



Biannual Survey of Residents

September 2008

Executive Insight

Prepared for:

Christchurch City Council

September 2008

Reference: 3706

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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 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.

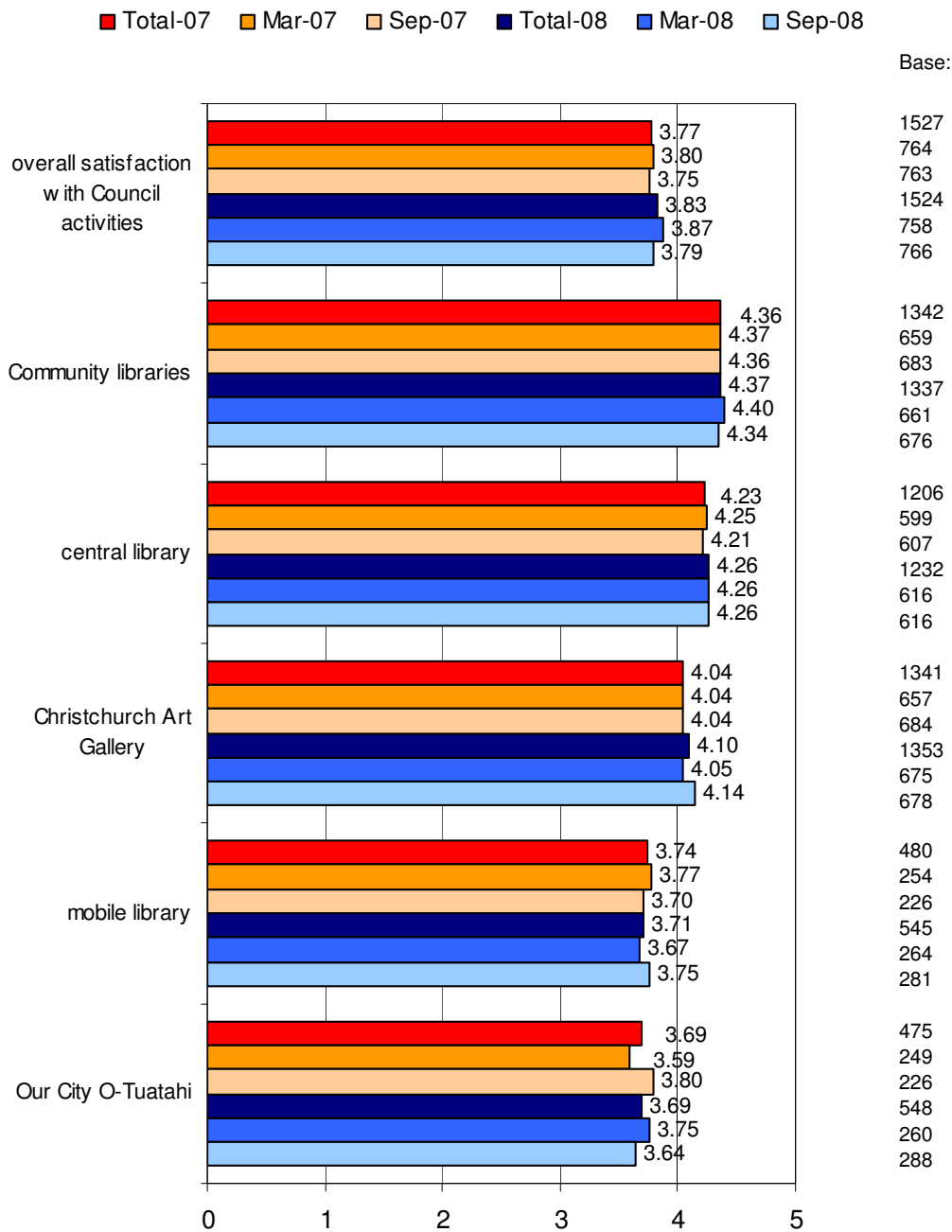
A correlation analysis has also been included relating to 'satisfaction with the overall performance of the Council' compared with other satisfaction measures to establish which specific Council responsibilities and activities are most closely associated with perceptions of the overall performance of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

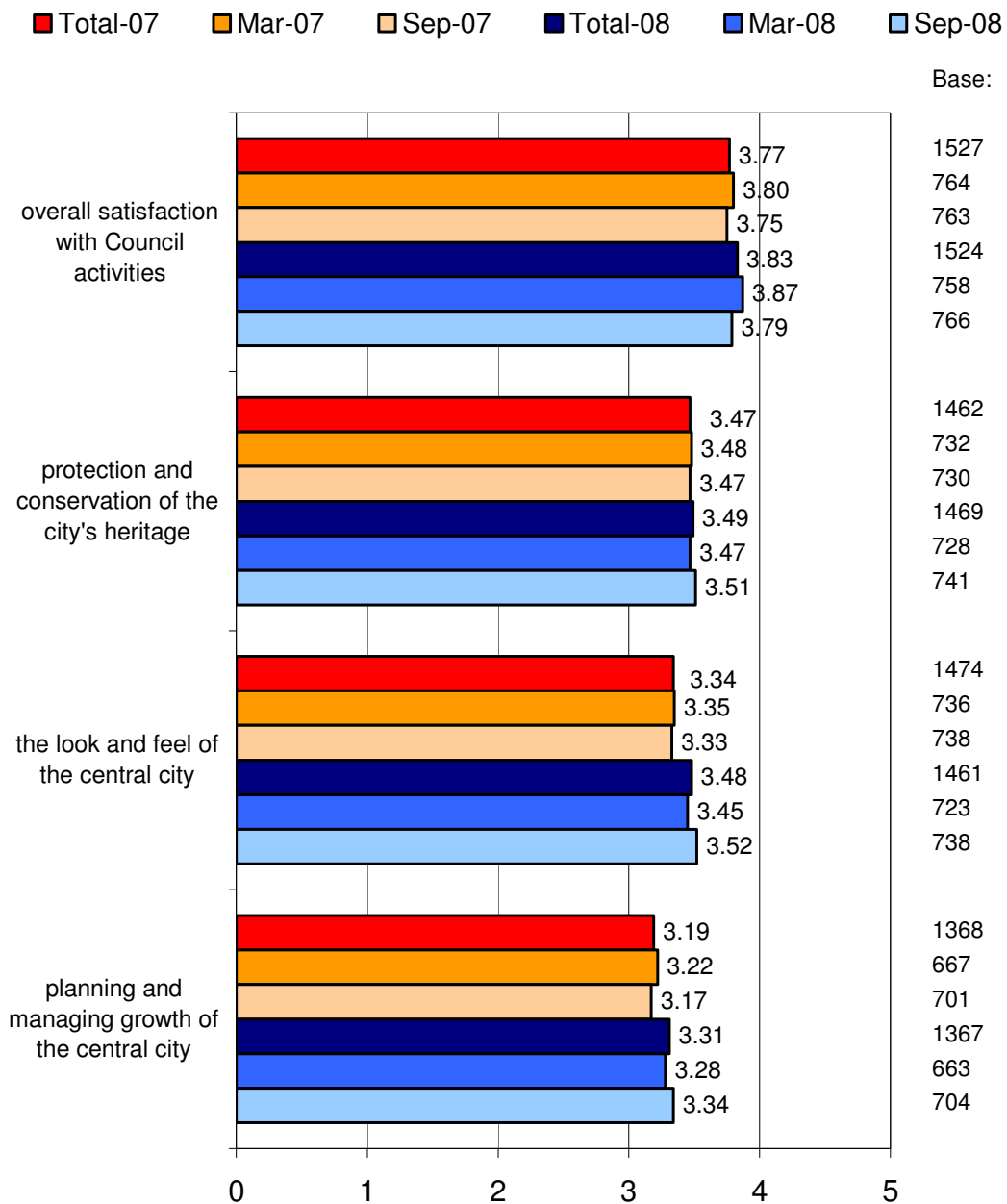
Mean Score: 5 = very satisfied, 1 = very dissatisfied



