Biannual Survey of Residents

September 2008

Executive Insight

Prepared for:

Christchurch City Council

September 2008
Reference: 3706
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</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 September 2008.

The findings from the September 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’ 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
Mean Score: 5 = very satisfied, 1 = very dissatisfied

![Graph showing satisfaction levels for various cultural services over different time periods.](image)

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

- Community libraries:
  - Total-07: 4.37
  - Mar-07: 4.36
  - Sep-07: 4.37
  - Total-08: 4.40
  - Mar-08: 4.34
  - Sep-08: 4.26

- Central library:
  - Total-07: 4.25
  - Mar-07: 4.26
  - Sep-07: 4.25
  - Total-08: 4.26
  - Mar-08: 4.26
  - Sep-08: 4.26

- Christchurch Art Gallery:
  - Total-07: 4.10
  - Mar-07: 4.05
  - Sep-07: 4.05
  - Total-08: 4.14
  - Mar-08: 4.05
  - Sep-08: 4.14

- Mobile library:
  - Total-07: 3.74
  - Mar-07: 3.77
  - Sep-07: 3.70
  - Total-08: 3.67
  - Mar-08: 3.75
  - Sep-08: 3.67

- Our City O-Tuatahi:
  - Total-07: 3.69
  - Mar-07: 3.59
  - Sep-07: 3.69
  - Total-08: 3.80
  - Mar-08: 3.69
  - Sep-08: 3.75

Base:
- Overall satisfaction with Council activities: 1527, 764, 763, 1524, 758, 766
- Community libraries: 1342, 659, 683, 1337, 661, 676
- Central library: 1206, 599, 607, 1232, 616, 616
- Christchurch Art Gallery: 1341, 657, 684, 1353, 675, 678
- Mobile library: 480, 254, 226, 545, 264, 281
- Our City O-Tuatahi: 475, 249, 226, 548, 260, 288
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

Base:
- Total-07: 1527, 764, 763, 1524, 758, 766
- Mar-07: 1462, 732, 730, 1469, 728, 741
- Sep-07: 1474, 736, 738, 1461, 723, 738
- Total-08: 1368, 667, 701, 1367, 663, 704
- Mar-08: 1368, 667, 701, 1367, 663, 704
- Sep-08: 1368, 667, 701, 1367, 663, 704
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*

<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>
</tr>
</thead>
<tbody>
<tr>
<td>Overall satisfaction with Council activities</td>
<td>3.77</td>
<td>3.80</td>
<td>3.75</td>
<td>3.83</td>
<td>3.87</td>
<td>3.79</td>
</tr>
<tr>
<td>Events and festivals</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AMI Stadium, Westpac Complex, QEII, Porritt Park</td>
<td>4.28</td>
<td>4.31</td>
<td>4.25</td>
<td>4.16</td>
<td>4.14</td>
<td>4.17</td>
</tr>
<tr>
<td>Council leisure centres</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Council swimming pools</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please note: Satisfaction with services provided at Council Stadiums, Council leisure centres and Council swimming pools was asked of the total sample in 2008 whereas in 2007 it was asked only of users of the facility. The 2008 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: 3.77, 3.80, 3.75, 3.83, 3.79
- The taste of household water: 4.67, 4.63, 4.63, 4.63, 4.57
- The pressure of household water: 4.41, 4.40, 4.42, 4.30, 4.38
- Rubbish collection service: 3.85, 3.84, 3.86, 3.87, 3.88

**Base:**
- Total-07: 1527, 764, 763, 1524, 758, 766
- Mar-07: 1518, 757, 761, 1529, 768, 761
- Sep-07: 1525, 760, 765, 1533, 770, 763
- Total-08: 1529, 768, 761, 1525, 770, 763
- Mar-08: 1525, 763, 762, 1520, 760, 760
- Sep-08: 1525, 763, 762, 1520, 760, 760
The following graph summarises satisfaction with Christchurch parks and open spaces. Overall satisfaction with Council activities has been included as a point of reference.

