Mar-08: 758, Sep-08: 766, Mar-09: 766
- Total-07: 1518, Mar-07: 757, Sep-07: 761, Total-08: 1529, Mar-08: 768, Sep-08: 761, Mar-09: 767
- Total-07: 1525, Mar-07: 760, Sep-07: 765, Total-08: 1533, Mar-08: 770, Sep-08: 763, Mar-09: 764
- Total-07: 1525, Mar-07: 763, Sep-07: 762, Total-08: 1520, Mar-08: 762, Sep-08: 1520, Mar-09: 754
The following graph summarises satisfaction with Christchurch parks and open spaces. Overall satisfaction with Council activities has been included as a point of reference.
The following graph summarises satisfaction with regulatory services. Overall satisfaction with Council activities has been included as a point of 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>Total-08</th>
<th>Mar-08</th>
<th>Sep-08</th>
<th>Mar-09</th>
<th>Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall satisfaction with Council activities</td>
<td>3.77</td>
<td>3.75</td>
<td>3.83</td>
<td>3.87</td>
<td>3.79</td>
<td>3.81</td>
<td></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>3.48</td>
<td>3.46</td>
<td>3.49</td>
<td>3.59</td>
<td>1261</td>
</tr>
<tr>
<td>Enforcing noise control bylaws</td>
<td>3.46</td>
<td>3.46</td>
<td>3.42</td>
<td>3.34</td>
<td>3.49</td>
<td>3.44</td>
<td></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>3.46</td>
<td>3.47</td>
<td>3.45</td>
<td>3.43</td>
<td>1123</td>
</tr>
<tr>
<td>Inspecting and enforcing resource consents and building permits</td>
<td>3.06</td>
<td>3.11</td>
<td>3.00</td>
<td>3.13</td>
<td>3.11</td>
<td>3.15</td>
<td>3.16</td>
<td>1098</td>
</tr>
<tr>
<td>Processing applications for resource consents and building permits</td>
<td>2.84</td>
<td>2.89</td>
<td>2.78</td>
<td>2.82</td>
<td>2.81</td>
<td>2.82</td>
<td>2.90</td>
<td>1112</td>
</tr>
</tbody>
</table>

Base:
- 1527
- 764
- 763
- 1524
- 758
- 766
- 766
- 1261
- 622
- 639
- 1266
- 626
- 640
- 620
- 1309
- 654
- 655
- 1366
- 675
- 691
- 692
- 1123
- 562
- 561
- 1129
- 543
- 586
- 572
- 1098
- 559
- 539
- 1052
- 508
- 544
- 539
- 1112
- 569
- 543
- 1049
- 512
- 537
- 544
The following graph summarises satisfaction with streets and transport services. Overall satisfaction with Council activities has been included as a point of reference.

**Overview of Satisfaction with Streets and Transport Services**

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

- **Overall satisfaction with Council activities**
  - Total-07: 3.80
  - Mar-07: 3.83
  - Sep-07: 3.87
  - Total-08: 3.87
  - Mar-08: 3.83
  - Sep-08: 3.81
  - Mar-09: 3.79

- **Traffic flow at off peak times**
  - Total-07: 3.97
  - Mar-07: 4.06
  - Sep-07: 4.00
  - Total-08: 4.00
  - Mar-08: 3.90
  - Sep-08: 3.88
  - Mar-09: 3.86

- **Amount of off street parking at shopping malls**
  - Total-07: 3.96
  - Mar-07: 3.98
  - Sep-07: 3.96
  - Total-08: 3.96
  - Mar-08: 3.90
  - Sep-08: 3.88
  - Mar-09: 3.86

- **Off road cycle ways, including mountain bike trails**
  - Total-07: 3.91
  - Mar-07: 3.91
  - Sep-07: 3.91
  - Total-08: 3.91
  - Mar-08: 3.91
  - Sep-08: 3.91
  - Mar-09: 3.91