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

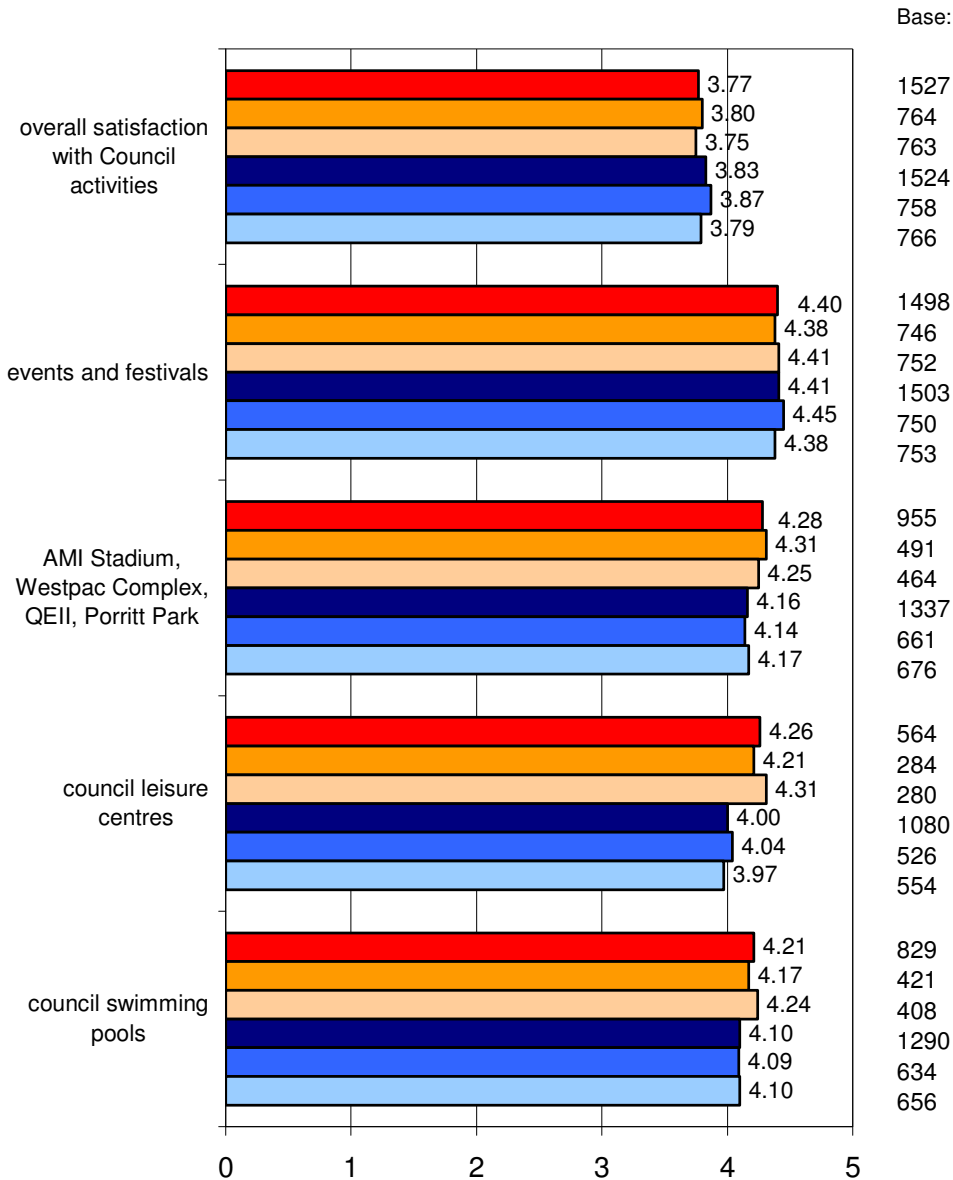


The following graph summarises satisfaction with recreation and leisure services. Overall satisfaction with Council activities has been included as a point of reference.

Overview of Satisfaction with Recreation Services

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

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



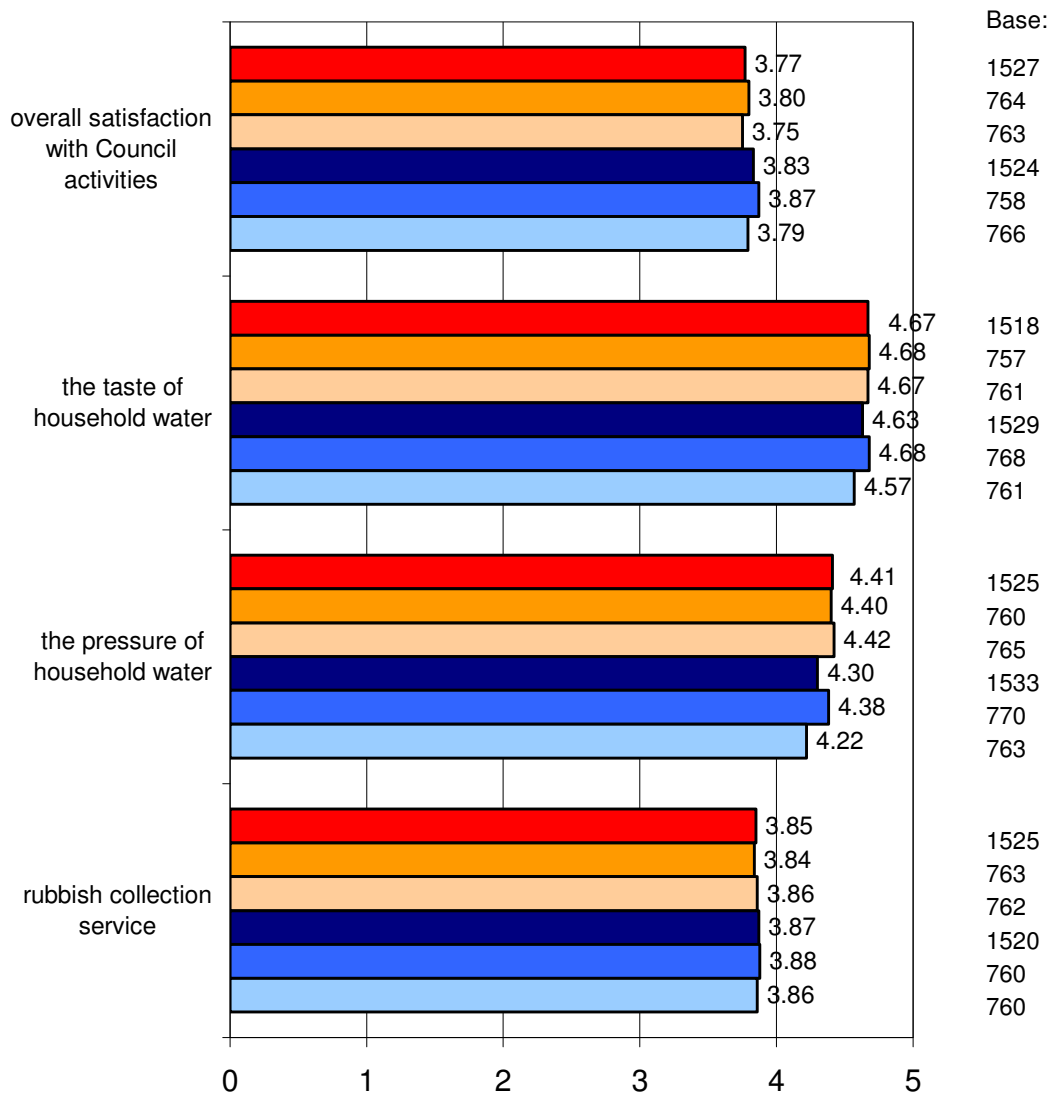
Please note: Satisfaction with services provided at Council Stadiums, Council leisure centres and Council swimming pools was asked of the total sample in 2008 whereas in 2007 it was asked only of users of the facility. The 2008 ratings therefore measure general perception of the facilities as opposed 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

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

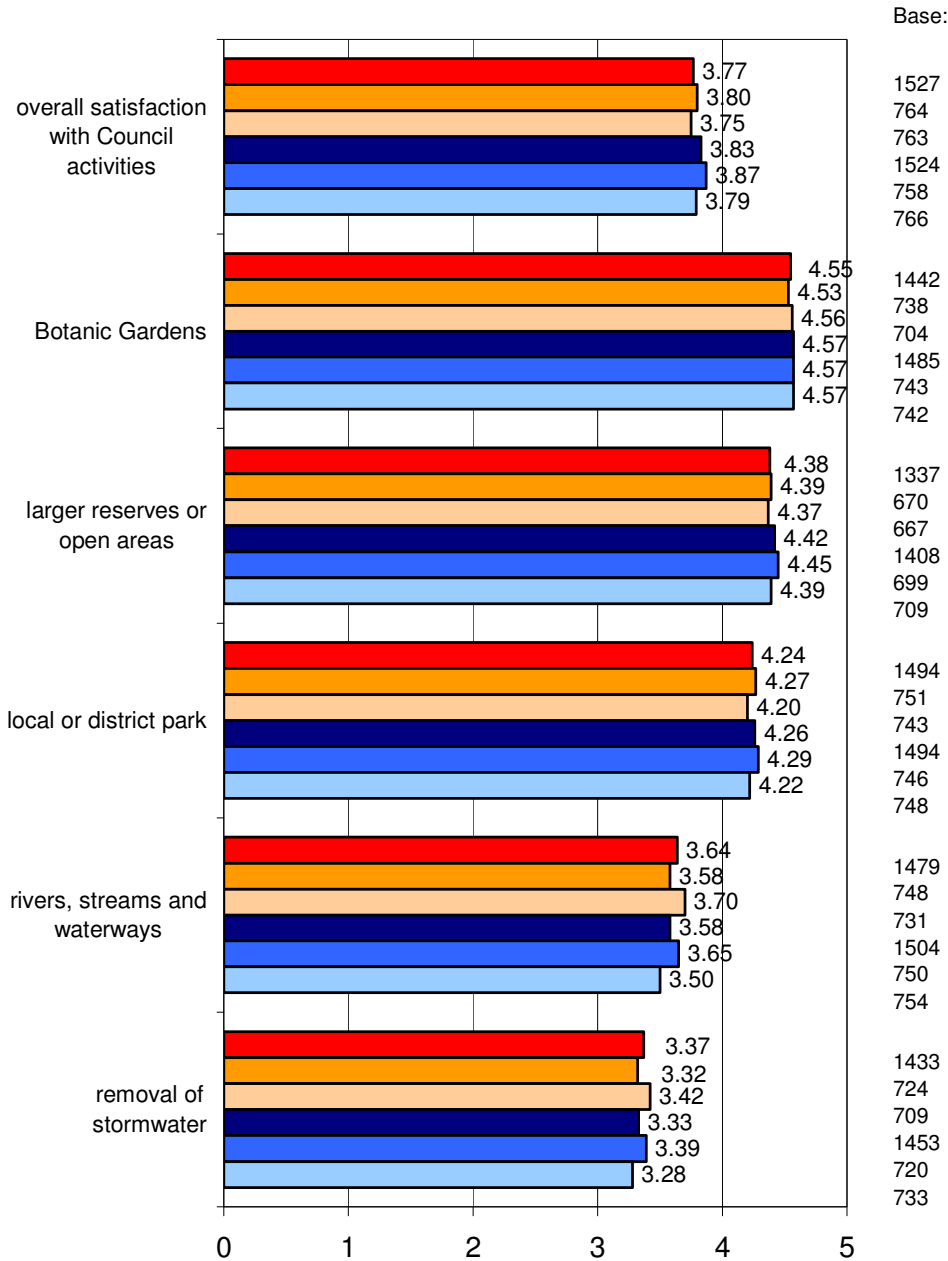


The following graph summarises satisfaction with Christchurch parks and open spaces. Overall satisfaction with Council activities has been included as a point of reference.