**Overview of Satisfaction with Park Services**

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

| Service                                      | Total-07 | Mar-07 | Sep-07 | Total-08 | Mar-08 | Sep-08 | Base:
|----------------------------------------------|----------|--------|--------|----------|--------|--------|------
| Overall satisfaction with Council activities| 3.77     | 3.80   | 3.75   | 3.83     | 3.87   | 3.79   | 764  
| Botanic Gardens                             | 4.53     | 4.56   | 4.57   | 4.57     | 4.57   | 4.57   | 1442 
| Larger reserves or open areas               | 4.38     | 4.39   | 4.37   | 4.42     | 4.45   | 4.41   | 1337 
| Local or district park                      | 4.24     | 4.27   | 4.20   | 4.26     | 4.29   | 4.29   | 1494 
| Rivers, streams and waterways               | 3.64     | 3.58   | 3.70   | 3.58     | 3.65   | 3.50   | 1479 
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*

- **overall satisfaction with Council activities**: 3.77, 3.80, 3.83, 3.75, 3.87, 3.79
- **enforcing dog control licenses**: 3.48, 3.51, 3.44, 3.48, 3.46, 3.49
- **enforcing noise control bylaws**: 3.46, 3.46, 3.46, 3.42, 3.34, 3.49
- **inspecting and enforcing food safety bylaws**: 3.40, 3.43, 3.38, 3.46, 3.47, 3.45
- **inspecting and enforcing resource consents and building permits**: 3.06, 3.11, 3.00, 3.13, 3.11, 3.15
- **processing applications for resource consents and building permits**: 2.84, 2.89, 2.78, 2.82, 2.81, 2.82

Base:

- Total-07: 1527, 764, 763, 1524, 758, 766
- Mar-07: 1261, 622, 639, 1266, 626, 640
- Sep-07: 1309, 654, 655, 1366, 675, 691
- Total-08: 1123, 562, 561, 1129, 543, 586
- Mar-08: 1098, 559, 539, 1052, 508, 544
- Sep-08: 1112, 569, 543, 1049, 512, 537
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**: Mean Score 3.80, 3.75, 3.87, 3.79
- **Traffic flow at off peak times**: Mean Score 3.98, 3.97, 4.05, 4.06
- **Amount of off street parking at shopping malls**: Mean Score 3.96, 4.00, 3.92, 3.88
- **Off road cycle ways, including mountain bike trails**: Mean Score 3.95, 3.95, 3.96, 3.92
- **Walkways linking streets or suburbs**: Mean Score 3.78, 3.76, 3.80, 3.81, 3.78
- **Pedestrian malls**: Mean Score 3.75, 3.81, 3.71, 3.75, 3.66
- **Lanes for bicycles on the road way**: Mean Score 3.48, 3.49, 3.43, 3.41
- **Amount of off street parking in the central city**: Mean Score 3.05, 3.03, 3.06, 3.15, 3.17, 3.08
- **Traffic flow at peak times**: Mean Score 2.67, 2.68, 2.71, 2.75, 2.65, 2.87

Base:
- Total-07: 1527, 764, 763, 1524, 758, 766
- Mar-07: 1527, 764, 763, 1531, 766, 765
- Sep-07: 1507, 758, 749, 1522, 765, 757
- Total-08: 1241, 614, 627, 1248, 621, 627
- Mar-08: 1386, 697, 694, 1387, 700, 687
- Sep-08: 1393, 699, 694, 1421, 708, 713
- Total-09: 1485, 739, 746, 1500, 746, 754
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:**

<table>
<thead>
<tr>
<th>Service</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>The taste of the water</td>
<td>4.57</td>
</tr>
<tr>
<td>The Botanic Gardens</td>
<td>4.57</td>
</tr>
<tr>
<td>Larger reserves or open areas</td>
<td>4.39</td>
</tr>
<tr>
<td>Satisfaction with events and festivals</td>
<td>4.38</td>
</tr>
<tr>
<td>Community libraries</td>
<td>4.34</td>
</tr>
<tr>
<td>The Central Library</td>
<td>4.26</td>
</tr>
<tr>
<td>Local or district park</td>
<td>4.22</td>
</tr>
<tr>
<td>The pressure of the water</td>
<td>4.22</td>
</tr>
<tr>
<td>AMI Stadium, Westpac Complex, QEII Stadium, Porritt Park</td>
<td>4.17</td>
</tr>
<tr>
<td>The Christchurch Art Gallery</td>
<td>4.14</td>
</tr>
</tbody>
</table>