- **Walkways linking streets or suburbs**
  - Total-07: 3.82
  - Mar-07: 3.82
  - Sep-07: 3.82
  - Total-08: 3.82
  - Mar-08: 3.82
  - Sep-08: 3.82
  - Mar-09: 3.82

- **Pedestrian malls**
  - Total-07: 3.75
  - Mar-07: 3.75
  - Sep-07: 3.75
  - Total-08: 3.75
  - Mar-08: 3.75
  - Sep-08: 3.75
  - Mar-09: 3.75

- **Lanes for bicycles on the road way**
  - Total-07: 3.49
  - Mar-07: 3.49
  - Sep-07: 3.49
  - Total-08: 3.49
  - Mar-08: 3.49
  - Sep-08: 3.49
  - Mar-09: 3.49

- **Amount of off street parking in the central city**
  - Total-07: 3.05
  - Mar-07: 3.06
  - Sep-07: 3.05
  - Total-08: 3.05
  - Mar-08: 3.05
  - Sep-08: 3.05
  - Mar-09: 3.05

- **Traffic flow at peak times**
  - Total-07: 2.87
  - Mar-07: 2.87
  - Sep-07: 2.87
  - Total-08: 2.87
  - Mar-08: 2.87
  - Sep-08: 2.87
  - Mar-09: 2.87
The following is a summary of the top performing areas as well as those areas where there are the greatest opportunities for improvements.

**Top Performing Services:**

- The taste of the water 4.66
- Botanic Gardens 4.60
- Events and festivals 4.39
- The pressure of the water 4.37
- Larger reserves or open areas 4.36
- Community libraries 4.35
- Local or district park 4.27
- Central library 4.21
- AMI Stadium, Westpac Complex, QEII Stadium, Porritt Park 4.10
- Council swimming pools 4.09

**Top Opportunities for Improving Services:**

- Traffic flow on the roads at peak times 2.84
- Processing applications for resource consents and building permits 2.90
- Inspecting and enforcing resource consents and building permits 3.16
- The amount of off-street parking in the central city 3.26
- Planning and managing for growth of the central city 3.35
- Removal of stormwater 3.37
- Inspecting and enforcing food safety bylaws 3.43
- Enforcing noise control bylaws 3.44
- Rivers, streams and waterways 3.44
- The look and feel of the central city 3.53
### 3. Satisfaction Ratings for Facilities and Services by Visitors to/ Users in the Last 12 Months Versus Non-Users