Overview of Satisfaction with Park Services

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

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

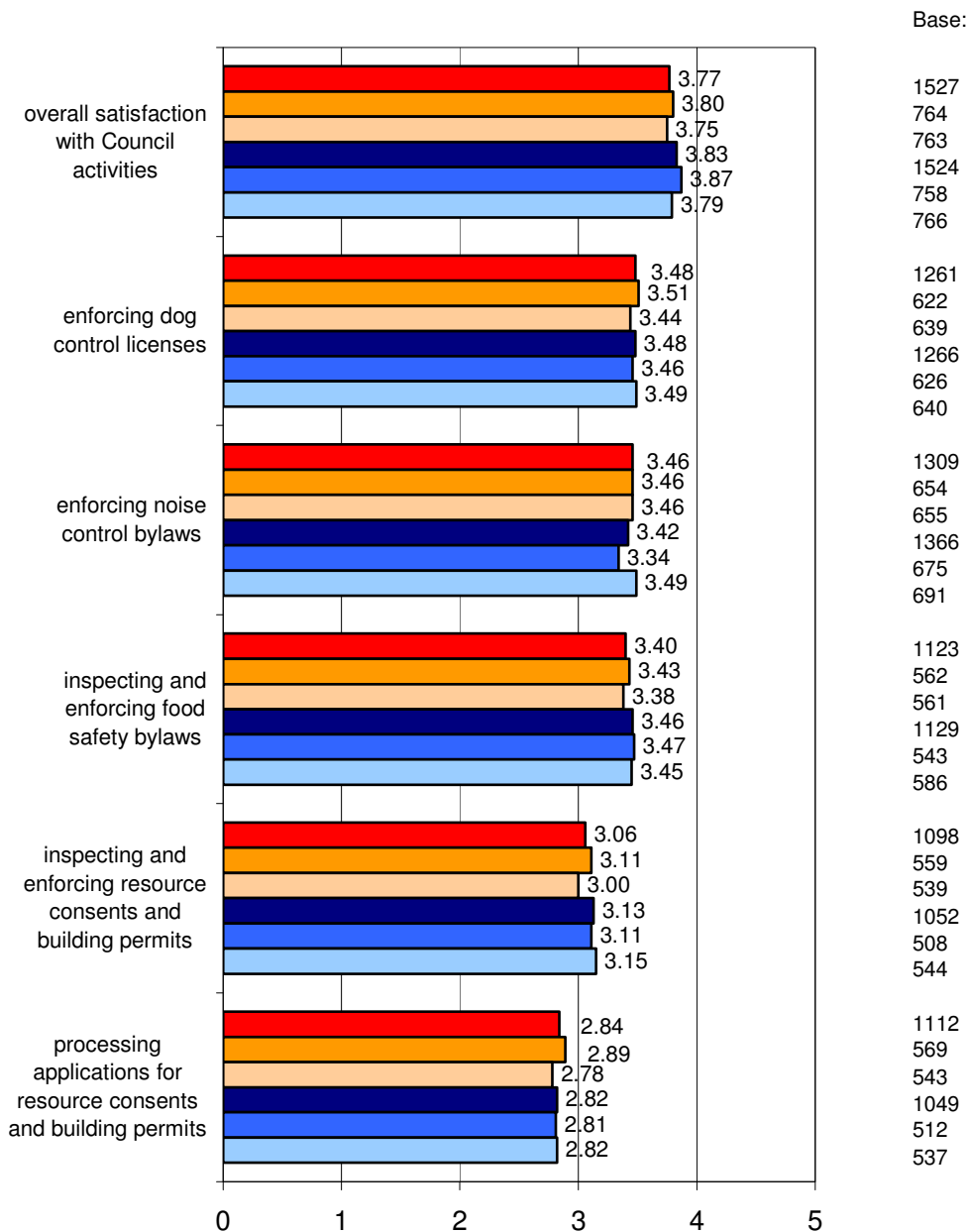


The following graph summarises satisfaction with regulatory services. Overall satisfaction with Council activities has been included as a point of reference.

Overview of Satisfaction with Regulatory Services

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

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

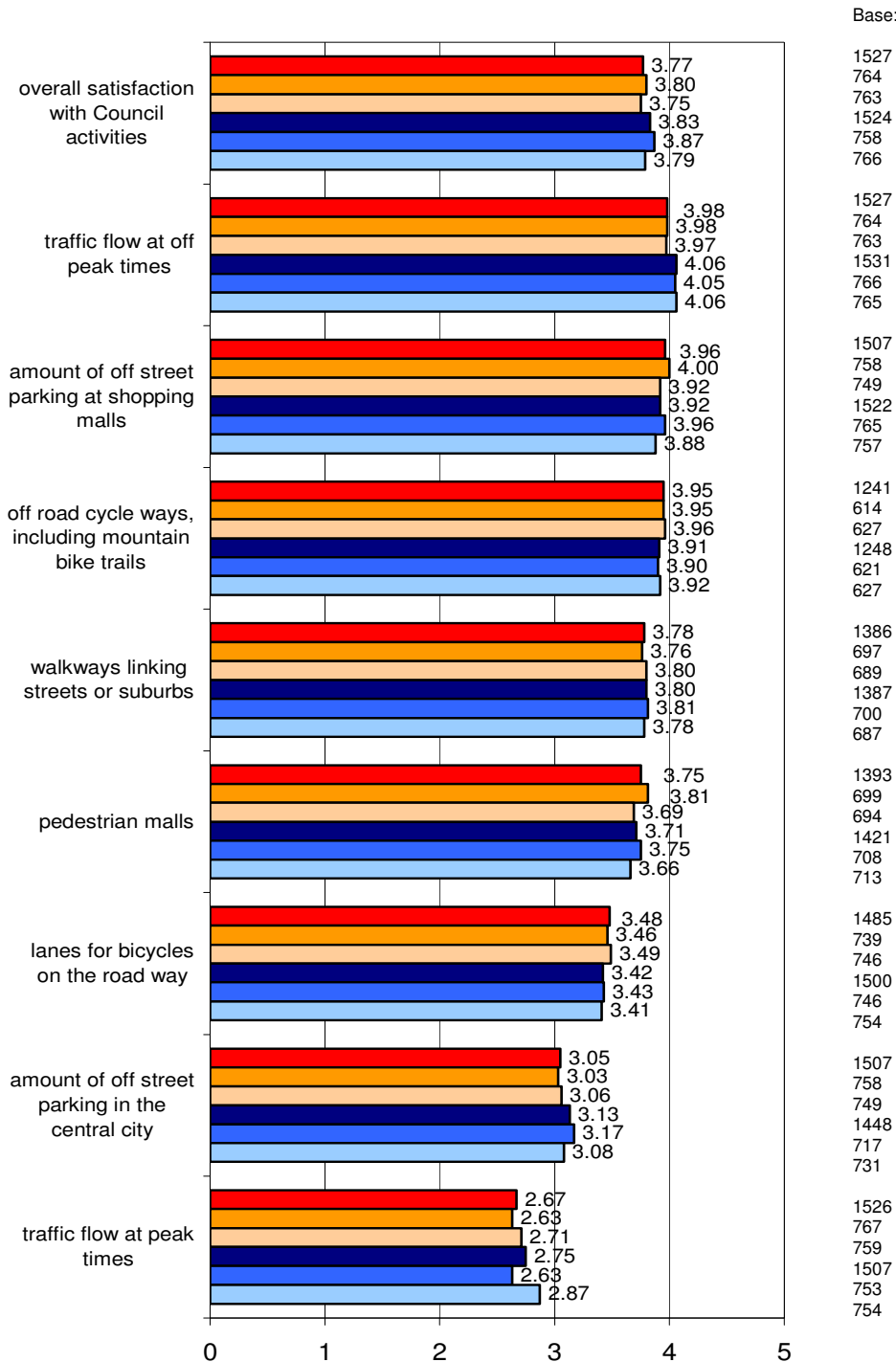


The following graph summarises satisfaction with streets and transport services. Overall satisfaction with Council activities has been included as a point of reference.

Overview of Satisfaction with Streets and Transport Services

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

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



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	4.57
The Botanic Gardens	4.57
Larger reserves or open areas	4.39
Satisfaction with events and festivals	4.38
Community libraries	4.34
The Central Library	4.26
Local or district park	4.22
The pressure of the water	4.22
AMI Stadium, Westpac Complex, QEII Stadium, Porritt Park	4.17
The Christchurch Art Gallery	4.14

Top Opportunities for Improving Services:

Processing applications for resource consents and building permits	2.82
Traffic flow on the roads at peak times	2.87
Amount of off-street parking in the central city	3.08
Inspecting and enforcing resource consents and building permits	3.15
Removal of stormwater	3.28
Planning and managing for growth of the central city	3.34
Lanes for bicycles on the road way	3.41
Inspecting and enforcing food safety bylaws	3.45
Enforcing dog control licences	3.49
Enforcing noise control bylaws	3.49

3. Satisfaction Ratings for Facilities and Services by Visitors to/ Users in the Last 12 Months Versus Non-Users

September 2008										
	Tot Sep/ visited / Not visited last 12 mths	Base:		DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied	Mean
Christchurch Art Gallery	Sep08	770	%	12	1	2	13	42	30	4.14
	Visited	332	%	-	-	2	5	46	48	4.40
	Not visited	438	%	21	1	2	19	40	17	3.88
Central Library	Sep08	770	%	20	*	1	9	38	32	4.26
	Visited	313	%	1	-	1	5	43	51	4.45
	Not visited	457	%	33	*	1	12	35	19	4.07
Mobile Library	Sep08	770	%	64	*	*	13	16	6	3.75
	Visited	21**	%	14	-	-	10	38	38	4.33
	Not visited	749	%	65	*	*	13	16	5	3.71
Community Libraries	Sep08	770	%	12	*	1	8	38	41	4.34
	Visited	527	%	-	*	1	4	41	53	4.46
	Not visited	243	%	39	1	*	15	30	15	3.95
Our City O- Tautahi	Sep08	770	%	63	1	1	16	15	5	3.64
	Visited	66**	%	6	3	5	17	35	35	4.00
	Not visited	704	%	68	*	*	16	13	3	3.54
Events and Festivals ⁺	Sep08	770	%	2	*	2	6	40	49	4.38
	Aware	729	%	1	*	2	6	41	50	4.39
	Not aware/ dk	41**	%	17	-	-	15	37	32	4.21