**Top Opportunities for Improving Services:**

<table>
<thead>
<tr>
<th>Service</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Processing applications for resource consents and building permits</td>
<td>2.82</td>
</tr>
<tr>
<td>Traffic flow on the roads at peak times</td>
<td>2.87</td>
</tr>
<tr>
<td>Amount of off-street parking in the central city</td>
<td>3.08</td>
</tr>
<tr>
<td>Inspecting and enforcing resource consents and building permits</td>
<td>3.15</td>
</tr>
<tr>
<td>Removal of stormwater</td>
<td>3.28</td>
</tr>
<tr>
<td>Planning and managing for growth of the central city</td>
<td>3.34</td>
</tr>
<tr>
<td>Lanes for bicycles on the road way</td>
<td>3.41</td>
</tr>
<tr>
<td>Inspecting and enforcing food safety bylaws</td>
<td>3.45</td>
</tr>
<tr>
<td>Enforcing dog control licences</td>
<td>3.49</td>
</tr>
<tr>
<td>Enforcing noise control bylaws</td>
<td>3.49</td>
</tr>
</tbody>
</table>
3. Satisfaction Ratings for Facilities and Services by Visitors to/ Users in the Last 12 Months Versus Non-Users

<table>
<thead>
<tr>
<th>Facility</th>
<th>Sep 08</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>Christchurch Art Gallery</td>
<td>770 %</td>
<td></td>
<td></td>
<td>12</td>
<td>1</td>
<td>2</td>
<td>13</td>
<td>42</td>
<td>30</td>
</tr>
<tr>
<td>Visited</td>
<td>332 %</td>
<td></td>
<td></td>
<td></td>
<td>-</td>
<td>2</td>
<td>5</td>
<td>46</td>
<td>48</td>
</tr>
<tr>
<td>Not visited</td>
<td>438 %</td>
<td></td>
<td></td>
<td>21</td>
<td>1</td>
<td>2</td>
<td>19</td>
<td>40</td>
<td>17</td>
</tr>
<tr>
<td>Central Library</td>
<td>770 %</td>
<td></td>
<td></td>
<td>20</td>
<td>*</td>
<td>1</td>
<td>9</td>
<td>38</td>
<td>32</td>
</tr>
<tr>
<td>Visited</td>
<td>313 %</td>
<td></td>
<td></td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>5</td>
<td>43</td>
<td>51</td>
</tr>
<tr>
<td>Not visited</td>
<td>457 %</td>
<td></td>
<td></td>
<td>33</td>
<td>*</td>
<td>1</td>
<td>12</td>
<td>35</td>
<td>19</td>
</tr>
<tr>
<td>Mobile Library</td>
<td>770 %</td>
<td></td>
<td></td>
<td>64</td>
<td>*</td>
<td>*</td>
<td>13</td>
<td>16</td>
<td>6</td>
</tr>
<tr>
<td>Visited</td>
<td>21 ** %</td>
<td></td>
<td></td>
<td>14</td>
<td>-</td>
<td>-</td>
<td>10</td>
<td>38</td>
<td>38</td>
</tr>
<tr>
<td>Not visited</td>
<td>749 %</td>
<td></td>
<td></td>
<td>65</td>
<td>*</td>
<td>*</td>
<td>13</td>
<td>16</td>
<td>5</td>
</tr>
<tr>
<td>Community Libraries</td>
<td>770 %</td>
<td></td>
<td></td>
<td>12</td>
<td>*</td>
<td>1</td>
<td>8</td>
<td>38</td>
<td>41</td>
</tr>
<tr>
<td>Visited</td>
<td>527 %</td>
<td></td>
<td></td>
<td></td>
<td>-</td>
<td>1</td>
<td>4</td>
<td>41</td>
<td>53</td>
</tr>
<tr>
<td>Not visited</td>
<td>243 %</td>
<td></td>
<td></td>
<td>39</td>
<td>1</td>
<td>*</td>
<td>15</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>Our City O-Tautahi</td>
<td>770 %</td>
<td></td>
<td></td>
<td>63</td>
<td>1</td>
<td>1</td>
<td>16</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Visited</td>
<td>66 ** %</td>
<td></td>
<td></td>
<td>6</td>
<td>3</td>
<td>5</td>
<td>17</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>Not visited</td>
<td>704 %</td>
<td></td>
<td></td>
<td>68</td>
<td>*</td>
<td>*</td>
<td>16</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>Events and Festivals*</td>
<td>770 %</td>
<td></td>
<td></td>
<td>2</td>
<td>*</td>
<td>2</td>
<td>6</td>
<td>40</td>
<td>49</td>
</tr>
<tr>
<td>Aware</td>
<td>729 %</td>
<td></td>
<td></td>
<td>1</td>
<td>*</td>
<td>2</td>
<td>6</td>
<td>41</td>
<td>50</td>
</tr>
<tr>
<td>Not aware/ dk</td>
<td>41 ** %</td>
<td></td>
<td></td>
<td>17</td>
<td>-</td>
<td>-</td>
<td>15</td>
<td>37</td>
<td>32</td>
</tr>
</tbody>
</table>