#### March 2009

<table>
<thead>
<tr>
<th>Facility</th>
<th>Total Visited/ Not 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>Christchurch Art Gallery</strong></td>
<td>Mar09 770%</td>
<td></td>
<td>13</td>
<td>1</td>
<td>3</td>
<td>14</td>
<td>39</td>
<td>30</td>
<td>4.07</td>
</tr>
<tr>
<td>Visited</td>
<td>311%</td>
<td></td>
<td>*</td>
<td>1</td>
<td>2</td>
<td>8</td>
<td>41</td>
<td>48</td>
<td>4.32</td>
</tr>
<tr>
<td>Not visited</td>
<td>459%</td>
<td></td>
<td>22</td>
<td>1</td>
<td>4</td>
<td>18</td>
<td>38</td>
<td>17</td>
<td>3.86</td>
</tr>
<tr>
<td><strong>Central Library</strong></td>
<td>Mar09 770%</td>
<td></td>
<td>18</td>
<td>*</td>
<td>1</td>
<td>11</td>
<td>39</td>
<td>31</td>
<td>4.21</td>
</tr>
<tr>
<td>Visited</td>
<td>302%</td>
<td></td>
<td>*</td>
<td>-</td>
<td>2</td>
<td>5</td>
<td>38</td>
<td>55</td>
<td>4.46</td>
</tr>
<tr>
<td>Not visited</td>
<td>468%</td>
<td></td>
<td>29</td>
<td>*</td>
<td>1</td>
<td>15</td>
<td>39</td>
<td>16</td>
<td>3.98</td>
</tr>
<tr>
<td><strong>Mobile Library</strong></td>
<td>Mar09 770%</td>
<td></td>
<td>68</td>
<td>*</td>
<td>1</td>
<td>13</td>
<td>13</td>
<td>6</td>
<td>3.70</td>
</tr>
<tr>
<td>Visited</td>
<td>27%</td>
<td></td>
<td>7</td>
<td>4</td>
<td>4</td>
<td>19</td>
<td>44</td>
<td>22</td>
<td>3.84</td>
</tr>
<tr>
<td>Not visited</td>
<td>743%</td>
<td></td>
<td>70</td>
<td>*</td>
<td>1</td>
<td>13</td>
<td>11</td>
<td>5</td>
<td>3.68</td>
</tr>
<tr>
<td><strong>Community Libraries</strong></td>
<td>Mar09 770%</td>
<td></td>
<td>14</td>
<td>*</td>
<td>2</td>
<td>7</td>
<td>35</td>
<td>42</td>
<td>4.35</td>
</tr>
<tr>
<td>Visited</td>
<td>538%</td>
<td></td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>37</td>
<td>56</td>
<td>4.47</td>
</tr>
<tr>
<td>Not visited</td>
<td>232%</td>
<td></td>
<td>44</td>
<td>-</td>
<td>-</td>
<td>16</td>
<td>32</td>
<td>8</td>
<td>3.86</td>
</tr>
<tr>
<td><strong>Our City O-Tautahi</strong></td>
<td>Mar09 770%</td>
<td></td>
<td>64</td>
<td>1</td>
<td>1</td>
<td>14</td>
<td>16</td>
<td>5</td>
<td>3.67</td>
</tr>
<tr>
<td>Visited</td>
<td>95%</td>
<td></td>
<td>5</td>
<td>-</td>
<td>2</td>
<td>15</td>
<td>48</td>
<td>29</td>
<td>4.11</td>
</tr>
<tr>
<td>Not visited</td>
<td>675%</td>
<td></td>
<td>72</td>
<td>1</td>
<td>1</td>
<td>14</td>
<td>11</td>
<td>2</td>
<td>3.46</td>
</tr>
<tr>
<td><strong>Events and Festivals</strong></td>
<td>Mar09 770%</td>
<td></td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>5</td>
<td>39</td>
<td>51</td>
<td>4.39</td>
</tr>
<tr>
<td>Aware</td>
<td>744%</td>
<td></td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>5</td>
<td>39</td>
<td>51</td>
<td>4.39</td>
</tr>
<tr>
<td>Not aware/ dk</td>
<td>26%</td>
<td></td>
<td>19</td>
<td>-</td>
<td>4</td>
<td>8</td>
<td>31</td>
<td>38</td>
<td>4.29</td>
</tr>
</tbody>
</table>