* less than 1%

** small base size

+ aware/ not aware

September 2008										
	Tot Sep/ visited/ Not visited last 12 mths	Base:		DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied	Mean
Botanic Gardens	Sep08	770	%	4	-	2	3	32	60	4.57
	Visited	593	%	*	-	2	2	27	69	4.65
	Not visited/ dk	177	%	15	-	2	5	49	30	4.25
Local or district park	Sep08	770	%	3	*	2	7	53	34	4.22
	Visited	678	%	*	*	3	7	53	37	4.25
	Not visited/ dk	92	%	23	-	1	9	55	12	4.01
Larger reserves and open spaces	Sep08	770	%	8	*	1	6	42	44	4.39
	Visited	568	%	*	*	1	4	43	52	4.47
	Not visited/ dk	202	%	30	-	*	11	39	19	4.11

* less than 1%

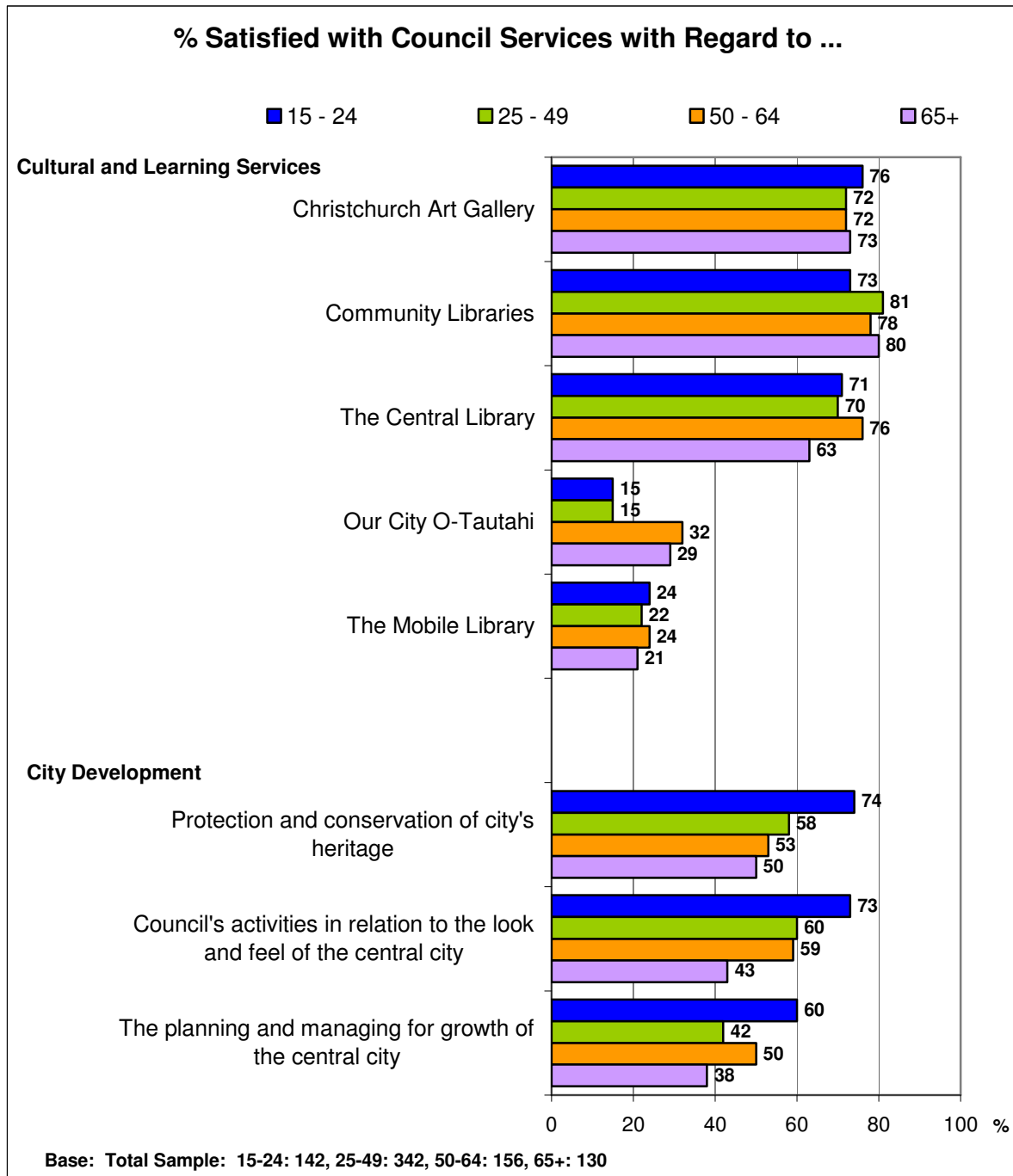
Those residents actually using/ visiting the facilities and services were more satisfied than those who did not.

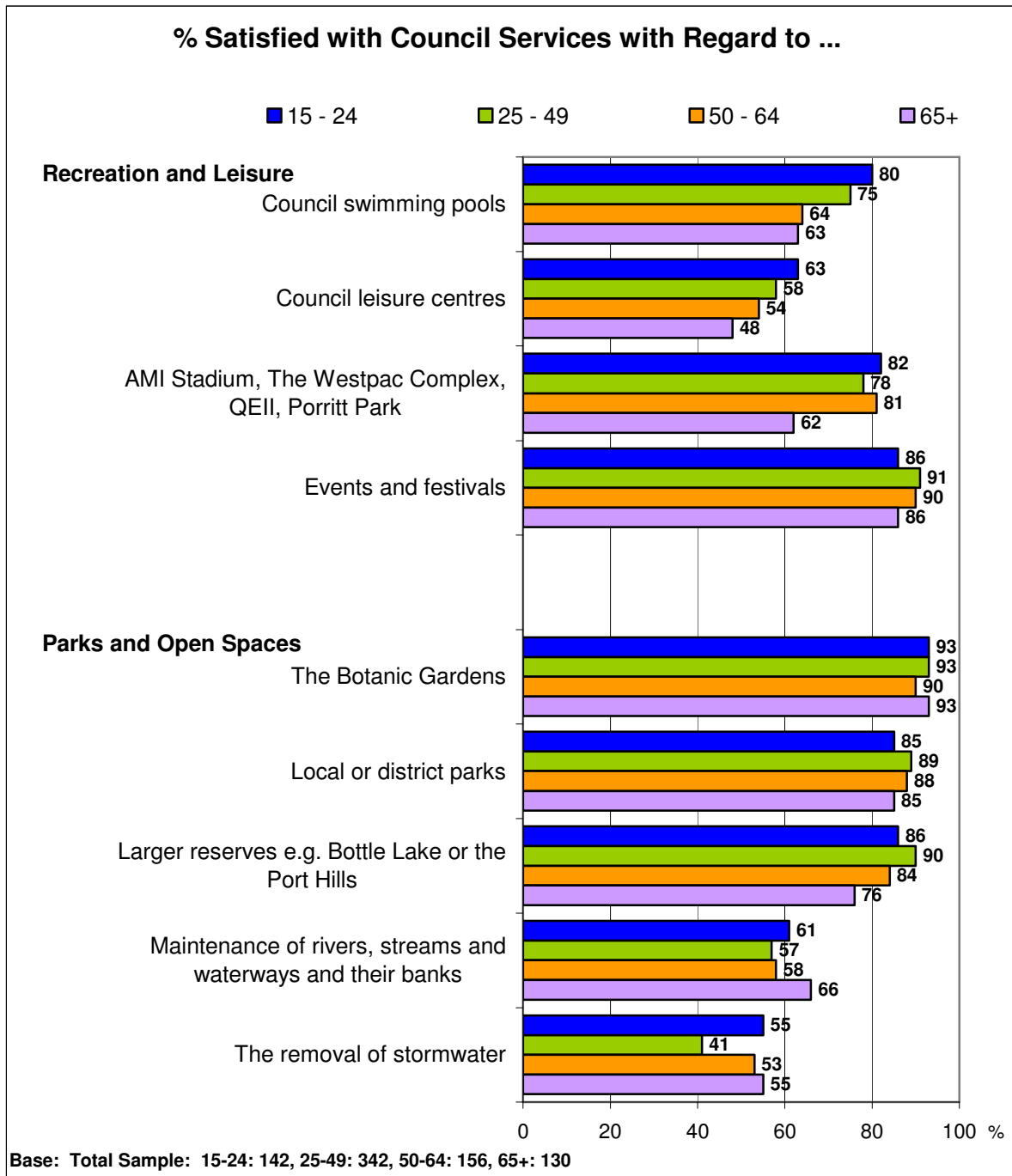
4. Satisfaction by Level of Awareness of the Council's Communication Efforts relating to Each Particular Service