* less than 1%
** small base size
+ aware/ not aware
<table>
<thead>
<tr>
<th></th>
<th>Tot Sep/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>Botanic Gardens</td>
<td>Sep08 770 %</td>
<td></td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>32</td>
<td>60</td>
<td></td>
<td>4.57</td>
</tr>
<tr>
<td>Visited</td>
<td>593 %</td>
<td></td>
<td>*</td>
<td>2</td>
<td>2</td>
<td>27</td>
<td>69</td>
<td></td>
<td>4.65</td>
</tr>
<tr>
<td>Not visited/dk</td>
<td>177 %</td>
<td></td>
<td>15</td>
<td>2</td>
<td>5</td>
<td>49</td>
<td>30</td>
<td></td>
<td>4.25</td>
</tr>
<tr>
<td>Local or district park</td>
<td>Sep08 770 %</td>
<td></td>
<td>3</td>
<td>*</td>
<td>2</td>
<td>7</td>
<td>53</td>
<td>34</td>
<td>4.22</td>
</tr>
<tr>
<td>Visited</td>
<td>678 %</td>
<td></td>
<td>*</td>
<td>*</td>
<td>3</td>
<td>7</td>
<td>53</td>
<td>37</td>
<td>4.25</td>
</tr>
<tr>
<td>Not visited/dk</td>
<td>92 %</td>
<td></td>
<td>23</td>
<td>1</td>
<td>9</td>
<td>55</td>
<td>12</td>
<td></td>
<td>4.01</td>
</tr>
<tr>
<td>Larger reserves and open spaces</td>
<td>Sep08 770 %</td>
<td></td>
<td>8</td>
<td>*</td>
<td>1</td>
<td>6</td>
<td>42</td>
<td>44</td>
<td>4.39</td>
</tr>
<tr>
<td>Visited</td>
<td>568 %</td>
<td></td>
<td>*</td>
<td>*</td>
<td>1</td>
<td>4</td>
<td>43</td>
<td>52</td>
<td>4.47</td>
</tr>
<tr>
<td>Not visited/dk</td>
<td>202 %</td>
<td></td>
<td>30</td>
<td>-</td>
<td>*</td>
<td>11</td>
<td>39</td>
<td>19</td>
<td>4.11</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>Service</th>
<th>Base: Tot Sep/aware/Not aware</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>Sep08 770 %</td>
<td>4</td>
<td>5</td>
<td>30</td>
<td>24</td>
<td>32</td>
<td>6</td>
<td>3.05</td>
</tr>
<tr>
<td>Aware</td>
<td>657 %</td>
<td>3</td>
<td>3</td>
<td>28</td>
<td>25</td>
<td>35</td>
<td>6</td>
<td>3.14</td>
</tr>
<tr>
<td>Not aware/aware</td>
<td>113 %</td>
<td>8</td>
<td>14</td>
<td>39</td>
<td>23</td>
<td>12</td>
<td>4</td>
<td>2.48</td>
</tr>
<tr>
<td>Satisfaction with effectiveness of recycling</td>
<td>Sep08 770 %</td>
<td>1</td>
<td>1</td>
<td>13</td>
<td>12</td>
<td>49</td>
<td>24</td>
<td>3.82</td>
</tr>
<tr>
<td>Aware</td>
<td>745 %</td>
<td>1</td>
<td>1</td>
<td>13</td>
<td>12</td>
<td>49</td>
<td>24</td>
<td>3.83</td>
</tr>
<tr>
<td>Not aware/aware</td>
<td>25 ** %</td>
<td>12</td>
<td>4</td>
<td>16</td>
<td>12</td>
<td>44</td>
<td>12</td>
<td>3.50</td>
</tr>
</tbody>
</table>