* less than 1%
** small base size
+ aware/ not aware
### March 2009

<table>
<thead>
<tr>
<th>Botanic Gardens</th>
<th>Tot Sep/visited/Not visited last 12 mths</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></td>
<td>Mar09 770 %</td>
<td></td>
<td>4</td>
<td>*</td>
<td>1</td>
<td>3</td>
<td>28</td>
<td>64</td>
<td>4.60</td>
</tr>
<tr>
<td>Visited</td>
<td>591 %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4.73</td>
</tr>
<tr>
<td>Not visited/dk</td>
<td>179 %</td>
<td></td>
<td>17</td>
<td>1</td>
<td>1</td>
<td>10</td>
<td>46</td>
<td>25</td>
<td>4.11</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Local or district park</th>
<th>Tot Sep/visited/Not visited last 12 mths</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></td>
<td>Mar09 770 %</td>
<td></td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>6</td>
<td>46</td>
<td>42</td>
<td>4.27</td>
</tr>
<tr>
<td>Visited</td>
<td>681 %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4.31</td>
</tr>
<tr>
<td>Not visited/dk</td>
<td>89 %</td>
<td></td>
<td>14</td>
<td>1</td>
<td>3</td>
<td>15</td>
<td>49</td>
<td>18</td>
<td>3.92</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Larger reserves and open spaces</th>
<th>Tot Sep/visited/Not visited last 12 mths</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></td>
<td>Mar09 770 %</td>
<td></td>
<td>9</td>
<td>*</td>
<td>2</td>
<td>7</td>
<td>39</td>
<td>44</td>
<td>4.36</td>
</tr>
<tr>
<td>Visited</td>
<td>539 %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4.50</td>
</tr>
<tr>
<td>Not visited/dk</td>
<td>231 %</td>
<td></td>
<td>28</td>
<td>-</td>
<td>*</td>
<td>19</td>
<td>41</td>
<td>12</td>
<td>3.89</td>
</tr>
</tbody>
</table>

* less than 1%

Those residents actually using/visiting the facilities and services were more satisfied than those who did not.
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>Satisfaction with effectiveness of reducing water</td>
<td>Mar09</td>
<td>770</td>
<td>6</td>
<td>6</td>
<td>32</td>
<td>21</td>
<td>30</td>
<td>4</td>
<td>2.94</td>
</tr>
<tr>
<td>Aware</td>
<td>635</td>
<td>4</td>
<td>4</td>
<td>31</td>
<td>22</td>
<td>34</td>
<td>5</td>
<td>3.05</td>
<td></td>
</tr>
<tr>
<td>Not aware/dk</td>
<td>135</td>
<td>14</td>
<td>15</td>
<td>40</td>
<td>19</td>
<td>10</td>
<td>2</td>
<td>2.35</td>
<td></td>
</tr>
<tr>
<td>Satisfaction with effectiveness of recycling</td>
<td>Mar09</td>
<td>770</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>48</td>
<td>38</td>
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</tr>
<tr>
<td>Aware</td>
<td>752</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>6</td>
<td>49</td>
<td>39</td>
<td>4.22</td>
<td></td>
</tr>
<tr>
<td>Not aware/dk</td>
<td>18**</td>
<td>27</td>
<td>*</td>
<td>13</td>
<td>27</td>
<td>227</td>
<td>20</td>
<td>3.55</td>
<td></td>
</tr>
</tbody>
</table>

** small base size

Those aware of the Council’s communication efforts relating to the above services were more positive in their perception of the effectiveness of the Council’s efforts towards recycling and reducing water use.
5. Satisfaction with Council Services by Age Group

% Satisfied with Council Services with Regard to ...

Cultural and Learning Services
- Christchurch Art Gallery
  - 15-24: 65
  - 25-49: 72
  - 50-64: 66
  - 65+: 75
- Community Libraries
  - 15-24: 68
  - 25-49: 81
  - 50-64: 79
  - 65+: 76
- The Central Library
  - 15-24: 63
  - 25-49: 73
  - 50-64: 72
  - 65+: 70
- Our City O-Tautahi
  - 15-24: 13
  - 25-49: 18
  - 50-64: 24
  - 65+: 36
- The Mobile Library
  - 15-24: 17
  - 25-49: 17
  - 50-64: 18
  - 65+: 22

City Development
- Protection and conservation of city's heritage
  - 15-24: 61
  - 25-49: 60
  - 50-64: 51
  - 65+: 60
- Council's activities in relation to the look and feel of the central city
  - 15-24: 48
  - 25-49: 57
  - 50-64: 61
  - 65+: 73
- The planning and managing for growth of the central city
  - 15-24: 45
  - 25-49: 47
  - 50-64: 36
  - 65+: 57