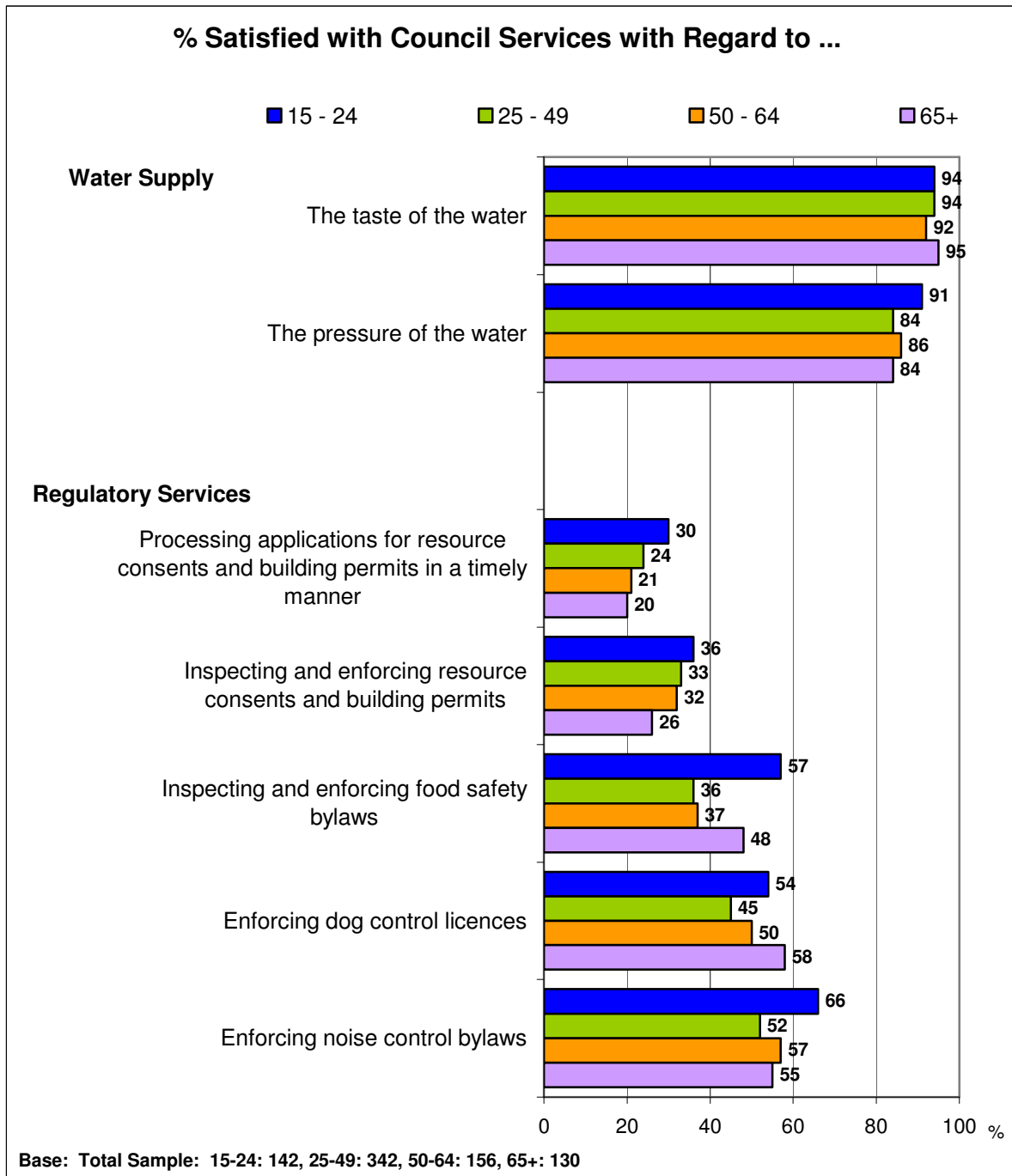
September 2008										
	Tot Sep/ aware/ Not aware	Base: %	Don't know	Very ineffective	ineffective	Neither/ nor	effective	Very effective	Mean	
Satisfaction with effectiveness of reducing water	Sep08	770	%	4	5	30	24	32	6	3.05
	Aware	657	%	3	3	28	25	35	6	3.14
	Not aware/	113	%	8	14	39	23	12	4	2.48
Satisfaction with effectiveness of recycling	Sep08	770	%	1	1	13	12	49	24	3.82
	Aware	745	%	1	1	13	12	49	24	3.83
	Not aware	25**	%	12	4	16	12	44	12	3.50