** small base size
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
- 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
  - 15-24: 80%
  - 25-49: 74%
  - 50-64: 88%
  - 65+: 81%

- **Streets and Transport**
  - Traffic flow on the roads at peak times
    - 15-24: 44%
    - 25-49: 32%
    - 50-64: 36%
    - 65+: 91%
  - Traffic flow on the roads at off-peak times
    - 15-24: 91%
    - 25-49: 89%
    - 50-64: 84%
    - 65+: 84%
  - The amount of off-street parking in the central city
    - 15-24: 44%
    - 25-49: 46%
    - 50-64: 47%
    - 65+: 79%
  - The amount of off-street parking at shopping malls
    - 15-24: 79%
    - 25-49: 79%
    - 50-64: 84%
    - 65+: 82%
  - Lanes for bicycles on the road way
    - 15-24: 55%
    - 25-49: 56%
    - 50-64: 62%
    - 65+: 71%
  - Off-road cycle ways, including mountain bike trails
    - 15-24: 69%
    - 25-49: 69%
    - 50-64: 60%
    - 65+: 69%
  - Walkways linking streets or suburbs, for example, access ways and shortcuts
    - 15-24: 75%
    - 25-49: 68%
    - 50-64: 67%
    - 65+: 80%
  - Pedestrian malls such as Cashel Street Mall or High Street Mall
    - 15-24: 64%
    - 25-49: 63%
    - 50-64: 58%
    - 65+: 80%

6. Satisfaction with Council Services by Gender

% Satisfied with Council Services with Regard to ...

Cultural and Learning Services
- Christchurch Art Gallery: Male 71, Female 75
- Community Libraries: Male 75, Female 82
- The Central Library: Male 72, Female 68
- Our City O-Tautahi: Male 21, Female 20
- The Mobile Library: Male 20, Female 24

City Development
- Protection and conservation of city's heritage: Male 60, Female 56
- Council's activities in relation to the look and feel of the central city: Male 63, Female 55
- The planning and managing for growth of the central city: Male 49, Female 43

Base: Total Sample: Male: 368, Female: 402
% Satisfied with Council Services with Regard to ...

Recreation and Leisure
- Council swimming pools: 71% Male, 72% Female
- Council leisure centres: 54% Male, 58% Female
- AMI Stadium, The Westpac Complex, QEII, Porritt Park: 81% Male, 74% Female
- Events and festivals: 85% Male, 92% Female

Parks and Open Spaces
- The Botanic Gardens: 89% Male, 95% Female
- Local or district parks: 88% Male, 87% Female
- Larger reserves e.g. Bottle Lake or the Port Hills: 87% Male, 85% Female
- Maintenance of rivers, streams and waterways and their banks: 58% Male, 61% Female
- The removal of stormwater: 52% Male, 45% Female

Base: Total Sample: Male: 368, Female: 402
% Satisfied with Council Services with Regard to ...

**Water**
- The taste of the water: Male 94%, Female 94%
- The pressure of the water: Male 86%, Female 85%

**Regulatory Services**
- Processing applications for resource consents and building permits in a timely manner: Male 24%, Female 23%
- Inspecting and enforcing resource consents and building permits: Male 35%, Female 29%
- Inspecting and enforcing food safety bylaws: Male 44%, Female 41%
- Enforcing dog control licences: Male 51%, Female 49%
- Enforcing noise control bylaws: Male 57%, Female 55%

Base: Total Sample: Male 368, Female 402
% Satisfied with Council Services with Regard to ...

**Refuse Minimisation and Disposal**
- Rubbish collection service: Male 75%, Female 73%

**Streets and Transport**
- Traffic flow on the roads at peak times: Male 34%, Female 41%
- Traffic flow on the roads at off-peak times: Male 87%, Female 89%
- The amount of off-street parking in the central city: Male 48%, Female 44%
- The amount of off-street parking at shopping malls: Male 80%, Female 81%
- Lanes for bicycles on the road way: Male 59%, Female 59%
- Off-road cycle ways, including mountain bike trails: Male 68%, Female 69%
- Walkways linking streets or suburbs, for example, access ways and shortcuts: Male 68%, Female 63%
- Pedestrian malls such as Cashel Street Mall or High Street Mall: Male 65%, Female 66%

Base: Total Sample: Male 368, Female 402
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 ...