% 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>Recreation and Leisure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Council swimming pools</td>
<td></td>
<td></td>
<td>69</td>
<td>82</td>
</tr>
<tr>
<td>Council leisure centres</td>
<td></td>
<td>58</td>
<td>66</td>
<td></td>
</tr>
<tr>
<td>AMI Stadium, The Westpac Complex, QEII, Porritt Park</td>
<td>47</td>
<td>53</td>
<td>71</td>
<td>79</td>
</tr>
<tr>
<td>Events and festivals</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parks and Open Spaces</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Botanic Gardens</td>
<td></td>
<td></td>
<td>80</td>
<td>93</td>
</tr>
<tr>
<td>Local or district parks</td>
<td></td>
<td></td>
<td>83</td>
<td>90</td>
</tr>
<tr>
<td>Larger reserves e.g. Bottle Lake or the Port Hills</td>
<td>88</td>
<td>81</td>
<td>84</td>
<td></td>
</tr>
<tr>
<td>Maintenance of rivers, streams and waterways and their banks</td>
<td>58</td>
<td>60</td>
<td>59</td>
<td></td>
</tr>
<tr>
<td>The removal of stormwater</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

% Satisfied with Council Services with Regard to ...

Water Supply
- The taste of the water: 95% (15-24), 92% (25-49), 88% (50-64), 95% (65+)
- The pressure of the water: 92% (15-24), 89% (25-49), 82% (50-64), 82% (65+)

Regulatory Services
- Processing applications for resource consents and building permits in a timely manner: 28% (15-24), 23% (25-49), 21% (50-64), 29% (65+)
- Inspecting and enforcing resource consents and building permits: 33% (15-24), 33% (25-49), 33% (50-64), 33% (65+)
- Inspecting and enforcing food safety bylaws: 41% (15-24), 42% (25-49), 62% (50-64), 62% (65+)
- Enforcing dog control licences: 50% (15-24), 50% (25-49), 50% (50-64), 59% (65+)
- Enforcing noise control bylaws: 54% (15-24), 59% (25-49), 54% (50-64), 62% (65+)

% 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

6. Satisfaction with Council Services by Gender

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

**Cultural and Learning Services**
- Christchurch Art Gallery
  - Male: 56%
  - Female: 69%
- Community Libraries
  - Male: 74%
  - Female: 80%
- The Central Library
  - Male: 70%
  - Female: 69%
- Our City O-Tautahi
  - Male: 21%
  - Female: 21%
- The Mobile Library
  - Male: 19%
  - Female: 17%

**City Development**
- Protection and conservation of city's heritage
  - Male: 64%
  - Female: 60%
- Council's activities in relation to the look and feel of the central city
  - Male: 62%
  - Female: 59%
- The planning and managing for growth of the central city
  - Male: 48%
  - Female: 45%

Base: Total Sample: Male: 367, Female: 403
% Satisfied with Council Services with Regard to...

<table>
<thead>
<tr>
<th>Service</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recreation and Leisure</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Council swimming pools</td>
<td>73</td>
<td>78</td>
</tr>
<tr>
<td>Council leisure centres</td>
<td>53</td>
<td>64</td>
</tr>
<tr>
<td>AMI Stadium, The Westpac Complex, QEII, Porritt Park</td>
<td>73</td>
<td>76</td>
</tr>
<tr>
<td>Events and festivals</td>
<td>88</td>
<td>91</td>
</tr>
<tr>
<td><strong>Parks and Open Spaces</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Botanic Gardens</td>
<td>89</td>
<td>95</td>
</tr>
<tr>
<td>Local or district parks</td>
<td>89</td>
<td>87</td>
</tr>
<tr>
<td>Larger reserves e.g. Bottle Lake or the Port Hills</td>
<td>83</td>
<td>82</td>
</tr>
<tr>
<td>Maintenance of rivers, streams and waterways and their banks</td>
<td>61</td>
<td>58</td>
</tr>
<tr>
<td>The removal of stormwater</td>
<td>47</td>
<td>64</td>
</tr>
</tbody>
</table>

Base: Total Sample: Male: 367, Female: 403
% Satisfied with Council Services with Regard to ...