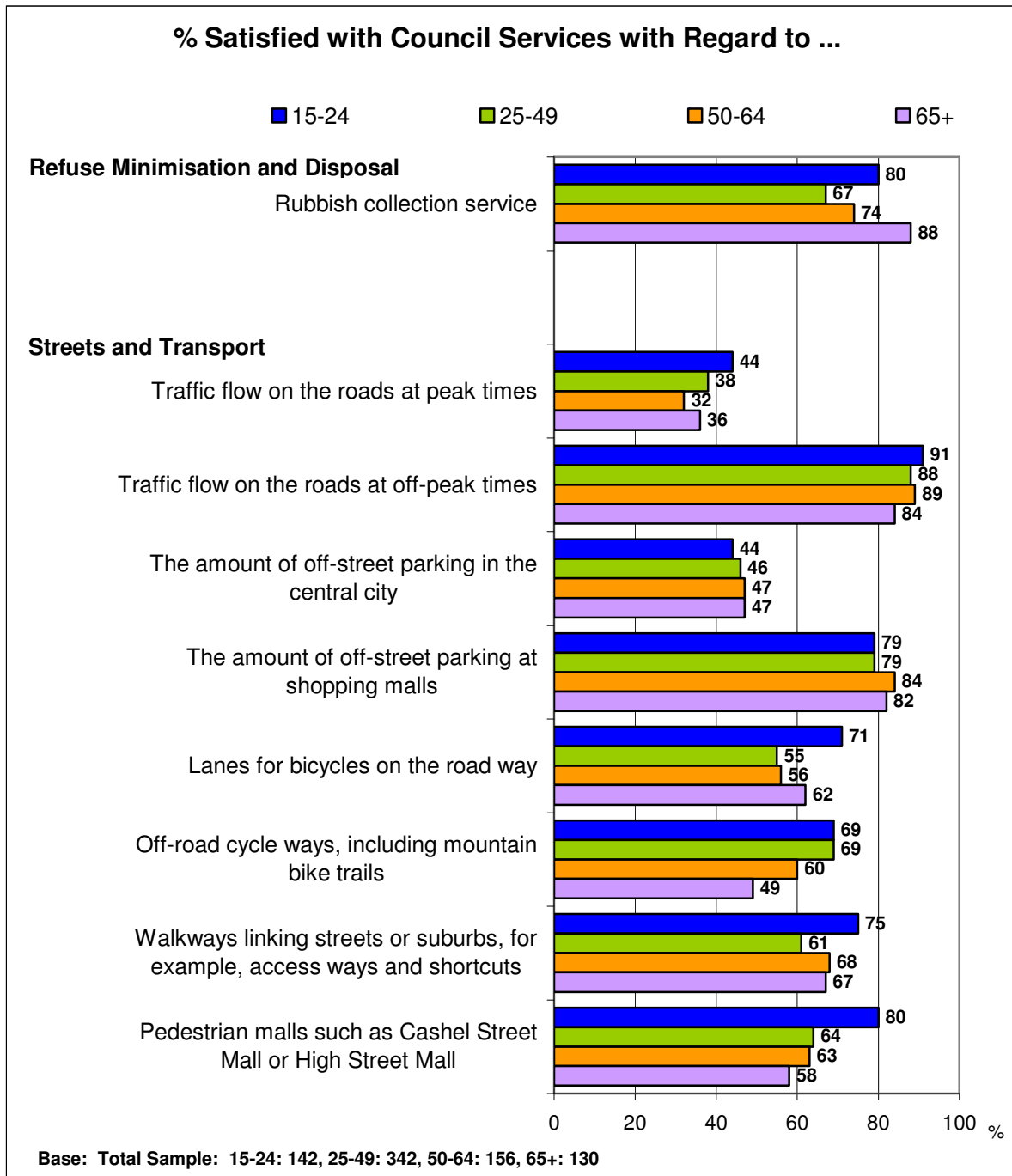
** small base size

5. Satisfaction with Council Services by Age Group

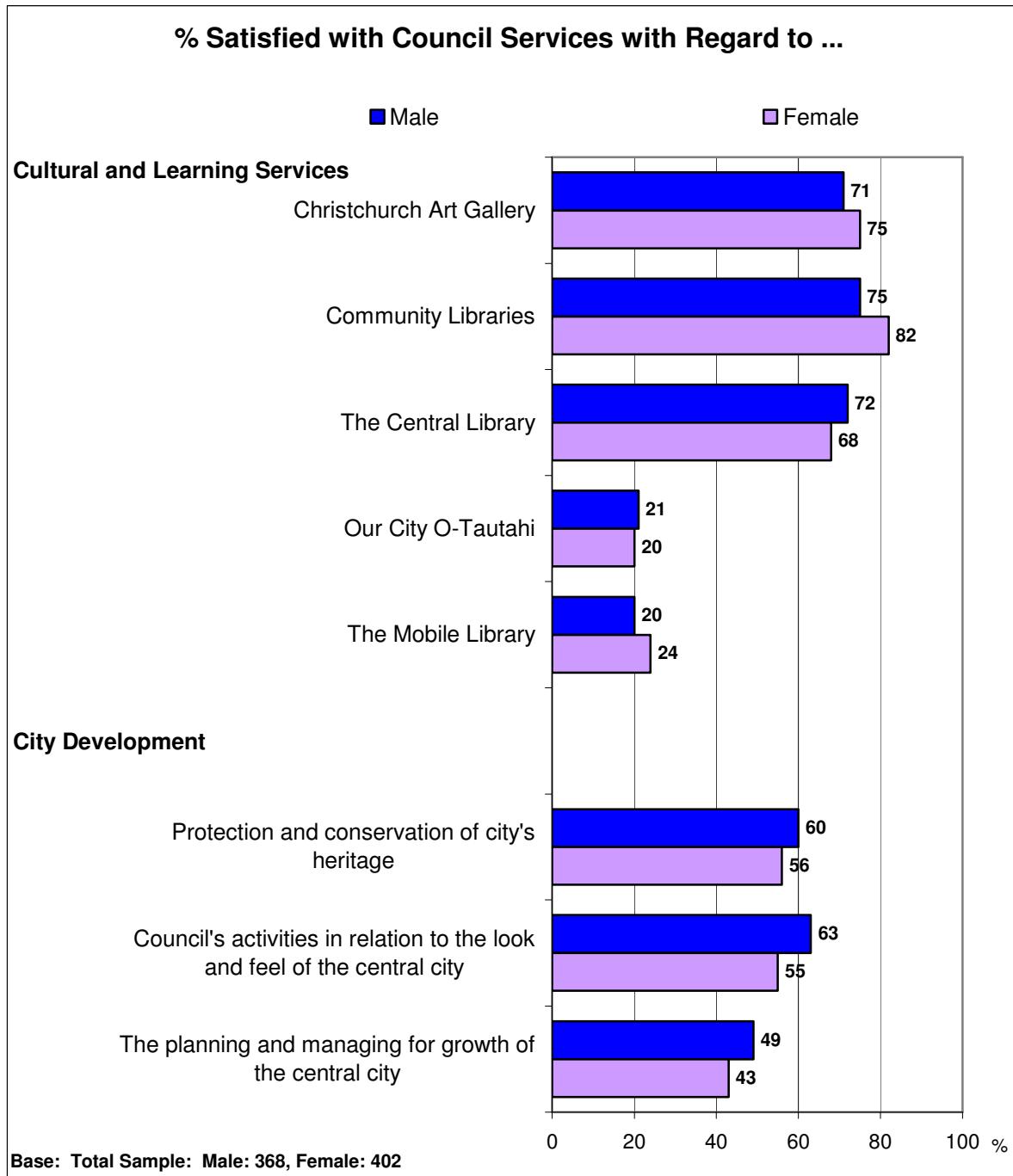


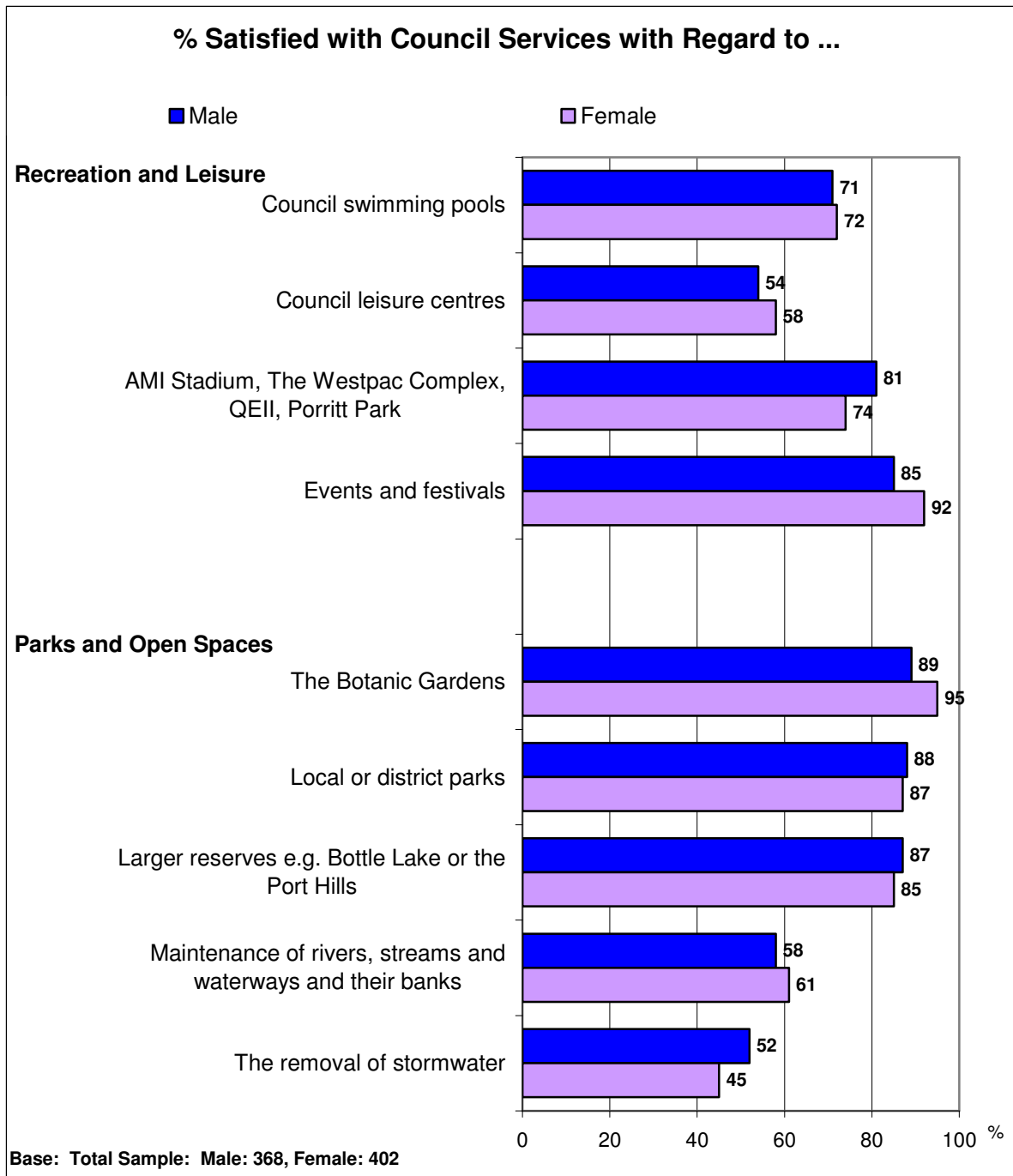


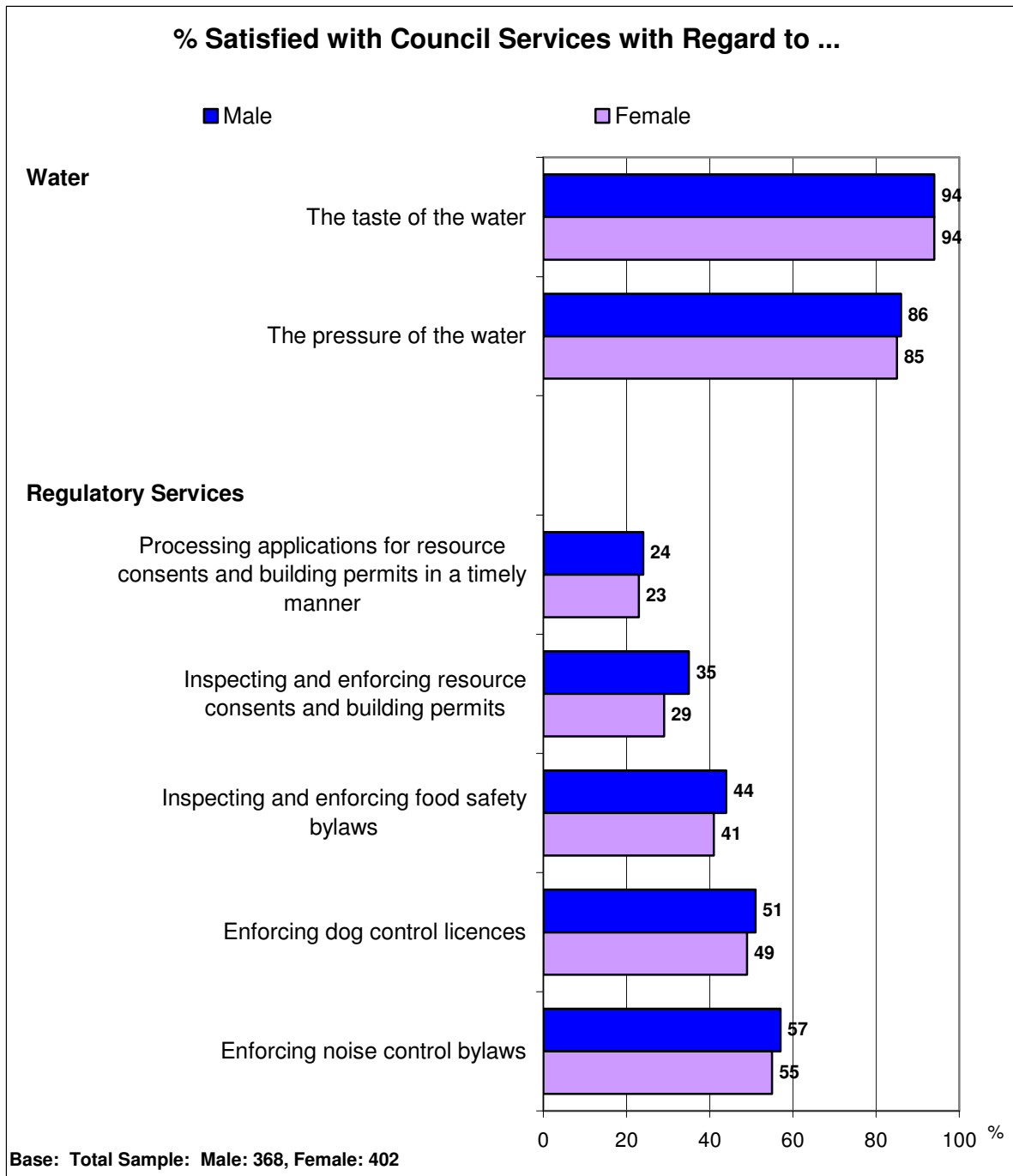


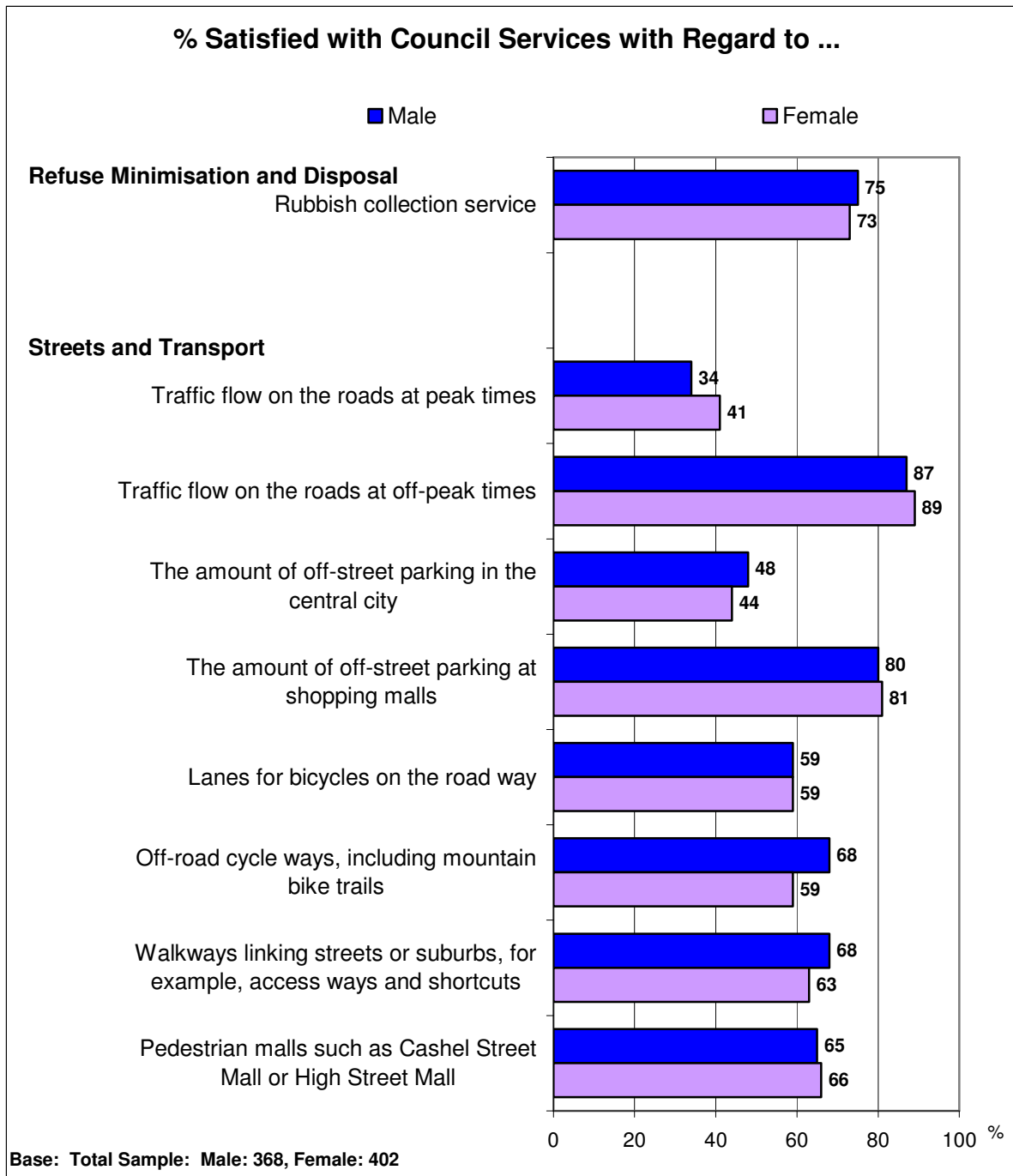


6. Satisfaction with Council Services by Gender

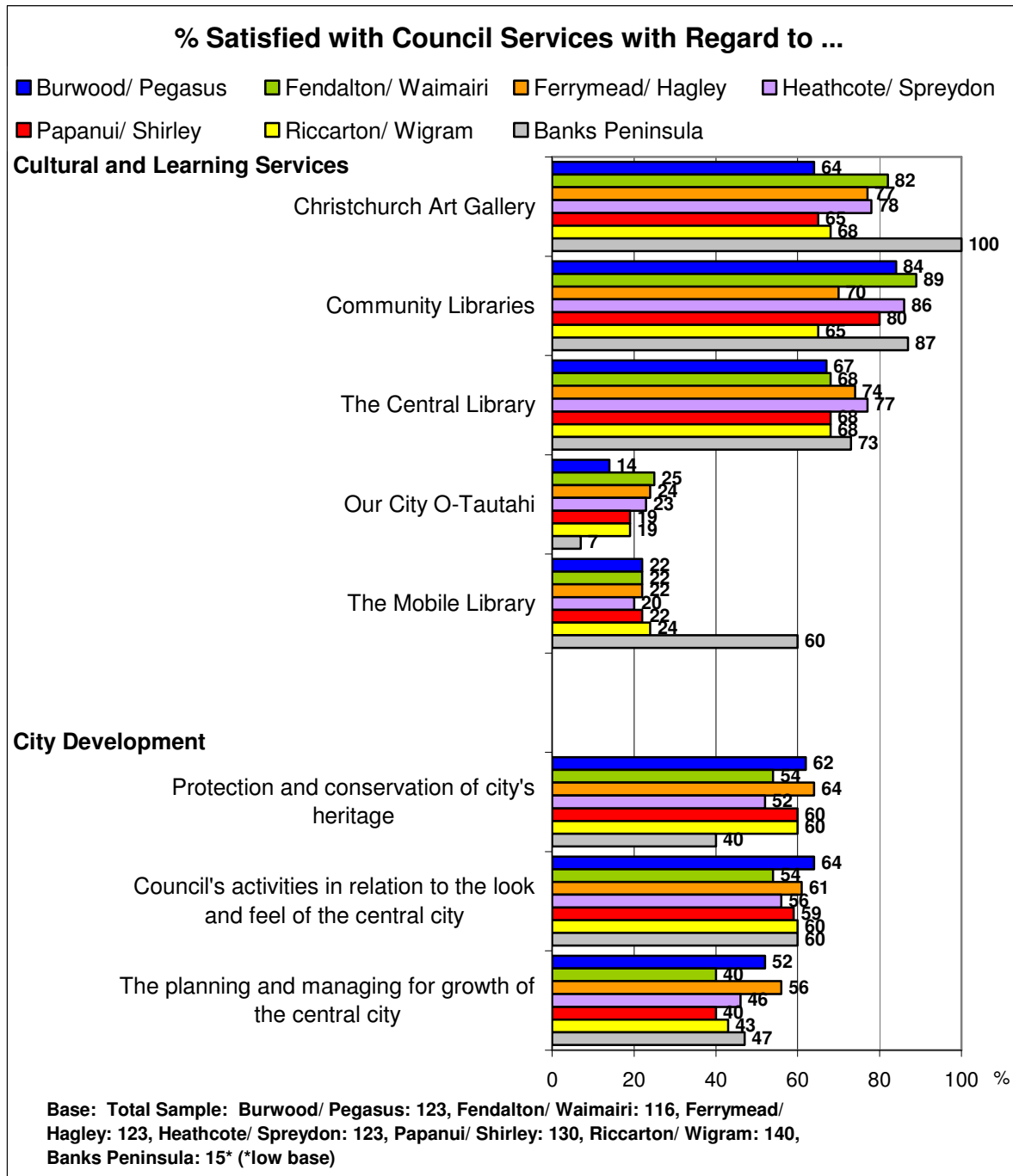


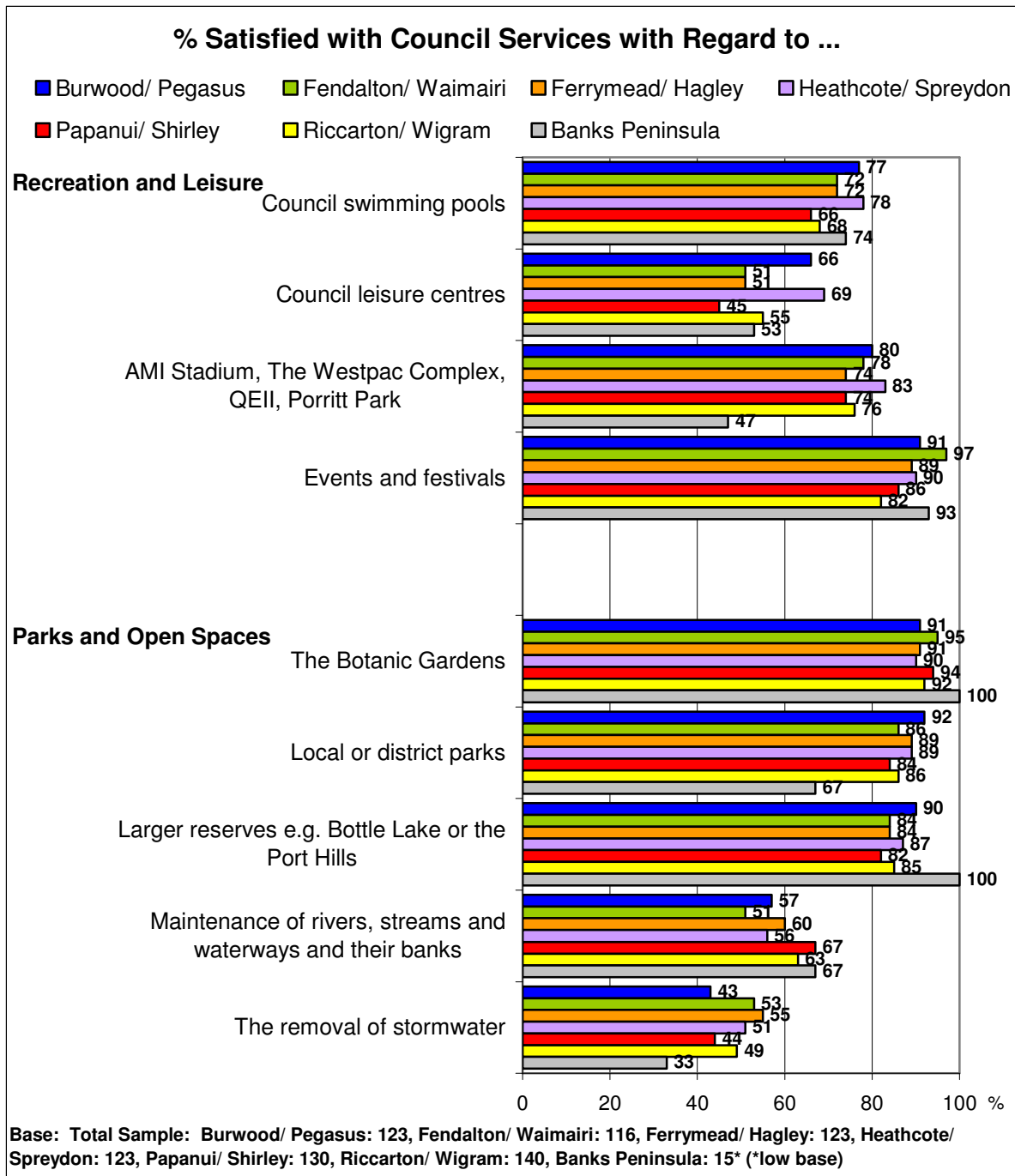


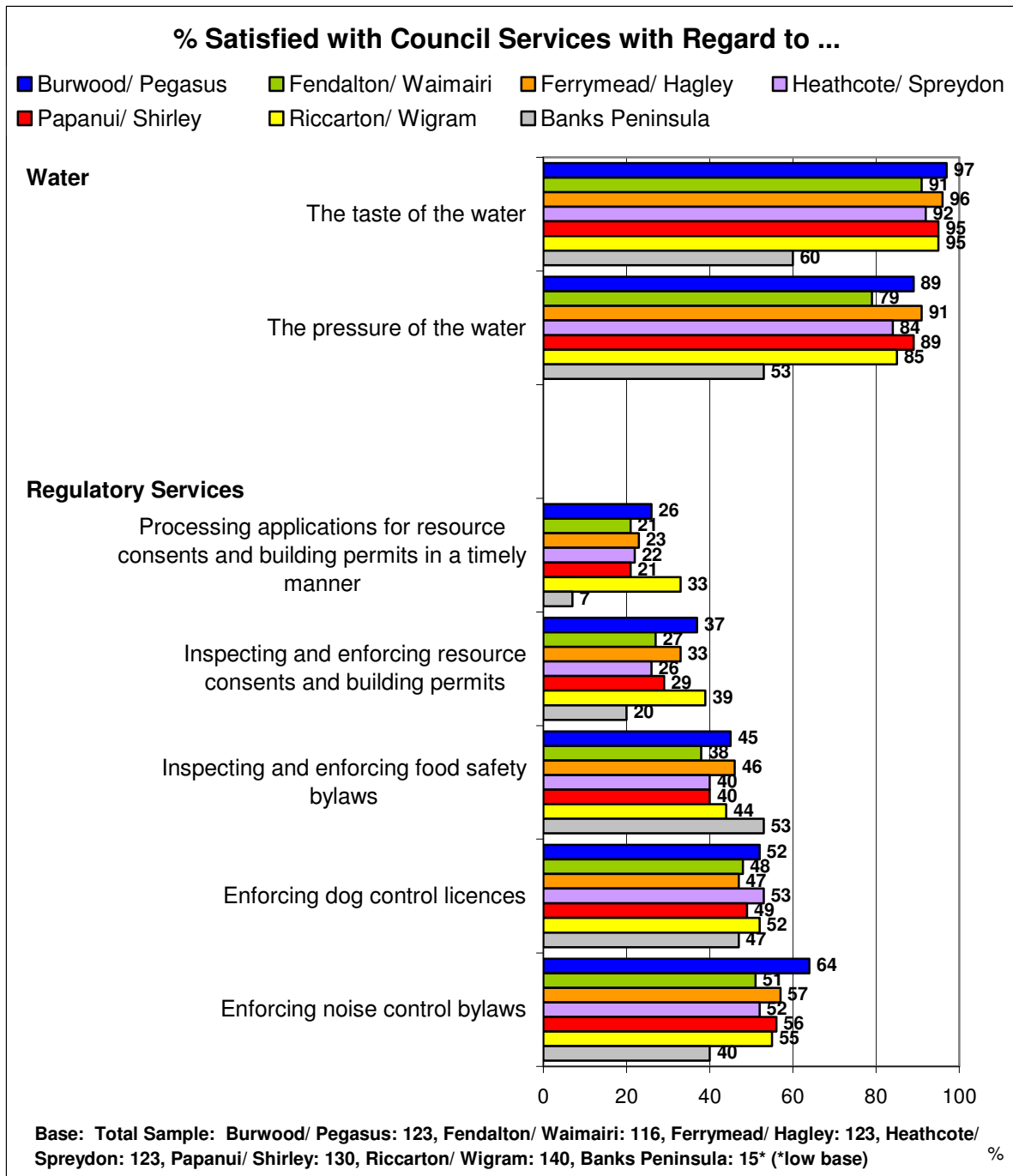


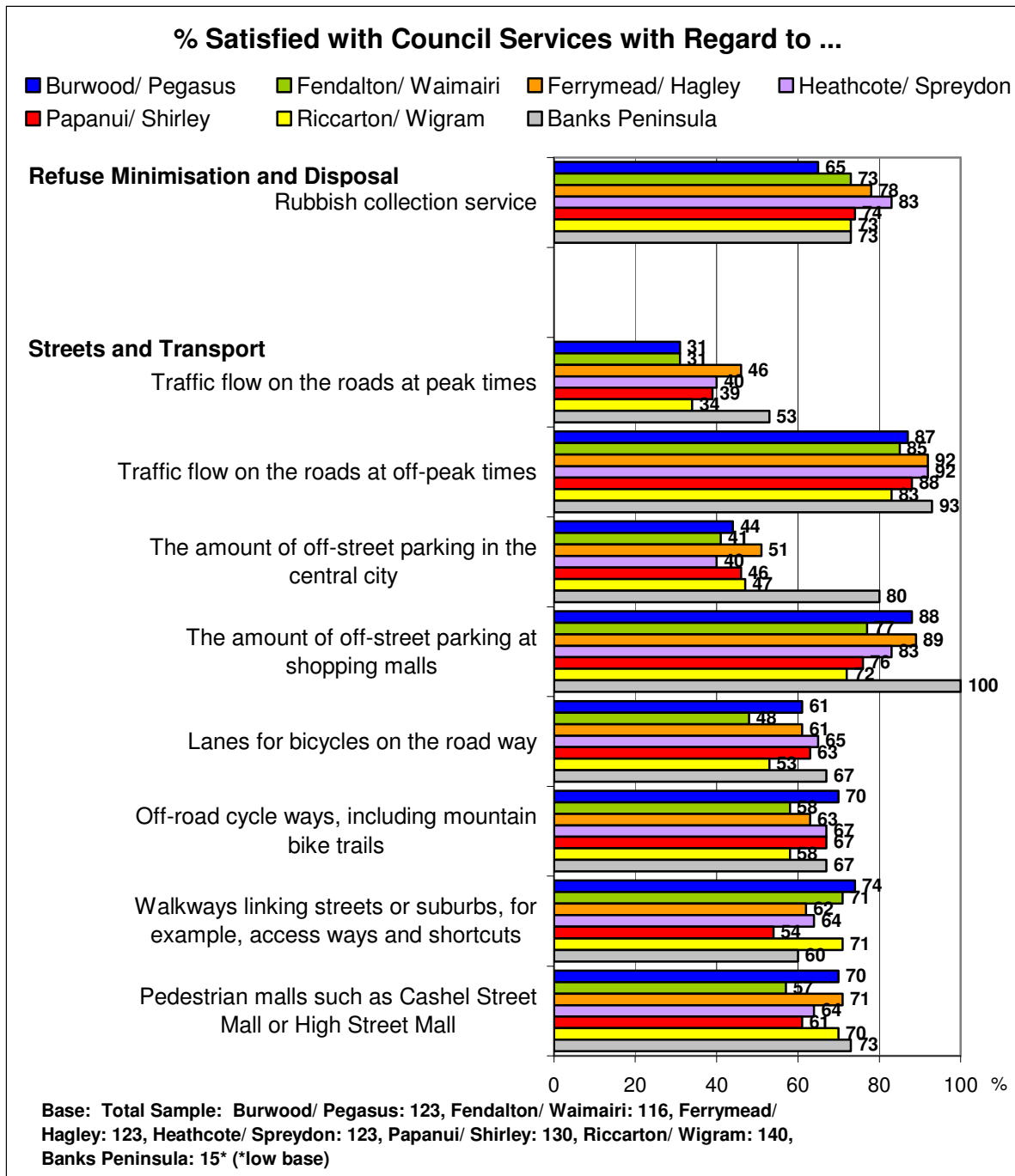


7. Satisfaction with Council Services by Ward









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) 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
Planning and managing for growth of the Central City	0.37	700