% Satisfied with Council Services with Regard to ...

**Water**
- 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

### Base: Total Sample
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>0.37</td>
<td>700</td>
</tr>
<tr>
<td>Inspecting and enforcing resource consents and building permits</td>
<td>0.35</td>
<td>542</td>
</tr>
<tr>
<td>The look and feel of the Central City</td>
<td>0.35</td>
<td>734</td>
</tr>
<tr>
<td>Protection and conservation of the City’s heritage</td>
<td>0.32</td>
<td>737</td>
</tr>
<tr>
<td>Our City O-Tautahi</td>
<td>0.32</td>
<td>286</td>
</tr>
<tr>
<td>Processing applications for resource consents and permits</td>
<td>0.31</td>
<td>535</td>
</tr>
<tr>
<td>Events and festivals</td>
<td>0.28</td>
<td>750</td>
</tr>
<tr>
<td>Pedestrian malls</td>
<td>0.28</td>
<td>709</td>
</tr>
<tr>
<td>Inspecting and enforcing food safety bylaws</td>
<td>0.27</td>
<td>584</td>
</tr>
<tr>
<td>Enforcing noise control bylaws</td>
<td>0.26</td>
<td>687</td>
</tr>
<tr>
<td>Maintenance of rivers, streams and waterways</td>
<td>0.25</td>
<td>750</td>
</tr>
<tr>
<td>Removal of stormwater</td>
<td>0.25</td>
<td>729</td>
</tr>
<tr>
<td>Enforcing dog control licenses</td>
<td>0.24</td>
<td>637</td>
</tr>
<tr>
<td>Traffic flow on the roads at peak times</td>
<td>0.23</td>
<td>750</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>Rubbish collection</td>
<td>0.22</td>
<td>756</td>
</tr>
<tr>
<td>Walkways linking streets or suburbs</td>
<td>0.22</td>
<td>685</td>
</tr>
<tr>
<td>Central Library</td>
<td>0.21</td>
<td>612</td>
</tr>
<tr>
<td>Larger reserves or open areas</td>
<td>0.21</td>
<td>706</td>
</tr>
<tr>
<td>Council leisure centres</td>
<td>0.21</td>
<td>551</td>
</tr>
<tr>
<td>Local or district park</td>
<td>0.20</td>
<td>744</td>
</tr>
<tr>
<td>Christchurch Art Gallery</td>
<td>0.20</td>
<td>674</td>
</tr>
<tr>
<td>Council swimming pools</td>
<td>0.20</td>
<td>653</td>
</tr>
<tr>
<td>Lanes for bicycles on the road way</td>
<td>0.20</td>
<td>750</td>
</tr>
<tr>
<td>The amount of off-street parking in the central city</td>
<td>0.19</td>
<td>727</td>
</tr>
<tr>
<td>AMI Stadium, Westpac, QEII etc</td>
<td>0.19</td>
<td>673</td>
</tr>
<tr>
<td>Botanic Gardens</td>
<td>0.18</td>
<td>738</td>
</tr>
<tr>
<td>Community libraries</td>
<td>0.18</td>
<td>673</td>
</tr>
<tr>
<td>Traffic flow on the roads at off-peak times</td>
<td>0.16</td>
<td>761</td>
</tr>
<tr>
<td>Off road cycle-ways including mountain bike trails</td>
<td>0.15</td>
<td>625</td>
</tr>
<tr>
<td>Pressure of the water</td>
<td>0.14</td>
<td>759</td>
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<tr>
<td>The amount of off street parking at shopping malls</td>
<td>0.13</td>
<td>753</td>
</tr>
<tr>
<td>Taste of the water</td>
<td>0.12</td>
<td>757</td>
</tr>
<tr>
<td>Mobile library</td>
<td>0.07</td>
<td>280</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 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.
This graph presents the satisfaction rating of each item relative to their individual contribution to overall satisfaction. Items 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. 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 1.