**Water Supply**
- The taste of the water:
  - Male: 96%
  - Female: 94%
- The pressure of the water:
  - Male: 92%
  - Female: 89%

**Regulatory Services**
- Processing applications for resource consents and building permits in a timely manner:
  - Male: 30%
  - Female: 23%
- Inspecting and enforcing resource consents and building permits:
  - Male: 36%
  - Female: 28%
- Inspecting and enforcing food safety bylaws:
  - Male: 47%
  - Female: 40%
- Enforcing dog control licences:
  - Male: 51%
  - Female: 55%
- Enforcing noise control bylaws:
  - Male: 55%
  - Female: 57%

Base: Total Sample: Male: 367, Female: 403
% Satisfied with Council Services with Regard to ...

- **Refuse Minimisation and Disposal**
  - Rubbish collection service: Male 78%, Female 76%

- **Streets and Transport**
  - Traffic flow on the roads at peak times: Male 38%, Female 37%
  - Traffic flow on the roads at off-peak times: Male 88%, Female 90%
  - The amount of off-street parking in the central city: Male 55%, Female 46%
  - The amount of off-street parking at shopping malls: Male 81%, Female 76%
  - Lanes for bicycles on the road way: Male 66%, Female 64%
  - Off-road cycle ways, including mountain bike trails: Male 68%, Female 65%
  - Walkways linking streets or suburbs, for example, access ways and shortcuts: Male 73%, Female 70%
  - Pedestrian malls such as Cashel Street Mall or High Street Mall: Male 71%, Female 67%

Base: Total Sample: Male 367, Female 403
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 ...

**Water Supply**
- The taste of the water
  - Burwood/ Pegasus: 94%
  - Fendalton/ Waimairi: 98%
  - Ferrymead/ Hagley: 98%
  - Heathcote/ Spreydon: 97%
  - Papanui/ Shirley: 89%
  - Riccarton/ Wigram: 89%
  - Banks Peninsula: 92%

- The pressure of the water
  - Burwood/ Pegasus: 98%
  - Fendalton/ Waimairi: 93%
  - Ferrymead/ Hagley: 90%
  - Heathcote/ Spreydon: 97%
  - Papanui/ Shirley: 90%
  - Riccarton/ Wigram: 90%
  - Banks Peninsula: 92%

**Regulatory Services**
- Processing applications for resource consents and building permits in a timely manner
  - Burwood/ Pegasus: 30%
  - Fendalton/ Waimairi: 27%
  - Ferrymead/ Hagley: 21%
  - Heathcote/ Spreydon: 21%
  - Papanui/ Shirley: 27%
  - Riccarton/ Wigram: 32%
  - Banks Peninsula: 37%

- Inspecting and enforcing resource consents and building permits
  - Burwood/ Pegasus: 20%
  - Fendalton/ Waimairi: 27%
  - Ferrymead/ Hagley: 30%
  - Heathcote/ Spreydon: 30%
  - Papanui/ Shirley: 31%
  - Riccarton/ Wigram: 37%
  - Banks Peninsula: 51%

- Inspecting and enforcing food safety bylaws
  - Burwood/ Pegasus: 44%
  - Fendalton/ Waimairi: 44%
  - Ferrymead/ Hagley: 46%
  - Heathcote/ Spreydon: 50%
  - Papanui/ Shirley: 44%
  - Riccarton/ Wigram: 44%
  - Banks Peninsula: 51%

- Enforcing dog control licences
  - Burwood/ Pegasus: 58%
  - Fendalton/ Waimairi: 57%
  - Ferrymead/ Hagley: 57%
  - Heathcote/ Spreydon: 55%
  - Papanui/ Shirley: 54%
  - Riccarton/ Wigram: 54%
  - Banks Peninsula: 65%

- Enforcing noise control bylaws
  - Burwood/ Pegasus: 34%
  - Fendalton/ Waimairi: 34%
  - Ferrymead/ Hagley: 59%
  - Heathcote/ Spreydon: 59%
  - Papanui/ Shirley: 59%
  - Riccarton/ Wigram: 59%
  - Banks Peninsula: 59%

% Satisfied with Council Services with Regard to ...