Inspecting and enforcing resource consents and building permits	0.35	542
The look and feel of the Central City	0.35	734
Protection and conservation of the City's heritage	0.32	737
Our City O-Tautahi	0.32	286
Processing applications for resource consents and permits	0.31	535
Events and festivals	0.28	750
Pedestrian malls	0.28	709
Inspecting and enforcing food safety bylaws	0.27	584
Enforcing noise control bylaws	0.26	687
Maintenance of rivers, streams and waterways	0.25	750
Removal of stormwater	0.25	729
Enforcing dog control licenses	0.24	637
Traffic flow on the roads at peak times	0.23	750

Satisfaction measure (continued)	Co-efficient	Sample Size excluding don't know
Rubbish collection	0.22	756
Walkways linking streets or suburbs	0.22	685
Central Library	0.21	612
Larger reserves or open areas	0.21	706
Council leisure centres	0.21	551
Local or district park	0.20	744
Christchurch Art Gallery	0.20	674
Council swimming pools	0.20	653
Lanes for bicycles on the road way	0.20	750
The amount of off-street parking in the central city	0.19	727
AMI Stadium, Westpac, QEII etc	0.19	673
Botanic Gardens	0.18	738
Community libraries	0.18	673
Traffic flow on the roads at off-peak times	0.16	761
Off road cycle-ways including mountain bike trails	0.15	625
Pressure of the water	0.14	759
The amount of off street parking at shopping malls	0.13	753
Taste of the water	0.12	757
Mobile library	0.07	280

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.