Refuse Minimisation and Disposal
- Rubbish collection service
  - Burwood/ Pegasus: 77%
  - Fendalton/ Waimairi: 79%
  - Papanui/ Shirley: 80%
  - Ferrymead/ Hagley: 78%
  - Heathcote/ Spreydon: 76%
  - Banks Peninsula: 78%

Streets and Transport
- Traffic flow on the roads at peak times
  - Burwood/ Pegasus: 46%
  - Fendalton/ Waimairi: 50%
  - Papanui/ Shirley: 50%
  - Ferrymead/ Hagley: 59%
  - Heathcote/ Spreydon: 60%
  - Banks Peninsula: 61%

- Traffic flow on the roads at off-peak times
  - Burwood/ Pegasus: 72%
  - Fendalton/ Waimairi: 70%
  - Papanui/ Shirley: 65%
  - Ferrymead/ Hagley: 72%
  - Heathcote/ Spreydon: 70%
  - Banks Peninsula: 70%

- The amount of off-street parking in the central city
  - Burwood/ Pegasus: 52%
  - Fendalton/ Waimairi: 59%
  - Papanui/ Shirley: 60%
  - Ferrymead/ Hagley: 78%
  - Heathcote/ Spreydon: 78%
  - Banks Peninsula: 74%

- The amount of off-street parking at shopping malls
  - Burwood/ Pegasus: 81%
  - Fendalton/ Waimairi: 80%
  - Papanui/ Shirley: 79%
  - Ferrymead/ Hagley: 78%
  - Heathcote/ Spreydon: 78%
  - Banks Peninsula: 70%

- Lanes for bicycles on the road way
  - Burwood/ Pegasus: 72%
  - Fendalton/ Waimairi: 72%
  - Papanui/ Shirley: 65%
  - Ferrymead/ Hagley: 75%
  - Heathcote/ Spreydon: 75%
  - Banks Peninsula: 70%

- Off-road cycle ways, including mountain bike trails
  - Burwood/ Pegasus: 76%
  - Fendalton/ Waimairi: 76%
  - Papanui/ Shirley: 67%
  - Ferrymead/ Hagley: 72%
  - Heathcote/ Spreydon: 72%
  - Banks Peninsula: 69%

- Walkways linking streets or suburbs, for example, access ways and shortcuts
  - Burwood/ Pegasus: 74%
  - Fendalton/ Waimairi: 74%
  - Papanui/ Shirley: 74%
  - Ferrymead/ Hagley: 75%
  - Heathcote/ Spreydon: 75%
  - Banks Peninsula: 70%

- Pedestrian malls such as Cashel Street Mall or High Street Mall
  - Burwood/ Pegasus: 69%
  - Fendalton/ Waimairi: 69%
  - Papanui/ Shirley: 69%
  - Ferrymead/ Hagley: 70%
  - Heathcote/ Spreydon: 70%
  - Banks Peninsula: 67%

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 of 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>Planning and managing for growth of the Central City</td>
<td>0.40</td>
<td>660</td>
</tr>
<tr>
<td>Mobile library</td>
<td>0.34</td>
<td>248</td>
</tr>
<tr>
<td>Inspecting and enforcing resource consents and building permits</td>
<td>0.33</td>
<td>537</td>
</tr>
<tr>
<td>Protection and conservation of the City’s heritage</td>
<td>0.31</td>
<td>729</td>
</tr>
<tr>
<td>Events and festivals</td>
<td>0.31</td>
<td>750</td>
</tr>
<tr>
<td>Enforcing noise control bylaws</td>
<td>0.31</td>
<td>690</td>
</tr>
<tr>
<td>AMI Stadium, Westpac, QEII etc</td>
<td>0.31</td>
<td>673</td>
</tr>
<tr>
<td>The look and feel of the Central City</td>
<td>0.30</td>
<td>731</td>
</tr>
<tr>
<td>Council leisure centres</td>
<td>0.30</td>
<td>554</td>
</tr>
<tr>
<td>Processing applications for resource consents and permits</td>
<td>0.29</td>
<td>541</td>
</tr>
<tr>
<td>Maintenance of rivers, streams and waterways</td>
<td>0.29</td>
<td>744</td>
</tr>
<tr>
<td>Council swimming pools</td>
<td>0.29</td>
<td>689</td>
</tr>
<tr>
<td>Pedestrian malls</td>
<td>0.28</td>
<td>710</td>
</tr>
<tr>
<td>Inspecting and enforcing food safety bylaws</td>
<td>0.28</td>
<td>569</td>
</tr>
<tr>
<td>Satisfaction measure</td>
<td>Co-efficient</td>
<td>Sample Size excluding don’t know</td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
<td>--------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>Rubbish collection</td>
<td>0.28</td>
<td>750</td>
</tr>
<tr>
<td>Christchurch Art Gallery</td>
<td>0.28</td>
<td>664</td>
</tr>
<tr>
<td>Lanes for bicycles on the road way</td>
<td>0.28</td>
<td>746</td>
</tr>
<tr>
<td>Walkways linking streets or suburbs</td>
<td>0.26</td>
<td>706</td>
</tr>
<tr>
<td>Enforcing dog control licenses</td>
<td>0.25</td>
<td>618</td>
</tr>
<tr>
<td>Traffic flow on the roads at off-peak times</td>
<td>0.24</td>
<td>762</td>
</tr>
<tr>
<td>Off road cycle-ways including mountain bike trails</td>
<td>0.24</td>
<td>649</td>
</tr>
<tr>
<td>Removal of stormwater</td>
<td>0.23</td>
<td>730</td>
</tr>
<tr>
<td>The amount of off-street parking in the central city</td>
<td>0.23</td>
<td>721</td>
</tr>
<tr>
<td>Local or district park</td>
<td>0.21</td>
<td>753</td>
</tr>
<tr>
<td>Traffic flow on the roads at peak times</td>
<td>0.20</td>
<td>752</td>
</tr>
<tr>
<td>Botanic Gardens</td>
<td>0.18</td>
<td>735</td>
</tr>
<tr>
<td>The amount of off street parking at shopping malls</td>
<td>0.18</td>
<td>745</td>
</tr>
<tr>
<td>Larger reserves or open areas</td>
<td>0.15</td>
<td>699</td>
</tr>
<tr>
<td>Central Library</td>
<td>0.14</td>
<td>630</td>
</tr>
<tr>
<td>Taste of the water</td>
<td>0.14</td>
<td>763</td>
</tr>
<tr>
<td>Pressure of the water</td>
<td>0.13</td>
<td>760</td>
</tr>
<tr>
<td>Community libraries</td>
<td>0.12</td>
<td>662</td>
</tr>
<tr>
<td>Our City O-Tautahi</td>
<td>0.11</td>
<td>279</td>
</tr>
</tbody>
</table>

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

Overall, it has been identified there is a significant correlation between overall satisfaction and satisfaction with all of the 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.
This graph presents the satisfaction rating of each service element relative to their individual contribution to overall satisfaction. Elements towards the bottom right hand corner contribute most to overall satisfaction with the Council, yet relative to other factors, are rated less positively. Items close to the top left hand corner are those that are perceived to be performing well and have less direct effect on perceptions of Council. For example, a positive perception of traffic flow at peak times, contributes more to overall satisfaction with the Council, than a positive perception of mobile libraries. Please note the scale utilised has been chosen to clearly display the differences – the full rating scale is 1 to 5 and correlation is 0 to 100.